



ARTECHOUSE

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FOR IMMEDIATE RELEASE

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[IMAGES AVAILABLE HERE](#)

ARTECHOUSE NYC Announces Immersive Holiday Experience

SPECTACULAR FACTORY Invites Visitors Inside Enchanting Holiday Multiverse



NEW YORK – October 3, 2022 – [ARTECHOUSE](#), an innovative leader in the field of technology-driven and experiential art, has announced an immersive and enchanting holiday experience for the whole family – *SPECTACULAR FACTORY: The Holiday Multiverse*. Open to the public November 19, 2022 – January 8, 2023, *Spectacular Factory* brings everyone's favorite holiday themes to life and immerses guests into an imaginative multiverse of holiday digital worlds. Visitors will float among giant swinging jingle bells, crash the party of a thousand nutcrackers, join a thrilling train ride through wreaths, take a spin in the candy cane carousel and more! Located at Chelsea Market, ARTECHOUSE NYC is conveniently situated among scores of vendors offering artisanal food, art, and apparel gifting options for the holidays.

While traversing through the imaginative holiday world created by ARTECHOUSE Studio, visitors are invited to be part of the Spectacular Factory even further by assembling magical holiday gifts via the ARTECHOUSE XR app. Visitors will be able to collect a gift of their own by helping assemble all the presents scattered around the gallery. Stop by the XR bar as well, which will offer a full range of specialty holiday-themed cocktails augmented by enchanting XR experiences.

Tickets to *SPECTACULAR FACTORY: The Holiday Multiverse* are on sale beginning October 3, 2022. Purchase tickets and find additional information at www.artechouse.com/program/spectacular-factory-nyc

The experience, created by ARTECHOUSE Studio, features a unique blend of bespoke technologies, comprised of an 18-channel floor-to-wall panoramic (270°) projection and a 30.1-channel spatialized audio system allowing for total metaverse-like immersion. Outputted by the industry's highest quality custom made system, the cinematic content employs a virtual custom camera for added depth, further immersing visitors without any wearable gadgets in 100 million pixels.

Located in a 100-year-old boiler room beneath the iconic Chelsea Market, ARTECHOUSE New York utilizes the largest seamless megapixel count projections of any cultural institution. Integrating Hyperreal Sound technology, ARTECHOUSE NYC offers visitors and artists alike the most technologically advanced and unique art platform in the world.

About ARTECHOUSE:

An innovative leader in the field of digital and experiential art, ARTECHOUSE expands the possibilities of art and how we experience it through cutting-edge technology-driven exhibitions and experiences. ARTECHOUSE connects progressive ideas, artists and audiences to stimulate innovation and 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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LOCATION:

ARTECHOUSE NYC is located at the former boiler room of Chelsea Market, at 439 W 15th Street in New York.

ADMISSION & HOURS:

General Hours: Monday – Sunday, 10AM – 10PM

- Last session begins at 9pm
- Sessions are every 30 minutes and last for 60 minutes. Visitors are encouraged to arrive promptly on time.

XR Bar Hours: Monday – Friday: 3PM – 10PM; Saturday – Sunday: 12PM – 10PM

TICKETS:

- **General Admission:** Starting at \$25
- Children (4-15): Starting at \$17
- Children (under 4): Free
- Students & Seniors (65+): Starting at \$18
- Military & First Responders: Starting at \$18
- Weekday Family Pack (2 adults, 2 children): \$72
- Anytime Tickets: Starting at \$30 (Select a day, come anytime)
- Live in New York or New Jersey? Save \$5 off Admission Tickets Monday-Friday (Proof of Residency Required)

ARTECHOUSE NYC Annual Pass:

Beginning **this Black Friday, November 25**, guests can enjoy unlimited visits to ARTECHOUSE NYC through 2023 and receive access to exclusive offers, including 10% off merchandise and drinks at the XR Bar, with ARTECHOUSE's Annual Pass. Guests who purchase Annual Passes before the end of 2022 will benefit from additional savings and can experience *Spectacular Factory* for free!

ARTECHOUSE NYC Annual Passes can be [purchased here](#), beginning **Friday, November 25, 2022**. Passes purchased in 2022 will be valid from the time of purchase through the end of 2023.