**Press Release**

**Los Angeles, 16 March 2015**

**Video of unconventional release event for Robert McAtee’s indie album Impasto goes online**

A newly released video of the Hollywood launch of Robert McAtee’s album Impasto immortalizes the artist’s highly original concept for the event.

Filmmaker-songwriter-musician-actor McAtee drew his inspiration from Los Angeles’ black box theaters, which he believes form the city’s heart. In the release event’s unadorned setting, he gave performing arts talents complete creative freedom to interpret the lyrics or music from his third album.

The video shows how spoken word, movement, video art and acoustic performances presented the urban poetry of Impasto, which documents the struggles and sacrifices of Hollywood artists.

“Many entertainers are financially broke, with broken hearts and broken lives because of the strange life that they’ve been called to do,” said McAtee. “Their happiness and calling comes from performing and that deep drive and desire is so powerful that they’re willing to sacrifice what most other people would never sacrifice.”

Speaking of the release event for Impasto, McAtee said: “The performers were very inspired by the concept. We had a very intimate venue. There were no stage microphones, even for my music performance. It was intimate, raw, exciting and the crowd was really treated to something completely unique, heartfelt and genuine.”

McAtee is a storyteller, who paints his tales with audio. The video conveys how his vulnerable, edgy, yet often tongue-in-cheek take on life in Tinseltown provided many of the artists with the perfect playground for spoken word performances.

Among them were actors Harvey Alperin and Christina Licciardi. Alperin, who appeared in Academy Award Best Picture “The Artist”, chose bittersweet humor for his stand-up interpretation of the yearning “Simplify”. Liccardi took to the stage with a hula-hoop, effortlessly spinning it around and over her body for a mesmerizing rendition of “I Can’t Stop”.

Dancers appropriated McAtee’s music too. Jef Tung opted for robotic writhing to translate the catchy, brass-swathed track “Evaporation” into movement. The uneasy, obsessive “Beast In The Night”, over which Adam Levine’s trumpet sensually glides, provided the backdrop for dancer Jami Shapiro.

Impasto’s release event video includes excerpts of 10 solo interpretations and ends with acoustic performances by Robert McAtee, flanked by Phil Bender-Stone and Alec McAtee on guitars.

This audiovisual souvenir shows that, by appropriating McAtee’s tales of what has been lost or what will never be, the performers highlighted how Impasto’s themes spill way beyond the boundaries of Hollywood.

***Watch the video of the release event for Impasto here:*** *https://www.youtube.com/watch?v=DTsuWzjwtDQ*

*Photos of the event can be downloaded at* [*www.flickr.com/photos/vibrating*](http://www.flickr.com/photos/vibrating)

*Robert McAtee’s album Impasto is available on CD and digital download.*

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