



ARTECHOUSE

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[High-Resolution Images](#)

ARTECHOUSE DC PRESENTS ITS SEVENTH ANNUAL CHERRY BLOSSOM-INSPIRED EXHIBITION — *ISEKAI: Blooming Parallel Worlds*

An ARTECHOUSE Studio original, this brand-new exhibition expands the PIXELBLOOM world through the exciting universe of Anime and Manga.

On view to the public March 9 through June 2, at ARTECHOUSE DC



Washington, DC — ARTECHOUSE, the leader in innovative, technology-driven experiential art, is pleased to present its seventh annual cherry blossom-inspired exhibition—**ISEKAI: Blooming Parallel Worlds**. This original creation from the ARTECHOUSE Studio builds upon the success of the PIXELBLOOM series, introducing ISEKAI, a subgenre of fantasy anime and manga, as a fresh visual narrative. The exhibit seamlessly blends together the rich, fantastical elements of the genre and Japanese pop culture with cutting-edge, immersive digital art, taking visitors on an enchanting journey through multiple parallel worlds. The adventurous exhibition is a celebration of Washington, DC's beloved cherry blossom season and the official program of the National Cherry Blossom Festival, inviting visitors of all ages to delve into this new world. *ISEKAI: Blooming Parallel*

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Worlds will be open to the public daily from March 9 until June 2, 2024, at ARTECHOUSE DC (1238 Maryland Ave. SW).

ISEKAI: Blooming Parallel Worlds is a bold and enchanting visual journey inspired by the Isekai subgenre of anime delving deeper into the vast expanse of PIXELBLOOM's universe. The term "Isekai" translates to "other worlds" in Japanese, hinting at the immersive multiverse adventure awaiting visitors as they embark on a cherry blossom trail.

At the heart of the exhibition is a cinematic, audio-visual experience guided by the point of view of a flying bot. As the story begins, visitors are awakened to find themselves lost, where their only lead is a trail of blossoms that takes them through seven distinct fantasy worlds, each intricately adorned with cherry blossom themes and inspired by popular anime and manga motifs. Each fantasy world—whether steampunk, Medieval, skyborne, space-themed, or nestled within the Blooming Flower Cave—serves as a portal to a new dimension, ultimately leading to finding and awakening Haru, the spirit of spring. This immersive experience showcases the ARTECHOUSE Studio's prowess in blending CGI with environmental storytelling. Uniquely intertwining the realms of anime and manga with the enchanting beauty of flourishing cherry blossoms, it captivates with dynamic visuals through unparalleled pixel density and an immersive original soundscape that collectively mesmerizes.

Led by founder Sandro, ARTECHOUSE continues to use creativity, technology, and innovation to educate and inspire visitors, as well as empower the artist community looking for new ways to showcase their talents.

"We are excited to uphold our tradition of celebrating DC's cherry blossom season with an exhilarating new exhibit. This year's exhibit provides an opportunity to engage with both our local community and a new audience of anime and manga enthusiasts. We are thrilled to be tying in the elements of Japanese storytelling with the beautiful cherry blossom season to bring an enjoyable experience to the DC area." said **Sandro, ARTECHOUSE Founder & Chief Creative Officer**.

Visitors can deepen their engagement with the ISEKAI narrative and further immerse themselves in the fascinating world of anime and manga through interactive installations presented in the auxiliary galleries. These installations transform gallery walls into life-sized manga pages, animated by visitors' own "Hero-poses," while another gallery offers speech-enabled interactions with characters from the Isekai worlds. Additionally, a reimagined karaoke experience awaits, offering a unique blend of music and visual engagement. The highlight is the Manga Studio, where a robotic arm brings drawings to life in real-time, adorning the studio walls with its artwork. This distinctive experience is the result of a collaboration with BRDG Studios from Philadelphia, renowned for their expertise in merging digital and physical realms.

"For the seventh year, National Cherry Blossom Festival is proud to include ARTECHOUSE's incredible exhibit as part of the 2024 Festival celebration. We invite Festival-goers to add ISEKAI: Blooming Parallel Worlds exhibition to their Festival plans for a unique, immersive experience that

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leverages the power of art and technology in appreciation of the beautiful blossoms,” said Diana Mayhew, president and CEO of the National Cherry Blossom Festival.

Unique to the ARTECHOUSE experience is its XR Bar, which offers a curated menu of cocktails and mocktails inspired by the exhibition and brought to life with digital art through the ARTECHOUSE XR mobile app.

ISEKA: Blooming Parallel Worlds opens on March 8, 2024, and runs through June 2, 2024. ARTECHOUSE DC is open daily from 10 am to 10 pm, and its XR Bar is open Monday–Thursday 4pm to close and Friday–Sunday from 11 am to close. Tickets are \$17–36. To purchase tickets online, visit [artechouse.com/location/dc](https://www.artechouse.com/location/dc).

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TIMES & HOURS:

ISEKA: Blooming Parallel Worlds will be open to the public from March 9 – June 2, 2024

Daily Admissions: 10am–10pm

Preview *ISEKA: Blooming Parallel Worlds* on **March 8, 2024**, with specially priced tickets, available only on ARTECHOUSE.COM

TICKETS:

- **General Admission (16+):** \$25–\$31
- **Anytime Ticket:** \$30–\$36

Specialty Priced Tickets (available prior to 7 pm daily):

- **Children (Ages 4–15):** \$17–\$23
- **FREE for children under the age of 4**
- **Students, Seniors, Military & First Responders:** \$20–\$26 (valid ID required)
- **Family Bundle:** \$75–\$96 (2 adults, 2 children) **Monday–Friday**
- **Find special rates for school field trip tickets [here](#), as part of ARTCHOUSE’s commitment to inspiring the next generation of innovators.**

ARTECHOUSE DC will offer a number of one-day-only events throughout the exhibition. For more information on ticketed events, visit <https://www.artechouse.com/location/dc/>.

- **Pay What You May:** Tuesday, March 12, 2024 / 10am–10pm
- **Sensory Friendly Experience:** Sunday, March 24, 2024 / 10am–11am

Book in advance and save on your visit. Single and group tickets can be reserved in advance at <https://www.artechouse.com/location/dc/>

In order to maximize their experience, visitors are encouraged to download the free ARTECHOUSE XR app (available on Android and Apple App Stores) before they arrive.

ARTECHOUSE DC Annual Pass:

Guests can support ARTECHOUSE programming through its Annual Pass. Passholders enjoy unlimited visits to ARTECHOUSE DC and receive access to exclusive offers, including 20% off merchandise and drinks at the XR Bar. ARTECHOUSE DC Annual Passes can be [purchased here](#).

LOCATION:

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

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ABOUT ARTECHOUSE

An innovative leader in 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.

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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