



for immediate release

Stunning new art holograms are brought together for the exhibition
IRIDESCENCE at the HoloCenter | ON CANAL in New York

IRIDESCENCE

HoloCenter | ON CANAL

May 2 – 26, 2019

www.iridescence-expo.org

Major holographic works that shape light have been created by artists from around the world.

Michael Bleyenbergh, Lana Blum, Philippe Boissonnet, Patrick Boyd, Betsy Connors, Pascal Gauchet, Setsuko Ishii, Sam Moree, August Muth, Ray Park, Fred Unterseher

The artists were awarded production funding through the Hologram Foundation. Each artwork represents a significant investment of skills, technology and time to stake new ground in the young medium of holographic art. Pioneers of the field and emerging artists exhibit together.

Creating at intersections of physics and imagination the artists selected for IRIDESCENCE contemplate nature, culture and memory. The perspective of a bystander in Patrick Boyd's animated holograms give a glimpse into an inherited culture. Betsy Connors harnesses the beauty of coral to bring awareness to catastrophic ecological change. The relationship of time and light inspire the sublime forms composed by August Muth. There are also celebrations of the body, of dance, and of spirituality.

To experience an art hologram is to engage with a sculpture of light. Etched by lasers, the microscopic physical structure of the hologram shapes light. The artist composes visual space with forms of pure color. The optical dynamics of each artwork unfolds as the viewer moves.

IRIDESCENCE is a collaboration between the Hologram Foundation, funded by Hugues Souparis, in Paris and Center for the Holographic Arts, the HoloCenter, in New York which supports artists to create new work and puts art holograms within the reach of buyers.

HoloCenter | ON CANAL is part of the district for new ideas operated by Wallplay and co-curated by Vibes Studios #ONCANAL



ABOUT THE Hologram Foundation

Hugues Souparis, CEO of Surys who put holograms on money and passports, created the Hologram Foundation as a funding pool for art production. The Hologram Foundation supports artists to make holograms that are readily displayed in everyday environments.

www.hologramfoundation.org

ABOUT THE Center for the Holographic Arts

To promote engagement with holographic artwork the Center for the Holographic Arts develops and presents exhibitions at the seasonal HoloCenter on Governors Island and other pop-up venues. Our Space:Light and Pulse Laser Holography programs support artistic experimentation with spatial and optical media. We inspire and educate with workshops that combine art, science and technology.

www.holocenter.org

Instagram/Twitter @HoloCenterNYC to tag on Facebook 'Center for the Holographic Arts'

–video link 'The Pure Visual Delight of Holographic Art' <https://youtu.be/-wolxLJNrYw>

ABOUT THE Artists with Images and Videos

<https://www.dropbox.com/sh/eue2d8webdm2jvz/AABujAMRieJT-q2FcyXp9hF5a?dl=0>

– files are named with the artist's initials, i.e. SI_hologram.jpg is the artwork of Setsuko Ishii

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LOCATION · 325 Canal Street, New York, NY 10013

ON VIEW · Tuesday – Sunday, 12-7pm & Thursdays until 9pm

OPENING · Thursday May 2, 6-9pm

EVENT · **Art of Light** · Thursday, May 16, 6-9pm · Local artists share their work with light
– in conjunction with the **International Day of Light #IDL2019**

For further information and to arrange interviews CONTACT: Martina Mrongovius
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The HoloCenter a 501c3 charity supported in part by the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature; by the Queens Council on the Arts with public funds from the New York City Department of Cultural Affairs in partnership with the City Council; receives Materials for the Arts in-kind donations and generous donations from individuals.