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**FOR IMMEDIATE RELEASE**

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## **ANNOUNCING: Aurora - The Spirit of Northern Lights An Immersive Winter Adventure**

*This winter, discover the magic of aurora as you journey to the Northern Lights with ARTECHOUSE.  
An ice cavern, frosted forests and dancing skies await, Starting December 7th, 2019.*



**WASHINGTON, DC** - ARTECHOUSE, nation's first innovative digital art space with multiple locations across the United States including Washington, DC, New York and Miami, closes its 2019 Washington exhibition season with *AUROR: The Spirit of Northern Lights*, inviting its visitors on a world of adventure and spectacle of Aurora Borealis.

ARTECHOUSE continues to use creativity, technology and innovation to bring seasonal storytelling to new heights. The latest in ARTECHOUSE's series of blockbuster seasonal shows takes its inspiration from Aurora Borealis, a by-product of solar wind and a spectacular natural light display in the Earth's sky, predominantly seen in the high-latitude regions. This natural phenomenon has fascinated people for thousands of years, with hundreds of travelers flocking way up north for the elusive experience.

This season, ARTECHOUSE offers its visitors a chance to immerse themselves into the Northern Lights experience without time limits, extensive travel or winter freezing degrees.

Designed and executed by ARTECHOUSE's in-house creative team, *AURORA: The Spirit of Northern Lights* is envisioned as an immersive, multi-room experience with a story to follow. Northern Lights will include (but not be limited) to these art+technology interpretations of Aurora Borealis:

- A stylized northern forest path to the Northern lights, with shadow figures of reindeer and caribous offering interaction opportunities.
- CO2 haze enabled atmospheric installation experience combined with fabric, awaiting for the visitor to immerse themselves into this play of light.
- A destination where visitors can get a sense of the northern lights in the distance with focus on the experience of having the power to control winter elements and conjuring "find your light" trees inspired by the northern lights.
- And more ....

One thing is for certain, as always with ARTECHOUSE, you can expect the unexpected. As Sandro, one of Artechouse's founders shares "*Let Aurora Borealis and the icy chill of winter spark your imagination, and experience the potential of art and technology within this innovative wonderland.*"

*Spirit of Northern Lights* will open for a media preview on Dec 6th (with behind-the-scenes timeslots available in the days earlier that week) and open to the public starting December 7th, 2019.

#### **TIMES & HOURS:**

*AURORA: The Spirit of Northern Lights* is on view to the public December 7th, 2019 - January 5th, 2020

All Ages Daytime (10a.m. - 5p.m.) admissions and Evening 21+ (5p.m.- 11p.m./12a.m.) admissions.

- Evening and Weekend admissions include operating bar with ARTECHOUSE's Augmented Reality drinks.

#### **TICKETS:**

Single and group tickets ranging from \$8-16 can be reserved in advance at [artechouse.com](http://artechouse.com)

#### **LOCATION:**

ARTECHOUSE is located between Smithsonian and L'Enfant Plaza metro stations at 1238 Maryland

Ave. SW, Washington DC just next door to the Mandarin Oriental hotel.

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### **ABOUT ARTECHOUSE**

ARTECHOUSE, founded in Washington, DC, and now with outposts in Miami and NYC as well, is the nation's first innovative digital art space dedicated to showcasing experiential and technology driven works by artists who are forerunners of the new age in the arts and technology. With a mission to inspire, educate, and empower the creation of new, experiential and exploratory art form, ARTECHOUSE connects audience to the arts, and stimulates interest in the limitless possibilities of technology, science and creativity. Since its opening in June 2017 ARTECHOUSE has welcomed over 700,000 visitors and was featured in the New York Times, BBC, USA Today, National Geographic, CNN, the Washington Post and numerous other national and international media outlets as the premier contemporary art space. ARTECHOUSE also houses the first in the U.S. Augmented Reality bar serving drinks activated with its free AR mobile app available on app store and google play.

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