



For Immediate Release



## **VOLTA**, Cirque du Soleil's newest big top production, joins Art on theMART

**A critical hit, VOLTA is currently performing under the Big Top at Soldier Field South Lot through July 6 only**

(June 13, 2019) Cirque du Soleil and its current hit production, **VOLTA**, now playing under the Big Top at Soldier Field, takes inspiration from the City's 2019 Year of Chicago Theatre with a vibrant, larger-than-life animated projection as part of the popular public art program [Art on theMART](#), the largest permanent digital art projection in the world. [Click here](#) for a preview.

**VOLTA** – a hit with both critics and consumers, alike, since opening May 21 -- is a coming-of-age tale, a story of putting yourself on the line, facing spectacular challenges, and discovering for yourself what comes next. As developed expressly for Art on theMART, the projection named "VOLTA" reflects the state-of-the-art acrobatics, kinetic motion, grandiose scale, and human intimacy of the Cirque du Soleil show that inspired it, as told through the inimitable 3D animation and illusions of [Chicago Projection Mapping, LLC](#). and conceived by creative media agency [Empower](#). "VOLTA" can be seen as part of the Art on theMART program nightly, starting 15 minutes after sundown, through the end of the production's engagement in Chicago, July 6, 2019.

The 2019 Year of Chicago Theatre is a city-wide celebration of Chicago's theater community spearheaded by the City of Chicago's Department of Cultural Affairs and Special Events (DCASE) and the League of Chicago Theatres.

“VOLTA is set in an urban environment and is inspired by the street fashion and culture. There is no better way to express that energy than by being part of the biggest urban artwork in Chicago,” said **Steven Ross**, Senior Publicist of VOLTA by Cirque du Soleil. “When we visit a city, we try to get involved and get inspired as much as possible by the local community. Working hand in hand with the Chicago creators and being invited to bring our colors to Art on theMART is a very powerful way for us to connect with the local people and celebrate the talents from here.”

“Art on theMART seeks to activate the façade of theMART with a variety of creative approaches that are accessible to all Chicagoans and visitors. We welcome the opportunity to bring the captivating work of the Cirque du Soleil artists onto our public platform,” added **Cynthia Noble**, Executive Director of Art on theMART.

### **About VOLTA**

Energetic, urban and contemporary, VOLTA is a captivating voyage of discovery that showcases never-before-seen under the Big Top acrobatics in a visually striking world. Driven by a stirring melodic score and inspired in part by the adventurous spirit that fuels the culture of street sports, VOLTA is a story of transformation. It is about being true to oneself, fulfilling one’s true potential, and recognizing one’s own power to make it possible. Ultimate freedom comes with self-acceptance, and with the liberation of the judgement of others.

Cirque du Soleil is presenting VOLTA’s Chicago engagement under its signature Big Top at the Soldier Field South Lot, 1410 Museum Campus Drive, Chicago, **through July 6, 2019, only**. Tickets, starting at \$49, are available for purchase by visiting [cirquedusoleil.com/volta](http://cirquedusoleil.com/volta) or calling 1-877-9CIRQUE (1-877-924-7783).

### **Partners**

**VOLTA** gratefully acknowledges its Official Partners, **Hennessy Black, Champagne Nicolas Feuillatte, and Villa Maria Wines**.

### **Cirque du Soleil**

VOLTA is Cirque du Soleil’s 41<sup>st</sup> original production since 1984, and its 18<sup>th</sup> show presented under the Big Top. The company has brought wonder and delight to more than 190 million spectators in more than 450 cities on six continents. Cirque du Soleil Entertainment Group has close to 4,500 employees, including 1,400 performing artists from close to 70 different countries.

For more information about Cirque du Soleil, visit [cirquedusoleil.com](http://cirquedusoleil.com).

### **About Art on theMART**

*Art on theMART* is the largest permanent digital art projection in the world, projecting contemporary artwork across the 2.5-acre river-façade of theMART (formerly the Merchandise Mart). This expansive permanent piece of public art continues Chicago’s legacy of providing both residents and visitors with exceptional art that is both free and accessible to all. Projections are visible to the public from Wacker Drive and along the Chicago Riverwalk two hours a night for ten months of the year (March – December), beginning approximately 15 minutes after sundown. The projections are regularly on view five nights a week from Wednesday – Sunday, with expanded nightly viewing from May 13 – September 30, 2019. For more information, visit [www.artonthemart.com](http://www.artonthemart.com).

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### **VOLTA Media Access Library:**

#### **Official Video B-Roll:**

[Sneak peek here](#)

HD: [https://cirk.me/VOLTA\\_B-roll\\_HD\\_FINAL](https://cirk.me/VOLTA_B-roll_HD_FINAL)

UHD: [https://cirk.me/VOLTA\\_B-roll\\_UHD\\_FINAL](https://cirk.me/VOLTA_B-roll_UHD_FINAL)

Show Photo Selects: <https://bit.ly/2PNGXeb>

Costumes: Zaldy / ©2017 Cirque du Soleil Inc.

### **Social Media:**

[Facebook.com/VOLTA](https://www.facebook.com/VOLTA)

Twitter: [@Cirque #VOLTA](#)

Instagram: [cirquedusoleil #VOLTA](#)

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