Email Pitch

Dear Detroit news, Detroit Free Press, Detroit Today, FOX 2 Detroit, WXYZ, Detroitisit, Downtown Detroit Partnership journalist crew,

For the months of Dec. and Jan. the grand reveal of a holiday window display in Lisa Spindler's photography studio on Woodward Avenue will attract the attention of all audiences exploring downtown Detroit's Campus Martius. As locals look forward to the annual tree lighting, Spindler's winter window will cultivate a free flowing and majestic atmosphere that the public has been seeking for this holiday season. Her project has not yet been advertised as it is a hidden gem surrounded by Detroit's most current retail, food, and holiday spirit. The exhibit will be visible each evening after 5 p.m. for the next month and a half, inviting and attracting increased foot traffic towards the north east end of Woodward ave. Spindler is a born and raised Detroiter constantly producing a positive impact on the community. This new creative and lucid environment is what downtown has been missing for a while now, where anyone can take in the experience at Spindler's studio.

Isabella Porbe

Press Release

FOR IMMEDIATE RELEASE

Contact
Lisa Spindler
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http://www.spindlerproject.com

A Lucid Winter Dream Display on Woodward Avenue
Lisa Spindler Studio

Detroit, Michigan, Dec.- The grand revealing of a first time ever holiday window display in Lisa Spindler's photography studio at 1520 Woodward Avenue will attract the attention of all ages exploring downtown Detroit's Campus Martius. The installation "Lucid Winter Dream" will be visible each evening after 5 p.m. for the next month and a half, inviting and attracting increased foot traffic towards the north east end of Woodward ave. Spindler's winter window will cultivate a new experience that the public has been seeking for this holiday season, it is something the Detroit metro area has never witnessed before. Thousands of families will be exploring

downtown and locals come together to celebrate the Holidays. This installation will be ending mid Jan. 2022.

Collaborating with a select team of people and incorporating different materials to create a one of a kind holiday window display was Spindler's goal. Utilizing one of her large-scale photographs she articulated the movement of fabric highlighted by blue lighting, combined with a specially composed soundtrack by MysteryBliss. She didn't long for the typical reindeer figures, overused nativity scenes and window stickers, Spindler was able to create a dream holiday window.

"This is an exciting project merging sound and motion with my photography," says Spindler. "I hope that people will stop, listen and take in a dreamy moment as they walk through the holiday festivities downtown,". She would like to thank Bedrock for their kind sponsorship to make this window happen.

Lisa Spindler Photography Inc. is an entrepreneur-run business based in Detroit, Michigan. Spindler is a self employed, single mom who started her photography company from the ground up almost 30 years ago. Having saved all her negatives from high school, Spindler now has a successful photography art studio at 1520 Woodward Ave. in downtown Detroit. Since she is considered a freelance artist, she runs everything independently and focuses on extenuating nature, industrial beauty, and one-of-a-kind forms through her artwork. Her space serves as a curated display of artifacts and unique imagery for communication and shared experiences to be built around.

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Lisa Spindler Photography Inc.

If you would like more information about this holiday window display, please contact Lisa Spindler [redacted]. Explore Spindler's website here: http://www.spindlerproject.com



Moving installation at 1520 Woodward Detroit MI Photography © Lisa Spindler