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MAGENTAVERSE — Experiential Art Exhibit Celebrating Pantone’s Color of the Year 2023 is coming to ARTECHOUSE NYC

Created for the launch of Pantone’s Color of the Year 2023, MAGENTAVERSE, an experiential exhibit by ARTECHOUSE Studio, draws inspiration and materials from nature, NASA, and the James Webb Space Telescope footage of outer space, immersing visitors into sounds and feelings of Viva Magenta.

NEW YORK – ARTECHOUSE, the leader in innovative, technology-driven experiential art, is pleased to announce its latest collaboration with Pantone, the global color authority and provider of professional color language standards for the design community, on bringing to life Pantone’s Color of the Year 2023 PANTONE 18-1740 Viva Magenta through an immersive experience MAGENTAVERSE.
The multi-sensory exhibit, premiered in Miami during Art Basel this December during the launch of Pantone’s Color of the Year 2023, welcomes visitors to fully submerge themselves in PANTONE 18-1750 Viva Magenta and marks the fourth consecutive year of ARTECHOUSE’s collaboration with Pantone to bring the Color of the Year to life through immersive technologies. On view at ARTECHOUSE NYC, located at 439 W 15th Street in New York City, tickets for MAGENTAVERSE are on sale with the exhibition open to the public January 20, 2023.

MAGENTAVERSE centers on the 22-minute cinematic audiovisual exploration of the character and depth of Viva Magenta within the Immersion Gallery. The experience is powered by a unique blend of bespoke technologies, including an 18-channel floor-to-wall panoramic (270°) projection and a 30.1-channel spatialized audio system allowing for total metaverse-like immersion. Sampling from disparate sources, both technical and natural, the experience crafts together new expressions through the tension and revelation of opposites spread across multiple distinct chapters.

“As Pantone’s Color of the Year is a harbinger for trends across the global art, fashion, and design communities, it was only fitting that MAGENTAVERSE’s next home be here in New York City, itself an international trendsetter,” said Sandro Kereselidze, ARTECHOUSE’s Co-Founder and Chief Creative Officer. “Through the intersection of art, science, and cutting-edge technology, we wanted to offer visitors a multi-sensory experience that embodies and celebrates the striking and expressive nature of Viva Magenta.”

In 2021, ARTECHOUSE NYC presented an immersive art experience revolving around the Pantone Color of the Year 2022, using the shade PANTONE 17-3938 Very Peri—a dynamic periwinkle blue hue with a vivifying violet red undertone—for a brilliant and unparalleled experience. That project came on the heels of immersive experiences dedicated to Pantone’s Colors of the Year in 2021, PANTONE 17-5104 Ultimate Gray and PANTONE 13-0647 Illuminating, and PANTONE 19-4052 Classic Blue in 2020.

“To embody the spirit of Viva Magenta, we embarked on a new approach of collective creative collaboration with our partners, technology, and Pantone’s expertise in color theory to curate a new interpretation of the Pantone Color of the Year,” said Sara Walker, Senior Director, Marketing of Pantone. “This led to the creation of the Magentaverse, an unexpected and exciting color universe we look forward to sharing that combines the influences of art, design, science, and technology.”

The exhibition is also the latest in a series of projects with outside collaborators for which ARTECHOUSE Studio has brought its expertise to realize complex and multifaceted presentations. For previous exhibitions, the Studio has collaborated with some of the most innovative partners working at the intersection of art and technology today, including the Nobel Prize Museum in Stockholm, the Harpa Concert Hall in Reykjavík, and the Society for Neuroscience.

Located in a 100-year-old boiler room beneath the iconic Chelsea Market, ARTECHOUSE NYC 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

Preview MAGENTAVERSE January 21st–22nd, 2023. Tickets during Preview weekend are special priced and available on ARTECHOUSE.COM

**TICKETS:**
- Anytime Tickets: $30 (Select a day, visit anytime)  
- **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  
- Live in New York or New Jersey? Save $5 off Admission Tickets Monday–Friday (Proof of Residency Required)
ARTECHOUSE NYC Annual Pass:

Guests can enjoy unlimited visits to ARTECHOUSE NYC and receive access to exclusive offers, including 10% off merchandise and drinks at the XR Bar, with ARTECHOUSE's Annual Pass. ARTECHOUSE NYC Annual Passes can be purchased here.