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High Resolution Images: <https://goo.gl/R633Rh>

ANNOUNCING: New Nature by Marpi

ARTECHOUSE presents an exhibition that combines the use of A.I. and art within the imaginative and playful virtual menageries of Polish-born, San Francisco-based digital artist Marpi starting October 12th, 2018



WASHINGTON, DC - ARTECHOUSE is delighted to announce the first large-scale solo exhibition for renowned technologist and digital artist Mateusz “Marpi” Marcinowski. Featuring A.I. driven interactive audio-visual installations, *New Nature*, on view from October 12th, 2018 through January 13th, 2018 at 1238 Maryland Ave SW, invites visitors to be artistic collaborators through the medium of technology.

New Nature will explore our organic world through an immersive audio-visual experience, incorporating computer learning (A.I.), responsive technology, and music. The installations juxtapose the natural world and the digital, involving the viewer through interactivity. Driven by visitors' sensory movements, the multi-user artworks create real-time generative patterns, forming a virtual terrarium of insects, plants, creatures, landscapes, planets, and more, all in different shapes and sizes. These ever-evolving worlds morph and melt over time, reacting to people throughout the space. Marpi's work harnesses the power of cutting-edge digital tools to offer new ways of interpreting the ecosystems and organic processes all around us.

Marpi, a Polish-born, San Francisco-based artist, bases his experience on early gaming platforms that delighted children with their joyfulness such as Tamagotchi and Super Mario Brothers. Taking the gaming's MMORPG (massively multiplayer online role playing game) platform and combining it with organically-inspired virtual worlds, he creates interactive installation art where anyone and everyone can participate. The motion- and sound-sensitive installations, operated by machine learning technology (a form of artificial intelligence), react differently each time a viewer approaches them, offering a glimpse into the limitless potential of an interactive virtual world.

"I think people are ready to use technology in more abstract, interesting, and complicated ways," says the artist of his practice. "You have to be playful to find something creative."

Central to Marpi's work is its accessibility; his creations are interactive, scalable, and multiplatform, giving anyone—from children to adults and seniors—the ability to shape them. By building windows into different dimensions, Marpi provides an empty canvas where the art does not exist until people create it.

"I try to make things that are inclusive—and I think they should be," says Marpi. "Interaction should be as natural as possible, the digital experience as real as any other—you're being transported to a new environment, and you're free—there's no wrong move."

The exhibition furthers ARTECHOUSE's mission to foster the creation of new, experiential art forms, as well as its commitment to showcasing the work of thought-leaders in the interdisciplinary possibilities of art, science, and technology.

New Nature will open for an exclusive Media Preview on October 11, 2018, and open to the public starting October 12th, 2018.

TIMES & HOURS:

New Nature is on view to the public October 12th, 2018 - January 13th, 2019,

Daytime (10a.m. - 5p.m.) admissions and Evening (5:30p.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 \$8-15 can be reserved in advance at artechouse.com starting September 4, 2018

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, based in Washington, DC, is a first of a kind innovative 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 it's opening in June 2017 ARTECHOUSE has welcomed over 200,000 visitors and was featured in New York Times, BBC, USA Today, National Geographic, CNN, 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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ABOUT MARPI

Marpi is a Polish born, San Francisco based digital artist. His creative work revolves around building 3D worlds, creating immersive AR, Virtual Reality experiences, Interactive Art events, and storytelling in style and difference. Currently he is working with Obscura as Director of Web and Experiential Design, previously working on projects for clients including Disney, Google, Magic Leap, and Adobe. His artwork has exhibited internationally including ArtFutura Roma, Contemporary Istanbul, Burning Man and Oregon Eclipse, has been publicly and professionally recognized, receiving nominations and winning several awards including Golden Lions, SXSW Interactive and .NET Magazine site of the year.

<https://marpi.pl/>