

Artsy and SoundCloud Partner to Bring Sensory Art Experience to the Faena Art Dome on the Beach on November 30th

December 2016, Miami Beach — [Artsy](#), the leading resource for learning about and collecting art, and [SoundCloud](#), the world's most open and authentic, people-powered music streaming service, have partnered with generous support from [Gucci](#), to present *Collective Reality*, an immersive, sensory art experience. The exhibition, taking place in [Faena Art's Time Capsule](#), a geodesic dome on the beach, on Wednesday, November 30 from 8-11 pm, will bring together the worlds of art, music, and fashion, powered by technology, with a collaboration between leading new media artist [Rachel Rossin](#) and alt-R&B singer, songwriter, and producer [ABRA](#).

Curated by Elena Soboleva, Artsy's Curator of Special Projects, *Collective Reality* will immerse guests in a new kind of communal, visual and audio experience, in a re-imagined application of virtual reality imaging technology, with a fully integrated music experience. The full *Collective Reality* experience will be available remotely to a global audience, through excerpts of 360° videos available on [Artsy's Facebook page](#).

"We're thrilled to be working with a group of visionary artists who represent the future of new media art and whose work lies at the intersection of art and technology," said Elena Soboleva, Artsy's Curator of Special Projects. "Given the challenge of curating VR artwork in a public setting, we were excited about the opportunity to extend the artwork, incorporating a dynamic musical collaboration, to surround the audience and create a collective experience."

Commissioned by Artsy, [Rachel Rossin](#) will use technologies such as 360° projection, motion tracking, and avatar puppeteering with support from [The Endless Collective](#), to engage with viewers beyond the cloistered mode of the virtual reality headset. Rossin is the first-ever virtual reality fellow of NEW INC (the [New Museum's](#) cultural incubator) and has been working with the emerging technology of virtual and augmented reality for several years, defining the genre with exhibitions such as [Lossy at Zieher Smith & Horton](#) and [n=7 / The Wake in Heat of Collapse at SIGNAL](#).

Selected by SoundCloud, singer, songwriter, and producer, [ABRA](#), also known as the "darkwave duchess," will complement Rossin's pioneering visual work with her shadowy, alt-R&B sounds to create a unique experience at the intersection of visual art and music. Born in New York and raised in London before eventually landing in Atlanta, ABRA's unique upbringing inspired her to learn to play guitar and write. Her breakout single "[Crybaby](#)" has garnered more than 305,000 plays on SoundCloud.

ARTSY AND SOUNDCLOUD BRING SENSORY ART EXPERIENCE TO FAENA ART'S TIME CAPSULE

The installation will also feature work by [Jon Rafman](#) and [Jacolby Satterwhite](#). Rafman's work will lead viewers on a journey through evolving landscapes filled with the artist's enigmatic visions and sculptural elements. Having worked with VR for years, Rafman is recognized as a pioneer in the medium. His work has been recently exhibited at the Stedelijk Museum in Amsterdam, Manifesta in Zurich, and the Berlin Biennale. Satterwhite has also engaged deeply with the medium, experimenting with the dynamic combination of video, animation, and sonic elements. Satterwhite is a 2016 United States Artist Fellow, and in addition to having work featured in the Berlin Biennale, he was part of the fall 2015 program at Rhizome (an affiliate in residence at the New Museum) and a 2014 Whitney Biennial participant. In 2017, his work will be featured in Public Art Fund's 40th anniversary exhibition and at SFMOMA.

The Faena District Miami Beach has transformed Miami's Mid-beach into a vibrant art and nightlife destination. In celebration of Art Basel in Miami Beach, Faena Art is constructing the *Time Capsule*, a geodesic dome on the beach for an exciting week of programming, including *Collective Reality* on Wednesday evening. For Artsy, the leading resource for learning about and collecting art, *Collective Reality* represents Artsy's commitment to collaborating with established and emerging artists on site-specific projects that engage audiences in new and innovative ways.

ABOUT ARTSY

[Artsy](#) is the leading resource for learning about and collecting art from 4,000 leading galleries, 700 museums and institutions, 60 international art fairs, and select auctions. Artsy provides free access via its website ([Artsy.net](#)) and iPhone and iPad apps to 500,000 images of art and architecture by 50,000 artists, which includes the world's largest online database of contemporary art. Artsy's encyclopedic database spans historical works, such as the [Rosetta Stone](#) and [the Colosseum](#), to modern and contemporary works by artists such as [Pablo Picasso](#), [Willem de Kooning](#), [Richard Serra](#), [Lucien Smith](#), [Sarah Lucas](#), and [Cindy Sherman](#). Powered by The Art Genome Project, a classification system that maps the connections between artists and artworks, Artsy fosters new generations of art lovers, museum-goers, patrons, and collectors.

ABOUT SOUNDCLOUD

SoundCloud, launched in 2008 by Alexander Ljung and Eric Wahlforss, lets people discover and enjoy the largest selection of music from the world's most diverse creator community. This is made possible by an open platform that directly connects creators and their fans across the globe. Music and audio creators can use the platform to instantly share their content with a global audience, as well as receive detailed stats and feedback from the SoundCloud community. For

ARTSY AND SOUNDCLOUD BRING SENSORY ART EXPERIENCE TO FAENA ART'S TIME CAPSULE

ABOUT FAENA ART

Faena Art is a 501(c)(3) nonprofit organization that houses and produces post-disciplinary and time-based experiences. A catalyst for innovative, site-specific, and immersive creative practices, Faena Art is a transformative bridge across the Americas, between the south and the north, the popular and the experimental. Faena Art fosters new models for performative social interaction that transcend the traditional boundaries of art, science, philosophy, and social practice. Ximena Caminos is the Artistic Director and Chair of Faena Art.

In order to ensure a focus on international and transdisciplinary collaborations, we convened the Faena Circle, an international advisory committee of arts professionals with diverse backgrounds who advise on the programming, vision, and direction for this new cultural epicenter in the heart of the Faena District Miami Beach. The Faena Circle includes Carlos Basualdo (Keith L. & Katherine Sachs Senior Curator of Contemporary Art, Philadelphia Museum of Art), Caroline Bourgeois (Curator, Pinault Collection), Gonzalo Casals (VP of Programs and Community Engagement, Friends of the High Line), and Alan Faena (Founder and President, Faena).

ABOUT GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation, and Italian craftsmanship.

Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands.

For further information about Gucci, visit www.gucci.com
@gucci

MEDIA CONTACTS

For Artsy, Graham Newhall, graham@artsy.net, +1 401 529 3232

For SoundCloud, Sheri Ladner, sheri.ladner@soundcloud.com, +1 646 662 6096

For Faena Art, Lillian Goldenthal, lillian.goldenthal@finnpartners.com, +1 212 593 6355

For Gucci, Allie Grandjean, allie.grandjean@us.gucci.com, +1 212 379 8593