



## FLY LOUNGE ROLLS OUT RED CARPET FOR SUNDANCE OPENING WEEKEND

### Description

Posted by Larry Gleeson

### IMAGINE EVENTS' FLY LOUNGE

**Park City, UT January 16, 2019** – For the festival opening weekend in Park City, Utah, veteran special events producer Imagine Events and its sponsor partners led by Airthereum will turn two locations—the former Rock & Reilly's and parts of Park City Live at 427 Main Street—into two of the hottest destinations in Park City as they host the wildly ambitious inaugural **“Fly Lounge”** film, technology, wellness and finance programs.

By day, The Fly Lounge, owned and produced by Imagine Events, is a pop-up hospitality haven with an expansive program of panels, technology demos, workshops, experiences and gifting programmed inside and adjacent to the sprawling Park City Live Complex on Main Street. By night, the venues are transformed to accommodate private screenings, celebrity-studded events, film premiere parties, and live performances for official festival selections.

“We’re delighted to return to Park City to support independent film,” says Imagine Events’ Amanda Pool, whose team has a collective 26+ years experience hosting branded events in Park City. “This year’s Park City ventures combine our production, filmmaker, talent, health and wellness, and technology brand partners to bring a world-class event experience to a world-class resort city. We thank our key sponsors for supporting the program and making the events possible.”

The daytime program unfolds each day at two venues at 427 Main:

- **The Fly Lounge Rejuvenation Station** and Hangover Haven presented by cannabis networking software NUGL (<http://www.nugl.com>) provides visitors a host of products, beverages and experience, that expand the mind, satisfy the body and relax away the festival strain. Hosts and sponsors include: Muscle MX CBD muscle creams (<https://musclmx.com>); Mandala Integrated

---

Medicine ([www.mabdlamd.com](http://www.mabdlamd.com)); testing lab Digipath ([www.digipath.com](http://www.digipath.com)); CBD oil brand CannaComforts (<https://www.cbdandoils.com/brands/canna-comforts>); and Ablis CBD Infused Sparkling Beverages (<https://www.ablisbev.com/>), each offering sampling and education on the benefits of CBD.

LA's hottest beauty boutique and nationally recognized brand GBY Beauty ([www.gbybeauty.com](http://www.gbybeauty.com)) will offer their exclusive Active Lash lash extension treatment and Swarovski "Tooth Gems"; yes, guests can actually bedazzle their teeth at Fly Lounge. Hip hop brand Rich and Ruthless will be sampling VIP guests with gear (<http://richandruthless.com>). Guests can also enjoy a full-service smoothie, fresh juice and vegan Bloody Mary bar, while Crater Lake Spirits will be sampling Crater Lake Whiskey and other adult beverages (<https://www.craterlakespirits.com>).

TRIPP will provide guests demos of their immersive VR technology for health and wellness ([www.tripp.com](http://www.tripp.com)). Feeling low? If guests have the nerve, they can even get an IV recharge to prepare them for the night.

- Nearby, **The Fly Lounge Technology Center** is equipped with the cutting-edge immersive technology experiences in AR, VR, AI, blockchain and more. The Fly Lounge Tech Center pairs experiential education in multiple technology media, daytime panels and a hosted brunch, daily. The venue's demo room provides nonstop experiences showcasing the newest content in 360 VR and AR that demonstrates how filmmakers can use the technology to enhance their storytelling. The Wild Immersion, endorsed by Jane Goodall, will reveal the world's first "virtual reserve," which uses VR to share an unrivaled 360-degree journey into nature's majestic territories. It's presented in conjunction with the Blue Mind Fund, a non-profit starting a global conversation about the intersection between wild waters and the human brain. Other firms taking part including AR Wall (<http://arwall.com>); The VR games Beat Saber (<http://beatsaber.com>); and blockchain provider Nasgo (<https://nasgo.com>). Fly Lounge will also present THE MESSY TRUTH VR Experience, a virtual reality series created by CNN's **Van Jones** and **Elijah Allan-Blitz**. The goal of the experience is to put the viewer in the shoes of someone else, with the first episode starring **Winston Duke** from BLACK PANTHER. The viewer looks through the eyes of a twelve year-old African American boy in the car with his dad as they're pulled over by the police.

In evening hours, Imagine and sponsors will co-host the annual ChefDance cocktail hour and private dinner services presented for the films, sponsors and talent participating in the program and the festivals. This legendary supper club and lounge has been a part of Park City's festival scene for the last seventeen years and each ChefDance pairs a different theme with a world-class chef to make the festival food experience match the film experience ([www.chefdance.com](http://www.chefdance.com)); Friday's chef, presented by Rich and Ruthless, is Chef **Casey Lane** of Viale Di Romani in West Hollywood, CA. Other chefs TBA.

Fly Lounge's evening program also includes screenings as well as hosted receptions and performances for four official Sundance premieres, including: **Justin Chon's** US Dramatic Competition Selection MS. PURPLE; **Tayarisha Poe's** NEXT Selection SELAH AND THE SPADES; **Sophie Hyde's** Sundance Premiere ANIMALS; and an exclusive live performance by **the Wu-Tang Clan** in celebration of their Sundance Indie Episodic selection, OF MICS AND MEN.

Fly Lounge will also screen three films: SLASHER PARTY with **Danny Trejo, Ray J, Princess, Vitaly; Ray J's** visual Album RAYDEMPTION, featuring **Snoop Dogg, Too Short, Princess Love, Jackie Long**, and **Brandy**; and two-time Academy Award-winner **Malcolm Clarke's** documentary BETTER

ANGELS, which examines the US-China relationship on the 40th anniversary of **Jimmy Carter's** landmark normalization of relations with China.

Finally, Fly Lounge wraps each night with an after-hours lineup with special film and musical talent such as the Legacy Tour with **Lil Easy E** and **E-3**.

In summary, The Fly Lounge stands to make a tremendous impression on its first outing in Park City. "It's the most comprehensive guest experience and entertainment program we've ever presented," concludes Pool. "We're looking forward to welcoming the industry to Park City in a substantial and impactful way."

### **About Fly by Airthereum**

The "Fly" app by Airthereum (<https://airthereum.com>) provides AI-powered concierge jet travel in minutes. Airthereum designed Fly with blockchain technology to make access to private travel faster by placing the power in the hands of app users.

Fly incorporates voice-activated jet reservations, artificial intelligence, and blockchain technology to provide on-demand pricing from multiple leading private aviation carriers, increasing efficiencies and reducing the reliance on middlemen. Additionally, Fly can process many forms of payment including over 50 cryptocurrencies. Fly champions a faster, cheaper and smarter solution than its competitors to the \$20 billion-dollar private aviation ecosystem.

Airthereum CEO Stuart Bullard combined his app programming expertise with his extensive background in various aircraft technologies to provide a vision for the trajectory of Fly. He's also a multi type-rated commercial pilot, and has served as a music producer, notably to Dr. Dre.

### **About NUGL**

Headquartered in Chino Hills, CA, NUGL Inc. (OTC: NUGL) is an unbiased search engine and online directory for the marijuana industry that adjusts rankings based on community input. NUGL database includes listings for dispensaries, strains, doctors, lawyers, service professionals, vape shops, hydro stores and brands. The company focuses on leading the evolution in business relations, development and organic data in the cannabis industry with metasearch technology. Additionally, with the brand-centric search engine software, consumers can very easily find stores offering their favorite products while various brands can promote their offerings for sales and distribution.

### **About Imagine Events**

Imagine Events' experienced team of internationally recognized producers have created events and interactive experiences at film festivals across the world. Imagine events by the numbers include events for:

- Actors, writers & directors who have won 85 Oscars, 72 BAFTAs, 50 Emmys, and 115 Golden Globes.
- The premieres of films which have gone on to win 37 Oscars (3 Best Picture), 29 BAFTAs and 15 Globes.
- Over 30 live concerts including performances by Ice Cube, Warren G, Martina McBride, the Meat

Puppets, Dierks Bentley, Snoop Dogg and [Will.I.Am](#).

- Celebrity chefs and culinary partners from the top kitchens around the world.
- Over 10,000+ influencers and VIPs at Park City over the years including influencers such as Spike Lee, Idris Elba, The Black-Eyed Peas, Sandra Bullock, and Paul Oakenfold, among others.

See you at the movies!

(Source: Press release provided by Alexa Oliphant, Platform Media Group)

## Category

1. Sundance
2. Sundance Film Festival

## Date Created

January 18, 2019

## Author

hollywoodglee