



starting this halloween, CX takes over the late nights at MERCER LABS

i have a secret to share with you

an immersive masquerade ball built around the signs of the zodiac

featuring nine-time GRAMMY® winner **DJ Pee .Wee** (Anderson .Paak)

& along with DJs every night, and over a dozen performers creating a living embodiment of the zodiac.

come embodied as your sign...

...leave with a secret.

NEW YORK, NY — October 5, 2026 — CX, the collective of artists, musicians, creators & producers behind *You Are So Lucky* and the creative & performances within *Tell No One*, today announces ***i have a secret to share with you***: an immersive masquerade ball that takes over the late nights at Mercer Labs in Lower Manhattan, beginning Halloween weekend. Guests are invited to come embodied as their zodiac sign for a night of live performance, music & intrigue, with an exclusive headline set from DJ Pee .Wee, the DJ persona of nine-time GRAMMY® Award-winning artist Anderson .Paak, along with an ongoing series of headline performances still under wraps.

Starting Friday, October 30, the 36,000-square-foot Museum of Art and Technology becomes a nocturnal labyrinth: three floors and twelve interconnected rooms of sight, sound & performance, each one a chapter built around a sign of the zodiac — embodied by live performers within the projections.

Expect: late-night dance floors, cocktails & installations... and in every room, a secret waiting to be told... a confession, an anointing, a release, an ascension.

Throughout the night, CX performers move through the museum and its digital environments as a form of “Performative Architecture” — a practice that dissolves the line between performer, guest & artwork. Follow a performer out of a projection and into another room. Stumble onto a

hidden interaction. Find yourself at the center of a moment you didn't see coming. Throughout the series the guests themselves become the stars of the show, sharing secrets, finding hidden rooms, and ensuring every night is a "this-will-only-happen-once" experience.

The invitation is simple: come embodied as your sign. Celestial couture, high-fashion masks, dark astrology... or something entirely your own. A lookbook for each of the twelve signs, plus a thirteenth, *oblivion*, is available at ihaveasecrettosharewithyou.com.

The series opened in September with a run of members-only preview nights for the CX community. Halloween weekend marks its public premiere.

"We believe nightlife can be art," said William Etundi Jr., founder of CX. "Everyone carries a story to tell... secrets to reveal... the things we only ever say to strangers at 3 a.m. So we built a world where you're invited to set yourself free. We offer a drink and a dance, but our hope is you walk away with a memory you'll carry for the rest of your life."

FRIDAY, OCTOBER 30 – THE SERIES PREMIERE NIGHT

10:00 PM – 3:30 AM

The premiere night opens the labyrinth with an astrology masquerade of fashion, photography, performance & intrigue. Guests wander the twelve rooms before finding their way to the Grand Ballroom for a late-night dance floor anchored by a mystery headline performance — followed by a deep-techno set built for Mercer Labs' immersive sound space.

Opening-night availability is extremely limited.

SATURDAY, OCTOBER 31 – A NIGHT WITH DJ PEE .WEE (AKA ANDERSON .PAAK)

10:00 PM – 3:30 AM

On Halloween night, **DJ Pee .Wee (aka Anderson .Paak)** takes over the Grand Ballroom for an exclusive headline set... a late-night journey through funk, disco & hip-hop with the feel of an intimate house party, set inside a much larger world.

Between songs, slip back into the labyrinth to find the characters, installations & stories waiting in the rooms beyond the dance floor. Then return to dance.

A TAKEOVER AT MERCER LABS

Mercer Labs sits at 21 Dey Street, steps from the Oculus in Downtown Manhattan, where art and technology meet across a series of immersive environments. For **CX** — a collective that has built its reputation on taking over unexpected spaces and treating nightlife itself as a creative medium — it is the next canvas.

CX created the event series ***You Are So Lucky***, an event that *Vogue Magazine* called “New York’s Most Mysterious Underground Halloween Party” and produced the creative & performances within ***Tell No One***, what *The Untitled Magazine* called “One of the most ambitious and visually arresting nightlife experiences New York has seen in years.”

With ***i have a secret to share with you***, the collective turns **Mercer Labs** into a world built around the signs of the zodiac... one designed to be explored, danced through & felt firsthand.

EVENT DETAILS

EVENT	<i>i have a secret to share with you</i>
WHERE	Mercer Labs, 21 Dey Street, New York, NY 10007
WEEKEND ONE – PREMIERE	Friday, October 30, 2026 · 10:00 PM – 3:30 AM Astrology Masquerade + mystery headline performance
HALLOWEEN NIGHT	Saturday, October 31, 2026 · 10:00 PM – 3:30 AM Headline DJ set: DJ Pee .Wee (Anderson .Paak) — funk / disco / hip-hop
RUN OF SHOW	Select Fridays & Saturdays, October 30 – December 19, 2026 More dates to be announced.
DRESS	Come embodied as your sign. Celestial, high-fashion & dark astrology-inspired looks encouraged. Lookbooks for every sign at ihaveasecrettosharewithyou.com .
AGE	21+ with valid ID.
DETAILS & TICKETS	ihaveasecrettosharewithyou.com

ABOUT CX

We believe nightlife can be art.

CX is a collective of artists, musicians, creators & producers who come together to take over forgotten spaces and turn them into wonderlands of sight & sound — storytelling that wraps around you. Its productions are an invitation to step out of the role of spectator and become part of the work.

CX created *You Are So Lucky* and produced the creative & performances within *Tell No One*, alongside productions presented in cities around the world. CX is also a private, invitation-only network of edge-seekers & the intellectually promiscuous, gathering in its spaces across New York City.

This autumn, CX partners with Mercer Labs to present *i have a secret to share with you*, an immersive masquerade ball built around the signs of the zodiac, live performance, music & the unexpected.

For more information about CX, visit hello.cx, or follow CX on Instagram [@thepeopleofcx](https://www.instagram.com/thepeopleofcx).

ABOUT MERCER LABS

Mercer Labs is a cultural institution that pushes the boundaries between art and technology. Through immersive exhibitions, interactive experiences, and forward-thinking collaborations, Mercer Labs serves as a center for the convergence of art, culture, and technology. As a collaborative platform, Mercer Labs fosters partnerships with artists, musicians, filmmakers, designers, and creatives creating an ecosystem where diverse forms of creative expression thrive. For more information, visit www.mercerlabs.com. Follow us on social at www.instagram.com/mercer.labs.

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Press photography, key art & logos: press.hello.cx/releases/cx-takes-over-mercer-labs