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**FLASHBACK 5:  
Celebrating Five Years of ARTECHOUSE NYC**



***Revisiting Artistic Collaborations with Julius Horsthuis, fuse\*, Vince Fraser and ursula rucker,  
NASA, Society for Neuroscience, and Pantone***

***Explore and Challenge The Way We Perceive The World and The Very Fabric Of The Human Being***

**New York, NY (August 13, 2024)** – [ARTECHOUSE NYC](#), the city's first permanent home for art created through technology, and the site of debut New York shows by breakout stars like Refik Anadol and Vince Fraser, will revisit some of its most beloved collaborations in honor of its five-year anniversary. **Flashback 5** is not just an exhibition – it's a deeply emotional tribute to the essence of human existence and the boundless potential of creativity. Opening to the public on Sept. 6, 2024, this celebratory show will present, for the first time together, some of the most beloved and experience-expanding art commissioned for the

New York City venue. The genre-defying lineup includes [Geometric Properties](#) with Julius Horsthuis, [Life of a Neuron](#) in collaboration with the Society for Neuroscience, [TRUST](#) with fuse\*, [Ase: Afro Frequencies](#) with Vince Fraser and ursula rucker, and [Beyond the Light](#) with NASA. **Flashback 5** will run through Nov. 17, 2024.

The exhibition, featuring works that have helped to define the genre of digital and experiential art and established ARTECHOUSE NYC as the place to watch for what's new and what's next at the intersection of art and innovation, will offer visitors a unique experience: **five distinct cinematic, digital art shows presented sequentially within one space for a more immersive and comprehensive engagement between the visitor and the art.**

Through these five journeys into the farthest reaches of art, science, and technology, the audiences are able to explore subjects that shape the world around us in a completely new light. Social media and questions of trust take on a dynamic, ever-evolving form. 50 years of neuroscience is visualized from the *inside* of our brain. The inimitable frequencies of Black culture and the soul of Afrofuturism are seen, heard, *and* felt. And while the topics may range from explorations beyond our universe to mathematical patterns and the impact of social media culture on society, no matter the show, when you are at ARTECHOUSE the human spirit pushing the boundaries of creativity is always the driving force.

"To embrace the future, it is important to recognize and reflect on the past. Looking back now, it wasn't an easy task to create a place that speaks to its time; but with this celebratory show, we are highlighting the importance of our work created in collaboration with partners and artists, which have always been the beating heart of our organization," said **Sandro Kereselidze, Founder & Chief Creative Officer of ARTECHOUSE**. "Looking ahead, we are excited to continue shaping the future of the art+tech medium, pushing boundaries, and offering a platform for transformative experiences that will inspire and engage audiences for years to come. Technology moves fast, but art, and how it shapes our perception of the world, is forever."

### **About Flashback 5:**

#### **Geometric Properties by Julius Horsthuis, 2021**

ARTECHOUSE'S the most technologically-advanced fractal experiences yet, **Geometric Properties** takes visitors on a cinematic audio-visual journey through the infinite iterations and dimensions of fractals. Produced by ARTECHOUSE and created by Julius Horsthuis, this show explores the fundamental mathematical patterns that underpin our existence,

inspiring introspection and awe. The combination of Horsthuis's beautiful immersive worlds of endless patterns with ARTECHOUSE's state-of-the-art projection and audio systems offers a groundbreaking exploration of the depths of mathematics and digital nature. By blending the beauty of mathematics, nature, and architecture, Horsthuis presents a new reality that transcends the complexities of everyday life.

Watch more on *Geometric Properties*:

- [Geometric Properties | Behind the Scenes](#)
- [GEOMETRIC PROPERTIES | ARTECHOUSE NYC](#)
- [Fractal Teaser | "Geometric Properties" by Julius Horsthuis | ARTECHOUSE NYC](#)

### **[Life of a Neuron](#) an ARTECHOUSE Studio Production with Society for Neuroscience, 2022**

In collaboration with the Society for Neuroscience (SfN), ***Life of a Neuron*** tells an immersive story using a real-life 3D model of a human prefrontal cortex neuron – the first of its kind and the result of over 50 years of data collection. Bringing more than a dozen of scientists and artists, this cinematic piece explores the greatest mysteries of the human brain – how the brain shapes the universal human experience at the cellular level – through immersive, technology-based art. From birth to death, visitors journey through the life of a neuron, gaining insights into vision, stress, addiction, and neural connectivity.

Watch more on *Life of a Neuron*:

- [The Sound of 'Life of a Neuron' || ARTECHOUSE with L-Acoustics](#)
- [Life of a Neuron | ARTECHOUSE DC Trailer](#)

### **[TRUST](#) by fuse\*, 2022**

***TRUST*** is a unique data-driven, audiovisual immersive exhibition that explores and interprets the multiple meanings and implications of the concept of trust. ARTECHOUSE's real-time data visualizations enabled the creative vision of fuse\* studio in telling the story of *TRUST*. By analyzing live data points from digital media alongside historical news and economic indexes, fuse\* artistically translates the levels of trust into dynamic visuals and examines how the presence or absence of trust can shift the perception of our individual realities. This immersive experience is divided into three chapters—Past, Present, and Future—using a recurrent neural network (RNN) to forecast future trust levels at the time the exhibit premiered.

Learn more about *TRUST*:

- [TRUST - Immersive exhibition](#)
- [TRUST Artechouse NYC #artechouse #shorts #digitalart #art #immersiveart](#)
- [TRUST NYC #art #digitalart #artechouse #shorts #immersiveart](#)

### **[Beyond the Light](#) an ARTECHOUSE Studio Production in Collaboration with NASA, 2023**

ARTECHOUSE Studio delved into the vast database researched and produced by NASA to bring what is often invisible to our naked eyes into the highest resolution possible. ***Beyond the Light*** takes groundbreaking science and data and brings it to life artistically in a way that's never been done before. The exhibition is an audio-visual journey celebrating humanity's relentless spirit of exploration and discovery. Utilizing cutting-edge design and technology, including imagery from the James Webb Space Telescope and galactic data, it showcases the light and knowledge we've uncovered, and the potential that awaits. Created in collaboration with NASA, *Beyond the Light* combines knowledge, artistic expressions, and imagination, inspiring curiosity about our universe's endless possibilities. This show is a result of innovative evolution for both NASA and ARTECHOUSE; when the talks started in 2018, their technology wasn't capable of producing high quality galactic data and imagery. Fast-forward to 2023 when the impossible became the possible – *Beyond the Light* was presented in highest-resolution projection technology, delivering a feast for the senses which will come back to NYC this September.

Learn more about *Beyond the Light*:

- [Beyond The Light Behind the Scenes Documentary - In collaboration with NASA](#)
- [BEYOND THE LIGHT Exhibit | The James Webb Space Telescope images in an immersive experience](#)
- [BEYOND THE LIGHT Exhibit | James Webb Space Telescope Introduction](#)
- [BEYOND THE LIGHT Exhibit | Exploring Our Relationship with Light with the James Webb Space Telescope](#)

### **[Ase: Afro Frequencies](#) an ARTECHOUSE Studio Production with Vince Fraser and ursula rucker, 2020 (rev. 2024)**

***Ase: Afro Frequencies*** features the work of Afro-surrealist digital artist Vince Fraser along with evocative poetry by ursula rucker. In the world of often racially biased digital art – the exhibition is a vibrant reflection upon the past, present, and future of the Black experience through the eyes of the artists. Aṣẹ (pronounced “AH-shay”), the title of the exhibition is derived from a powerful mantra, affirmation, and philosophical belief held by the Yoruba people of West Africa, meaning “so will it be.” Drawn on to invoke the power to produce positive change, its spirit reverberates throughout the exhibit. Fraser and Rucker’s creative

contribution, brought to life by ARTECHOUSE Studio, honors the legacy, struggles, and complexities of the Black experience with creativity, courage, and imagination.

Learn more about *Aşę: Afro Frequencies*:

- [ASE: Afro Frequencies is opening in NYC](#)
- [Vince Fraser | Artist Spotlight](#)
- [ursula rucker | Artist Spotlight](#)
- [ursula rucker at ARTECHOUSE NYC | Spoken word poetry night](#)

### **Mezzanine Level Bonus:**

Interactive auxiliary installations from ARTECHOUSE NYC's exhibition history, including *World of Al-magination*, *Aşę: Afro Frequencies*, collaborations with PANTONE, and more.

### **XR Bar:**

The exhibition will be complemented by curated, ARTECHOUSE-app-activated cocktails in NYC's first XR Bar, located on ARTECHOUSE's mezzanine level.

### **About ARTECHOUSE:**

An industry pioneer and leader in digital and experiential art, ARTECHOUSE expands the possibilities of art through cutting-edge technology-driven exhibitions. ARTECHOUSE connects progressive ideas, artists, and audiences to stimulate innovation and creativity at the intersection of art, science, and technology. What began as the nation's first digital art space now serves as a home, both online and offline, for technology-driven art innovation, empowering and funding the creation of new, experiential art forms that make an impact.

### **Tickets for *Flashback 5*:**

Tickets are \$15-35 with special pricing for NYC Borough Residents, and Families. Book in advance online at the link here:

<https://www.artechouse.com/program/flashback-5-celebrating-five-years-of-artechouse-nyc/>, with tickets available as of Aug. 20.

### **LOCATION:**

ARTECHOUSE NYC, 439 W 15th St, New York, NY 10015

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### **HOURS OF OPERATION:**

General Hours: Monday – Sunday, 10 AM – 10 PM Sessions are every 30 minutes. The last session begins at 9 PM

XR Bar Hours: Monday – Thursday: 4 PM – Close Friday – Sunday: 11 AM – Close

### **TICKETS:**

**Off-Peak Hours:** Monday–Thursday 10am–6pm

**Peak Hours:** Monday–Thursday 7pm–close, Friday–Sunday all day

Visitors who book off-peak save on visits to ARTECHOUSE DC

- Anytime Tickets: \$35 (Select a day, visit anytime)
- General Admission: \$25
- Children (under 4): Free
- Students & Seniors (65+): \$20
- Military & First Responders: \$20
- Weekday Family Pack: 20% off a minimum of 4 tickets, maximum 9
- Live in NYC? Save \$5 off Admission Tickets off-peak (Proof of Residency Required)

**ARTECHOUSE NYC will offer a number of one-day-only events throughout the exhibition.**

For more information on ticketed events, visit <https://www.artechouse.com/location/nyc/>.

- **Sensory Friendly Experience:** Sunday, September 15, 2024 / 10am
- **Pay What You May:** Tuesday, September 24, 2024 / 10am–10pm

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

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FOR MORE INFORMATION, CONTACT: \*\* [press@artechouse.com](mailto:press@artechouse.com)

### **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.

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**About Julius Horsthuis:** Julius Horsthuis is a Dutch visual and fractal artist who combines his years of experience with visual effects and passion for computer graphics to create cinematic animations. With a background in film, his passion for fractal art and artificial intelligence allows Horsthuis to be the creator of his own world. Horsthuis works with the

software mandelbulb3d to uncover iterative complex formulas that are generated by the computer to produce the unmeasurable structures that are fractals. An award winning artist, Horsthuis' work has been featured in the Academy Award winning "Manchester by the Sea" (Loneragan, 2016) and the most VFX-heavy film in the Netherlands: "Koning van Katoren" (Sombogaart, 2012). His recent work has included collaborations with visual artists Android Jones and musical artists, ODESZA, Meshuggah, Tigran Hamasyan and Birds of Paradise.

**About fuse\*:** fuse\* is a multidisciplinary art studio working with emerging technology to interpret the complexity of human and natural phenomena. Since inception, the studio's research has focused primarily on the production of installations and live media performances, which instill wonder and motivate audiences to challenge what is possible. As the studio evolved, creation of new projects became more holistic and placed increasingly higher value on pure experimentation. The objective of fuse\* is to push past accepted limits, spur empathy and seek out new interplay between light, space, sound and movement. fuse\* maintains close ties to its community, by developing, supporting, and promoting projects with the intent of propagating culture and knowledge. In this vein, fuse\* has co-produced NODE, an electronic music and digital arts festival, since 2016. Over the years, fuse\* has exhibited and performed internationally at art institutions and festivals including Mutek, Today's Art, Sónar Istanbul, ARTECHOUSE, STRP Biennial, RomaEuropa, Kikk, Scopitone and the National Centre for the Performing Arts of China.

**About Vince Fraser:** Having worked in the creative industry as a digital illustrator for over twenty years, Vince Fraser's progression to digital arts was natural. Fraser, who identifies as an Afro-surrealist artist, sees himself as a new breed of artist in the digital age, combining various skills, including film and motion. With a keen eye for detail, he always experiments playfully while visually pushing the boundaries. Bridging the gap between fantasy and reality, Vince's mission is to inspire, educate, and empower positive images of the African diaspora. Previous clients include Nike, MTV, and Adobe, just to name a few, while Vince also gained the attention of musicians like Erykah Badu, Outkast, and Usher.

**About ursula rucker:** A global music and poetry veteran, ursula rucker is a skilled writer and dynamic performer who has used her fiery prose and invigorating imagery to excite and inspire listeners worldwide for nearly three decades. Born and raised in Philadelphia, Rucker began to share her poetic gifts in her 20s, performing at open mics in the city before two standout performances shared her talents with a larger audience: lead vocals for the classic House song "Supernatural" and a performance on The Roots song "The Unlocking." Rucker has established herself as a top-tier recording artist, collaborating with artists like

The Roots, 4Hero, Jazzanova, Louie Vega, Doodlebug of Digable Planets, and many more. A versatile artist, Rucker was selected as a top vocalist of 2020 by the popular Dance music site Traxsource and is even the subject of a mural in Philadelphia commissioned by the city's Mural Arts Program in 2013. In 2018, The Pew Center for Arts & Change named her a Pew Fellow.