



A New York City XR Immersive Storytelling Studio, NYCXR, celebrates The Brooklyn Bridge's 140th Year anniversary with a free special presentation of an XR and immersive storytelling experience.

Dates: July 1st & 2nd 2023 Location: The Brooklyn Bridge

Emily Was Here XR: (EWHXR) Our Journey, Our Bridge

For Immediate Release New York City, NY - June 2, 2023

If you find yourself on the Brooklyn Bridge on the weekend before July 4th 2023, you might be greeted by Walt Whitman, who will share his journey in writing *Crossing The Brooklyn Ferry*, or Emily Roebling, the first person to cross the Brooklyn Bridge, among other special surprises.

On July 1st & 2nd 2023. NYCXR, a New York City XR studio evolving traditional theater performance with emerging technology, presents an immersive experience with live special performances on the Brooklyn Bridge paired with an original Augmented Reality (AR) experience, EWHXR. Audiences can enjoy a personal storytelling experience of Emily Roebling's journey during the building of the Brooklyn Bridge, an original New York love story, and dozens of poems by classic and modern poets, including poetry by Maya Angelou, Pablo Neruda, and Walt Whitman, all brought to life with the voices of New York Stage, TV and Film artists.

NYCXR is proud to provide free access to this World Premiere of EWHXR fully immersive experience, in celebration of the 140th Anniversary of The Brooklyn Bridge.

The EWHXR experience invites the audience to step into Emily Roebling's shoes and see the world through her eyes, as she faces her fears, hopes, dreams, and challenges. *Emily Was Here* is not only a tribute to Emily's life, but also a celebration of the power of storytelling and human connection. Audiences have the option to navigate between Emily Roebling's telling of her triumphant completion of the Brooklyn

Bridge, listen to dozens of classic poems narrated by New York City artists, or take part in an original New York love story. The experience is *"choose your own adventure" as you take in the New York City skyline.*

"We are thrilled to bring a new perspective to the Brooklyn Bridge with EWHXR. Emily Roebling, a NY love story, dozens of classic poems, augmented reality, and the performers you will find there in July," said Phil Olarte, the co-founder and technical director of NYCXR. "We believe that this experience has the potential to touch many hearts and inspire many and show them how XR technology can create meaningful and immersive narratives. It is the future of entertainment and the future of storytelling!"

Emily Was Here XR will be available for viewing at the New York City XR Studio from July 1 to July 31, 2023; however, live performances will only occur on July 1st thru the 2nd. Free codes will be given out July 1st thru the 2nd by cast members and staff on the Manhattan side entrance of the Brooklyn Bridge. For the remainder of the summer tickets are \$18 per person and can be purchased online at www.newyorkcityxr.com/tickets. The experience lasts for 30 minutes and is suitable for ages 13 and up.

For more information about EWHXR or NYCXR, please visit www.newyorkcityxr.com or contact press@newyorkcityxr.com for press inquiries.

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ABOUT NYCXR

NYCXR is a visionary production studio evolving transitional storytelling with emerging technology. We are a multidisciplinary team who design, create and produce original mixed reality experiences that heighten the senses for your audience. We are artists and technologists working together – trailblazing the future of entertainment. NYCXR was founded by multidisciplinary artist Alba Albanese (creative director) and mixed reality technologist Phil Olarte (technical director).

THE BROOKLYN BRIDGE EXPERIENCE EMILY WAS HERE XR (EWHXR) CREATIVE TEAM

Designed, Written and Performed by Alba Albanese, (Co-founder NYCXR, Theater, off Broadway Sleep No More, Queen of Jacks, Actors Theater, TV/Film: Billions, The Tick, The Shoemaker) & Philip Olarte (Co-founder NYCXR, ChalkNotes, Juliet Experience, Kennedy Center) Original Music composed by Toru Dodo (Dreaming Zenzile New York Theater Workshop, off Broadway Sleep No More) Artist and NFT designer Alison Blake Fine Artist, MFA School of Visual Arts, brand design, illustration, web design, motion design, art direction),, and New York celebrated musician Wayne Tucker (Performed with Taylor Swift, David Crosby, Neko, TV: Jimmy Fallon, Jimmy Kimmel, Good Morning America, Succession, Blacklist) has assembled an incredible ensemble cast of New York theater, film and television actors including Rochelle Zimmerman (ABC: Station 19), Salvatore Inzerillo (NBC: New Amsterdam, The Deuce, Theater: Labyrinth Theater, Actors Theater, and Actors Studio member), as well as beloved jazz musicians and artists, Akua Dixon (Cellist, Composer, Conductor, Educator and a multi laureate of The National Endowment for the Arts) Andromeda Turre(Vocalist, Composer, GROWING UP JAZZ, Off Broadway Sleep No More, Postmodern Jukebox, The Great Gatsby, Michael Buble album) , Alexander James Rodriguez (Netflix: Bee and Puppypcat), Beatriz Cavalieri (Film: Baggage Claim), Bjorn DuPaty (Broadway: Thoughts of a Colored Man), Casey Webb (Hulu: Life & Beth), C.J. Lindsey (Netflix: True Story), Constantine Antoniou (TV: Gotham), David Zayas Jr. (TV Dexter, Labyrinth Theater member), Elizabeth Bays (TV Diabolical), theater actors Elizabeth Santos(Dave Chappelle show, Theater, The Cherry Lane Theater black box inaugural readings, Actors Theater, NYC) and Idalmis Garcia Rodriguez (Amazon Prime: Angela, Storytelling NYC), Jaime Zevallos (TV Marvels: Cloak & Dagger), Jake Cannavale (TV & Film: Disney's The Mandalorian, The Offer), Kathleen O'Neal (Theater: Romeo & Juliet), Leila Almas Rose (The Summoning), Michael Kaves (The Many Saints of Newark) Neil Tyrone Pritchard (Theater: Halfway Bitches Go To Hell, Labyrinth Theater member), Nicole Amaral (Theater: Developing Artists, Actors Theater of NYC), Diego

Aguirre (Hulu's Monsterland, Netflix's The Punisher), Onika Day (TV Law & Order SVU, Inventing Anna, Theater: Labyrinth Theater member) and New York immersive theater performers, Mallory Gracenin (Immersive Theater: off-Broadway Sleep No More), and Nick Atkinson (Immersive Theater: Sleep No More, TV Hulu: How I met your father).

EMILY WAS HERE

AN XR EXPERIENCE ON THE BROOKLYN BRIDGE



Dearest Friend,

*You've arrived. I am
delighted to introduce you
to a journey, beyond space
and time on our glorious east
river bridge, the Brooklyn
Bridge.*

*I'll meet you there, to
celebrate our journey, our
bridge.*

Love, Emily

Park Row & Centre Street
New York, NY



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