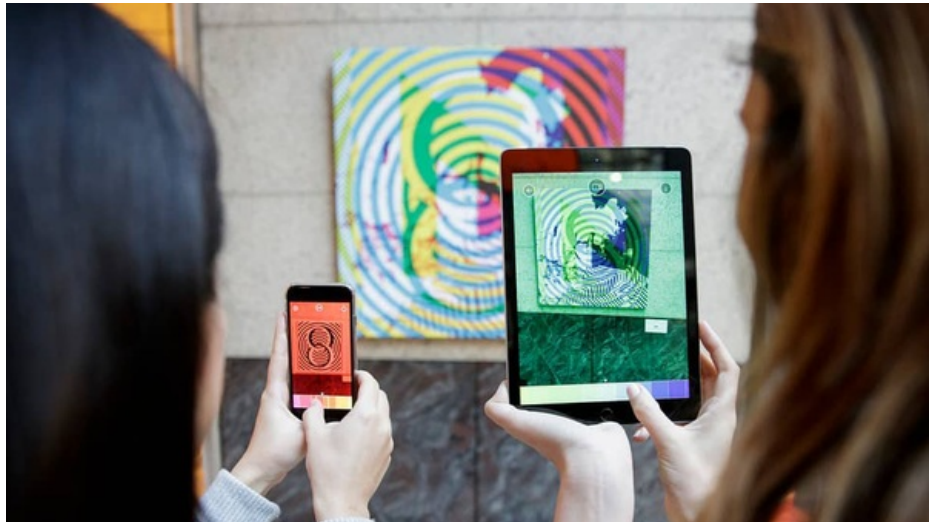


FEBRUARY 26, 2024

See It and Hear It! The Music Center to Transform Jerry Moss Plaza Into An Augmented Reality Adventure in Downtown L.A. Featuring 16 Digital Musical Artworks Viewed on Smartphones

Launching March 5, 2024, 'The Music Center Presents Music off the Wall: An EyeJack Experience' Brings a New Dimension to Viewing an Art Exhibit

LOS ANGELES (February 26, 2024)-- The Music Center, celebrating its 60th year, today announced **The Music Center Presents Music off the Wall: An EyeJack Experience**, a spectacular augmented reality (AR) exhibit by art and technology company EyeJack comprised of 16 digital artworks, with accompanying music, appearing outdoors on Jerry Moss Plaza and inside the Plaza Gallery (formerly the retail space of Go Get Em Tiger).



Launching on Tuesday, March 5, 2024, for a nine-week run that concludes on Saturday, May 4, 2024, the unique and free AR exhibit, to be viewed through visitors' smartphones, will include artworks never before seen in L.A.; one of the artworks will be making its world debut.

"With emerging technologies and digital platforms continually altering the way we view and experience the arts, we are excited to open our first-ever interactive AR exhibit, offering art lovers, music fans and technology buffs alike the opportunity to admire enthralling artworks easily and conveniently from the palm of their hands," said Rachel S. Moore, president and CEO of The Music Center. "We believe the arts can transform lives, so I invite all Angelenos to step into the future and view an art exhibit in an entirely new dimension. It will be extraordinary, innovative and guaranteed to be off the wall!"

Seven art pieces, to be virtually displayed on Jerry Moss Plaza, include:

- the world premiere of *Bloomscapes* by Pandakero, made under the creative direction of EyeJack's founder and renowned digital artist Sutuu;
- *Drop n Bounce* by Mobotato;
- *Guide* by Marissa Noana;
- *Jettlagged* by The Glad Scientist;
- *Landscape Dreamed of by an AI* by Unaraneta;
- *Max 2.0* by Sutuu; and
- *Mictlantecuhli lord of Death* by Galamot

The remaining nine artworks, to be viewed inside the Plaza Gallery, include:

- *Cat Out of the Bag* by S1NTDNS;
- *Dance with Me* by City VR;
- *Happy New Year* by Daniel Breda;
- *Mighty IV* by Jake Gumbleton;
- *Ronin* by THÖR;
- *Sentient Space* by Helena Papageorgiou; and
- works by Dave Mutnjakovic, Michael Tan and Daniel Wesseik

The digital artworks have been previously exhibited in EyeJack's groundbreaking *Prosthetic Reality V.1* and

V.2. collection--the world's first NFT art book; in 2022 more than 60 artists, animators and sound designers from around the world converged to showcase the unprecedented book. During *The Music Center Presents Music off the Wall: An EyeJack Experience*, the entire *Prosthetic Reality* catalog can be viewed inside the Plaza Gallery. Visitors will use their own smartphones, or a smart device provided at the Plaza Gallery, to see--and hear--the one-of-a-kind collection.

"*The Music Center Presents Music off the Wall: An EyeJack Experience* is an exhibition of *The Music Center's Digital Innovation Initiative*, which, among other programs, curates a creative residency series that invites artists, community creatives and culture makers to animate Jerry Moss Plaza," said Kamal Sinclair, senior director of *The Music Center's Digital Innovation Initiative*. "By designing digitally enabled experiences, these innovative artists will invoke delight, curiosity, play, creativity and emotion. We are thrilled to highlight talented artists in our first virtual art exhibit embodying the creativity and innovation that thrives in Los Angeles!"

Sutu, founder of EyeJack, added: "Our goal at EyeJack is to harness the magical power of creative technologies to evoke wonder, challenge your perception of reality and provide a new kind of sensory experience."

The Music Center Presents Music off the Wall: An EyeJack Experience is the latest public art installation presented by *The Music Center's Digital Innovation Initiative* (DII), an exciting 10-year pilot program launched in 2022, which was designed to explore and create free digital and virtual reality experiences throughout Los Angeles. DII launched its first public exhibit, *We ARe Here: A Celebration of Legacy*, offering Angelenos the opportunity to learn--through AR and with hands-on artistic experiences in Gloria Molina Grand Park--about the legacies of Black, Indigenous and People of Color (BIPOC) communities and individuals who have contributed to Los Angeles County's rich diversity. Additional DII exhibits have included *Our Common Home*, which addressed issues of climate change by integrating participants' live facial expressions and physical movements into digital artworks created in real time and projected on Jerry Moss Plaza's LED screens, and *Cosmogony*, a fantastical digital performance that was broadcast live from a dance studio located 6,000 miles away in Geneva, Switzerland.

For more information about *The Music Center Presents Music off the Wall: An EyeJack Experience*, visit musiccenter.org/MOTW.

For more information about *The Music Center's Digital Innovation Initiative*, visit musiccenter.org/DII.

CALENDAR LISTING

WHAT:

The Music Center Presents Music off the Wall: An EyeJack Experience

For the first time in its 60-year history, The Music Center transforms Jerry Moss Plaza into an interactive augmented reality gallery featuring 16 digital artworks, with accompanying music, brought to life through visitors' smartphones. This free AR exhibit in the heart of DTLA showcases local and global artists and their captivating creations.

The Music Center Presents Music off the Wall: An EyeJack Experience is an exhibit conceived by The Music Center's Digital Innovation Initiative designed to explore and create digital and virtual reality experiences throughout Los Angeles County.

WHEN:

Tuesday, March 5, 2024 - Saturday, May 4, 2024

Noon - 11:00 p.m.; closed Mondays

WHERE:

Jerry Moss Plaza at The Music Center

135 N. Grand Avenue

Los Angeles, CA 90012

MORE INFO:

Visit musiccenter.org/MOTW

ABOUT THE MUSIC CENTER

The Music Center convenes artists, communities and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. Celebrating its 60th year in 2024, the \$70 million non-profit performing arts organization has two divisions: TMC Arts and TMC Ops. TMC Arts, The Music Center's programming engine, provides year-round programming inside The Music Center's four theatres, on Jerry Moss Plaza, outside at Gloria Molina Grand Park--a 12-acre adjacent green space--in schools and other locations all over Los Angeles County and on a digital platform called *The Music Center Offstage*. TMC Arts presents world-class dance with *Glorya Kaufman Presents Dance at The Music Center*, free and low-cost public concerts and events, as well as live and digital K-12 arts education programs, workshops, performances, interactive experiences and special events. TMC Ops manages the theatres, the Plaza and Gloria Molina Grand Park, which comprise \$2 billion in county assets, on behalf of the County of Los Angeles. The Music Center is also home to four renowned resident companies--Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil. For more information, visit musiccenter.org. Follow The Music Center on social media @MusicCenterLA.

ABOUT EYEJACK

EyeJack is an art and technology company creating tools and experiences for AR, VR, Immersive Installations, Games and Web3. Alongside its software division, EyeJack also operates as a design studio working with creative technologists, elite artists, animators and musicians from around the world to create unique experiences for a slate of global clients including Sony, Marvel, Disney, Verizon and Warner Music.

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