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FOR IMMEDIATE RELEASE

## Projection event aims to unite Columbia through creative expression

COLUMBIA, Mo.- Creative marketing agency, Relevant Youth, will host a projection showcase of member work representing creative empowerment in the city of Columbia, on the block of Cherry and Ninth St., April 9-10.

From 9 p.m. to midnight, artwork will be projected across from Harpo's\Pizza Tree. Two creatives had the opportunity to design a piece of art following different themes each night of the event.

"For my projection design I wanted to play off of the idea of these pieces and colors that were completely different and separated," Lila Tulp, an artist of the event, said. "By using these contrasting colors, together it was supposed to represent our community unifying-people who are so uniquely their own but unite as one in a time where we really need it."

Tulp's artwork will be projected on Friday night and will focus on unifying the city of Columbia and the creatives of RY through abstract shapes and contrasting colors. On Saturday, a motion graphic created by Annabelle Cook will be projected on the wall with themes aimed toward expression and encouraging phrases.

"We wanted to make this event one of the most awe-inspiring things Relevant Youth has done so far," Emma McVady, Editor-in-Chief of Relevant Youth's magazine, said. "It's important because not only is it bringing the community together, but it's allowing the members who are involved in this project to bring their ideas and talents to fruition."

"Express" is a digital magazine that will be published to the organization's Instagram account, as well as partially printed and handed out at the projection showcase. The magazine aims to explore how professional creatives express themselves in the workplace.

The purpose of the projection event is to generate more community awareness in Columbia through creative expression. It is more important now than ever to unite the community during the pandemic where so many people have endured hardships and loss. The event is about bringing people together in a safe manner to recognize the strength, talent and unity that Columbia stands on.

"Our vision behind the event really started with the pandemic," Katrina Troy, Head of Internal Strategy at Relevant Youth, said. "We went to the drawing board to think of an experience to emphasize the importance of physicality, expression, and connection in a safe and thoughtful way. I think this event is important because it gives us all a chance to connect with people and art in a way that's become lost over the last few months."

Our event will be held outside in a socially distant area to ensure that there are COVID-19 precautions. We encourage those walking by to bring masks to follow safety precautions as well.

Highlights from the projection event will be posted on Relevant Youth's social media (@TheRelevantYouth) throughout the weekend and the digital magazine "Express" will be accessible on RY's Instagram.

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*Relevant Youth is a student-led creative agency that empowers creatives by disrupting the current educational landscape. We offer services from video production to content creation and social strategy. By supporting students with real-life skills through work with real clients, we aim to equip students for their professional future.*