



# CITY OF PALO ALTO

**NEWS RELEASE**  
**For Immediate Release**  
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## **Code:ART Interactive Media Art Festival Coming to Downtown Palo Alto October 12-14!**

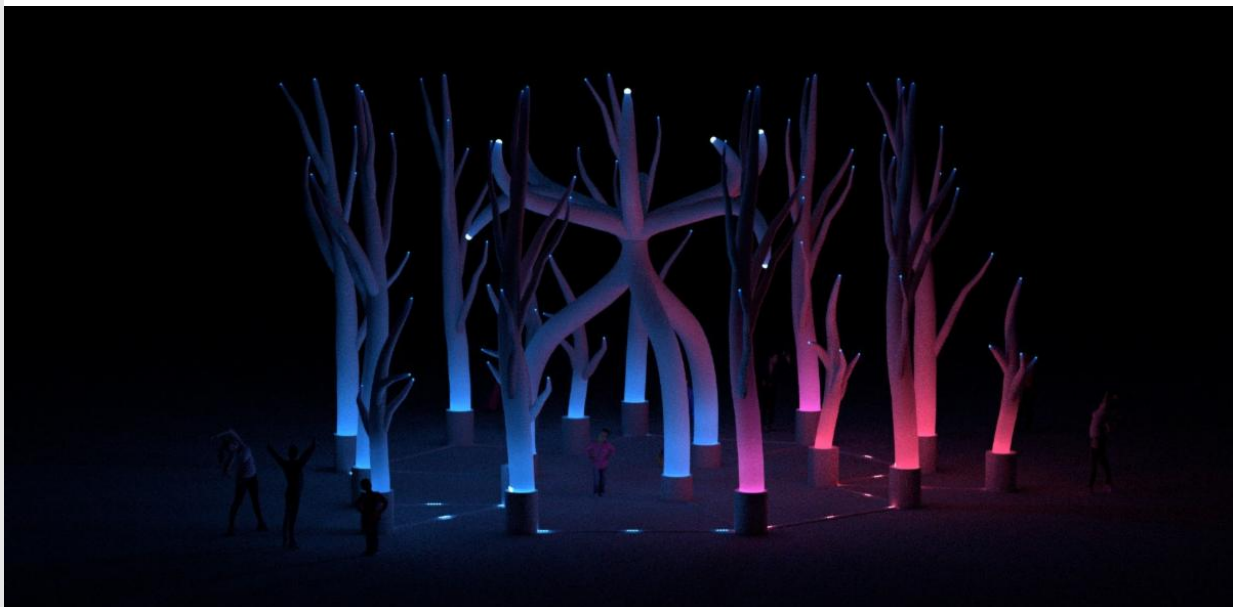
*Seven Interactive New Media Artworks will Reimagine Underutilized Downtown Spaces 5-10 p.m.*

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**PALO ALTO, CA.**— [The City of Palo Alto Public Art Program](#) will launch its third interactive media art festival, [Code:ART](#), a three-evening event that re-imagines Palo Alto's underutilized plazas, alleys, and public spaces through interactive light, sound, and motion.

A major interactive temporary media artwork by California artist [Nate Mohler](#) will anchor the festival and six urban interventions will activate downtown storefronts, alleys, parking lots or blank walls in new and inventive ways. The artworks will invite play and participation, engaging area locals in an event that outwardly reflects the creative community and culture that thrives here.

Mohler's installation *Questions for the Curious Orchard*, which has been commissioned for King Plaza, will act as a major draw to the downtown corridor. This site-specific immersive interactive artwork visually responds to visitors in a playful and engaging way. Taking inspiration from complex networks and energy exchange between living beings occurring in the natural world--such as the contagiousness of laughter or tree roots communicating in a forest--the installation invites visitors to gift something, such as their heartbeat or best dance moves, that will feed energy and ripple throughout the artwork. Mohler is a Los Angeles-based emerging media artist, who uses digital technology as a paint brush to build avant-garde experiences.



Six urban intervention installations by Bay Area and international artists will be installed in downtown Palo Alto, reimagining downtown spaces, and exploring potential new uses of some of the sites. These artworks will include dynamic projections, immersive installations, responsive sounds, lights, and game-based experiences. Team members will be on hand during the festival to discuss their pieces and engage the public in conversation. The artists include [Pneuhaus](#), [Jeffrey Yip](#), [Steven Wallace](#), [Ruokan He](#), [Cory Barr](#), [Tong Wu](#), and [Yuguang Zhang](#).

“Previous Code:ART festivals have drawn between 7,000 and 10,000 visitors downtown, which is a great boost to our amazing restaurants, galleries, and shops,” said Public Art Director Elise DeMarzo. “2023 promises to be the biggest event yet, and we look forward to a spectacular set of installations and the special programming offered by our downtown partners.”

Public Art Staff and Commissioners will conduct two public tours of all intervention sites each evening. The Public Art Program and the Public Art Commission are seeking partner businesses to offer special experiences or events during the festival. To volunteer, become a festival partner, or for more information about the event and the installations, please call the City of Palo Alto Public Art Program at 650.617.3517.

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#### About the Palo Alto Public Art Program

The City of Palo Alto Public Art Program is committed to contributing to the intellectual, emotional, and creative life of the Palo Alto community by creating engaging art experiences and dynamic public spaces for Palo Alto residents and visitors. The Public Art Commission (PAC) reviews and advises the Public Art Program on selection, placement, and care of public art throughout the City of Palo Alto. Learn more at: [www.cityofpaloalto.org/publicart](http://www.cityofpaloalto.org/publicart)

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Palo Alto Public Art Program | [Website](#)



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