



MEDIA RELEASE

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A Midsummer Fantasy Festival Returns to Norfolk *Moon Take Thy Flight*

Norfolk, VA (June 26, 2014) – Norfolk Festevents and Virginia Stage Company (VSC) team up to present *Moon Take Thy Flight*, the second installment of *A Midsummer Fantasy Fest*. This interactive performance art event will convene in Town Point Park, July 25th-27th, 2014 and will explore the story of Shakespeare's *A Midsummer Night's Dream* through an eclectic assembly of visual and performance artists, large scale puppetry, musicians and event designers.

Building on the success of last summer's collaboration of *The Tempest* with the Virginia Stage Company in Town Point Park, Karen Scherberger, CEO of Festevents states, "Festevents and VSC are excited to work together again to further expand the edges of our collective imaginations to create a new type of audience experience inspired by today's performance art movement."

According to Scherberger, this non-linear reinvention of Shakespeare's most popular comedy will interact with a series of large scale "enchanted art environments utilizing repurposed materials from previous events and festivals," as well as materials unique to the style of the seven commissioned artists who will be creating them. The public is invited to stop by Town Point Park the Wednesday and Thursday before the festival to meet the artists as they construct their work on site.

Moon Take Thy Flight, inspired by such innovative events as *Burning Man* in the Nevada desert, the *Figment* movement and New York's immersive theater *Sleep No More*, is the first interactive performance art project for Hampton Roads and introduces the largest collaboration of diverse performing and visual artists in a public project in this region.

Audiences are invited to bring a lawn chair and wait to become part of the story or wander through the large scale art environments to create their own unique experience. According to VSC organizers "*Moon Take Thy Flight* is ready for you to discover magical environments, experience art and become a part of Shakespeare's imaginative tale within the beautiful, waterfront Town Point Park."

The artistic team includes:

- **Patrick Mullins**, VSC's Associate Artistic Director, who worked closely with Scherberger last summer to create *The Tempest* in Town Point Park.
- **Bland Hoke**, the visual art project manager for *Moon Take Thy Flight* who has created art installations at *Burning Man* in Nevada and has been recognized for his installation art pieces worldwide.
- **Blair Mielnik**, out of New York has extensive experience in immersive theater including his work on *Sleep No More*, which has been running for over three years in Manhattan.

- **Mike Bell**, popular Virginia Beach artist and designer, has assembled a group of 5 diverse local artists to collaborate with the artistic team to design and construct the large scale art environments for the project including **Charlie Rasputin** of the Arts District and Alchemy; **Wes Cheney** known for his amazing bamboo constructions; **Paul Costen**, motion design and projection artist; **Nichole Ashikis**, and **James Molloy**. **Hoke, Mielnik and Bell** will also be constructing signature pieces for the project.
- Musicians include **DjP** and **MrT**, **Jake Hull**, **Kelsie McNair** and **Karacell**, all producing and performing original music.
- **Donovan Zimmerman**, co-founder of the Paperhand Puppet Intervention, whose large scale puppets were featured at last year's *Tempest* in Town Point Park.

The festival will feature a variety of unique entertainment, children's activities, craft brews, wines and ciders, as well as gourmet specialty food selections.

The park opens at 6:00pm each day, Friday – Sunday for audiences to enjoy the art installations and an artist meet & greet. At 7:30pm the park takes on new life as it begins to tell the story of *A Midsummer Night's Dream*, culminating in a grand finale at 9:15pm. After Party in the park, open to the public, to follow until 11 pm.

What: A Midsummer's Fantasy Festival

Where: Town Point Park, Downtown Norfolk Waterfront, Virginia

When: Friday, July 25 – Sunday, July 27, 2014 *

*Wednesday, July 23 & Thursday, July 24, 2014 public invited to stop by the park as artists construct their projects.

Time: Park opens 6 pm each day; Performances begin 7:30 pm; Finale 9:15 pm; After Party follows in the park until 11 pm.

Admission: Free and open to the public

The Midsummer Fantasy Festival is produced in partnership with Norfolk Festevents and the Virginia Stage Company, and sponsored with the City of Norfolk.

For more information visit www.Festevents.org or call 757-441-2345.

ABOUT NORFOLK FESTEVENTS, LTD.

Norfolk Festevents Ltd. is a private not-for-profit organization dedicated to producing premier concerts, festivals, ship visits and special events for residents and guests of Hampton Roads. Celebrating its 32nd season, Norfolk Festevents has garnered international acclaim for its outstanding quality programming. Norfolk Festevents is the official event marketing and production agency for the City of Norfolk.

Virginia Stage Company is the region's only fully professional resident theater company, serving an annual audience of more than 70,000. Since its founding, Virginia Stage Company has made significant contributions to the quality of life in Hampton Roads: presenting more than 200 plays through more than 4,400 performances; revitalizing and renovating the historic Wells Theatre; providing educational programs for students of all ages; and preserving the legacy of live theatre for future generations.



Scene from 2013 *Tempest* in Town Point Park



Jake Hull performing original works at 2013 *Tempest*



Puppet Actors from 2013 *Tempest*