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Photo credit: Vince Fraser and ARTECHOUSE

ARTECHOUSE Miami Announces Latest Innovative Exhibit AŞE: AFRO FREQUENCIES with Vince Fraser

ARTECHOUSE continues its timely collaboration with Afro-surrealist visual artist Vince Fraser on his first solo immersive and interactive art exhibit

Opening May 17, 2021 at ARTECHOUSE Miami in the heart of South Beach



MIAMI, FL - [ARTECHOUSE](#), the first independent, innovative art organization dedicated to the intersection of art, science and technology, with locations in Washington, DC, New York City and Miami, continues its 2021 exhibition programming with [Ase: Afro Frequencies](#), a new immersive and interactive digital art exhibit created by ARTECHOUSE in collaboration with Vince Fraser, a London-based Afro-surrealist visual artist and illustrator. Inspired by the idea of aṣẹ, the West African concept relating to our power to make things happen and produce change, Fraser celebrates the historical, social and cultural aspects of his identity through this work. The exhibit further references the idea that every concept, including aṣẹ and Afrocentricity, has its own frequencies, metaphorical wavelengths that people can tune into. Welcoming visitors of all ages, this

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technology-driven digital art exhibition is on view May 17 to November 7, 2021 at ARTECHOUSE Miami (736 Collins Avenue).

The immersive multisensory exhibit is the latest in the ARTECHOUSE series of collaborations with some of the leading digital artists. With *Aşę: Afro Frequencies*, ARTECHOUSE employs unique applications of audiovisual and interactive technologies and boundary-pushing techniques to broadcast the frequencies of Fraser's core concepts out into the world, considering a historical framework but reimagining them in a new digital context.

"ARTECHOUSE is paving the way for innovation in artistic expression and storytelling, and we are thrilled to support and develop the works of some great digital and visual artists like Vince Fraser with our 21st-century techniques and technological capabilities. Through our unique approach, this exhibit is addressing timeless questions of identity, power and belonging in fresh and innovative ways." – **Sandro, Founder & Chief Creative Officer**

Aşę: Afro Frequencies examines the Black experience through the artist's own distinct lens, telling the story from Fraser's perspective as a Black creative opening doorways into concepts beyond the realm of the everyday. Fraser's Afrocentric-infused aesthetic bridges various artistic influences, delivering something refreshing, revolutionary and current, where the alienated becomes extraterrestrial, and where the mystical coexists with the mundane.

"The Black experience is often examined through a non-Black lens. I feel it's important to tell the story from my perspective as a Black creative producing doorways into concepts beyond the realm of the everyday. I hope my work will inspire and empower a whole generation of artists to express themselves through their own unique art form." – **Vince Fraser**

Combining ancient heritage with modern sensibilities, the exhibit features numerous designs inspired by African masks from diverse regions as symbols of Black culture and reimagines them as a symbol of hope. Each piece invites visitors to discover the depths of Afro-surrealism, and of the history in Fraser's designs and their relevance today. ARTECHOUSE's creative team has brought Fraser's universe to life by creating interactive experiences that allow visitors to wear digital masks, move with his complex designs, immerse into his rich environments and more.

This exhibition is a continuation of ARTECHOUSE's collaboration with Fraser following the extended reality app experience *We Rise Above* launched in August of 2020 and currently available on ARTECHOUSE mobile app. In solidarity with the Black Lives Matter movement and the anniversary of the March on Washington, ARTECHOUSE brought Fraser's Afro-surrealist art to life in extended reality (XR) so that anyone, anywhere can activate and engage with his art, and the important messages behind it.

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MIAMI TIMES AND TICKETS:

artechouse.com/program/ase-afro-frequencies

Aşę: Afro Frequencies opens May 17, 2021

Daily General Admissions:

Monday – Thursday, 2pm-9pm

Friday, 2pm-10pm

Saturday – Sunday, 12pm-10pm

TICKETS:

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- **Adults:** \$24
- **Youth (Ages 4-15):** \$17
- FREE for children under the age of 4
- **Students, Seniors, Military & First Responders:** \$20
- Weekday Family Pack (2 adults, 2 children): \$68

Single and group tickets can be reserved in advance at <https://www.artechouse.com/program/ase-afro-frequencies/>

LOCATION:

ARTECHOUSE Miami is located at 736 Collins Avenue, Miami Beach, FL

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 and fund 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 DC, 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 VINCE FRASER:

Having worked in the creative industry as a professional digital illustrator for over twenty years, the progression to visual arts was a natural one. Fraser's work has continued to evolve and he sees himself as a new breed of artist in the digital age, combining a variety of skills including film and motion. With a keen eye for detail, he is always experimenting in a playful way whilst pushing the boundaries from a visual aspect. Bridging the gap between fantasy and reality, Fraser's mission is to inspire, educate, and empower positive images of the African diaspora. Previous client work includes Nike, MTV and Adobe, just to name a few, while Vince also gained the attention of various musicians like Erykah Badu, Outkast and Usher.

dripbook.com/vincefraser \\ [@vincefraser](https://www.instagram.com/vincefraser)