



**For Immediate Release, November 22, 2017**  
**More information: Janet Webb**  
**575-770-6392, [media@paseoproject.org](mailto:media@paseoproject.org)**

**The Paseo Project Hosts Art Pop-ups in Support of Strong at Heart**  
*Paseo invites the Taos community to step up and speak out on December 2 and 3.*

**Taos NM, November 22, 2017** – Every September since 2014, residents and visitors to Taos have been treated to a spectacular show of light, performance and installation art throughout the historic district. The nighttime art festival known as The Paseo has transformed the community with art – temporary art with mind-altering effects. While the festival lasts just two days, the impact on local artists, teachers and the youth of Taos has been lasting.

This December, the Paseo Project will bring two Paseo Pop-ups to the community in a collaboration with Strong at Heart, supported by the LOR Foundation. On Saturday December 2, the Pop-up will be located between Super Save Discount Food and PointS Tire Store, 5-7:00pm. On Sunday December 3, the installations will be part of Talpa Community Center's Christmas Fair from 11:00am to 2:00pm. Both events are free and open to the public.

Both evenings will include two outdoor participatory art installations. **The Illuminator**, a projection piece created by the New York-based Illuminator Collective for the Paseo, asks the community to imagine Taos in the future by responding to carefully crafted, locally inspired questions. First, participants are invited into a private booth and revealed a personalized question in English, Spanish or Tewa according to their preference. Then responses are 'illuminated' as large scale digital graffiti with a digitally-manipulated soundtrack.

**The Taos We Want Chalkboard installation** invites the community to finish this sentence: "I want to live in a Taos where..." Space is provided for how each person is willing to help activate this desire. This bilingual analog installation was a huge success at the PASEO Party on the Plaza and will travel to more Paseo Pop-ups in 2018. Responses from both installations will be recorded and provided to Strong at Heart to add to its "Taos Downtown Strategy" study.

**PASEO DECEMBER POP-UPS AT A GLANCE**

**Saturday, December 2**, 5:00pm – 7:00pm

Between Super Save Discount Foods and PointS Tire Store, 519 Paseo Del Pueblo Sur, Taos

**Sunday, December 3**, 11:00am – 2:00pm

Talpa Community Center, M-518, Ranchos De Taos

**LEARN MORE**

**Strong at Heart** is a project of the Town of Taos focused on working with Taoseños to create a vision for a thriving downtown for everyone. The goal of the project is to create a Taos Downtown Strategy, which communicates our shared values, guiding principles and vision for the downtown, and includes an action-plan to get things done.

[www.downtowntaos.com](http://www.downtowntaos.com)

**The Paseo Project** transforms community with art and art with community. They host an annual free fall outdoor art event as well as other community events and collaborations throughout the year that bring projection, installation and performance art to the streets of Taos. [www.paseoproject.org](http://www.paseoproject.org).

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