



JAMNOLA™, New Orleans' First Experiential Pop-up, Set to Open August 1st
20+ New Orleans artists craft a Crescent City-themed cultural experience in the Marigny that evokes joy through NOLA art & music

NEW ORLEANS (July 15, 2020)—Blinged-out umbrellas, giant crawfish, feather chandeliers, a sequined gator, and a virtual costume closet—these are just a few of the quirky, unexpected, interactive exhibits guests will soon be able to explore at [JAMNOLA™](#), New Orleans' first experiential pop-up that takes audiences of all ages on a topsy-turvy stroll through the cultural gems that make the city so special. New Orleans is arguably the city in the U.S. most associated with **joy, art and music**, which was the catalyst for two local Bywater residents to team up with Where Y'Art to create their love letter to New Orleans: **JAMNOLA (Joy-Art-Music New Orleans)**.

Opening August 1st at 2832 Royal Street, JAMNOLA is 5,400-square-feet of pure NOLA joy, celebrating the iconic art, music, food and theatrics of the city through the eyes of 20 local lead artists. This passion project was founded by Jonny Liss and Chad Smith in creative partnership with Where Y'Art, a New Orleans-based artist collective that served as curator, artistic director and creative partner of the experience. Local legend George Porter, Jr. curated the music. A percentage of JAMNOLA's proceeds will be donated back to New Orleans charity partners Trombone Shorty Foundation and Feed the Second Line.

"JAMNOLA has been more than a decade in the making. Since I first stepped foot in New Orleans 28 years ago, I knew this city was special," said Jonny Liss, JAMNOLA co-founder. "I wanted to create a tribute to the city's people and invest in the culture. Teaming with Where Y'Art is what made it come together. JAMNOLA is a love letter to New Orleans—her joy, her beauty and grit, her resilience. We can't wait to share it with tourists and especially locals. The experience is really indescribable."

JAMNOLA features 12 rooms for guests to explore. Most rooms feature photo opportunities, encouraging guests to share their experiences with friends on social media. In 2020, the artists began concepting ideas for the project, working collaboratively alongside JAMNOLA, Where Y'Art and strategic advisers to design the rooms and experiences—all of which were reviewed and reimagined to meet new health and safety requirements. JAMNOLA was also diligent in inviting local culture experts to provide input during the final stages of development.

"The lead artists we selected—their out-of-the-box thinking and innovation will absolutely blow you away. They've been working tirelessly, under a tight deadline to imagine each space into an experience that will leave you...well, I'll let you come and find out," said Catherine Todd, co-founder and creative director of Where Y'Art.

JAMNOLA's Experiential Rooms, Lead Artists and Contributors Include:

- **Who Dot?** by photographer Erika Goldring with Flavor Paper by Jon Sherman
- **George Porter Jr. portrait** by Carl Joe Williams
- **Feather Forest** by Julianne Lagniappe
- **"All on a Mardi Gras Day (2003)"** video immersion honoring the memory of documentary filmmaker Royce Osborn edited by Alexander Glustrom, music by 79rs Gang, Lakou Mizik and Cumbancha with portrait by Jessica Strahan
- **What's Your Jam?** with murals from Ceaux, Noah Church, Josh Hailey and Jeremy Paten with culinary contributor Dr. Nicole Caridad Ralston of Eaten Path Nola
- **The Bead Goes On** by Chad Smith with custom Flavor Paper by Jon Sherman
- **Bling Bayou** by Pompadour Productions: Wyoming Quinn and F. Scott Greenfield
- **Spirit Trees** by the Milagros Collective with cultural contributor Terri Simon
- **Joy of Crawfish** by Robin Durand with custom Flavor Paper by Jon Sherman
- **Yeah You Write** installation by Hugo Gyrl



- **Costume Closet** curated by Shel Roumillat with custom Flavor Paper by Jon Sherman and photography by Erika Goldring
- **Umbrella Strut** by Kari Lee with photography by Henry York with cultural contributor Kim Vaz-Deville
- **Sound Garden** featuring Adinkrahene Sound Wall by Marcus Brown with sounds by Khari Allen Lee and “Do What Ya Wanna” Music Wall by Pompadour Productions: Wyoming Quinn and F. Scott Greenfield
- **Garden of Legends** by artist, designer and sculptor Skye Erie with environmental fiber artist, Jacob Reptile
- **Go-Cup Portrait** by Charles Hoffacker

JAMNOLA’s exhibits will adhere to and go beyond all local and state health and safety guidelines. Admission will initially be limited to semi-private and private tours. The exhibits have been redesigned to limit contact without losing their original immersive and experiential moments. [Learn more](#) about JAMNOLA’s health and safety commitment.

JAMNOLA features a personalized microsite available to all guests providing access to photos, videos and a “Cultural Concierge” that curates content by local experts on everything from po-boy recommendations to outdoor adventures using proximity activation technology. JAMNOLA is also partnering with WWOZ Radio to provide guests with music guidance after the tour.

“We’re thrilled JAMNOLA is finally opening, especially after the difficult spring and summer we’ve had in the city due to the public health crisis. This is a very exciting and totally different kind of attraction,” said Stephen Perry, President & CEO of New Orleans & Co. “JAMNOLA is a first-of-its-kind, immersive experience that promises to satisfy the needs and interests of visitors to New Orleans and provides an opportunity to explore an art pop-up and celebrate New Orleans’ ageless unique music, art and culture.”

Tickets are \$29.00 and can be purchased online at JAMNOLA.com for tours starting August 1st with special discounts available to Students, Military and Orleans Parish residents on Mondays and Wednesdays. Starting August 1st, JAMNOLA’s hours of operation are Sunday-Monday and Wednesday-Thursday 11 a.m.-6 p.m. and Friday-Saturday 11 a.m.-8 p.m.; closed on Tuesdays.

This fantastical guided storyteller experience takes approximately 60 minutes to complete. Follow JAMNOLA on Facebook [@jamnola](#) and Instagram [@jam.nola](#).

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ABOUT JAMNOLA

JAMNOLA is New Orleans’ first experiential pop-up that takes audiences of all ages on a topsy-turvy stroll through the cultural gems that make the city so special. The immersive 12 room exhibit is 5,400 square feet of pure NOLA joy, celebrating the iconic art, music, food and theatrics of the city, through the eyes of 20+ local artists. This love letter to New Orleans was co-founded by Bywater residents Jonny Liss and Chad Smith in creative partnership with Collin Ferguson and Catherine Todd of Where Y’Art. Local music legend George Porter, Jr. curated the exhibition’s music, while charity partners, Trombone Shorty Foundation, and Feed the Second Line will be their philanthropy giving focus for the first year. More information and tickets available at JAMNOLA.com.

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Fact Sheet

What is JAMNOLA?

JAMNOLA™ stands for Joy, Art & Music–New Orleans. JAMNOLA is New Orleans’ first experiential pop-up that takes audiences of all ages on a topsy-turvy stroll through the cultural gems that make the city so special. JAMNOLA features 12 exhibits celebrating the iconic art, music, food and theatrics of New Orleans through the eyes of 20+ local artists and collaborators.

About JAMNOLA

- Founded by Bywater residents Jonny Liss & Chad Smith in creative partnership with Where Y’Art founders Catherine Todd and Collin Ferguson. Where Y’Art is a New Orleans-based artist collective that served as curator, artistic director and creative partner of the experience
- JAMNOLA invested in New Orleans’ cultural economy by hiring 20+ local artists and collaborators to concept and create 12 custom-built, unique exhibits
- Safely opening August 1, 2020 – JAMNOLA’s exhibits will adhere to and go beyond all local and state health and safety guidelines
- JAMNOLA will be the first experiential pop-up to debut in New Orleans
- 5,400-square-feet of pure NOLA joy
- Charity partners, Trombone Shorty Foundation, and Feed the Second Line are JAMNOLA's philanthropy giving focus for the first year
- Tickets are \$29.00 and can be purchased online at JAMNOLA.com for tours starting August 1st with special discounts available to Students, Military and Orleans Parish residents on Mondays and Wednesdays
- The fantastical guided tour experience takes approximately 60 minutes to complete
- Only allowing 6 people at a time for private, semi-private or family tours
- Learn more: www.jamnola.com

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Location & Hours of Operation

JAMNOLA is located at 2832 Royal Street, New Orleans, LA 70117. JAMNOLA is open Sunday-Monday and Wednesday-Thursday 11 a.m.-6 p.m. and Friday-Saturday 11 a.m.-8 p.m.; closed on Tuesdays.