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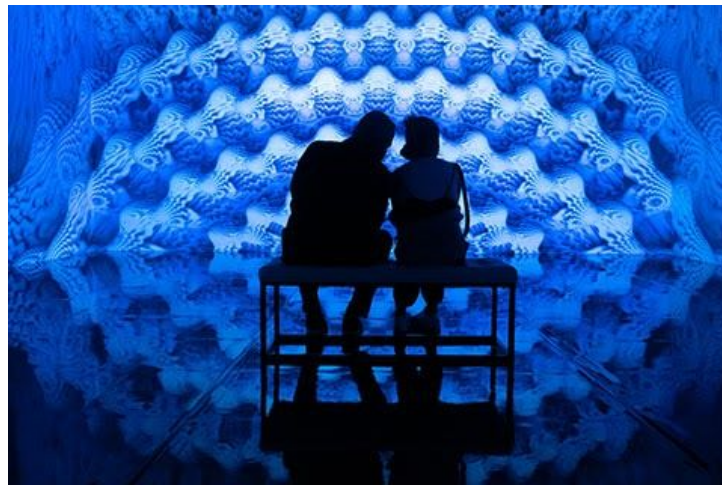
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**ARTECHOUSE Continues Its Acclaimed Exploration of Pantone Color of the Year 2020 Classic Blue with an Original Multi-sensory Installation, *Aqueous*, Opening November 14 at Its Miami Location**

*Aqueous* Dives Deep into Classic Blue's Calming Qualities and Its Connection to Water. Installation Is Part of a Series of Surreal, Immersive Experiences Across ARTECHOUSE's NYC, DC and Miami Spaces

November 14th, 2020 - April 14th, 2021



*Additional high-resolution images [here](#).*

**MIAMI, FL - ARTECHOUSE**, the nation's first innovative art space dedicated to digital and experiential art with multiple locations in Washington, DC, New York and Miami, presents ***Aqueous***, an immersive multimedia installation inspired by Pantone Color of the Year 2020 Classic Blue, which opened November 14th, 2020 at its Miami location in South Beach and will be on view through April 14th, 2021.

The new installation, the first immersive multimedia work to debut in Miami, builds upon ARTECHOUSE's highly acclaimed 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 installation at ARTECHOUSE NYC at the start of 2020.

“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**.

“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 qualities and connotations of Classic Blue—calm, confidence, and creativity—especially relevant today. We couldn’t think of a more timeless and timelier theme to launch a new chapter of experiences.”

[Aqueous](#) was created by the ARTECHOUSE Creative Team and is part of *Submerge by ARTECHOUSE*, a new series of surreal, immersive experiences. The inaugural program in the series consists of three distinct installations, one in each ARTECHOUSE space, inspired by Pantone Color of the Year 2020 Classic Blue. Each location will offer an elemental experience—earth, water, air—related to the unique qualities of Classic Blue, pushing the limits of our perception of the color.

Miami’s *Aqueous*, inspired by Classic Blue’s calming qualities, explores the color and its connection with water. Whether looking out at the vast horizon of the ocean or listening to raindrops fall, our water-filled surroundings instill a sense of peace and relaxation. This immersive multimedia installation, spread across two floors, seeks to similarly soothe the spirit by submerging visitors into an abstract exploration of liquid — its textures, movements, sounds, sensations and relationship with light. Visitors are plunged into a water-filled world where the outside world melts away and they are enveloped with water’s rhythmic fluidity, inspired to create digital bioluminescence and contemplate the effect of Classic Blue on their personal journey.



ARTECHOUSE collaborated with Miami-based artists Aileen Quintana and Alvin Hernandez to create original installations that are part of the *Aqueous* experience.

Aileen Quintana, also known by her artist name [Haiiileen](#), is an interdisciplinary Cuban-American artist native to Miami. Haiiileen channels her synesthesia, a rare sensory condition which transforms everything she hears into visual imagery, into her bold, boundary-pushing work that spans visual art, performance, design and more. She often works on understanding light as a language, studying and producing work based on light science and finding inspiration in how much she can draw out of this basic element. For her piece in *Aqueous*, *Agua Haiii*, Haiiileen has created what she describes as a “blue iridescent reality” for visitors to explore. Utilizing her appreciation of the textures and ideas associated with Classic Blue, Haiiileen brings together form, light and atmosphere in her abstract interpretation of this featured color.

[Born and raised in Miami](#), [Alvin Hernandez](#) began creating at an early age after gaining inspiration from 90s cartoons. His current work is informed by surrealism, leading to fun, spontaneous paintings that Hernandez refers to as “painted poems,” or illustrations of inner feelings and thoughts. The immersive mural piece created for *Aqueous* combines his usual style with the energy and flow of deep blue waves. Visitors are transported to a surreal dream interpretation of Classic Blue and its strong ties to water.

*Celestial* in New York (opened October 22), specifically, draws on Classic Blue’s inspirational qualities to take visitors beyond the skies. Inspired by blue’s dependability, *Crystalline* in D.C. (opened October 15) explores the color’s connection with earth and crystals through a journey that is both an adventure and a meditation—an exploration through an illusory, blue-hued castle. In all three locations, virtual portals in each space will 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.

[Submerge by ARTECHOUSE](#) will be an ongoing 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.

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.

“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.”

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**MIAMI CITY TIMES AND TICKETS:**

[miami.artechouse.com/aqueous](https://miami.artechouse.com/aqueous)

*Aqueous* is on view to the public November 14th, 2020 - April 14th, 2021

**Daily General Admissions: Extended holiday hours – now open daily through January 3, 2021 12-10pm** (Dec. 24th 10am-5pm, Dec. 25th 12-8pm, Dec. 31st 10am-5pm, Jan. 1st 1-10pm). Sessions are every 30 minutes.

**TICKETS:**

- **Adults:** \$24
- **Children (Ages 4-14):** \$17
- FREE for children under the age of 4
- **Students, Seniors, Military & First Responders:** \$20
- **Private Sessions:** Available Thursday-Monday at 12pm and 1pm (\$250; up to 12 people)

**For limited time all online presale bookings will receive a \$5 discount on tickets purchased!**

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

**LOCATION:**

ARTECHOUSE MIAMI is located at 736 Collins Avenue, Miami Beach, FL 33139.

**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 stimulates interest in the limitless possibilities of technology, science and creativity through innovation.

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**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](#).