

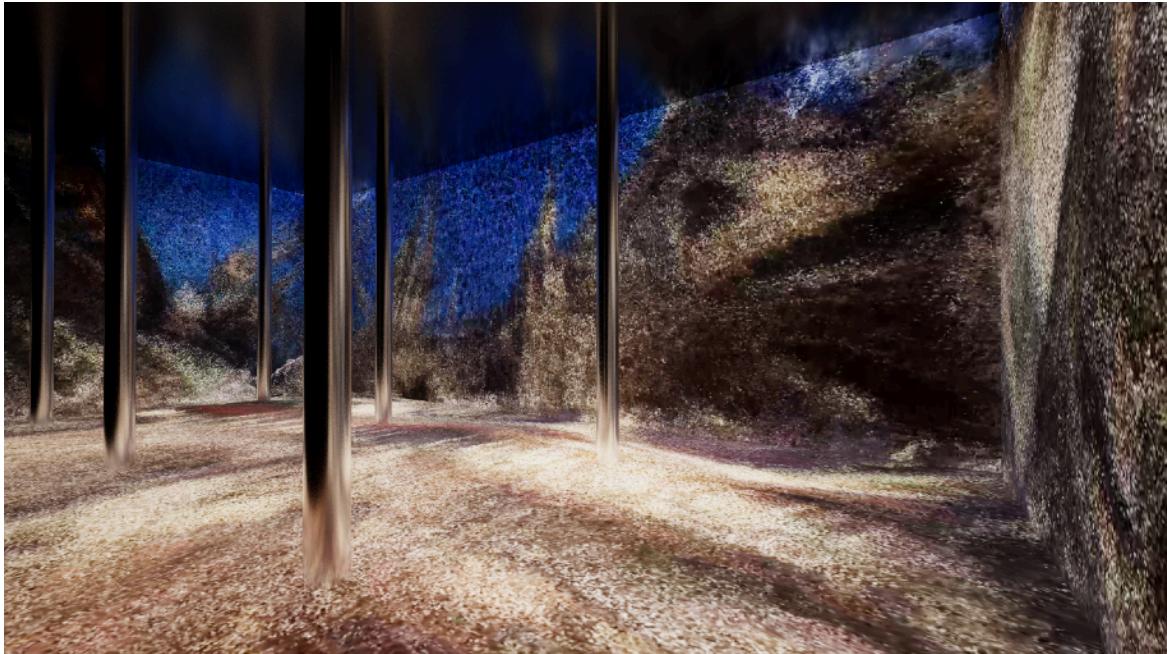
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## ARTECHOUSE TO DEBUT IN NEW YORK AT CHELSEA MARKET DIGITAL ART SPACE WILL OPEN NEW LOCATION AUGUST 2019

*Digital art presenter ARTECHOUSE will debut a new location in Chelsea Market's historic Boiler Room; an exhibition by acclaimed artist Refik Anadol will inaugurate the space*



Rendering of *Machine Hallucination* by Refik Anadol. Image courtesy of the artist and ARTECHOUSE.

**NEW YORK, NY (April 23, 2019) –** ARTECHOUSE, the leading digital art presenter in the United States, is pleased to announce its first location in New York City, opening in August 2019 with *Machine Hallucination*, a groundbreaking and immersive digital art exhibition by Los Angeles-based, Turkish artist **Refik Anadol**. The new space will be situated in Chelsea Market's historic boiler room, a 6,000-square-foot space beneath the Market's main concourse that will be transformed into a destination for cutting-edge and experiential exhibitions.

“Bringing ARTECHOUSE to New York was a clear next step for our mission,” said Founder and Art Director Sandro Kereslidze. “Utilizing Chelsea Market’s hub within the storied art-centric neighborhood of Chelsea, we’re looking to bring a new kind of art experience to New York. Refik Anadol’s boundary-pushing concepts are in line with ARTECHOUSE’s commitment to expand what is possible in an art exhibition and experience environment.”

*Machine Hallucination*, Anadol’s first large-scale solo exhibition in New York and the artist’s first exhibition in New York utilizing artificial intelligence, is a synesthetic reality experiment deploying machine learning algorithms on a dataset of more than three million images—representing a wide-ranging selection of architectural styles and movements—to reveal the hidden connections

between these moments in architectural history. As the machine generates a data universe of architectural hallucinations in 512 dimensions, it begins to explore the ways in which knowledge can be experienced spatially.

*Machine Hallucination* challenges the conventional definition of “space” as the boundless three-dimensional extent in which objects and events possess a position and direction relative to each other, exploring the space in the mind of a machine, limitless in its dimensions and the information it holds.

“I feel privileged to be chosen as the inaugural artist for ARTECHOUSE’s newest space,” Anadol said. “I’m especially proud to be the first to reimagine this historic building, which is more than 100 years old. By employing machine intelligence to help narrate the hybrid relationship between architecture and our perception of time and space, *Machine Hallucination* offers the audience a glimpse into the future of architecture itself.”

From the raw brick walls to the refurbished terracotta ceiling, the century-old Chelsea Market Boiler Room will maintain some of its striking architectural features, connecting its storied past to a new, creative use.

“We are excited to introduce this first generation space for such an engaging, dynamic concept,” said Michael Phillips, President of Jamestown. “Rooted in art and technology, Artehouse is a welcome addition to the integrated culture of Chelsea Market and the local community.”

Over the past 2 years, ARTECHOUSE has worked to reinvent the traditional art-viewing experience, producing and commissioning numerous technology-based art exhibitions in Washington D.C., Albuquerque, NM and most recently in Miami, FL, attracting more than 350,000 visitors to-date. Together, these exhibitions have marked a substantial contribution to the understanding of new media art, allowing for an international range of artists, including Adrien M and Claire B, NONOTAK, Marpi, and fuse\*, to use ARTECHOUSE as an opportunity to re-envision and expand their work.

## **ABOUT REFIK ANADOL**

Refik Anadol (b. 1985, Istanbul, Turkey) is a media artist, director, and pioneer in the aesthetics of machine intelligence. His body of work locates creativity at the intersection of humans and machines. In taking the data that flows around us as his primary material and the neural network of a computerized mind as his collaborator, Anadol paints with a thinking brush, offering us radical visualizations of our digitized memories and expanding the possibilities of architecture, narrative, and the body in motion. Anadol’s site-specific parametric data sculptures, live audio/visual performances, and immersive installations take many forms, while offering a dramatic rethinking of the physical world, our relationship to time and space, and the creative potential of machines.

## **ABOUT ARTECHOUSE**

A cutting-edge destination for immersive art exhibitions at the crossroads of art, science and technology, ARTECHOUSE brings a 21st century approach to art. Dedicated to showcasing works by groundbreaking artists who work with new technology and new forms of creative expression, ARTECHOUSE presents large-scale installations that inspire wonder, awe, curiosity and connection. [www.artechouse.com](http://www.artechouse.com) // @artechouse // #artechouse

## **ABOUT CHELSEA MARKET**

Since it opened its doors to the public in 1996, Chelsea Market has been the insider's resource for artisanal goods in Manhattan. Chelsea Market is an authentic destination for culinary connoisseurs, chefs and local residents. Serving as the bridge between two iconic Manhattan neighborhoods, Chelsea and the Meatpacking District, Chelsea Market continues its commitment to the artisanal marketplace and craft manufacturing, and to the community that surrounds it. For more information, visit [www.chelseamarket.com](http://www.chelseamarket.com).

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