



ARTECHOUSE

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**ARTECHOUSE Announces HOLIDAY SPECTACULAR: A Multi-Sensory Festive
Take-Over at Its Houston Location**



On view to the public November 22, 2024 through January 5, 2025, at ARTECHOUSE HOUSTON

Houston, TX – ARTECHOUSE is excited to announce its very first Houston holiday take-over – [HOUSTON HOLIDAY SPECTACULAR](#), a unique, immersive opportunity for Houstonians to both unwind and reconnect with the joy of the holidays through a captivating blend of digital art, sound and interactivity. Opening on November 22, 2024, this limited-run experience promises to enchant audiences with its innovative take on popular holiday and ASMR themes, reimagined through stunning digital landscapes.

Experience Highlights:

Tingle Bells Immersion Gallery: At the heart of the holiday experience is a 20-minute cinematic journey into the enchanting world of ASMR. This visually captivating exploration transports visitors through three distinct scenes, each designed to evoke feelings of comfort, curiosity, and nostalgia. Witness mesmerizing visuals as gift wraps unravel into playful Tetris pieces and explore surreal "slice-of-life" settings within digital dollhouses, all enhanced by delightful, immersive soundscapes that enrich the atmosphere. This sanctuary of sound and visuals offers an oddly satisfying escape that captivates the senses and invites you to unwind.

Galleries with Interactive Holiday Installations: Extending the immersive experience, visitors can engage with various interactive installations that celebrate the holiday spirit, including a whimsical piece featuring ramen noodles defying gravity and multiple installations from **Spectacular Factory**, an ARTECHOUSE Studio original blockbuster holiday show. Witness the dazzling imaginary world of a gift factory come alive, featuring floating giant swinging Christmas bells, thousands of nutcrackers, thrilling train rides through wreaths, spinning candy cane carousels, and more—sure to delight the imaginations of both young and old.

*"For our Houston **Holiday Spectacular Takeover**, we are thrilled to combine the best of our blockbuster hit, **Spectacular Factory**, with a new holiday experience centered around ASMR." – shared Sandro Kereselidze, founder and CCO of ARTECHOUSE – "This unique blend of holiday magic and the tranquil world of ASMR is designed to create a space where visitors of all ages, especially families, can explore, interact, and revel in the joy of the season. Our goal is to help people 'unplug' while still engaging with digital media, fostering connections through shared experiences, and creating new traditions that redefine holiday warmth. What you'll witness is the fusion of cutting-edge technology with nostalgic themes, resulting in an unforgettable experience for everyone."*

Join us for an experience where tradition meets innovation, and the warmth of the holidays is reimaged through cutting-edge digital artistry. Let *Holiday Spectacular* be your space for reflection, relaxation, and the rediscovery of joy.

We invite you to step inside ATH Houston's world of holiday joy and sensory wonder, and join us for a special press preview on Nov. 21, 2024 6–8 p.m. Official invite to follow.

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XR Bar: Complementing the exhibition is a menu of curated, holiday cocktails activated via ARTECHOUSE app in Houston's first [XR Bar](#), an extended reality experience that fuses art with mixology. Specialty cocktail highlights will include: **Champagne Sparkle** (a sparkling blend of champagne and apple cider, crowned with a light cloud of cotton candy) and **Winter Caramel Sleigh** (spiced rum and warm apple cider, swirled with rich caramel and a hint of sea salt, topped with fluffy whipped cream and caramel chunks) as well as mocktail options.

Guests are invited to enjoy the bar offerings with or without the ticketed experience, with special packages available to enhance their overall enjoyment and create the perfect outing or date night.

Festive Programming: Throughout the holiday season, ARTECHOUSE Houston will host a series of special family-friendly activities that extend the joy of the season, encouraging community engagement and celebration.

LOCATION:

ARTECHOUSE HOUSTON, 600 W 6th St, Houston, TX 77007

PLEASE NOTE:

Intangible Forms by Shohei Fujimoto an exhibition of choreographed kinetic lasers, strobes, haze, and moving lights, this multi-sensory exhibition is dramatic, visceral, and operatic in nature, will remain in the space during this time as well. Throughout multiple rooms of installations, intentional minimalism and repetitive, modular rhythms create a hypnotic, entrancing environment where the intangible can become tangible. All tickets include access to both exhibitions.

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: [On Presale Now](#)

- **Anytime Tickets:** \$36 (Select a day, visit anytime)
- **General Admission:** Starting at \$30
- 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: 20% off a minimum of 4+ tickets

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- ARTECHOUSE Houston will be offering family & date night specials throughout the course of this show as well

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

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.

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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