

DEMAND PR

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MEDIA ALERT FOR FILM, THEATRE & ART EDITORS,
REVIEWERS AND CALENDAR LISTINGS

LA MIRADA THEATRE FOR THE PERFORMING ARTS
PRESENTS

LEONARDO LIVE

*The first-ever tour of a fine art exhibition created for
movie theater audiences!*

LEONARDO LIVE is a high definition showcase
of the completely sold out
Leonardo da Vinci exhibition at the National Gallery in London.

ONE SCREENING ONLY!
SUNDAY, FEBRUARY 19 at 11am

January 17, 2012...La Mirada, Calif...LA MIRADA THEATRE FOR THE PERFORMING ARTS announces **LEONARDO LIVE**, presented by BY Experience and PhilGrabskyFilms.com. The first-ever tour of a fine art exhibition created for movie theater audiences, coming via satellite directly to La Mirada Theatre for the Performing Arts. **LEONARDO LIVE** is a showcase of the completely sold out Leonardo da Vinci exhibition at the National Gallery in London. LA MIRADA THEATRE FOR THE PERFORMING ARTS will present **LEONARDO LIVE** on Sunday, February 19, 2012 at 11am in its gorgeous theatre at 14900 La Mirada Blvd. in La Mirada.

LEONARDO LIVE offers an unprecedented opportunity for audiences worldwide to experience these da Vinci works. The historic exhibition is sold out in London and, due to the fragility of the paintings, the exhibition cannot tour. Captured live on the eve of the exhibition opening in London this fall, **LEONARDO LIVE** will provide a high-definition walk-through of the landmark exhibition, in-depth commentary about featured pieces in the exhibit and extra content.

(more)

“Leonardo da Vinci: Painter at the Court of Milan” brings together the largest ever number of Leonardo’s rare surviving paintings and some international loans that have never before travelled. The exhibition also brings together the largest ever number of da Vinci’s paintings, including a newly discovered, never-before-publicly exhibited painting, the *Salvator Mundi*.

Presented by New York-based alternative content distributors BY Experience, in collaboration with PhilGrabskyFilms.com, **LEONARDO LIVE is a first for movie audiences worldwide. The 100-minute HD capture is hosted by highly respected art historian and broadcaster Tim Marlow and presenter Mariella Frostrup. The film is produced by Phil Grabsky’s award-winning PhilGrabskyFilms.com.**

In London, the critics are raving about the exhibit. The Guardian says ‘the show is dazzling, mysterious and disturbing. That there are any paintings to show at all is something of a miracle’ and the Telegraph adds ‘a breathtaking and truly remarkable exhibition...the greatest exhibition of the century’. Crowds in the U.K. have been lining up daily at dawn to snatch the few remaining tickets to the gallery presentation. Tickets are re-selling at \$700 apiece. The New York Times says the exhibit is ‘a wildly popular museum show, captivating the public to a degree no one anticipated.’ The National Gallery’s exhibition “Leonardo da Vinci: Painter at the Court of Milan” is generously sponsored by Credit Suisse.

PhilGrabskyFilms.com is the cinema division of Seventh Art Productions, one of the UK's longest-running independent production companies. Among their extensive slate of films are over 100 art films with Tim Marlow which have been key in keeping arts on British TV in the past decade. More recently, PhilGrabskyFilms.com’s owner Phil Grabsky has directed award-winning films for the cinema and TV including ‘In Search of Mozart’, ‘In Search of Beethoven’ and ‘The Boy Mir – Ten years in Afghanistan’ which have all played in cinemas and on TV around the world. His ‘In search of Haydn’ will be released in 2012.

(more)

BY Experience kicked off the digital revolution of live events to movie theaters and other locations globally with David Bowie's 2003 *Reality* album launch and since then, over 13 million tickets have been sold worldwide for cinema events BY Experience has distributed and/or produced including *the Met: Live in HD* series, the U.K.'s *National Theatre Live* series, the New York Times speaker's series *TimesTalks LIVE*, the Roundabout Theatre Company's production of *The Importance of Being Earnest* (June 2011), *Red Hot Chili Peppers Live: I'm With You* (August 2011); *The Big Four: Metallica, Slayer, Megadeth, Anthrax* (June 2010), *BBC Electric Proms: Robbie Williams* (October 2009), the classic music celebrations *BBC Last Night of the Proms* (September 2009, 2010, 2011), *St. Olaf Christmas Festival* (December 2007 and December 2011), *David Gilmour: Remember That Night — Live from the Royal Albert Hall* (September 2007), and the public radio shows *A Prairie Home Companion with Garrison Keillor* (February and October 2010) and *This American Life – Live! with Ira Glass* (April 2008 and May 2009). BY Experience distributes to over 50 countries, to 1,600 movie screens. For more information, visit: www.byexperience.net

ABOUT TICKETS AND PRICING

Single tickets to this extraordinary event are \$10 and are available by calling the Box Office at 562-944-9801 or 714-994-6310 or online at www.lamiradatheatre.com. \$7.50 for Student, Seniors & Children and Group discounts are available. \$5.00 tix available if purchased with a ticket to the same day - 2pm screening of National Theatre Live's *Travelling Light*.

LA MIRADA THEATRE FOR THE PERFORMING ARTS is located at 14900 La Mirada Boulevard in La Mirada, near the intersection of Rosecrans Avenue where the 91 and 5 freeways meet. Parking is free.

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To schedule press interviews, photos, press comps or for additional information, please contact David Elzer/DEMAND PR at 818/508-1754 or by e-mail at DavidElzer@me.com or visit www.demandpr.com. Photos and press information also available at lamiradatheatre.com.