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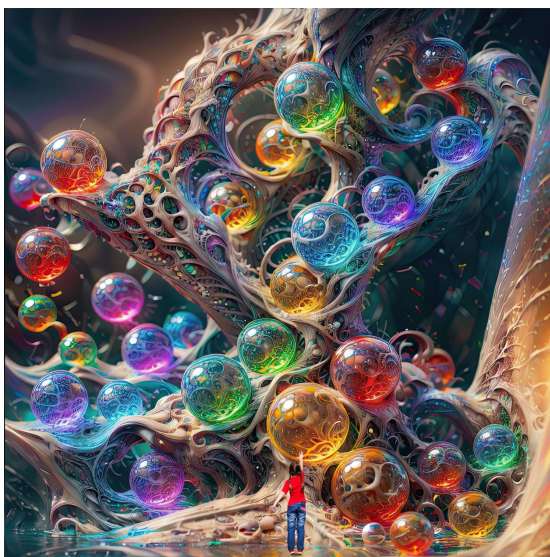
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[IMAGES AVAILABLE HERE](#)

AI Elevated as Creative Collaborator in Development of New Cinematic Art Exhibition, *World of AI•MAGINATION*, a Mesmerizing Celebration of Boundless Human Creativity

ARTECHOUSE Studio utilized existing and custom generative AI systems, including Stable Diffusion and GANs, to develop all visual materials for the exhibition.

Supporting galleries allow visitors to learn about and interact with Machine Learning in real-time.



NEW YORK, NY — October 24, 2023 — [ARTECHOUSE](#), a pioneer in innovative, experiential art and the leading contemporary art space dedicated exclusively to technology-based art, is pleased to announce *World of AI•MAGINATION*. Blending the ingenuity of human vision with the computational dreamscape that Artificial Intelligence offers, ARTECHOUSE Studio leveraged AI not just as a tool, but elevated it to creative collaborator. The resulting audio-visual story is a mesmerizing homage to the ageless power of imagination, blending the contributions of both human and machine to underscore the idea that no matter our circumstances,

we are capable of tapping into perpetual wonder. *World of AI•MAGINATION* will open to the public on December 1, 2023, at ARTECHOUSE NYC.

World of AI•MAGINATION marks ARTECHOUSE Studio's latest foray into generative AI's application within large-scale experiential digital artworks; past exhibitions have included collaborations with Refik Anadol on "Machine Hallucination" and with fuse* on "TRUST", both presented at ARTECHOUSE NYC. Building on this experience, the Studio developed custom generative AI models which allowed them to approach AI not as a tool to process data, but as a partner in creative development. All of the imagery throughout the exhibit was created using these models and original sources, not relying on any existing platforms like Midjourney or OpenAI products, and making sure that existing Intellectual Property and copyrights were observed.

"At a time when discussions about the ethical implications of AI are as present as the technology itself, *World of AI•MAGINATION* stands as a testament to the constructive potential in the nexus of art and tech," said **Sandro Kereselidze, ARTECHOUSE Co-Founder and Chief Creative Officer**. "We challenged ourselves to engage with AI not as a mere tool, but as a collaborator capable of enriching our cultural tapestry."

At the heart of the exhibition is a 20-minute cinematic journey into a fantastical realm where human creativity collaborates with artificial intelligence to conjure the early sketches of limitless imagination. Float in the iridescent cradle of "Submerge," walk through the morphing walls of "GAN Mecca," and explore towering books in a "Library of Imaginary Portals." Drift within the "Symphony of Illusions," meander through the "Impossible Maze," and finally, discover the keepsakes of your adventure in "The Dreamer's Emporium." As you discover these enchanting worlds, it cycles back to its celestial origins, leaving you eager to explore once more.

The title piece is accompanied by six installations that allow visitors to manipulate and interact with numerous GAN and Machine Learning-generated pieces. Installations include:

- **Infinite Looking Glass** offers a mesmerizing journey into the unexpected, drawing inspiration from the paradoxical realm of 'looking glass' worlds—places that subvert the norm and challenge our perceptions.
- **Diffusive Gaze** captures images of visitors at the bar every 30 to 60 seconds, which are then processed by a stable diffusion prompt trained on visuals from the main gallery.
- **GAN Gallery** is an interactive installation that takes visitors behind the curtain of generative art and demystifies the intricate processes that powered the visuals in *World of AI•MAGINATION*.
- **Library of Magical Portals** transports visitors to a fantastical corner that invokes the wonder and nostalgia of childhood storybook.
- **Infinite Maze** is an interactive engagement that challenges our spatial perceptions, where you dictate the complexity of your own experience.

These galleries present machine learning not as isolated instances, but as a continuum of possibilities. In these spaces, visitors are not just observers, but participants in an ongoing experiment; engaging with the first stages of what could redefine artistic creation in the digital age.

In addition to AI, ARTECHOUSE Studio worked with collaborators, including software development “integrating generative AI tools by **IntentDev** and **Idzard Kwadijk**, visual leadership by **Scott Pagano**, original music composition by **Mehmet Unal**, Sound design and mixing by **Tilde Sound Art**

The exhibition will premiere at ARTECHOUSE NYC, located in a 100-year-old boiler room beneath the iconic Chelsea Market at 439 W 15th Street in New York City. The intimate digital art space utilizes the largest seamless megapixel count projections of any cultural institution and integrates Hyperreal Sound technology, offering visitors and artists alike the most technologically advanced and unique art platform in the world.

About ARTECHOUSE:

An industry 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.

About ARTECHOUSE Studio

ARTECHOUSE Studio is an interdisciplinary team of designers, architects, producers, and storytellers working together to turn ideas and concepts into cutting-edge, technology-driven experiences. It provides both artists (like Refik Anadol, Yuko Shimizu, Vince Fraser, and many others) and its many outside collaborators (brands and organizations like Pantone, the United Nations Foundation, the Society for Neuroscience, Nobel Prize Museum, etc.) not only the tools and technical capabilities to bring their concepts to life but also the creative vision needed to elaborate those ideas and give them new scope.

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LOCATION:

ARTECHOUSE, NYC's original home for digital art, is located in the former boiler room of Chelsea Market at 439 W 15th Street in New York.

ADMISSION & HOURS:

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

- Sessions are every 30 minutes. The last session begins at 9PM

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

TICKETS: Visitors who book online save on visits to ARTECHOUSE NYC

- 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: \$18 Per Person (minimum 2 max of 4 guests)
- Live in New York or New Jersey? Save \$5 off Admission Tickets
Monday-Friday (Proof of Residency Required)