



**Fireworks Return to Seattle's Skies as *T-Mobile New Year's at the Needle*
Combines Live Pyrotechnics and Augmented Reality for Out-Of-This-World Viewing from Home**

No crowds permitted at Seattle Center; viewers are encouraged to watch at home or at viewing parties to experience the made-for-TV special effects layered on top of live fireworks display

SEATTLE, December 13, 2021 – *T-Mobile New Year's at the Needle* will see the return of fireworks this year... *but not in person*. The Space Needle has partnered with multimedia studios and talented digital artists to create the first-ever live fireworks show to be augmented and broadcast live with exclusive special effects that can only be seen on a TV, computer, or mobile phone. To keep the community safe, event organizers and public officials encourage everyone to “stream in the new year” from home or at watch parties without gathering or creating crowds around the Seattle landmark, in support of public health guidance.

“This year's show will be a stunning and uniquely-blended mixed reality, best seen on your screen,” said Karen Olson, Chief Operating and Marketing Officer at the Space Needle. “We’ve assembled a multi-disciplined team of artists and technologists to create a one-of-a-kind enhanced fireworks presentation with a tightly integrated combination of real and augmented imagery. The show will be magical and playful, filled with images from our neighborhoods, artists, culture, music, and — most importantly — our optimistic future.”

The Space Needle is partnering with Bellevue-based Lightspeed Design to create animation for the immersive digital experience, only visible to viewers at home. In reality, people will see the Space Needle lit in T-Mobile’s iconic magenta color with real, live fireworks lighting up the night sky designed by Alberto Navarro and produced by global fireworks experts Pyro Spectaculars and live lighting effects designed by Illuminate Production Services. On the broadcast however, viewers will see exclusive spectacular special effects, digital animation, and visuals that will take the physical fireworks show to an all-new dimension for a show specifically created for the TV audience.

The fireworks and light show spectacular — augmented live with additional digital effects — will be choreographed to music simulcast on HITS 106.1 and broadcast locally on KING 5.

For the ninth consecutive year the Space Needle’s exclusive partner, T-Mobile, will sponsor the West Coast’s premier New Year’s Eve celebration. The Space Needle will be illuminated in T-Mobile’s distinctive magenta brand color on December 30 and 31 as a precursor to the *T-Mobile New Year's at the Needle* celebration.

“T-Mobile always loves to go BIG when it comes to celebrating and we are once again so excited to come together with our hometown community for the ninth year in a row to ring in the New Year at the Needle,” said Mike Sievert, T-Mobile CEO. “This event is one of the most iconic Seattle celebrations and this year’s show is sure to wow everyone — whether you’re tuning in from your rooftop deck, living room or even your mobile phone. On behalf of our Magenta family to yours, here’s to an amazing 2022!”

The show has been designed as a heartfelt tribute to Seattle's strength, pride, and perseverance. Viewers will see fresh, new, and exciting lighting and special effects that showcase the spirit of the city. Lightspeed Design, working with a team of local digital artists and technologists, created images of some of the most beloved Pacific Northwest symbols that will be recreated in the sky as special mixed reality effects synchronized to the live pyrotechnics and lighting to create magical moments of color and light.

"The fireworks will serve as a vibrant artful canvas," said Chris Ward, president of Lightspeed Design. "The digital animation will serve as the modern storyteller's brush; the augmented overlay of the live broadcast will create a picture that will capture the imagination of the viewers watching from home."

Queen Anne Beerhall will serve as the official viewing party for *T-Mobile New Year's at the Needle*. With no public events at Seattle Center or atop the Space Needle, the venue will show the first-ever live augmented fireworks show on its big screens. A list of neighborhood watch parties at other local establishments will be updated at spaceneedle.com/newyears.

The augmented *T-Mobile New Year's at the Needle* show can be seen live on TV on both KING 5 and KONG. The show will also be livestreamed on king5.com and will be available to view on the KING 5 mobile app. After the broadcast, the augmented fireworks show will be available for worldwide viewing at spaceneedle.com/newyears.

Everyone celebrating *T-Mobile New Year's at the Needle* is encouraged to share photos and videos on social media of how they're ringing in the New Year at home using hashtag **#TMobileNYE**.

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About Space Needle

Built as the centerpiece and inspiration for the 1962 Seattle World's Fair, the Space Needle has since become a part of the Seattle experience and the globally-recognized icon for the city. The Space Needle's recent \$100 million renovation added more than 176 tons of glass to the structure offering unparalleled views of Seattle and features The Loupe—the world's first revolving glass floor. Open year-round, the Space Needle hosts more than a million visitors per year. For more information visit: spaceneedle.com/press.

About Lightspeed Design

Lightspeed Design, Inc is a small team of Seattleites that grew up making laser shows at Pacific Science Center, then developing technology for thousands of first-run 3D cinemas, and creating clever content for brands and attractions, including virtual reality gaming experiences. For more information please visit: lightspeeddesign.com.

About Pyro Spectaculars by Souza

The Pyro Spectaculars Group of Companies is a third-generation family-owned and operated full-service pyrotechnic company. Pyro is one of the largest and oldest pyrotechnic companies in the western

United States. Pyro helped initiate the tradition of New Year's fireworks on the Space Needle in the mid-1990s and has been there every year since (with the exception of 2020). For this year's show, Pyro teamed up with digital artists to create an exciting show choreographed with lighting and the magic of digital effects to enhance the television broadcast. For more information visit: pyrospec.com

About Illuminate Production Services Inc.

With a mission to design, connect and enhance the experience, Illuminate Production Services works to provide production quality audio, video lighting, staging and more to clients nationwide.