



**SHINING
A LIGHT**
INDIANAPOLIS, USA

NEWS RELEASE

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Shining a Light on Indianapolis plans & details revealed

Video and website unveiled and call-for-applications open to activate Monument Circle

INDIANAPOLIS – Today, Downtown Indy, Inc. and the Indiana War Memorials Commission shared plans and details about the \$7.6 million *Shining a Light on Indianapolis* initiative, made possible by the Lilly Endowment, that will activate the Indiana Soldiers & Sailors Monument and Monument Circle with enhanced lighting, video-mapping and projection capabilities, a state-of-the-art sound system and flexible, performance staging.

These new and updated amenities will enable a variety of interactive event experiences, especially during evening hours that will help amplify Monument Circle as a vibrant gathering place and creative public amphitheater. Programming will include seasonally-themed experiences, light shows and a nightly “Signature Salute” synchronized with an Indianapolis Symphony Orchestra original score that pays tribute what the iconic Monument stands for – all **debuting Nov. 9, 2019**.

With a reverence to Indy’s past and an eye towards the city’s future, Shining a Light illuminates the city’s most iconic space as the Crossroads of America.

“We are so pleased to partner with the Indiana War Memorials Commission in helping to bring light, literally and figuratively, to the woefully-lit Monument Circle,” said Bob Schultz, senior vice president of marketing and events for Downtown Indy, Inc. “This artistic project will complement the historical relevance of the Soldiers & Sailors Monument with cutting-edge, story-telling technology and cultural presentations, thanks to the generous and forward-thinking Lilly Endowment, Inc. And we chose a world-class team of local experts to help us pull it off.”

The Technology: The best of the best lighting technology will be used to create a stunning environment for the Monument and the surrounding Circle properties, through [Dodd Technologies](#). The highlight of this new technology platform is the 240,000 lumen, 4K laser video projection system that will project from the NorthWest Quad of the Circle on to the building faces of the SouthEast Quad. The buildings were laser scanned and mapped so the images could be folded onto the contours of the building surfaces. The video files will be projected through six laser projectors.

Clean, bright fixtures with energy-efficient LED light engines are being used. A state-of-the-art programming and monitoring system is in place and operates seamlessly. Additionally, a new audio system around Monument Circle has been installed to provide high quality music and voice reinforcement.

“As a native Hoosier, I was humbled and thrilled to have the opportunity to bring the most recognized icon in Indiana out of the darkness, and to give it light,” said Mark Dodd, president of Dodd Technologies. “Not only is the Monument a tribute to those who have served, it is by its design a stunning work of art. We are going to give new light and life to its statues, magnificent carvings and historical plaques.”

The Story: The content behind the **Signature Salute** was designed by [Innovative](#). Using video-mapping technology, the creative group has created a beautiful canvas for a deserving icon. The stories will honor our service women and men, some of whom have paid the ultimate sacrifice for the freedoms we enjoy.

The Signature Salute will run nightly, just after dusk, 365 days a year. (Performance times will be adjusted based on the seasonal time for dusk. From November - March, the Salute will run between 6:30-6:45 p.m.) The five-minute program will bask the Soldiers and Sailors Monument in red, white and blue with a synchronized original score from the Indianapolis Symphony Orchestra written by Emmy Award winner John Colby. Coordinated video and light projections featuring images of historic significance will unfold across the surrounding building facades and statues on the Monument will be illuminated. As the music crescendos, four intense beams of light will soar skyward from each quadrant illuminating Victory (atop the Monument), signaling Indianapolis as the Crossroads of America.

“This will be the largest projection in the state’s history,” said Conrad Piccirillo, president of Innovative. “Everyone remembers the Olympic opening ceremonies because they’re visually stunning. Now, Indiana and Indianapolis will have a recognizable beacon that will light a path for the world to see us.”

The Activations: In addition to the nightly Signature Salute, this new technology allows the telling of stories that amplify the biggest events and create new arts and cultural activations and programs on the Circle, managed by Downtown Indy, Inc.

The patriotic Signature Salute will continue to run every night, even throughout the holiday season, when it will merge with a coordinated holiday theme starting at Downtown Indy, Inc. Circle of Lights presented by IBEW 481 Nov. 29. Visitors will see enhanced holiday activations and new video and lighting elements.

Beginning Nov. 30 and the following three Saturdays, Dec. 7, 14 & 21, **Holidays on the Circle** will take place from 4:30 – 7:30 p.m. Holiday performances, signature treats and festive music will fill Monument Circle. Additionally, B105.7 holiday music will be played daily throughout the holiday season.

Throughout its history, The Circle has served as a crossroads of connection where individuals come to celebrate, to mourn, to pray, to educate and to be inspired as a community. To continue the tradition of celebration, Downtown Indy, Inc. and the Indiana War Memorial Commission will award eight arts and culture organizations the opportunity/in-kind programming costs to bring performances to Monument Circle as part of **Shining a Light: Arts & Culture on the Circle** from March – November 2020. Arts & Culture on the Circle is designed to infuse arts and culture into the lives of the hundreds of thousands that engage with Monument Circle annually. The call for applications is open now through Oct. 21.

“We’ve dreamed big for Monument Circle,” said Courtney Rissman, director of events for Downtown Indy, Inc. “This entire project will put Indianapolis even more on the map. We’re so proud to be able to share this amazing new technology with the community for years to come.”

Video/Website: A new website was launched today featuring all aspects of Shining a Light, including a preview video. Visit www.downtownindy.org/shiningalight. Help spread the word on social media: #ShiningALightIndy #DowntownIndy

Sustainability: The sustainability of this initiative depends on the support of the entire community. More resources spur updated video mapping content, more activation of free, public events, enhanced decor elements around Monument Circle and a new fund to support local artists who will perform and present as part of this project. Individuals who would like to be a part of this initiative are encouraged to become Shining A Light Luminaries with a donation of \$150 or more online. Corporate and event sponsorship opportunities are also available.

Premiere: All are welcome Nov. 9, 2019, as we usher in Veterans Day weekend with a patriotic celebration, from 4 – 7 p.m. on Monument Circle.

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Lilly Endowment Inc.
A Private Philanthropic Foundation

About Lilly Endowment Inc.

Lilly Endowment Inc. is an Indianapolis-based private philanthropic foundation created in 1937 by three members of the Lilly family – J.K. Lilly Sr. and sons J.K. Jr. and Eli – through gifts of stock in their pharmaceutical business, Eli Lilly & Company. The Endowment exists to support causes of community development, education and religion. Lilly Endowment's community development grantmaking is designed to support efforts that enhance the quality of life in Indianapolis and Indiana. Visit www.lillyendowment.org

In December 2018, Downtown Indy, Inc. and the Indiana War Memorials Commission were honored to be among 17 Strengthening Indianapolis Through Arts and Cultural Innovation grants awarded by the Lilly Endowment to make arts and culture a larger part of the lives of individuals and families; increase access to arts and cultural offerings among diverse audiences; enhance Indianapolis' national and international reputation and foster community spirit and tourism.

About Downtown Indy, Inc.

Founded in 1993, Downtown Indy, Inc. a public/private partnership existing to improve Downtown is also known as Indianapolis Downtown, Inc. As a private, not-for-profit organization, Downtown Indy, Inc. is uniquely positioned to address issues that affect the area's growth and well-being. Downtown Indy focuses on development, management, activation and marketing to advance Downtown as a great place to live, learn, work and play.

About the Indiana War Memorial Commission

The Indiana War Memorial Commission, whose mission is to honor Hoosier veterans, ensure their sacrifices are not forgotten and to educate citizens about the military history of our state and country. The Indiana Soldiers and Sailors Monument is recognized as one of the world's outstanding monuments, and has come to symbolize both the City of Indianapolis and the state of Indiana. In addition to the Indiana Soldiers and Sailors Monument, the commission also operates and maintains the USS Indianapolis Memorial and the Indiana War Memorial and Museum and Veterans Memorial Plaza.