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## **ARTECHOUSE NYC Extends *Celestial*, Its Acclaimed Exploration of 2020 Pantone Color of the Year: Classic Blue, to February 21, 2021, Due to Popular Demand**

**Installation Considers Relevance of Classic Blue in Today's New York**



**NEW YORK, NY - ARTECHOUSE NYC**, responding to overwhelming popular demand, has extended its highly successful current installation, *Celestial*, to February 21, 2021. *Time Out NY* has deemed *Celestial*, which explores the timely qualities of the 2020 Pantone Color of the Year: Classic Blue, as “one of the best things to do in New York.” *Gotham Magazine* has described it as a “novel hotspot like no other,” adding, “Stressful times call for reflection and pause; this space will distract you from world's troubles and soothe you spirits with enchanting sights.”

ARTECHOUSE presents *Celestial* at a moment when Classic Blue has new relevance in New York—as the city, like the rest of the U.S., continues to grapple with the COVID-19 pandemic. “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**. “The world has indeed changed in ways none of us could have foreseen, and the qualities and connotations of Classic Blue—calm, tranquility, resilience, and creativity—have turned out to be more essential than any of us imagined.”

*Celestial* is part of a series of installations, one in each ARTECHOUSE space, inspired by Pantone Color of the Year 2020 Classic Blue. Each location offers an elemental experience—earth, water, air—related to the unique qualities of Classic Blue, pushing the limits of our perception of the color. *Celestial*, specifically, draws on Classic Blue’s inspirational qualities to take visitors beyond the skies. 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.

ARTECHOUSE’s acclaimed exploration of Classic Blue first kicked off with the 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. *Celestial* is the latest chapter in this inquiry.

“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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#### **NEW YORK CITY TIMES AND TICKETS:**

[artechouse.com/celestial](https://www.nytimes.com/2021/01/15/arts/celestial.html)

*Celestial* is on view to the public through February 21, 2021

Daily General Admissions: Monday - Thursday 1 p.m. to 9 p.m. and Friday - Sunday 10 a.m. to 10 p.m.

Extended Hours:

- December 14th - January 24th - Monday - Sunday 10am to 10pm
- Thursday, December 24th - 10am to 5pm
- Friday, December 25th - 12pm to 8pm
- Thursday, December 31st - 10am to 5pm
- Friday, January 1st - 12pm to 10pm
- Monday, February 15th - 10am to 10pm

#### **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** (excluding December 14th - January 3rd)

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