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MacArthur Center

Holiday Art Installations Featuring 12 Glowing, Musical Interactive SeeSaws to Light Up Downtown Norfolk at MacArthur Center *Impulse* Open to the Public Nov. 16 to Jan 19

NORFOLK, Va. — October 10, 2019 — *Impulse*, a participatory artwork featuring 12 glowing seesaws that emit light and sound when people climb aboard, will be lighting up Downtown Norfolk on the MacArthur Center Green from November 16 until January 19, 2020.

The exhibit, which is a collaborative venture between MacArthur Center and the Downtown Norfolk Council, is free and open to the public.

Created by Lateral Office and CS Design in collaboration with the Quartier des Spectacles Partnership in Montreal, Canada, *Impulse* features 12 large seesaws that are fitted with LED lights and speakers. By interacting with the exhibit, visitors create dynamic and delightful waves of light and sound that add warmth to the winter's short days and dark nights.

The playful installation debuted in 2015 at the Place des Festivals in Montreal's Quartier des Spectacles winter event, where the creators gave insight about their heartfelt and fun work. That interview is available [here](#), courtesy of the Montreal Gazette. *Impulse* has since travelled worldwide to London, Brussels, Lugano, Scottsdale and Chicago's Polk Bros Park at Navy Pier.

"We're delighted to collaborate with the Downtown Norfolk Council to bring this internationally-renowned art installation to our community for this year's holiday season," said Karen Husselbee, Marketing Director, MacArthur Center. "*Impulse* will get people of all ages outside to enjoy an artful experience along with friends and family and other members of our community. It will be a get way to alleviate the winter blues while participating in a truly unique community experience."

"We are always looking for opportunities to further enhance the Downtown Norfolk experience, and partnering with MacArthur Center to bring this first-to-market art installation to the community was a no brainer," said Jessica Kliner, Director of

Marketing and Communications, Downtown Norfolk Council. “Adding Impulse to the already impressive season of holiday happenings Downtown reinforces us as the region’s premier destination for the holiday season.”

The exhibit will be open seven days a week with special hours so it can be enjoyed during the day and in the evening when the seesaws are most illuminated. Hours are Sun-Thurs 10am-10pm, Fri & Sat 10am-11pm.

About the Downtown Norfolk Council

The Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 50-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on **Twitter**, **Facebook** and **Instagram** or visit **DowntownNorfolk.org**.

About MacArthur Center

MacArthur Center, located on Monticello Avenue in downtown Norfolk, features one million square feet of retail offerings, including the region’s flagship Dillard’s department store. Shoppers can explore more than 120 stores including Apple, J.Crew, Michael Kors and Fink’s Jewelers. Entertainment and dining options occupy approximately 25 percent of the tenant mix.

MacArthur Center also offers Live 360°, an interactive program of classes, demonstrations, workshops and more allowing the community to actively engage around their interests.

For more information, visit **ShopMacarthur.com** or follow us on **Facebook**, **Twitter** and **Instagram**.

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