



**ARTECHOUSE**  
1238 Maryland Ave SW  
Washington, DC 20024

**FOR IMMEDIATE RELEASE**

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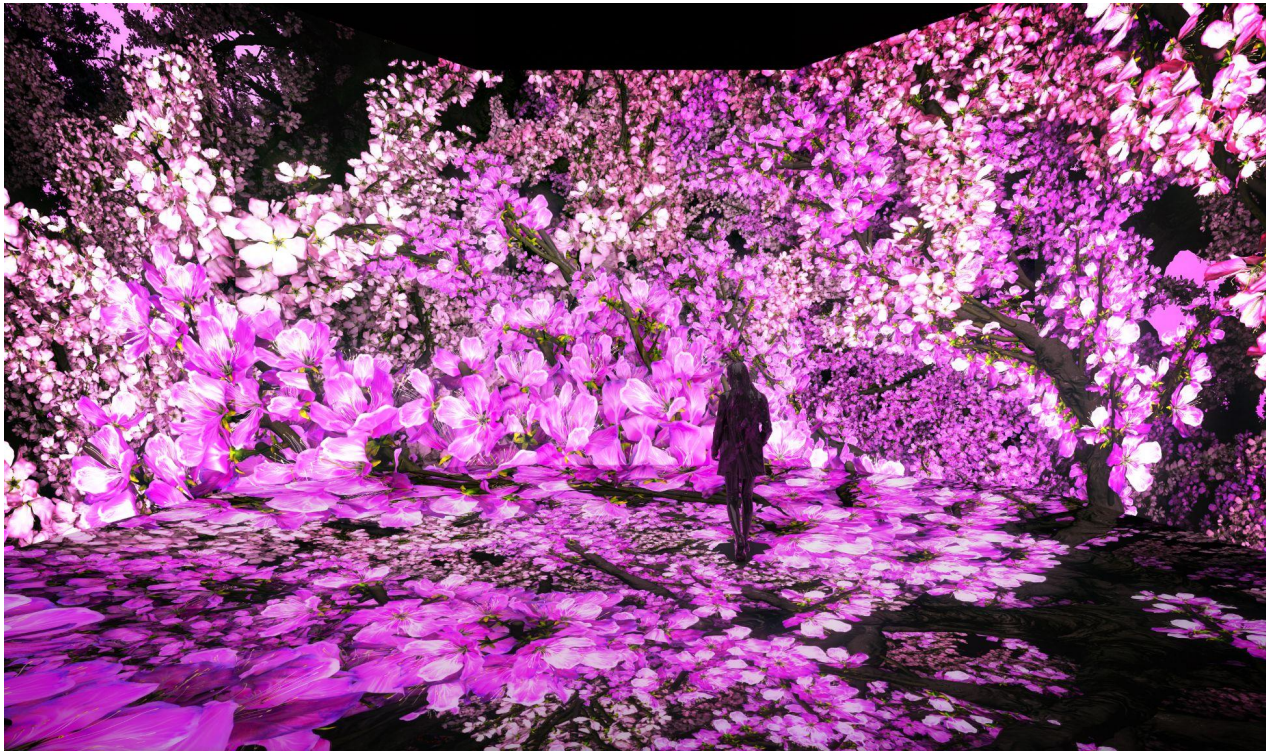
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[High Resolution Images](#)

**ARTECHOUSE PRESENTS ITS FIFTH ANNUAL CHERRY BLOSSOM INSPIRED EXHIBIT — *PIXELBLOOM* – INVITING VISITORS TO JUMP INTO A METAVERSE**

*An ARTECHOUSE original production, *PIXELBLOOM* pushes the boundaries of immersive digital art*

On view March 11–May 30, 2022 at ARTECHOUSE DC



**Washington, DC** — [ARTECHOUSE](#), a pioneer in the field of innovative technology-driven and experiential art, announces its fifth annual cherry blossom inspired exhibition, ***PIXELBLOOM***, in the nation's capital. An ARTECHOUSE original production, the immensely popular spring program that runs as part of the National Cherry Blossom Festival, pushes the boundaries of immersive digital art, inviting visitors to jump into the metaverse and glide through a virtual world of cherry blossoms brought to life only at ARTECHOUSE. Open to all ages, *PIXELBLOOM* debuts on March 11 and will be on view through May 30, 2022 at ARTECHOUSE DC (1238 Maryland Ave. SW).

***PIXELBLOOM*** merges the digital and physical worlds in a one-of-a-kind dynamic experience inspired by nature's beauty. The main 22-minute audiovisual installation in the **Immersion Gallery** employs 18-channel, 270° floor-to-wall surround projection array and a 22.5-channel spatialized audio system to breathe a new

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life into cherry blossoms in peak bloom through an explosion of vibrant colors and textures, intensifying the cherry blossoms' allure in a way that is only possible in a virtual environment.

*"We're excited for our fifth annual cherry blossom celebration as we are finally able to digitally present the blossoms in the highest pixel resolution ever and fully envelop the viewer into the experience with beautiful visuals and sound. The exhibition uses a variety of innovative technical tools that will showcase ARTECHOUSE's cutting-edge capabilities to manifest the potential of experiencing the metaverse in reality. We're letting our pixels bloom, pushing the possibilities of the latest technology, and it is all inspired by nature,"* said **Sandro Kereselidze, ARTECHOUSE Founder & Chief Creative Officer**.

Furthermore, the installation employs constantly shifting camera movements, which envelop dynamic shots that glide through inclines and descents, twisting among the cherry blossoms and at one point become engulfed by sudden bursts of petals. *"A custom virtual camera rig was developed to help create dynamic perspective and camera movements that are specific to the DC Immersion Gallery and the multi-channel projection setup,"* said **Riki Kim, ARTECHOUSE Executive Creative Director**. The always changing point of view along the z-axis abstracts one's spatial understanding, taking the visitor on a sensory thrill ride filled with cherry blossoms amplified by a highly immersive original soundscape. The visuals involve over half a trillion polygons in just one scene, and 94,000 individually simulated petals per tree for another, burying visitors in the ever-moving dynamic journey through cherry blossom trees.

The main installation is supported by the interactive auxiliary galleries, providing visitors with a virtual journey created via pixel-packed digital imagery. The galleries take the abstract spatial cues from the Immersion Gallery with installations designed to alter the visitor's perception of dimensions to create a vivid microcosm of spring.

**Gallery 1** features a three-sided cherry blossom sculpture built from original CNC-routed surface design that is brought to life through vibrant interactive projection-mapped visuals;

**Gallery 2** will display a dynamic full-floor technicolor interactive installation of floating cherry trees; and the **Media Lab** will continue the impression of being afloat by showcasing a surreal interactive night forest in a multi-layered surfaces designed to be illusory.

*"ARTECHOUSE's exhibitions have been an official part of the National Cherry Blossom Festival for five consecutive years and their innovative programming never ceases to surprise and delight Festival-goers. Cherry blossom season is a time-honored tradition that locals and visitors look forward to each year and we are proud to include ARTECHOUSE's technology-driven exhibits as a unique part of the Festival celebration",* said **Diana Mayhew, president and CEO of the National Cherry Blossom Festival**.

PIXELBLOOM opens March 11 and runs through May 30, 2022. ARTECHOUSE DC is open 10am-10pm daily at 1238 Maryland Ave. SW, Washington, DC 20024. ARTECHOUSE DC's XR Bar is open Monday-Thursday 4pm-close and Friday-Sunday 11am-close. Tickets are \$17-25 with special pricing for families Monday-Friday; for a limited time locals who book in advance save Monday-Friday on the first full week. To purchase tickets online, visit: [artechnouse.com/location/dc](https://artechnouse.com/location/dc).

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### **About ARTECHOUSE**

A pioneer in the field of innovative technology-driven and experiential art, ARTECHOUSE expands the possibilities of art and how we experience it through innovative technology-driven exhibitions and experiences. ARTECHOUSE connects progressive ideas, artists and audiences to stimulate innovation and

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creativity at the intersection of art, science and technology. What started as the nation's first digital art space is now a home, online and off, for technology-driven art innovation, with a mission to empower and fund the creation of new, experiential and exploratory art forms that make an impact.

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### WASHINGTON, D.C. TIMES AND TICKETS:

<https://fareharbor.com/embeds/book/artehouse/items/360099/?full-items=yes>

PIXELBLOOM is on view to the public March 11 – May 30, 2022

**Daily General Admissions:** Monday – Sunday from 10am – 10pm. Sessions are every 30 minutes. Please arrive on time.

### TICKETS:

- **Adults (16+):** \$25 Advance / \$26 On Site
- **Children (Ages 4-15):** \$17 Advance / \$18 On Site
- **FREE for children under the age of 4**
- **Students, Seniors, Military & First Responders:** \$20 Advance / \$21 On Site
- **Weekday Family Pack (2 adults, 2 children):** \$75 (Advance only)

Single and group tickets can be reserved in advance at [artehouse.com/dc](https://artehouse.com/dc).

### LOCATION:

ARTECHOUSE DC is located at 1238 Maryland Avenue SW, Washington, DC 20024 in walking distance from the National Mall, L'Enfant Plaza and the District Wharf.

### ACROSS LOCATIONS:

For the latest COVID-19 Safety Protocols visit [artehouse.com/covid-19](https://artehouse.com/covid-19).