



ARTECHOUSE
1238 Maryland Ave SW
Washington, DC 20024
press@artechouse.com

FOR IMMEDIATE RELEASE
PRESS CONTACT:
press@artechouse.com

ARTECHOUSE DC Extends Crystalline, Its Acclaimed Exploration of 2020 Pantone Color of the Year: Classic Blue, to February 28, 2021, Due to Popular Demand



WASHINGTON, DC - ARTECHOUSE DC, responding to overwhelming popular demand, has extended its highly successful current installation, *Crystalline*, to February 28, 2021. Visitors are hailing *Crystalline* as a “...serene and magical world...felt like a mini vacation to another time & place.” and “When I exited the experience, I felt so different. I felt like a weight was lifted off of me....I just felt really free.”

This installation, which originally opened on October 15th, 2020, builds upon ARTECHOUSE’s recent exploration of Classic Blue, which kicked off with an immersive event developed for Pantone’s Color of the Year reveal in December 2019, and continued with a blockbuster Classic Blue installation at ARTECHOUSE NYC at the start of 2020. Imprinted in our psyches as a restful color, PANTONE 19-4052 Classic Blue brings a sense of peace and tranquility to the human spirit. The new, original installations seek to do the same;

centering our thoughts and fostering resilience. Additional installations inspired by Pantone Color of the Year 2020 Classic Blue are also now on view at ARTECHOUSE NYC and Miami.

Inspired by blue's dependability, *Crystalline* explores the color's connection with earth and crystals through a journey that is both adventurous and contemplative—an exploration through an illusory, blue-hued castle. Representative of our desire for a stable foundation that often feels out of reach during these turbulent times, this surreal yet familiar place offers guests a refuge from the everyday.

“We are excited to continue our partnership with ARTECHOUSE to bring the restful and meditative qualities reflected by PANTONE 19-4052 Classic Blue to our audiences in this space. A calm and confident blue hue, we hope these installations provide visitors to ARTECHOUSE with the peace and tranquility many are seeking during this time”, says **Laurie Pressman, Vice-President, Pantone Color Institute**.

ARTECHOUSE presents *Crystalline* at a moment when Classic Blue has new relevance. “During these unprecedented times as a society we have found ourselves in a new state of existence. Before 2020 even began, Pantone selected Classic Blue as the color of the year because they saw it as the hue to sustain us during a time of change,” said **Sandro Keserelidze, co-founder and Chief Creative Officer of ARTECHOUSE**. “2020 ended up bringing changes no one expected, making the hue of Classic Blue, and the qualities it represents, more relevant now than ever before. We couldn't think of a more timeless and timely theme to end the year and launch a new chapter of experiences.”

In all three locations, virtual portals in each space give visitors a window into other locations, fostering a sense of connection across ARTECHOUSE spaces and countering the isolation caused by the COVID-19 pandemic—and, often, by modern forms of communication.

Recently ARTECHOUSE teamed up with Epson and Noiland Collective, an Austin, TX-based digital art collective, to create *NHKS4220 Bar Illusion*, a hologram-like installation that pays tribute to bars and restaurants amid the pandemic by re-imagining Edward Hopper's 1942 masterpiece *Nighthawks* for a 21st century audience. The innovative installation transforms ARTECHOUSE's mezzanine AR bar space by using projection techniques to create a 3D hologram effect that recreates Hopper's depiction of a downtown bar scene as a living moment, both in the past and present. Visitors can stand at the central point of the installation and see their silhouette integrated into the artwork.

The name *NHKS4220* is a play on the title of the original work and fuses the years 1942 and 2020, further bringing the past and present together. Now is a time when we are perhaps as affected by existential fears as we were in the early 1940s when Hopper created his painting—the United States had just entered WWII and a feeling of anxiety and concern about the future was pervasive. During troubled times, bars are a place for solace, community and conversation, but, due to current public health concerns, many of them are now closed, and some may never reopen.

“ARTECHOUSE experiences are always meant to have a transportive quality,” says **Tatiana Pashtukova, co-founder and Chief Executive Officer**. “We have loved hearing from numerous visitors who have told us how our installations have made a difference to them emotionally or mentally, helping them discover a whole new level of engagement when surrounded by our works. We hope that now, with *Submerge* by ARTECHOUSE, we can continue to build upon these most meaningful successes.”

+++++

[Submerge by ARTECHOUSE](#) will be an ongoing installation series for ARTECHOUSE, continuing in 2021 and beyond. Each installation will explore new themes and push the boundaries of multimedia art with creative uses of technology.

TIMES & TICKETS:

dc.artechouse.com/crystalline

Crystalline must close on February 28th, 2021.

Monday - Thursday / 12pm-8pm (7pm last session)

Friday - Sunday / 10am-10pm (9pm last session)

Private Sessions: Available Monday-Thursday at 11am beginning January 25th, 2021-close (\$250; up to 12 people)

Holiday Extended hours 10am-10pm (9pm last session) December 14th, 2020- January 24th, 2021. Additional extended hours on President's Day (February 15th, 2021).

- **Adults:** \$24
- **Children (Ages 4-14):** \$17
- FREE for children under the age of 4
- **Students, Seniors, Military & First Responders:** \$20
- **Families:** \$45 for 2 Adults & 2 Children (Mondays-Thursdays only)

Locals Save! Visit Crystalline on Monday-Thursday to receive a \$5 off discount for DMV locals. Tickets are requested to be reserved in advance at artechouse.com

AR Drinks To Go: Partnering with Colada Shop, Little Coco's, & Seven Reasons, AR Drinks are available for a limited time from Fridays-Sundays.

LOCATION:

ARTECHOUSE is located between the Smithsonian and L'Enfant Plaza Metro stations at 1238 Maryland Avenue, SW, Washington, DC just next door to the Mandarin Oriental hotel.

ACROSS LOCATIONS:

Safety protocols that have been put in place by ARTECHOUSE include the following:

- New operating hours have been put in place to ensure sufficient time for cleaning and sanitation.
- Art space sessions continue to be limited in capacity along with split session start times to ensure seamless entry and proper social distancing.
- Mask or face coverings must be worn inside the art space at all times.
- Hand sanitizing stations have been added throughout the art space.
- Suggested safe distancing of 6 feet apart from others will be strictly enforced.
- Professional cleaning and sanitizing will take place prior to each daily opening.
- Hourly cleaning and sanitizing of the art space will be performed by team members.
- Visitors that are experiencing illness symptoms will have the option of rebooking.

About ARTECHOUSE:

ARTECHOUSE connects progressive ideas, artists and audiences to stimulate innovation and creativity. We believe in the power of art, science and technology to change the world for the better and are on a mission to

empower the creation of new, experiential and exploratory art forms that make an impact. What started out as the nation's first digital art space, is now a home, online and off, for technology driven art innovation. From our physical, immersive art spaces in Washington D.C., New York and Miami to our extended reality (XR) mobile app, ARTECHOUSE connects progressive ideas, artists and audiences and stimulates interest in the limitless possibilities of technology, science and creativity through innovation.

artechouse.com \ @artechouse \ #artechouse

About the Pantone Color Institute™:

The Pantone Color Institute is the business unit within Pantone that highlights the top seasonal runway colors, selects the Pantone Color of the Year, forecasts global color trends, and advises companies on color for product and brand visual identity. Through seasonal trend forecasts, color psychology, and color consulting, the Pantone Color Institute partners with global brands to effectively leverage the power, psychology, and emotion of color in their design strategy.

About Pantone:

Pantone provides a universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce approved Pantone Values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Connect with Pantone on [Instagram](#), [Facebook](#), [LinkedIn](#).