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**Your Coverage Is Invited**

**CARON PARIS & PARIS PERFUMES INC. PARTNER WITH LIFE IS ART, VIRTUAL RELIEF AND MIAMI INTERNATIONAL UNIVERSITY TO PRESENT “pARTicipate” AT RED DOT**

**WHAT:** This Miami Art Week, you will be able to not only see art, but experience it. **Paris Perfumes Inc.** and **CARON Paris** are partnering with **Life is Art, Virtual Relief** and **Miami International University of Art & Design (MIU)** to present **pARTicipate,** an immersive art experience blending virtual-reality, visual art, music, film and fashion at **Red Dot Miami,** the juried, contemporary art show in the heart of Miami that is sponsoring the initiative.

We invite you to visit and cover this art exhibition where visitors will be able to interact with and become part of the art, as well as create their own work through Virtual Reality technology, while inspired by the music, videos and fashion garments that the MIU students crafted for CARON Paris' latest campaign, *Awaken Your Senses*, which explores all five senses through artisan craftsmanship.

pARTicipate will offer the following to all participants:

* Experience a virtual-reality viewer and create 3-dimensional artwork influenced by the music created by the MIU students.
* View short films by the MIU students in an engulfing visual perspective, as the films are projected throughout the exhibition space.
* View the fashion creations of MIU students displayed on mannequins and use motion capture to virtually try them on and model them in the virtual reality
* “Paint” on a model with light through use of the virtual reality viewer. (For a small fee, which will support the two non-profits: Life is Art and Virtual Relief, participants will be able to print their work and keep as a souvenir.)

**WHERE: Red Dot Miami**

1700 NE 2nd Avenue

Miami, FL 33132

**WHEN:** **November 30, 2016 – December 4, 2016**

Wednesday, November 30 |Opening Night Preview Party | 6:00PM – 10:00PM

Thursday, December 1 | 12:00PM – 8:00PM

Friday, December 2 | 12:00PM – 8:00PM

Saturday, December 3 | 12:00PM – 8:00PM

Sunday, December 4 | 12:00PM – 5:00PM

**COST:** Opening Night/5-Day Pass: $75 online / $85 at event

Opening Night Preview Pass: $50 online / $60 at event

General Admission, 1-Day Pass: $25 online / $30 at event

Seniors, 1-Day Pass: $15 online / $20 at event

Students, 1-Day Pass: $10 online / $20 at even

For more information about Paris Perfumes Inc., visit [www.parisperfumesinc.com](http://www.parisperfumesinc.com). For more information about CARON Paris, visit [www.parfumscaron.com](http://www.parfumscaron.com). Follow CARON Paris on Instagram via @caron.paris; Twitter via @CaronParis\_USA; and like CARON Paris on Facebook via CARON Paris - USA.

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**About Paris Perfumes Inc.**

Paris Perfumes Inc. is a third-generation perfume distribution company established in 1979 by Moises Cohen. The company started in the U.S. and is now headquartered in the Wynwood Arts District of Miami, Florida. The company represents a number of independent French brands, maintaining a focus on quality and uniqueness. In recent years, PPI has developed a winning strategy for efficient distribution in the U.S., with an emphasis on customer service and integrity. Due to the company’s growth, they have created a new division solely responsible for their prestige & niche brands catering to department store and boutique perfumery accounts.

**About CARON Paris**

Founded in 1904 by Ernest Daltroff, CARON Paris has a rich heritage in perfumery and is considered a true fragrance house, a distinction very few companies in the world hold. It is one of the great Paris houses to remain entirely devoted to fragrance and one of the last perfume houses to still have an in-house 'nose' (Monsieur Fraysse). It is the second oldest Parisian perfume house in history at 109 years and counting. CARON Paris is also the only perfume house that is perfume led, not fashion led. Patrick Alès purchased the company in 1998, and Romain, his son, maintains ownership of the company today.

**About Virtual Relief**

Virtual Reality Pain Distraction  
Our mission is to use Virtual Reality to improve the overall quality of life of individuals confined by their medical condition.  
The Virtual Relief Organization is an organization that brings virtual reality to individuals in medical facilities at no cost. We are sponsored by the Center for Social Change, a non-profit organization that supports visionaries in South Florida who want to change the world.  
Our goal is to be the premier nonprofit organization bringing VR pain distraction to patients in medical facilities to help improve their mental and physical condition.

**About Life is Art**

Vision: Prosperity Through Creativity  
Mission: The mission of Life Is Art is to promote vibrant, engaged Miami-Dade communities through arts advocacy, education and collaboration.  
Founded in January of 2009, Life Is Art is a certified 501(c)3 not-for-profit dedicated to building a stronger society through cultural infrastructure. To date, Life Is Art has organized over one-hundred events, exhibitions, lectures, festivals, fairs, networkers and other arts-oriented happenings. Our programs are designed to build upon each other, with regular events leading up to annual major shows.

**About Miami International University of Art & Design**

Miami International University of Art & Design is one of The Art Institutes, a system of over 50 schools throughout North America. Programs, credential levels, technology, and scheduling options vary by school and are subject to change. Not all online programs are available to residents of all U.S. states. Several institutions included in The Art Institutes system are campuses of South University or Argosy University. Miami International University of Art & Design, 1501 Biscayne Blvd #100, Miami, FL 33132. © 2016 The Art Institutes. All rights reserved. Our email address is [materialsreview@aii.edu](mailto:materialsreview@aii.edu).

***See [aiprograms.info](http://aiprograms.info/" \t "_blank) for program duration, tuition, fees, and other costs, median debt, salary data, alumni success, and other important info.***

**About Red Dot Miami**

Red Dot Miami, a juried, gallery-only contemporary art show in the heart of the Arts and Entertainment District, takes place annually in December (Nov. 30 – Dec. 4., 2016) as part of the popular Miami Art Week. Featuring up to 75 modern and contemporary galleries that represent more than 500 leading contemporary artists, Red Dot Miami has enriched the city’s arts scene beyond measure since its inception in 2006, becoming one of the leading satellite shows during Miami Art Week. For more information about Red Dot Miami, visit [www.reddotmiami.com](http://www.reddotmiami.com).

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