

## FOR AUDIENCES

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October, 21-23, 2020

### The World Premiere of New Dance Series Bloom & Interactive Art Display at 299 Park Avenue

Company: Fisher Brothers and Rockwell Group  
Venue: 299 Park Avenue  
Location: New York, NY, NY

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Fisher Brothers hosts a free multi-day dance performance series Bloom, a site-specific dance piece by Broadway choreographer Paul McGill, at 299 Park Avenue in celebration of the building's lobby reimagination and unveiling of the interactive art display Living Canvas by Rockwell Group's LAB.

The dance performance represents an emergence from confinement and the ability to exist in harmony with a brand new, state of the art workspace. Bloom is the ultimate expression potential: an external manifestation of internal possibility. Blending interactive technology, architecture and storytelling, Living Canvas brings 299 Park Avenue and the neighborhood to life with drama and dynamism. The 60-foot-long LED wall behind and through the reception desk features custom art that responds to and reflects the activity in the newly renovated lobby.

Fisher Brothers and Rockwell Group  
299 Park Avenue  
New York, NY, NY, 10171

Schedule  
October 21, 2020: 12:00pm  
October 22, 2020: 12:00pm  
October 23, 2020: 12:00pm

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