



# BRUCE MUNRO: LIGHT AT SENSORIO PRESENTS “SENSORIO GIVES BACK”

*RAISING FUNDS FOR LOCAL WOMEN-OWNED BUSINESSES*

**Sunday, September 24, 2023**

PASO ROBLES, CA (15 September 2023) — Visitors to **Bruce Munro: Light at Sensorio** on **September 24** will not only enjoy the immersive light exhibit but will also be raising funds for **At Her Table**, an organization that celebrates and bring awareness, support, and connection to women-owned businesses in the food and beverage industry on the Central Coast. Part of the ongoing Sensorio Gives Back initiative at the outdoor art exhibition highlighting and supporting local non-profits, Sensorio will donate \$10 of each ticket sold that evening to **At Her Table**. In 2023, Sensorio has donated over \$50,000 to local charitable organizations to date.

Known for its transformative outdoor art experience, Sensorio has garnered international acclaim, receiving accolades from writers around the world. 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*), Sensorio has been called a “pilgrimage-worthy art escape” that is “meant to complement, never compete or detract, from the beauty of the landscape” (*Travel + Leisure*). **Bruce Munro: Light at Sensorio** is made up of internationally acclaimed British artist Bruce Munro’s *Field of Light* and *Light Towers*, plus its two new exhibits *Gone Fishing* and *Fireflies*. Due to its immense popularity, **Bruce Munro: Light at Sensorio** has been extended and will continue in residence (*view full schedule of days/hours below*). **Bruce Munro: Light at Sensorio** is located at 4380 Highway 46 East, Paso Robles, California. For tickets and more information, visit [sensoriopaso.com](https://sensoriopaso.com).

**At Her Table** brings together the largest collective of Central Coast women-owned businesses in the food and beverage industry with more than 250 members throughout San Luis Obispo County. In celebration of Women’s History Month, At Her Table hosts an annual county-wide event that features inspired menu items, virtual classes, discussions amongst female industry leaders and more. Its mission is to bring awareness, support, and connection to women-owned and co-owned businesses in the food and beverage industry. At Her Table is committed to creating spaces of celebration through impactful events, education on women’s health initiatives, fostering of diversity and equality in the workforce, and promoting inclusivity within our community. To learn more about At Her Table, visit [athertable.com](http://athertable.com).

### **About Light at Sensorio**

For **Sensorio**, Bruce Munro created an unparalleled immersive experience. **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 has refurbished and expanded its stunning **Field of Light** by Bruce Munro, adding 42,000 glowing orbs to its existing 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 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 valley adjacent to **Light Towers**. Comprised of 30 semi-circular arrays each featuring 25 multi-colored fishing rods, the reflective **Gone Fishing** offers a playful interpretation of an introspective pastime. It represents Munro’s fascination with the contemplative act of standing by a stream, offering a stunning display. Each bloom, threaded with fiber optics, gently illuminates the surrounding rolling hills. The adjacent pathway is dotted with Munro’s magical **Fireflies**, 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 nearly 10,000 flickering points of light.

Sensorio enhances the viewing experience with nightly live entertainment by local musicians, and offers food and beverages including wine, beer, a selection of mixed cocktails, snacks, and meals. Sensorio recently unveiled **Mercado Sensorio**, a delightful space for casual dining, adjacent to the world-famed exhibit. Mercado is the place to gather and relax – before or after touring the exhibit, with seating options that include outdoor dining as well as indoor seating. A Terrace Experience option is also available, including exclusive access to a private terrace overlooking *Field of Light* with an Airstream bar, reserved seating, fireside tables, and other amenities.

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 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:** Visitors to **Bruce Munro: Light at Sensorio on September 24** will not only enjoy the immersive light exhibit but will also be raising funds for **At Her Table**, an organization that celebrates and bring awareness, support, and connection to

women-owned businesses in the food and beverage industry on the Central Coast. Part of the ongoing Sensorio Gives Back initiative at the outdoor art exhibition highlighting and supporting local non-profits, Sensorio will donate \$10 of each ticket sold that evening to **At Her Table**. In 2023, Sensorio has donated over \$50,000 to local charitable organizations to date.

**WHEN:** “Sensorio Gives Back” will take place at **7:00pm– 10:30pm, Sunday, September 24.**

Additional hours of operation are:

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

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*

**WHERE:** **Sensorio**, 4380 Highway 46 East, Paso Robles

**TICKETS:** It is recommended that patrons purchase tickets in advance at [sensoriopaso.com](https://sensoriopaso.com).

**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. Food and beverages available for purchase. “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 or future mandated closures for COVID safety. In that event, ticket holders can reschedule to a future date.*

**INFO:** For information visit [sensoriopaso.com](http://sensoriopaso.com)

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**PRESS:** Contact Courtney Heimbeck, Carla Befera & Co.  
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**PHOTOS:** Downloadable high-res photos are available here:  
<http://cbpr.co/press/BruceMunroSensorio>