

REFINERY29'S CULTURAL PHENOMENON 29ROOMS RETURNS HOME TO BROOKLYN WITH "EXPAND YOUR REALITY" EXPERIENCE

NEW YORK, NEW YORK – DECEMBER 2, 2019 – Refinery29, the leading media and entertainment company focused on young women, will touch down in New York with 29Rooms, their immersive festival of culture, cause and creativity, which has sold over 150,000 tickets to date. After a successful tour of the *Expand Your Reality* experience in Chicago, Dallas, Atlanta, Toronto, Washington D.C and Los Angeles, 29Rooms will return to its home in Brooklyn with a fresh take on the popular theme.

The *Expand Your Reality* tour will take over **25 Kent Avenue** in Williamsburg, Brooklyn from December 6-15 and will bring together a diverse group of both local and national, emerging and established collaborators spanning the spectrum of art, entertainment, politics and style. Each room, set to be a mix of new experiences and returning fan favorites, will put the audience at the center of the event, inviting them to step into the unexpected and tap into their curiosity and creativity.

New to New York, 29Rooms will feature artist collaborations that reflect Refinery29's commitment to supporting innovative talent with *The Art Park*, *The Traveling Billboard*, and *Portraits With A Stranger*. *The Art Park* is an artist collective initiative, which invites five artists from around the country to transform a geometric playground into a canvas for creativity including NNEKKA, Yvette Mayorga, Dan Lam, hanski and Trap Bob. *The Traveling Billboard*, a full-scale billboard mural, will welcome guests to 29Rooms and highlight trailblazing voices Sarah Emerson and HATECOPY (Maria Qamar). *Portraits With A Stranger* features an interactive photo-studio guided by choreographer Micaela E. Taylor where strangers can connect with one another through physical movement, icebreakers and choreography before posing for a portrait.

"We are honored to return to our birthplace of Brooklyn with a new take on our 29Rooms: Expand Your Reality experience," said Piera Gelardi, Executive Creative Director and Co-Founder, Refinery29. "Our New York fans have helped build 29Rooms from a Greenpoint warehouse party in 2015 to a seven city tour in 2019. We're looking forward to welcoming them back to create, connect, join timely conversations, and discover new artists."

Building even further on the acclaimed *Expand Your Reality* experience, 29Rooms New York will welcome innovative blue-chip brand collaborators including Affirm, Biohaven, CBS All Access, Disney, Facebook, Seventh Generation, Showtime and Uber. The dynamic event will also feature fan-favorite returning collaborations such as Kali Uchis, Carlota Guerrero, Uzumaki Cepeda, The Hoodwitch and the ACLU (a full list of rooms and collaborators can be found in the appendix below).

Tickets are available now at [29Rooms.com](https://29rooms.com) starting at \$25.

DATES: Friday, December 6 - Sunday, December 15

TIME: 10:30AM - 11:00PM
General Admission ticket guarantees access for one 2.5-hour session.

LOCATION: 25 Kent Avenue
Brooklyn, NY 11249

Please visit www.29rooms.com or [@29Rooms](https://www.instagram.com/29rooms) on social media for more information and updates.

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About Refinery29:

Refinery29 is the leading media and entertainment company focused on women. Through a variety of lifestyle stories, original video programming, social, shareable content, and live experiences, Refinery29 provides its audience with the inspiration and tools to discover and pursue a more independent, stylish, and informed life. Please visit www.refinery29.com, www.refinery29.com/en-ca, www.refinery29.uk and www.refinery29.de for more information and to browse content.

About IMG

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global entertainment, sports and content company.

APPENDIX

The New York interactive event will center thematically around 'Expand Your Reality' and will invite guests into a realm of abundant thinking and endless possibilities. Collaborations for New York include:

29 QUESTIONS: When's the last time you opened up to a stranger? With what feels like an ever-present buzz of social networks and screen time, our plugged-in world can sometimes keep us from truly connecting with another. In this room, we invite you to step outside of your comfort zone, pull up a chair, and have a conversation with a stranger. Covering the themes and topics that matter most to the Refinery29 audience, open up about who you are, how you love and what it's worth and find common ground with someone new.

A HERO'S JOURNEY In Partnership with Star Wars: The Rise of Skywalker: Throughout time and across cultures, stories of heroes provide inspiration and aspiration. Our greatest

stories have been etched on the walls of caves, whispered around fires under the stars, and inscribed in the pages of epic novels. But for the generation that gathers around the glow of a screen, Star Wars is the preeminent tale of our time. While the saga may end, your (Instagram) story lives forever... or at least for 24 hours. Here Refinery29 and Star Wars: The Rise of Skywalker invite you to a galaxy far, far away to reflect upon your own journey as a hero, remembering that the Force will be with you. Always.

[@StarWarsMovies](#) #StarWars

A BLIND DATE WITH DESTINY: It is believed we hold the secrets to our deepest selves right in the palm of our hands, we just have to learn how to unravel them. Taking a page from the ancient art of Palmistry, you'll embark on a cosmic journey to unpack the mysteries of your fortune by surrendering control and putting your destiny in a stranger's hands.

A CONVERSATION WITH YOUR INNER CHILD In Collaboration with Carlota Guerrero: In everyone, there lies our inner child. In a time of uncertainty, the world around us can extinguish our inner child's flame, and it has never been so important to listen to our inner child and look at the world again with new eyes. In this interactive installation, Carlota Guerrero invites guests to write a message to their inner child and reconnect again.

[@carlota_querrero](#)

A LONG LINE OF QUEENDOM In Collaboration with Unbothered: When Black assemblies are seen as threats, Black voices heard as noise, and Black culture something to be co-opted, here marks a space of tribute. Powerful and soft, queenly and human, an individual and a community; there are a spectrum of truths that make up Black women's experience. Brought to life by Refinery29's dedicated platform for Black millennial women, Unbothered, we invite you to "say her name" or take your place within a long legacy of Black excellence, beauty and achievement.

THE ART PARK In Collaboration with NNEKKA, Yvette Mayorga, Dan Lam, hanski, Trap Bob: Refinery29 has invited five artists from around the country to transform our geometric playground into a canvas for creativity. The Art Park explores new ways of showcasing art and creating space at 29Rooms through playful composition and discovery.

[@yvettemayorga](#) [@sopopomo](#) [@nnekkaa](#) [@gdgrilhanski](#) [@trapxbob](#)

DANCE BREAK: We're throwing a dance party, and everyone is invited! Behind these doors, you'll encounter the soundtrack to Los Angeles curated by Jasmine Solano as well as characters that will inspire you to make room, make moves and release. We just need your energy to kick things off, so get in there and start moving...

DREAM BIG In partnership with Affirm: The holidays are a magical time — a time for travel, for the perfect party outfit, and for treating family and friends. But when the holidays of your dreams meet the reality of your bank account, is it time to let those dreams melt away? Nope. It's time to dream big...and pay small. And that's why Affirm helps you make small monthly

payments at your favorite stores, with no late fees or surprises — so you can say yes to the plane ticket and the party outfit, and still give the most amazing gifts. This year, make all your holiday dreams come true!

[@affirm](#) #ShopWithAffirm

DREAM DOORWAYS In Collaboration with Kali Uchis: Throughout history, the interpretation of dreams has been studied far and wide. Ancients believed that dreams were prophetic messages from the Gods. Some believe they are merely a doorway to our true thoughts and unconscious. In this surreal installation, guests are invited to fall down the rabbit hole to an alternate universe where nothing is what it seems.

[@kaliuchis](#)

MAKE YOUR MARK: When is the last time you picked up a paintbrush or put pencil to paper to capture what you see in front of you? Art is not just a final product meant to be seen; the beauty is as much in the process as it is in the product. Here, creativity comes to life as you work live in the space; creating, improvising and unleashing. Enter this studio bravely, ready to express yourself and make your mark.

NO FILTER: When used in the right way, light can be a paintbrush that transforms any environment. Venture beyond the camera lens to experience two creative lighting methods that manipulate light, color, and shadow to instantly shift your perception and allow you to see yourself—and your surroundings—in a new light.

Old Tales. New Blood. In Partnership with CBS All Access: And they all lived happily ever after...or did they? CBS All Access' Tell Me A Story takes the world's most beloved fairy tales and reimagines them as a dark and twisted psychological thriller. Exploring an entirely new set of fairy tales and characters, its second season will feature the stories of three legendary princesses – “Beauty and the Beast,” “Sleeping Beauty” and “Cinderella” – like you've never seen them before. Filmed on location in Nashville, season two stars Paul Wesley, Danielle Campbell, Carrie-Anne Moss, Odette Annable, Eka Darville, Matt Lauria, Natalie Alyn Lind, and Ashley Madekwe and is written and executive-produced by Kevin Williamson alongside Aaron Kaplan, Dana Honor and Michael Lohmann. Stream the series now, exclusively on CBS All Access.

[@cbsallaccess](#) #TellMeAStory

PERIOD POWER In Partnership with Seventh Generation: Periods are not gross, they are natural. “Tampon” is not a bad word, it should be said out loud. Menstrual hygiene is not a privilege, it's a right! It's time that people with periods reclaim their power. Seventh Generation and PERIOD: The Menstrual Movement are on a mission to destigmatize menstruation and bring awareness to period inequality. Inside the Seventh Generation bathroom takeover, guests will encounter interactive inSTALLations where they can learn, share their stories, and celebrate the power of periods.

[@SeventhGeneration](#) [@PeriodMovement](#) #MenstrualEquity

PORTRAITS WITH A STRANGER In Collaboration with Micaela E. Taylor: Body language lets us communicate even if we aren't speaking. And our bodies' non-verbal cues — our gestures, postures and glances — tell the story of our inner thoughts and feelings at all times...if you can read them. In this interactive portrait studio guided by choreographer Micaela E. Taylor, we invite you to get in touch with what your body is saying and find a genuine moment of intimacy with a stranger through choreography, physical movement and photography.

[@michaelagtaylor](#)

SAFETY SANCTUARY In Partnership With Uber: Uber is committed to safety and to continuously raising the bar to help make safer journeys for everyone. This reimagined in-ride experience explores the idea and feeling of safety and the role it plays in empowering us to move freely, wherever we may be going. Explore moving visuals of your city passing you by, step into garments that evoke a sense of security and complete your trip by sharing your own personal statement on safety directly with Uber. Throughout the venue, discover surprise and delight satellite touchpoints inspired by Uber's in-app safety features.

[@uber](#)

TEENAGE BEDROOM In Collaboration with Uzumaki Cepeda: Remember those formative teenage years and just how sacred your bedroom was? It was that dreamy place you could always count on, where you could remove yourself from the world and get lost in thoughts and reflections. Artist Uzumaki Cepeda invites guests to enter a time warp and revisit their teenage years. From looking through the closet, to playing Nintendo, this is a safe space for everyone.

[@Uzumaki.Gallery](#)

THE FULL PICTURE In Collaboration With Shatterbox: Shatterbox, the groundbreaking film series by Refinery29 empowers female storytellers both in front and behind the camera to show us how they see the world. For the upcoming third and fourth seasons of Shatterbox, Refinery29 is partnering with Level Forward, a female-led studio founded by Adrienne Becker and Abigail Disney. At 29Rooms, Shatterbox brings you a reimagined studio where we invite you to get behind the camera and take on a leading role in spreading our message: Dear Hollywood - You can't win without women.

THE L WORD: GENERATION Q LA POOL PARTY In Partnership with SHOWTIME®: Dive in and experience the world of The L Word: Generation Q. From poolside lounging with friends to celebrating ourselves. A bold new series for a bold new generation. Sundays at 10 PM ET/PT on SHOWTIME.

[@sho_theLword](#) #thelword

THE MIRAGE In Collaboration with Facebook and Lucy Hardcastle Studio: As we increasingly integrate technology into our lives, the difference between how we explore the tangible, physical world and intangible, digital content appears to deepen. Augmented reality

(AR) is now blending these worlds in exciting new ways. In this multi-sensory experience, Lucy Hardcastle Studio invites you to reconsider the relationship between physical and digital worlds using Instagram. With the ease and capabilities of Spark AR from Facebook now in everyone's hands, the future is ours to create and share.

[@sparkarcreators](#) #sparkar [@luhardcastle](#)

THE TRAVELING BILLBOARD In Collaboration with Sarah Emerson and HATECOPY: At each stop along the 2019 29Rooms Expand Your Reality Tour, guests will be welcomed by a massive billboard treated with murals by innovative artists. As an iconic silhouette of the urban landscape, the billboard will act as a spectacular canvas highlighting artists Sarah Emerson and HATECOPY (Maria Qamar).

[@sarahemersonart](#) [@hatecopy](#)

THE VALUES STAND In Collaboration with the ACLU: Are headlines and news notifications getting you down? Well, cheer up, because the ACLU is inviting you to join the fight for civil rights and civil liberties in Congress, in the courts, and in your community. Together, we can shift the story and make a change by taking action.

[@aclu_nationwide](#)

UNCOVERING IMBALANCE: Demanding More for Migraine In Partnership with Biohaven: Underdiagnosed, undertreated, and misunderstood, migraine is a story of imbalance. Despite nearly 27 million women in the U.S. being affected by the disabling symptoms of migraine, people are also confronted with inadequate treatment options, lack of funding, and social stigma from friends, family, and coworkers. Biohaven wants to change that. Together, Refinery29 and Biohaven present Uncovering Imbalance: Demanding More for Migraine, where healthcare imbalance as it relates to migraine is physically brought to life. Discover the imbalances and demand more - research, options, and understanding - for people with migraine.

DemandMoreForMigraine.com #demandmoreformigraine

YOU ARE MAGIC In Collaboration with The Hoodwitch: Our spirit is the essence of who we are. Magic is everywhere and it is available to all of us. Explore this enchanted crystal cave where The Hoodwitch will guide guests to awaken the deepest part of themselves and tap into their own inner magic. Because now more than ever, the universe needs your beacon of light, so have no fear in shining bright.

[@thehoodwitch](#)

****Room descriptions and concepts subject to change***

