

Cleveland Institute of Art students animate Playhouse Square Marquee Moment to celebrate Disney's *The Lion King*

Audiences can engage with the Cleveland-themed animation while the show is at Playhouse Square through August 16

FOR IMMEDIATE RELEASE

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CLEVELAND—Animation students at the Cleveland Institute of Art partnered with Playhouse Square and Disney to design and produce a Marquee Moment that celebrates the arrival of Disney's *The Lion King* this summer in Cleveland.

Eleven CIA students developed visual concepts, motion studies and production assets inspired by the musical's stylized aesthetic and incorporated recognizable Cleveland landmarks such as the iconic Guardians of Traffic, Playhouse Square's Chandelier and the downtown Cleveland's skyline.

Designed for synchronized playback across Playhouse Square's digital media network, Disney's *The Lion King* Marquee Moment transforms Playhouse Square into an immersive animated environment, blending theatrical spectacle, public art and storytelling within one of the world's premier arts districts.

"Cleveland Institute of Art students used their talents to reimagine the spirit of Disney's *The Lion King* through a Cleveland lens," said Craig Hassall, CEO of Playhouse Square. "This project showcases the extraordinary creativity being nurtured right here in our city while giving audiences a new way to connect with the show and with Playhouse Square. We are proud to partner with CIA to create experiences that inspire both visitors and our community."

Disney's *The Lion King* will be on stage through August 16 at Playhouse Square, and audiences can engage with the CIA student-created Marquee Moment throughout the show's run. Marquee Moments feature a two-minute show every evening and before matinees, inviting guests and visitors to step onto Euclid Avenue for pre- or post-show inspiration and to capture their selfie moments.

CIA Animation faculty member Margaret Li completed the final Marquee Moment production over the summer in collaboration with Playhouse Square. The in-class work during spring semester was part of a Community Projects/Engaged Practices course, which integrates real-world projects, community partnerships and service-learning experiences to prepare CIA students for creative careers in art and design.

Throughout the semester, CIA students worked closely with Disney and Playhouse Square to pitch ideations, receive direct feedback on graphics and content, and to finalize the concept and visual direction of the animation.

"*The Lion King* Marquee Moment is the latest example in a storied history of CIA artists working with Disney—and what better way for students to build professional experience and expand their pathways for career development," says Kathryn Heidemann, CIA President + CEO. "Playhouse Square was a remarkable partner on this project. Our collaboration demonstrates how meaningful creative opportunities can arise when two of Cleveland's leading arts institutions join forces."

Disney's *The Lion King* has won six Tony Awards®, including Best Musical. More than 100 million people around the world have experienced the awe-inspiring visual artistry, the unforgettable music and the uniquely theatrical storytelling of this Broadway spectacular.

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ABOUT

Cleveland Institute of Art

The Cleveland Institute of Art is a private, nonprofit college of art and design that has been the training ground for countless students who have gone on to make important contributions to the fields of creativity and innovation since it opened in 1882 as the Western Reserve School of Design for Women. Its students have designed internationally recognized products, their artwork has been exhibited in major museums and private collections around the world, and their entertainment media has been enjoyed by audiences and game players for generations. It enrolls about 550 students nationally and internationally and has a faculty of about 100 full-time and adjunct members, all of whom are practicing artists, designers and scholars.

Playhouse Square

Playhouse Square, the nation's premier home for touring Broadway, is a globally

recognized arts district. A not-for-profit presenter and producer of performing arts experiences, Playhouse Square is a champion of arts education and the vitality of downtown Cleveland. It proudly serves as home to eight resident companies: The City Club of Cleveland, Cleveland Ballet, Cleveland International Film Festival, Cleveland Play House, Cleveland State University Department of Theatre and Dance, DANCE Cleveland, Great Lakes Theater, and Tri-C JazzFest.

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