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**ARTECHOUSE ANNOUNCES THE RETURN OF THE GROUNDBREAKING EXHIBITION
MACHINE HALLUCINATION: NYC WITH REFIK ANADOL FOR A SPECIAL
LIMITED-DURATION RUN IN NEW YORK CITY**

In time for NFT.NYC, ARTECHOUSE partners with Refik Anadol and Nifty Gateway to launch 1,000 unique immersive experiential NFTs based on the exhibition and available at the ARTECHOUSE NYC location only, dropping November 1st.

Machine Hallucination: NYC, Anadol's first large-scale exhibition as a data universe of New York City, commissioned by ARTECHOUSE, opens November 2, 2021 at the Chelsea Market location



Hi-Res Images & Videos [Here](#).
Photo credit: Refik Anadol and ARTECHOUSE

NEW YORK, NY - [ARTECHOUSE](#), the first innovative arts organization dedicated to the intersection of art, science and technology, with locations in Washington, DC, New York City and Miami, announces the return of *Machine Hallucination: NYC*, the groundbreaking immersive exhibition in collaboration with award-winning media artist and pioneer in the aesthetics of machine intelligence [Refik Anadol](#). In partnership with digital art online auction platform [Nifty Gateway](#), this special viewing of *Machine Hallucination: NYC*, which attracted more than 100,000 visitors in its first three-month showing, will also feature an exclusive location drop of exhibition-based experiential NFT art, a collection composed of 1,000 unique NFTs from Anadol available to visitors on-site only at ARTECHOUSE's New York location. The NFTs

(non-fungible tokens) will launch on November 1st during [NFT.NYC](#), the leading annual non-fungible token event, and run for two months for the duration of this limited-time exhibition. Open to all ages, *Machine Hallucination: NYC* opens to the public on November 2, 2021 and will run through January 2, 2022 at ARTECHOUSE NYC, located in Chelsea Market at 439 West 15th Street.

"With innovation at our core, two years ago the ARTECHOUSE team pushed the boundaries of technological possibilities in the immersive experiential art world by creating an unprecedented megapixel projection canvas for digital artists and building an ever evolving exhibition system capable of bringing true real time data work to life," says **Sandro Kereselidze, ARTECHOUSE Founder & Chief Creative Officer**. *"Today, we are excited to continue to implement new innovations within our platform by offering millions of our visitors an opportunity to not only experience technology-driven art, but to also become collectors of immerse experiential NFT art. We're thrilled to once again collaborate with Refik Anadol in bringing back Machine Hallucination to New York. This timeless inaugural exhibition was created in 2019 manifesting our capabilities and giving a glimpse of the possibilities ahead; and now with the help of Nifty Gateway's platform we can offer our visitors the opportunity to take pieces of this monumental exhibition home."*

Exclusive NFTs from Anadol's *Machine Hallucination: NYC* collection will be available only to visitors for on-site purchase via Nifty Gateway's platform for \$1,000 each. About one-third of the NFTs will be released during NFT.NYC, and the rest will be released on a weekly basis for on-site visitors to purchase (one per person). Visitors will be able to see examples of the *Machine Hallucination: NYC* NFTs, but when purchased they will receive a randomly-selected NFT. This is a unique opportunity for guests to take home and own an original digital piece of the exhibition experience—an alternative reality of New York as dreamt by a machine—and become a collector, not simply a viewer.

"By incorporating NFTs into our experiences, we can pioneer a new way for our visitors to become collectors of technology-driven art," says Sandro. *"As a leader in creative innovation, ARTECHOUSE's mission is to allow experiential, digital art to become more accessible. We have also always been excited to explore the latest technological tools at our locations and beyond, and this is a groundbreaking step in this direction. We're thrilled to open doors to the future and create an opportunity to turn memorable art experiences into collectibles, bridging the space between the digital and the physical, while continuing to support and empower artists."*

"As one of the leading NFT marketplaces in the industry, our mission is to fundamentally change the way people collect NFTs, as well as give artists the freedom and accessibility to create and attract wider audiences," says **Griffin Cock Foster, co-founder of Nifty Gateway**. *"We are thrilled to partner with ARTECHOUSE and bring to life the work of a talented, award-winning creator, Refik Anadol. This represents a unique opportunity for the NFT/digital art community to physically experience an immersive art exhibition."*

Commissioned by ARTECHOUSE and created by Refik Anadol, *Machine Hallucination: NYC* is a time and space exploration into New York City's past and potential future. This completely immersive exhibition is of New York, by New York and for New York—a fitting tribute to one of the world's greatest cities and architectural marvels. Exploring New York through the mind of a machine, *Machine Hallucination: NYC* aims to uncover the ever-changing shape of the city, evoking our collective memory and the ways that new forms of visual representation can alter our perception of this iconic destination.

Machine Hallucination: NYC exemplifies a new form of storytelling through the groundbreaking use of the latest technology and AI (artificial intelligence). By deploying machine-learning algorithms on a massive dataset—more than 100 million publicly available photographs of New York's iconic architecture and urban landscapes without people, devoid of ego and distraction—Anadol created a cinematic data universe of the city's collective memories and their AI re-imaginings, which ARTECHOUSE's creative team helped transform into an immersive, technologically-unprecedented experience of the city's deeply-hidden consciousness. Anadol worked with Berlin-based composer **Kerim Karaoglu** to compose an awe-inspiring sound design using New York's sound archives with machine intelligence to enhance the narrative.

In addition, Anadol is challenging conventional cinema by presenting *Machine Hallucination* as latent cinema, the storytelling of the 21st century. In essence, latent or experimental cinema is a new way of exploring narrative conceived from the mind of a machine, one that has the ability to create its own reality. This groundbreaking form of cinema is experienced in a truly three-dimensional space, a brand-new canvas with visuals projected on the front wall, side walls and floor. With latent cinema, visitors are in the story, not simply watching the story unfold.

Machine Hallucination, specifically, is a 30-minute experimental cinema, presented in 16K resolution, that visualizes New York's story hidden deep in the city's consciousness, a purposeful journey through its collective memories. It doesn't tell the story of today's New York, but, instead, tells the story of what may come, with the machine bridging the gap between the present and a vision of the near future. It's a hopeful vision about the relationship between machine and man, an alternate narrative to a machine's role in our apocalyptic future. What *Machine Hallucination* renders is a unique context for us to explore. Entertaining and enthralling, the machine's hallucination can expand our own capacity to dream and help us envision things that we otherwise couldn't see or even imagine.

"I am very honored that ARTECHOUSE will be presenting Machine Hallucination: NYC for audiences to experience once again," says Anadol. "When it opened in 2019, I received such tremendous feedback from many of the thousands of people who attended. Machine Hallucinations emerged from our Studio's ongoing research into a new understanding of data aesthetics based on collective visual memories of space, nature, and urban environments. It offers an alternative way of imagining the future of cinema and post-digital architecture in relation to the possibilities of neural networks, immersive environments, and machine learning. I am especially excited about the addition of the special NFT offering, so visitors will have a chance to take a piece of the artwork home with them and take their experience at ARTECHOUSE to the metaverse."

Machine Hallucination was the inaugural exhibition at ARTECHOUSE NYC. Taking over the never previously occupied boiler room space beneath Chelsea Market's main concourse, ARTECHOUSE NYC offers visitors and artists alike the most technologically advanced art platform in the world. Utilizing the Barco-powered, 16K resolution, 150 megapixel, laser projection technology, ARTECHOUSE NYC is the first cultural institution to integrate the largest seamless megapixel count, bringing every pixel alive in the widest color spectrum. The digital art space is also the first of its kind to utilize L'ISA Immersive Hyperreal Sound technology with 31 separate channels, enabling artists to create and deliver new multidimensional sound experiences for live and recorded productions.

With the opening of *Machine Hallucination: NYC*, ARTECHOUSE NYC will launch the XR Bar for the first time in its NYC location. Guests will be able to enjoy XR cocktails as they immerse themselves in the exhibition and explore a vision of New York that exists only in the mind of a machine. Powered by the ARTECHOUSE App, the cocktails feature augmented reality work inspired by elements of this groundbreaking exhibition.

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ABOUT ARTECHOUSE:

ARTECHOUSE connects audiences to the arts, and stimulates interest in the limitless possibilities of technology, science and creativity, with a mission to inspire, educate, and empower the creation of new, experiential, and exploratory art forms.

artechouse.com / [@artechouse](https://twitter.com/artechouse)

ABOUT REFIK ANADOL

Refik Anadol (b. 1985, Istanbul, Turkey) is a media artist and pioneer in the aesthetics of machine intelligence, and the director of Refik Anadol Studio in Los Angeles. Since 2008, his works have explored the space among digital and physical entities by creating a symbiotic relationship between architecture, science, technology, and media arts. As an artist and a spatial thinker, he addresses the challenges, and the

possibilities, that ubiquitous computing has imposed on humanity, and what it means to be a human in the age of AI.

Coining the terms “data painting” and “latent cinema,” Anadol has invited his audience to imagine alternative and dynamic realities by re-defining the functionalities of both interior and exterior architectural elements. He tackles this by moving beyond the integration of media into built forms and translating the logic of a new media technology into spatial design. Anadol’s site-specific three-dimensional data sculptures, live audio/visual performances, and immersive installations take many virtual and physical forms. Entire buildings come to life; floors, walls, and ceilings disappear into infinity; breathtaking aesthetics take shape from large swaths of data; and what was once invisible to the human eye becomes visible.

refikanadol.com | [@refikanadol](https://twitter.com/refikanadol)

ABOUT NIFTY GATEWAY

Nifty Gateway is the premier marketplace for buying and selling NFTs. Nifty Gateway works with some of the largest artists and brands in the world to put out curated collections of NFT artwork. Nifty has been on the forefront of working with artists in a variety of mediums, from digitally native artists like Pak, Beeple and Mad Dog Jones, to musicians like Grimes and Steve Aoki. Nifty Gateway is committed to making NFTs accessible to the masses, and to get one billion people collecting NFTs.

Niftygateway.com / [@niftygateway](https://twitter.com/niftygateway)

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NEW YORK CITY TIMES AND TICKETS:

artechouse.com/program/machine-hallucination-nyc/

Machine Hallucination: NYC is on view beginning November 2, 2021

Daily General Admissions:

Monday–Friday, 12pm–10pm

Saturday & Sunday, 10am–10pm

TICKETS:

- **Adults:** \$25
- **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

Single and group tickets can be reserved in advance at 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.

ARTECHOUSE NYC

Please note that the New York City Mayor's Office requires all visitors and employees of indoor venues who are ages 12 and older to show proof of at least one dose of a COVID-19 vaccine authorized for emergency use by the FDA or WHO. This [mandate](#) was issued in August 2021 and enforcement began September 13, 2021. Please find our COVID-19 guidelines below:

- Consistent with CDC and local guidelines, all guests must continue to wear masks and adhere to social distancing guidelines while in the space.
- All visitors and employees ages 12 and up are required to have at least one dose of a vaccine to enter the art space.
- Proof of vaccination may include:
 - NYC COVID Safe App
 - Excelsior Pass
 - CDC Vaccination Card (or photo)
 - NYC Vaccination Record
 - An official immunization record if the vaccine was administered outside NYC or the U.S.
 - An ID matching the name on the vaccination record must be presented

We are unable to offer exemptions from mandatory vaccinations in accordance with local and/or federal guidelines. If you are not able to visit our physical space, you can still enjoy ARTECHOUSE via our Extended Reality App. [Find more information about it here.](#)