

For Immediate Release  
February 4, 2021

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Photo credit: Julius Horsthuis and ARTECHOUSE

## **ARTECHOUSE Announces *Geometric Properties: An Immersive Audio-Visual Journey through Fractal Dimensions* by Julius Horsthuis**

ARTECHOUSE kicks off its 2021 exhibition season with a collaboration with renowned fractal artist Julius Horsthuis. Opening March 1, 2021 at ARTECHOUSE NYC Located in Chelsea Market



**NEW YORK, NY - ARTECHOUSE**, the nation's first innovative digital art destination with locations in Washington, DC, New York City and Miami Beach, opens its 2021 NYC exhibition season with *Geometric Properties* by Julius Horsthuis, an award-winning visual and fractal artist based out of Amsterdam. The immersive audio-visual installation is the latest in the ARTECHOUSE series of collaborations with some of the leading artists working at the intersection of art, science and technology. A mind-bending journey through the infinite geometric patterns of fractal worlds, it takes us on an exploration from our recent past to an ideal future — one that returns to nature and math as a source for inspiration. Open to all ages, *Geometric Properties* is on view March 1 to September 6, 2021 at ARTECHOUSE NYC (439 W 15th St).

Led by founder Sandro Kereselidze, the ARTECHOUSE creative team continues to use creativity, technology and innovation to educate and delight visitors, as well as empower the artist community looking for new ways to showcase their cutting edge projects.

*“Our collaboration with Julius Horsthuis has always focused on finding innovative approaches to exhibiting fractal artworks in a real-world setting. Now in our second exhibition together, we have pushed the boundaries further than ever with the most technologically-advanced fractal experience yet. Combining Horsthuis’s beautiful immersive worlds of endless patterns and our state-of-the-art systems, we were able to create a groundbreaking exploration of the depths of mathematics and digital nature.”*  
**- Sandro, Founder & Chief Creative Officer**

Horsthuis envisions his process much like a National Geographic photographer and filmmaker, where he is operating in a world that already exists and it is up to him to search for the right angle and present his surroundings in the most impactful way possible.

Through the creative cinematic expression of the endless iterations and fractional dimensions, *Geometric Properties* explores mathematical patterns to stimulate existential self reflection and emphasize the pure wonderment of being. Inspired by a vision of mathematics as the language of nature, Horsthuis presents a new existence: an immersive, eternal reality removed from the complexities of the everyday. Within this reimagined world, we are free to visualize ourselves within the larger whole.

*“In a time where disease and division characterize our daily reality, I want to show a different existence. An eternal reality of healing and harmony. Not in some new-age kind of way, or with another utopic vision detached from humanity, but just by being in awe of endless iterations and multiple dimensions. This might be the perfect time for us to be in awe – to quiet our self-interest and make us realize we’re part of a larger whole.”* - **Julius Horsthuis**

Commissioned for ARTECHOUSE NYC, *Geometric Properties* is the first solo exhibition of Horsthuis' work in New York City. His previous work has been featured in the Academy Award winning “Manchester by the Sea” (2016) and VFX-breakthrough film “Koning van Katoren” (2012), and he is known for his collaborations with visual artists Android Jones and musical artists like ODESZA, Meshuggah, and Birds of Paradise. Horsthuis considers his art - “a journey of discovery”, as he uncovers to the eye of the viewer the immensely unique fractal reality. Using fractals to create sci-fi type worlds is something of an outlier when it comes to visual art or motion graphics.

The installation features original soundtracks by Michael Stearns as well as David Levy. Original work from ARTECHOUSE's creative team with Fractal Lab by Simon Alexander Adams and Corrugated Origami pieces exploring principles of fractals by Ray Schamp will be on display alongside Julius Horsthuis's focal piece.

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**NEW YORK CITY TIMES AND TICKETS:**

[artechouse.com/program/geometric-properties](http://artechouse.com/program/geometric-properties)

*Geometric Properties* is on view beginning March 1st, 2021

Daily General Admissions:

Sunday - Thursday 10 a.m. to 9 p.m.

Friday - Saturday 10 a.m. to 10 p.m.

**TICKETS:**

- **Adults:** \$24
- **Children (Ages 4-15):** \$17
- FREE for children under the age of 4
- **Students, Seniors, Military & First Responders:** \$20

**NY & NJ residents receive a \$5 discount on tickets Monday - Friday**

Single and group tickets can be reserved in advance at [artechouse.com/nyc](http://artechouse.com/nyc)

**LOCATION:**

ARTECHOUSE NYC is located at the former boiler room of Chelsea Market, at 439 W 15th street.

**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](http://artechouse.com) \ @artechouse \ #artechouse

**ABOUT JULIUS HORSTHUIS:**

Julius Horsthuis is a Dutch visual and fractal artist who combines his years of experience with visual effects and passion for computer graphics to create cinematic animations. With a background in film, his passion for fractal art and artificial intelligence allows Horsthuis to be the creator of his own world. Horsthuis works with the software mandelbulb3d to uncover iterative complex formulas that are generated by the computer to produce the unmeasurable structures that are fractals. An award winning artist, Horsthuis' work has been featured in the Academy Award winning "Manchester by the Sea" (Lonergan, 2016) and the most VFX-heavy film in the Netherlands: "Koning van Katoren" (Sombogaart, 2012). His recent work has included collaborations with visual artists Android Jones and musical artists, ODESZA, Meshuggah, Tigran Hamasyan and Birds of Paradise.

[www.julius-horsthuis.com](http://www.julius-horsthuis.com) \\ @julius.horsthuis