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1634 North Main Street, Suite 102
High Point, N.C. 27262

CONTACT:

Logan Garrett
lgarrett@bouvierkelly.com
423-519-9979

High Point Shines Light on High Point Rockers Season with *Impulse* Exhibit

The interactive art exhibit will bring joy and light to the young and young at heart

HIGH POINT, NC (April 11, 2022) — High Point will welcome an interactive public art display of 15 illuminated seesaws in time for the High Point Rockers first game of the 2022 season on April 21st. The international exhibit, *Impulse*, will provide a light and sound experience through user engagement. Initially launched in Montreal's Quartier des Spectacles, *Impulse* has traveled to cities such as London, Chicago, Boston, New York City as well as a host of other locations around the globe. Most recently, the exhibit created by Lateral Office and CS design will be traveling from Charlotte, NC, leading up to the 18-day installation from April 21st to May 8th at Truist Point Stadium.

"As we are rejoicing in more event experiences approaching the endemic, *Impulse* is a welcome celebration for children and adults to just play," says Visit High Point President Melody Burnett. "When public art is fully interactive, like *Impulse*, you have an elevated level of experience, and what better place to enjoy than Truist Point Stadium, home of our High Point Rockers."

High Point Rockers will be playing 13 home games during the 18-day stretch of the exhibit. "Our brand hinges on the family experience, so we provide packaging through many of our events and game experience. *Impulse* will kick off an exciting opening to our Rockers season that be definitely be memorable," said Pete Fisch, president of High Point Rockers.

Recently retired Forward High Point President, Ray Gibbs, met the Creos team at a conference in 2019 and made that connection for High Point. Creos produces an array of interactive exhibit tours including *Impulse*.

"When I first met Creos and saw their interactive art displays, I thought they would be perfect for High Point. We are an international city, with high design value. It would provide a perfect link between our visitors and citizens," said Gibbs.

Impulse was originally scheduled to arrive during the 2020 Fall High Point Market, but the exhibit was rescheduled due to the Covid-19 pandemic. Burnett says that the installation is much anticipated for this spring as there are numerous collaborators, sponsors, donors, grants, and volunteers that have helped make this a reality, including Forward High Point, DRIVE High Point Foundation, High Point Market

Authority, Visit High Point, City of High Point, Congdon Yards, High Point Rockers, and Bill and Candy Fenn.

Kids and adults can enjoy *Impulse* along the concourse at Truist Point from April 21st – May 8th. The exhibit is free and open to the public on April 25, May 2, May 6, May 7, and May 8. All other dates are during the High Point Rockers home games. Please check times for availability. Those interested can visit these supporting websites for specific dates and times to enjoy *Impulse*:

High Point Rockers <https://www.highpointrockers.com/truist-point> ,

Forward High Point site at <https://downtownhighpoint.org/>

High Point Events Calendar at <https://visithighpoint.com/calendar/>.

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About *Impulse*:

Impulse is an interactive light and sound experience. It consists of a set of large seesaws who light intensity and musical tones change when set in motion by visitors. This work creates an ephemeral and ever-changing field as the public plays with this urban instrument. *Impulse* embodies ideals of serialism, repetition, and variation to produce zones of intensity and calm. *Impulse* was first presented in the Quartier des Spectacles, Montreal's downtown culture district, as part of Luminothérapie, an annual winter event. The exhibit is created by Lateral Office and CS design and tours managed by Creos. Photo credit: Brian Wancho