



BLINK® unveils festival footprint and transportation partner

Nation's largest light and art festival is bolder, brighter and easier to navigate

CINCINNATI (September 5, 2024) -- BLINK®, illuminated by ArtsWave, the nation's largest immersive art and light event, will again drench the city in light and in wonder in less than two months. To help BLINK goers start planning their experience, organizers have released the [BLINK 2024 footprint](#) outlining the perimeters of the event and an overview of the streets, alleys, buildings and landmarks set to transform 30+ city blocks from Over-The-Rhine through Northern Kentucky this Oct. 17-20, 2024.

The BLINK experience is designed as a walking event and an opportunity for visitors to explore the city in a new light. To support getting into the city and leaving the car behind, BLINK is also announcing a partnership with Metro and TANK to help guests experience BLINK more easily and sustainably. The full BLINK map with all 80+ installations, experiences hospitality and accessibility sites and more will be released closer to the event.

The four-day festival will include six zones where guests will be immersed in light projections, light-based installations, new murals, activations, live music and performances and more. These areas include the **Findlay Market Zone**, **Over-the-Rhine Zone**, **Downtown Zone**, **Banks Zone**, **Covington Zone** and for the first time, the **Newport Zone**.

Together, the six zones transform the city for four nights and create a journey of light and delight to follow.

Here's a preview of each zone:



Cincinnati's legendary **Findlay Market Zone** is a great starting point to your BLINK journey and the perfect canvas for 15 new permanent murals. Since 2017, BLINK has created more than 50 murals in the market area. Local, national and international mural artists will be seen painting on walls throughout this zone starting in early October.

In addition to interactive light-based art installations, Cincinnati artist Daniel Shields will showcase a greater imagination of the 2022's fan favorite installation "String Theory."



"String Theory for Dummies" by Dan Shields, BLINK 2022

"Urbaphilia" by Susan Kost, BLINK 2024

From there, it's a short walk to the **Over-The-Rhine Zone** and Washington Park. For the first time since Lumenocity, the spark for BLINK's creation, the iconic Music Hall will be enveloped in light. Four unique projection-mapping displays will be presented by AVextended, Chaske Haverkos, Susan Kost, and Lightborne.

The Downtown Zone takes guests into the heart of Cincinnati's business district, with the return of light projection on the famed Cincinnati mural, one of the city's oldest murals. Three artists will present projection mapping displays that take viewers into three different alternative worlds of the great Cincinnati legend. Another fan favorite, ArtWorks' Toy Heritage mural, will again be brought to life with a new projection by GraffMapping. Downtown's Court Street will again transport guests with the Asianati Night Market experience.

The Banks serves as the front porch of Cincinnati, the perfect place for new experiences at the Freedom Center alongside a fully programmed stage featuring musicians each day entertaining and delighting guests of all ages. Positioned as the first stop over the river into Ohio, **The Banks Zone** will also be the perfect vantage point as guests see that divide bridged – literally – with the return of BLINK's nightly drone show, and a first-of-its-kind installations creating a multi-color bridge of light spanning the Ohio River.

Northern Kentucky will see more of the BLINK experience in the **Covington and Newport Zones**. Along with the Gateway Center on Scott St. in Covington, the Hannaford building and Hotel Covington will light up Madison Avenue. New sites in Newport include the Southgate/Thompson House and Newport on the Levee.

"With less than two months until BLINK lights up this year's footprint, we are working tirelessly to finalize all the details that make this a can't miss event, and this map is just a peek into what that world will look like," said Justin Brookhart, Executive Director of BLINK. "Since it spans so much of our urban core, the Zones function to help break the experience into more manageable pieces. We invite people to come to each, stay for a while and return the next day to see even more of what makes this event so special."

Getting around those six zones is made easier as leadership from Metro, TANK, and BLINK® continue their partnership that will provide free rides and direct access from Park and Ride locations to this year’s immersive art experience.

The free rides begin at 6 p.m. each day from October 17-20. All rides on both transportation networks will be free. Direct routes to BLINK will be available via three Park and Ride locations. These Park and Ride locations will drop attendees off at the Riverfront Transit Center for both Metro and TANK. TANK will also offer service to the Covington Transit Center.

“BLINK is a one-of-a-kind event that highlights the incredible offerings of the Cincinnati region, and Metro is proud to be a part of it,” said Brandy Jones, Metro’s Chief Communications and Marketing Officer. “Through all of the improvements made by the Reinventing Metro plan, connecting to BLINK by Park and Ride or other Metro services is efficient, reliable, and safe.”

More information about transportation, along with the complete BLINK map will be released in the coming weeks. Learn more at blinkcincinnati.com.

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