



## **Press Release**

*For Immediate Release*

**May 29, 2021**

**Calgary, AB-** *Asian Heritage Foundation (Southern Alberta) teams up with Studio Luma to light up the Calgary's Central Library with a 30 minute projection video to mark the end of Asian Heritage Month.*

COVID-19 means the foundation had to reconsider a live event; however, the 3D video was still projected onto the exterior of the Calgary Central Library. The show was then recorded and watched with community members at the finale at the end of the Asian Heritage Month.

*Asian Heritage Foundation founder and former Alberta MLA, Teresa Woo- Paw, added, "The community participation was off the charts this year. Because of COVID-19 racism there was an added urgency for us to be proud to share our stories. We are heartened that so many institutions, such as the city, the university and others made a point of marking the contributions of Asians in building and contributing to Canada. This will go a long way in counteracting anti-Asian sentiment."*

More than 35 community organizations held events during the month celebrating arts and culture while webinars and panels sparked deep discussions on racism and the true meaning of inclusivity, diversity and safe communities.

Studio Luma is a multimedia content studio that specializes in creating memorable experiences. Its state of the art equipment captured Asian contributions to Canada since before Confederation bringing photos, video and history to life onto the large exterior surface of the Calgary Central Library. To make this happen it had to import special lenses from Los Angeles to ensure the project went ahead.

*Stephanie Chan from Studio Luma said, "This projection is technically complicated, the stories we are sharing are a big deal. This month lit a fire in me as a woman and being Asian, I want to contribute more and more. We should and will celebrate beyond the month of May."*

### **For more information or to book an interview:**

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