



Rainbow Summer HIGHLIGHT featuring Evanescent coming to Marcus Performing Arts Center this summer

Marcus Performing Arts Center and Milwaukee Downtown, BID #21 partner to bring an immersive, large-scale public art installation and five nights of free public performances

MILWAUKEE (May 17, 2023) – Downtown Milwaukee will welcome a new immersive public art installation to the Marcus Performing Arts Center Outdoor Grounds in July 2023 with the return of [Rainbow Summer: HIGHLIGHT featuring Evanescent](#). [Marcus Performing Arts Center](#) (MPAC) and [Milwaukee Downtown, BID #21](#) are partnering to bring the internationally touring installation “Evanescent” by Atelier Sisu to the MPAC Outdoor Grounds for one week only, July 18 – 22, along with five nights of free public performances.

Capitalizing on the success of “Lightfield” by HYBYCOZO, presented by Johnson Financial Group, that transformed Cathedral Square Park into an immersive public art installation, “Evanescent” by Atelier Sisu will feature larger-than-life “art-architecture” (the intersection of art and architecture).

As part of Rainbow Summer: HIGHLIGHT featuring Evanescent, each night will feature a free public performance with live music from local and regional artists, vendor markets, food trucks, activities, and more. Performances are scheduled to begin at 7:00pm nightly, with a special Family Night planned for Saturday, July 22 that will begin at 6:00pm. Additional details on artists performing at Rainbow Summer: HIGHLIGHT featuring Evanescent will be released in the coming weeks.

“We are elated to expand on our partnership with Milwaukee Downtown to bring this world-renowned installation to our community alongside a diverse selection of musical artists for Rainbow Summer: HIGHLIGHT featuring Evanescent,” said **Jared Duymovic, MPAC Vice President of Programming & Engagement**. “This is the first large-scale public activation of our newly renovated outdoor space, and we look forward to welcoming everyone to enjoy and experience this exciting summer event.”

As part of Milwaukee Downtown’s public art initiatives, this inflatable, large-scale art display will feature three sets of four bubbles each, which will have a total footprint of over 1,400 square yards – encompassing the majority of the lawn on the MPAC Outdoor Grounds. The massive installation invites playful, fun interaction, promising to be the most Instagrammable moment of the summer in Milwaukee. Led by Peruvian sculptor and industrial designer Renzo B. Larriviere and spatial architect and artist Zara Pasfield, Atelier Sisu is an award-winning Sydney-based art practice, aiming to provide a unique spatial experience for its visitors.

“‘Evanescent’ by Atelier Sisu will be the premier public art installation this summer in downtown Milwaukee, and undoubtedly a highlight for everyone’s Instagram feed,” said **Beth Weirick, CEO of Milwaukee Downtown, BID #21**. “We’re proud to partner with the Marcus Performing Arts Center to bring even more public programming to downtown’s communal spaces this summer.”

“Evanescent” Artwork Concept

Evanescent is an adjective, meaning the quality of being fleeting or vanishing quickly; impermanence.

Evanescent is an immersive, light and sound temporary environment that aims to capture the concept of ephemerality and transience in a visual form: the bubble. The artwork was inspired during the COVID-19 pandemic, when the world stopped and everything we took for granted started to disappear. Atelier Sisu endeavored to communicate this feeling of transient beauty, and the need to live in the moment through the idea of the bubble.

By day, Evanescent is made from a color-reflecting dichroic film that reacts to the changing light of the sun as it moves across the sky, causing a rainbow of reflection across the ground and a unique picture from every angle. This architecture connects audiences with their environment and is designed to be truly inclusive. By emulating the ethereal quality and magic of bubbles, Atelier Sisu's Evanescent appeals to our universal playfulness and childlike wonder, the work encourages the audience to consider the world around them as a space of transience and fragility, like that of a bubble.

To learn more about Rainbow Summer: HIGHLIGHT featuring Evanescent, visit <https://www.marcuscenter.org/get-tickets/rainbow-summer/>.

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About Atelier Sisu

Atelier Sisu is an award-winning Sydney-based art practice, led by Peruvian sculptor and industrial designer Renzo B. Larriviere and spatial architect and artist Zara Pasfield. The pair work with a multi-disciplinary team to create experiential environments, installations and unique sculptural pieces. Their direction of work sits between the fields of art and architecture (architecture), with particular focus in the realm of public art. Each public artwork aims to provide a unique spatial experience for its visitors, while also contributing to the visual identity of a place and promoting community interaction.

About Marcus Performing Arts Center

A mission-based non-profit organization located in downtown Milwaukee, the Marcus Performing Arts Center (MPAC) brings high-quality arts and cultural programming to Southeastern Wisconsin. MPAC strives to act as an energizing force that connects the community to the world through collaboration, innovation, social engagement, and the transformative power of the performing arts. Through multiple performance series, community events, and educational experiences, MPAC brings a diverse range of celebrated artists to the region. A fixture in Milwaukee for over 50 years, MPAC is proud to be part of the Milwaukee Theater District as well as a dedicated War Memorial facility. Learn more at www.marcuscenter.org.

About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly downtown. More info available at www.milwaukeedowntown.com.

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Download Press Kit: [Rainbow Summer: HIGHLIGHT featuring Evanescent Press Kit](#)