

SENSORIO BEGINS PARKING LOT CONSTRUCTION AT **Bruce Munro: LIGHT AT SENSORIO** *PROJECT MAY LIMIT CAPACITY, PATRONS ADVISED TO ORDER AHEAD*

PASO ROBLES, CA (19 June 2023) — **Sensorio**, the Central California location dedicated to the intersection of art, technology, and nature, has broken ground for its major parking lot renovation, which may limit the capacity for walk-up tickets now through September 30, 2023.

To guarantee admission, patrons are strongly advised to purchase advance tickets online.

Nestled in the rolling hills of Paso Robles, this outdoor art adventure is made up of four exhibits by the internationally acclaimed artist Bruce Munro, including the multi-acre walkthrough *Field of Light* and adjacent *Light Towers*, plus the newly added *Gone Fishing* and *Fireflies*. Sensorio enhances the experience with nightly live entertainment by local musicians and offers food and beverages on site including at Mercado Sensorio, a place to gather for casual dining before or after touring the exhibit with both outdoor and indoor seating areas. A special Terrace Experience is also available, including exclusive access to a private terrace overlooking *Field of Light* with an Airstream bar, reserved seating, fireside tables, and other added amenities. **Bruce Munro: Light at Sensorio** will continue in residence, and is located at **Sensorio**, 4380 Highway 46 East, Paso Robles, California. For more information, the public may visit [SensorioPaso.com](https://www.sensoriopaso.com) or call **(805) 226-4287**.

About Light at Sensorio:

For **Sensorio**, Bruce Munro created an unparalleled immersive experience. The multi-acre ***Field of Light*** at Sensorio is larger in size than any other Munro exhibition internationally and is Munro's first US exhibit entirely powered by solar. The exhibit was refurbished in 2022, adding 42,000 glowing orbs to its original 58,000, creating a field now featuring 100,000 stemmed spheres lit by fiber-optics which gently illuminate the landscape in subtle blooms of morphing color – making it the world's largest *Field of Light* installation. ***Field of Light*** at Sensorio has been described as “mesmerizing” (*Los Angeles Times*), “art that you experience,” (*San Francisco Chronicle*), a “dreamlike glowing landscape” (*SLO Tribune*), and a “well-considered mix of technology, art installations, and community elements” (*Forbes*). It was singled out by *The New York Times* as #6 in its “52 Places to Go in 2020,” and again as one of “California’s Immersive Art

SENSORIO BREAKS GROUND ON MAJOR PARKING LOT CONSTRUCTION PROJECT 2-2-2-2-2-2

Exhibits Worth Visiting” in 2022. *Los Angeles Times* also featured Sensorio in its “101 Best California Experiences” this year.

In April 2021, Sensorio commissioned a second work by Munro, **Light Towers**, which is located adjacent to the *Field of Light*. Featuring 69 towers composed of more than 17,000 wine bottles, illuminated with glowing optic fibers whose colors evolve to an ethereal musical score, **Light Towers** pays tribute to the 200+ wineries and vineyards that blanket Paso Robles’ beautiful rolling hills. The two newest exhibits by Munro, **Gone Fishing** and **Fireflies**, were unveiled on May 19, 2023, and can be found in a small valley adjacent to *Light Towers*, adding another half-acre to the exhibit. Comprised of 30 semi-circular arrays each featuring 25 multi-colored fishing rods, **Gone Fishing** represents Munro’s fascination with the contemplative act of standing by a stream. The adjacent pathway is dotted with Munro’s magical **Fireflies**, in which bobbing clusters of fiber optics dance in the breeze. Inspired by two of his favorite books, *Kim* by Rudyard Kipling and *Siddhartha* by Hermann Hesse, the artist’s ongoing dream to capture something of a similar essence in light resulted in these whimsical works, made up of 9,720 flickering points of light.

Since opening in May 2019, the exhibit has captured an enthusiastic audience from across the country and around the globe, seen by over a half-million guests from 70 countries to date. Sensorio has been hailed for creating a “movement that infuses culture in valleys of viticulture” (*The New York Times*), and offering a unique adventure described as “the future of public wellness” (*Forbes*), and a “pilgrimage-worthy art escape” that is “meant to complement, never compete or detract, from the beauty of the landscape” (*Travel + Leisure*).

About Bruce Munro:

London-born **Bruce Munro** is best known for large-scale light-based artworks inspired largely by his continuous study of natural light and his curiosity for shared human experiences. With a fine arts degree, early career training in the lighting design industry, and an inventive urge for reuse, Munro creates art that captures his responses to literature, music, science, and the world around him. His work has been commissioned by and displayed in special exhibitions in galleries, parks, grand estates, cathedrals, botanical gardens, and museums around the globe, including Longwood Gardens, PA; the Guggenheim Museum, NY; the Sharjah Museum of Art, UAE; Montalvo Arts Center, CA; Scottsdale Museum of Contemporary Art, AZ; Desert Botanical Garden, AZ; Jeju Light Art Festa, South Korea; the Colorado Springs Fine Arts Center, CO; Sotheby’s *Beyond Limits* at Chatsworth; Victoria & Albert Museum, London; Waddesdon Manor, the Rothschild Collection, Buckinghamshire; and Salisbury Cathedral, among others. Artworks by Munro are held in the permanent collections of museums and public art collections worldwide including the Ashmolean Museum of Art and Archeology, Oxford; Cheekwood Botanical Garden and Art Museum, TN; and Texas Tech University Public Art.

About Sensorio:

Sensorio was created by locals Ken and Bobbi Hunter as a destination for entertainment, exploration, meditation, adventure, and delight, honoring the natural topography of the

SENSORIO BREAKS GROUND ON MAJOR PARKING LOT CONSTRUCTION PROJECT 3-3-3-3-3

landscape and intended to offer a wide range of amusing, mystical and kinetic experiences. Since its opening in 2019, Sensorio has hosted hundreds of thousands of visitors, and also become the backdrop for dozens of marriage proposals. Plans for future developments at Sensorio include a permanent dining area, and an eventual hotel and conference center.

FOR CALENDAR EDITORS:

WHAT: **Sensorio**, the Central California location dedicated to the intersection of art, technology, and nature, has broken ground for its major parking lot renovation, which may limit the capacity for walk-up tickets now through September 30, 2023. To guarantee admission, patrons are strongly advised to purchase advance tickets online. Nestled in the rolling hills of Paso Robles, this outdoor art adventure is made up of four exhibits by the internationally acclaimed artist Bruce Munro, including the multi-acre walkthrough *Field of Light* and adjacent *Light Towers*, plus the newly added *Gone Fishing* and *Fireflies*. Sensorio enhances the experience with nightly live entertainment by local musicians and offers food and beverages on site including at Mercado Sensorio, a place to gather for casual dining before or after touring the exhibit with both outdoor and indoor seating areas. A special Terrace Experience is also available, including exclusive access to a private terrace overlooking *Field of Light* with an Airstream bar, reserved seating, fireside tables, and other added amenities.

HOURS: August 2023:
Thurs/Fri/Sat/Sun 7:00pm – 10:00pm

September 2023:
Thurs/Fri/Sat/Sun 6:30pm – 10:00pm

October 2023:
Thurs/Fri/Sat/Sun 5:30pm – 9:30pm

November 2-4, 2023:
Thurs/Fri/Sat 5:00pm – 9:00pm

November 5-30, 2023:
Thurs/Fri/Sat/Sun 4:30pm – 8:30pm

December 2023:
Thurs/Fri/Sat/Sun 4:30pm – 9:00pm

Holiday hours include New Year's Eve. Sensorio will be CLOSED on Christmas Eve and Christmas Day.

SENSORIO BREAKS GROUND ON MAJOR PARKING LOT CONSTRUCTION PROJECT
4-4-4-4-4-4

January 1-6, 2024:

Mon/Tues/Wed/Thurs/Fri/Sat/Sun 4:30pm – 8:30pm

Note: On-site box office closes 45 minutes prior to close, and lights farthest from the entrance begin to dim 15 minutes prior to close.

WHERE: Sensorio, 4380 Highway 46 East, Paso Robles

TICKETS: **ADULT ADMISSION:** \$43 + ticket fees

CHILD ADMISSION (12+ Under): Regular \$22 + ticket fees | “FAMILY NIGHT” \$11 + ticket fees (online only)

Children under 2 years admitted free. Children ages 3 to 12 years must have Terrace Experiences Tickets to enter the private terrace. “FAMILY NIGHT” discounts are valid on Thursdays, now through September 21, 2023 only.

TERRACE EXPERIENCE: \$87 + ticket fees. Terrace patrons enjoy priority entry at opening and receive exclusive access to the Private Terrace with reserved seating, private restrooms, Airstream bar, fireside tables, and the best views of the exhibition. Includes 1 drink ticket.

TERRACE EXPERIENCE + PLATTER: \$112 + ticket fees. Experience also includes a charcuterie or crudité platter.

Cancellations may be caused by inclement weather. In that event, ticket holders can reschedule to a future date.

INFO: For more information, the public may visit SensorioPaso.com or call (805) 226-4287.

-30-

MEDIA: Contact Courtney Heimbeck, Carla Befera & Co.
courtney@cb-pr.com

PHOTOS: Downloadable high-res photos available here:
<https://cbpr.co/press/brucemunrosensorio/>