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[High Resolution Images](#)

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ARTECHOUSE presents its fourth annual cherry blossom inspired installation with a conservation twist — *Renewal 2121*

Seeking to inspire optimism and hope amid a global pandemic and concerns of climate change, the immersive, technology-driven art installation will transport visitors 100 years into the future.

On view March 15 - September 6, 2021 in Washington, D.C.



WASHINGTON, DC - ARTECHOUSE, the nation's first innovative digital art destination with locations in Washington, DC, New York City and Miami Beach, presents its fourth annual cherry blossom inspired installation, *Renewal 2121* in the nation's capital. This original ARTECHOUSE production utilizes the power of creative technology to transport visitors into an imagined future 100 years from now where nature's resilience takes center stage amongst an overdeveloped metropolis, empowering visitors to interact to help the blooms of

our future continue to renew. Open to all ages, *Renewal 2121* is on view March 15 to September 6, 2021 at ARTECHOUSE DC (1238 Maryland Avenue, SW).

“Every year we get inspired by the incredible power and beauty of nature to bring the cherry blossom season and its message of renewal and reflection to life at our innovative art space. This year, we felt it was imperative to spotlight the collective environmental responsibility needed to ensure that our natural surroundings thrive. We hope that this installation will inspire visitors to be part of the positive change.” - **Sandro, Founder & Chief Creative Officer**

Renewal 2121 presents a possible future 100 years from now, if humanity’s growth and expansion goes unchecked. As visitors explore ARTECHOUSE DC’s four galleries, they will traverse through a cyberpunk cityscape, an interactive market, bustling alleyways and an abandoned rooftop, finding nature blooming in the most unexpected places amidst this industrial future. This science fiction aesthetic is intentional — the imagined worlds of our future and advancements in science and technology often inspire one another.

The installation’s inspiration also celebrates three themes of renewal — the city, nature, and ourselves. Paralleling the constant rebirth of cities through human innovation and nature’s adaptive resilience, *Renewal 2121* coincides with both the blooming season and the beginning of the calendar year. The forward-looking energy of new hopes, dreams and actions that these cycles bring is part of the core message of this multi-sensory experience, along with the critical challenge that we face together as global citizens: climate change. Focusing specifically on the extinction element of climate change and presenting “sakura” or cherry blossoms as a symbol for nature as a whole, *Renewal 2121* aims to inspire people to harness their energy towards finding solutions that will ensure a brighter future.

Produced by the ARTECHOUSE Creative Team in collaboration with multidisciplinary artists from around the globe, *Renewal 2121* is a true manifestation of a remote collaborative process to tell a story of renewal and optimism. While Japanese digital artist and motion graphics designer Yuya Takeda lends his visual design talents to the sweeping visuals and ARTECHOUSE creative team recreates in 3D and brings to life through animation, and augmentation by meaningful digital interactivity, the Düsseldorf-based group Mario Hammer and the Lonely Robot create an original score and Maryland-based Design Foundry works to fabricate the rich, atmospheric scenery.

The technology-driven art installation is an official part of the National Cherry Blossom Festival for the fourth year in a row. *“Our fourth annual partnership with ARTECHOUSE will engage the D.C. community with a visual art installation focused on the feelings of renewal sparked by the blooming of the cherry blossoms,”* said **Diana Mayhew, president and CEO of the National Cherry Blossom Festival**. *“We can’t wait for visitors to experience ARTECHOUSE’s creative and unique exhibit.”*

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Renewal 2121 will open for a press and media preview on March 11 from 4pm-6pm (with interview opportunities with ARTECHOUSE’s creative team). ARTECHOUSE is offering exclusive access and savings on Preview Days for March 12th -14th and will open to the public starting March 15th, 2021.

TIMES & TICKETS:

<http://artechouse.com/program/renewal-2121>

Renewal 2121 is on view March 15th-September 6th, 2021

Sundays-Thursdays 10 a.m.-9 p.m (8pm last session) / Fridays-Saturdays 10 a.m.-10 p.m. (9pm last session)
(July 4th Hours: 10 a.m.-6 p.m.)

Sessions after 7 p.m. Daily are Adult price, but all ages.

- **Adults:** \$24
- **Children (Ages 4-14):** \$17
- FREE for children under the age of 4
- **Students, Seniors, Military & First Responders:** \$20
- **Families:** \$50 for 2 Adults & 2 Children (Mondays-Friday only)

Exclusive Savings on Previews! Preview Weekend for Renewal 2121 is March 12th-14th. Save 30% off your visit to be part of the creation process before we fully open to the public on March 15th. Elements of the installation may still be in the works as our Creative Team finalizes the installation for the full, official opening on March 15th.

Locals Save! Visit *Renewal 2121* on Monday-Friday to receive a \$5 off discount for DMV locals. Tickets are requested to be reserved in advance at artehouse.com.

LOCATION:

ARTECHOUSE is located between the Smithsonian and L'Enfant Plaza Metro stations at 1238 Maryland Avenue, SW, Washington, DC 20024 in close proximity to the Mandarin Oriental hotel, the Wharf, and the National Mall.

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.

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