



# Women Who Rock! at Coolture Impact



Coolture Impact presents “Women Who Rock!” in celebration of Women’s month, featuring iconic women in music from the 60’s, 70’s and 80’s with works from renowned photographer Norman Seeff.

Working from celebrated rock & roll photographer Norman Seeff’s *Sessions*, artist, filmmaker and curator Loretta Harms puts the spotlight on three legendary artists: Tina Turner (aka “The Queen of Rock”) Joni Mitchell (“one of the most influential singer/songwriters of all time”), and Cher (aka “The Goddess of Pop”) –all groundbreaking artists selling hundreds of millions of records and enthralling audiences for decades.

“At Coolture Impact we strive to emphasize plurality, expression and opinion, and we are excited to join in the worldwide celebration of Women during the month of March,” says Ana Calvo de Luis, Founder and curator at *Coolture Impact*. “It’s a time to celebrate those women whose courage and determination inspired all to brake molds and keep moving forward, in all industries. We join them by breaking new frontiers ourselves, with the hope to inspire and encourage for greater progress towards gender equality in every country in the world.”

*Women Who Rock!* comes to life by interacting with the audience, revealing backstage moments or surprising them with unique effects. The piece invites the viewer into the photographic process. By moving, pointing or waving, the audience activates the piece triggering different responses or actions: pictures of Tina or Cher follow you while you move throughout the 12 window display, hidden images are revealed with a lens effect, and

URBAN CULTURE  
NEW YORK

Fri, March 08–  
Mon, April 08, 2019

#### Venue

Port Authority Bus Terminal (PABT),  
W 42nd St & 8th Ave, New York, NY  
10036

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#### Admission

Free

#### Credits

Produced by Cultural Semiotic Alliance (CSA), a non-profit organization that develops and promotes unique cultural presentations in public spaces and new media platforms. With the support of Coolture, Port Authority Bus Terminal (PABT), Noirflux, Leyard And Planar, Stereolabs, Laia Cabrera & Co, Lcl Comunicacion, King Displays And Mijo! Brands



you can change the photographs with a wave of the hand.

A unique selfie photo booth also invites viewers to place their image on the large window display, surround them by fantastic effects and incorporate them within the artwork.

## **ABOUT COOLTURE IMPACT**

At the edge of new digital frontiers, **Coolture Impact** is an incubator that explores and exploits new technologies, art content and social interaction. It creates a new paradigm in storytelling, where digital art is activated by, and exposed to, a large audience. Viewers are invited to experience and interact with art in a personal and exciting way to become an intrinsic part of the soulful artworks of our talented, featured artists.

Ana Calvo de Luis, the driving force behind the platform, explains: “This unique project is possible thanks to the generous support of the PABT managers and the companies and artists that believe in creating collaborative art. We’ve focused on creating a dynamic, interactive, content driven, social platform that positively impacts on how we interact and communicate.”