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## ARTECHOUSE HOUSTON

Opens to Public JUNE 21st, 2024:

**THE 21st CENTURY INSTITUTION AT THE INTERSECTION OF ART, AND INNOVATION, OPENS A BOUNDARY PUSHING, TECHNOLOGY DRIVEN IMMERSIVE 26,000 SQ.FT EXHIBITION SPACE IN THE HEIGHTS AREA**

*Inaugural Exhibition Inspired by **LIGHT + SPACE** includes: Award-Winning Exhibition in Collaboration with NASA, Works by Leading Japanese Light Artist Shohei Fujimoto, and Immersive Installation Commissioned by Nobel Prize Museum - with more exhibitions to be announced soon*

**HOUSTON, TX – June 10, 2024 – [ARTECHOUSE](#)**, the pioneering institution at the intersection of art, science and technology and the national leader in the digital experiential exhibitions, is set to redefine the art scene in Houston with the opening of its new permanent flagship location on June 21st. This outpost comes on the heels of their

critically acclaimed and beloved-by-audiences outposts in Washington D.C., New York City and Miami.

- *ARTECHOUSE Lights Up Washington's Museum Scene* - The New York Times
- *The Future of Art* - The Observer
- *Artechouse celebrates...visionaries, but also graphic artists and designers.* - The Washington Post

Nestled at 600 W. 6<sup>th</sup> Street, just steps from M-K-T and The Heights Hike and Bike Trail, it will be a first of its kind offering in Texas, and for Houston, a vital expansion of the city's already rich art and innovation landscapes.

At 26,000 square feet, ARTECHOUSE Houston – provides a home for tech-driven art and artists. The Landmark Destination includes multiple galleries designed to showcase groundbreaking works of art by leading and emerging creative talent across the globe. ARTECHOUSE Houston's inaugural programming features three distinctive exhibitions, showcasing over 18 unique installation pieces connecting visitors to **LIGHT + SPACE**, ranging from cinematic experiences and laser performances to robotic installations and interactive artworks:

- **“Beyond the Light” in collaboration with NASA:** ARTECHOUSE Studio's award-winning science-based exhibition integrates the latest experiential storytelling tools with the frontier-pushing data NASA collects about our Universe. Using the latest images from the James Webb Space and Hubble Space Telescopes, "Beyond the Light" is a thrilling interstellar journey into the deepest reaches of the cosmos. At the heart of the exhibit is a 26 mins cinematic piece employing a 100-million-pixel projection, and the latest audio-visual technology to present a mind-bending exploration into the limitless expanses of the galaxy in over 18K resolution. The title piece is accompanied by seven multi-media installations that utilize AI to examine NASA's data on the moon, heliophysics, Mars rover, climate science, and more.
- **Intangible Forms by Shohei Fujimoto:** Japanese multimedia artist Shohei Fujimoto employs choreographed lasers, strobes and moving lights to explore the universal connections between living beings and their realities. Set in a soundscape inspired by the meditative quiet of Japanese Shinto shrines, each piece from the exhibit challenges viewers to contemplate the dualities of reality and illusory within the framework of what it means to be human amid chaos and order. Fujimoto's first solo show in North America when it debuted in 2020 at ARTECHOUSE NYC, "Intangible Forms" evolves with each mounting, making the Houston show an adaptive new iteration of the artist's breathtaking meditation on humanity.

- **“Eternal Life” commissioned by the Nobel Prize Museum:** Delving into themes of eternity and life, the piece draws inspiration from T.S. Eliot’s Four Quartets and the cyclical nature of time. Initially commissioned by the Nobel Prize Museum in 2022, this updated 2024 version incorporates interpretations of Nobel Prize-winning works such as the celestial orbits and the revolutionary CRISPR/Cas9 gene-editing technology. Influenced by Harry Martinson’s Nobel-winning Anbara, the digital content is presented on a lens-like physical canvas that serves as a portal to a parallel universe and explores the landscape of the mind.

This is ARTECHOUSE’s fourth permanent location since being founded in 2015 by digital art advocates, collectors and patrons Sandro and Tati. The husband and wife duo debuted the first location in Washington, D.C., followed by acclaimed sites in Miami and New York City. As a diverse, global hub where technology and progressive art and culture thrives, Houston was a logical choice for the kind of transformative, cutting-edge work that ARTECHOUSE nurtures and champions.

*"We are on the cusp of defining what 21st-century art looks like for a 21st-century audience. At ARTECHOUSE, we believe the future of art lies in pushing boundaries and exploring new horizons through technology. We are thrilled to bring this vision to Houston, a city renowned for its dynamic and forward-thinking spirit. Our aim is not just to display art but to create a space where art meets innovation, engaging audiences in new and transformative ways. Houston's vibrant cultural scene makes it the perfect place to explore these exciting possibilities,"* says Sandro.

The founders look forward to becoming an active part of the Houston art scene, eagerly anticipating collaborations with Houston’s arts institutions to support the city’s rich artistic and technological landscape.

Working on the simple premise that some art must be experienced to understand or describe, ARTECHOUSE is designed to be self-led and unrushed. Visitors are greeted at a multi-function foyer that encompasses a retail shop and houses the renowned XR Bar where meticulously crafted drinks not only match the exhibits on view but are complemented by extended reality (XR) activations brought to life by the ARTECHOUSE mobile app. At ticketed times visitors then progress at their own pace through the multiple gallery spaces, all of which incorporate innovative – and sometimes first to market – technologies to achieve the artists’ unique visions. What the visitor takes away from each piece is their own interpretation, but each installation is sure to leave viewers both breathless and inspired. And in the case of exhibitions embracing the universe, perhaps a little humbled.

Beyond its primary gallery purpose, ARTECHOUSE looks forward to welcoming the Houston community as a backdrop for everything from educational field trips to private events.

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**LOCATION:**

ARTECHOUSE, Houston's original home for digital art, is located in Houston Heights 600 West 6th Street Houston, TX.

**PREVIEWS:**

An invite-only Exclusive Preview event will be held on the evening of June 20th, 2024 (Invite Enclosed).. Please be in touch if you would like to arrange a private tour.

**ADMISSION & HOURS:**

**Soft Opening and XR Bar Hours:** Daily 3PM-10PM

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

**TICKETS:** Visitors who book online in advance save on visits to ARTECHOUSE Houston. Tickets available on [ARTECHOUSE.com](https://www.artechouse.com) **Soft opening Rates (for a limited time) Include**

- Anytime Tickets: \$30 (Select a day, visit anytime)
- **General Admission:** Starting at \$24
- ID Special: \$23
- Children (4-15): Starting at \$15
- Children (under 4): Free

**About ARTECHOUSE:**

ARTECHOUSE, a global leader in the field of digital expression and experience, 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 in Washington D.C., has now expanded online and off, to a home for technology-driven art innovation. Since 2015, ARTECHOUSE has been on a mission to educate, inspire, empower, and support the creation of new, experiential, and exploratory art forms that make an impact. ARTECHOUSE's Team at its Locations and Studio hope visitors leave asking what the future holds for creativity and storytelling.

**ARTECHOUSE Studio:** An in-house creative interdisciplinary collective including, designers, architects, producers, and storytellers working together to turn ideas and concepts into cutting-edge, technology-driven experiences.

**ARTECHOUSE HOUSTON:** *Houstonian's Original Home for Art Created Through Technology.*

On June 21st, ARTECHOUSE will open the city's first permanent home for digital art located in the Houston Heights neighborhood at 600 West 6th street. The space, which sprawls across 26,000 sq.ft will double the size of ARTECHOUSE's original flagship in Washington, D.C. utilizing the largest seamless megapixel count projections of any cultural institution and integrating Hyperreal Sound technology, offering visitors and artists alike the most technologically advanced and unique art platform in the world. 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.

[artechouse.com](http://artechouse.com) \\ [@artechouse](https://www.instagram.com/artechouse) \\ #artechouse #artechousehouston  
#BeyondtheLight #IntangibleForms