



JUN 2019- JUN 2020 | FLUTTER

PRESS

ILLUSION

ILLUSION - Flutter Experience, Los Angeles June 1 2019 to June 1, 2020

REVIEWS & TESTIMONIALS

"Outer and Inner space in Illusion. Don't miss such amazing artists as Laia Cabrera, Isabelle Duverger & Aniol Saurina Maso in Illusion..."

- Ivan Mena Tinoco, film director and producer

"Digital media duo Laia Cabrera and Isabelle Duverger offer Illusion, a space flooded with projections and mapping systems, carving shadows in bubbly or fire patterns that move in sync with the viewer. "We think it's important to bring storytelling to the art world and make it more attractive and try to have a journey," says Cabrera who, with Duverger, was behind similar interactive projections at New York's Armory Week as well as a 72 foot long installation on the windows of the Port Authority Bus Terminal in Times Square last fall."

- Jordan Riefe, Art & Object, June 10, 2019

"Completely in awe by the smart and sensitive interactive piece that they have created, where beauty and high end technology meet to offer a live interactive inspiring joyful experience. If you are in LA, you really have to come and experience this piece along with the other art installations at the impressive Flutter Experience Space meticulously curated by Christopher Dowson and Karen Robinovitz."

- Nacho Arimany, musician and performer

"L'interaction et l'immersivité au service de l'illusion d'optique. On pourrait résumer ainsi Illusion, l'installation conçue par Laia Cabrera et Isabelle Duverger, cinéastes et artistes plasticiennes. Combinant différentes techniques (mapping, miroir, réalité augmentée, vidéo, musique, animation), leur dispositif est une expérience limite, entre voyage sensoriel et labyrinthe numérique, où le public est invité à se perdre et à jouer « activement » dans un maelstrom de formes, de couleurs et de sons."

- Laurent Diouf, MCD Magazine des Cultures Digitales, June 5, 2019

Translation: "The Interactivity and immersiveness serving the optical illusion. We could summarize Illusion that way, the installation conceived by Laia Cabrera and Isabelle Duverger, filmmakers and visual artists. Combining different technics (projection mapping, mirrors, augmented reality, video, music and animation), their installation is a experience at the edge, between sensorial journey and digital labyrinth, where the audience is invited to loose themself and actively play in a maelstrom of forms, colors and sounds"

"Dear LA friends, if you wanna check out something really cool that will be there for the next 6 months, I highly suggest checking out "Illusion" an immersive cinematic art installation by award winning filmmakers and visual artists Laia Cabrera and Isabelle Duverger"

- Cheryl Guerriero, writer



LA WEEKLY

Flutter is a funhouse, a 15-room installation gallery sharing a common theme called "play-date," with artists using media ranging from VR, painting and sculpture to audio, projection and motion mapping. For example, "Illusion" by Laia Cabrera and Isabelle Duverger, a mirrored floor and ceiling interactive space which is flooded with bubble or fire patterns, forming shadows that move in sync with the viewer.

The Art Gorgeous
THE BEST OF ART, FASHION & ENTERTAINMENT

Girls, Ready For A Happy Playdate In L.A.?

The inaugural installation includes the work of fifteen coveted contemporary artists who have global exhibition experience at institutions such as The Guggenheim (New York, Berlin, Bilbao, and Venice), MoMA, the Whitney Museum of American Art and Russia's National Center for Contemporary Art amongst others.

Art & Object

Immerse Yourself in a World of Installations at "Flutter"

Digital media duo Laia Cabrera and Isabelle Duverger offer Illusion, a space flooded with projections and mapping systems, carving shadows in bubbly or fire patterns that move in sync with the viewer.

ARTNEWS

'Flutter,' a New Exhibition 'Where Art and Happiness Meet,' Will Launch in Los Angeles This Summer

BY Claire Selvin POSTED 05/14/19 2:30 PM

On June 1, about a mile away from the Los Angeles County Museum of Art, a ticketed exhibition of immersive, interactive installations called "Flutter" will make its debut. The show, which runs through November, will feature virtual-reality works, climbable furniture, architectural structures, and other playful offerings by 15 artists.

Participants in the exhibition include Katie Stout, Jacobly Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Cyril Lancelin, Liz Collins, digital media duo Laia Cabrera and Isabelle Duverger (in collaboration with Aniol Saurina Masó). Elise Peterson.

frenchculture.org

ART & DESIGN

EXHIBITIONS

art of seeing and experimentation. Through Illusion, travel from the Mediterranean coast to the depths of a forests to bustling cityscapes.

ScreenSlam
869,529 subscribers

SUBSCRIBED

We are an Entertainment channel that features Hollywood interviews, premieres, behind the scenes of movies & TV, press conferences, award shows, film festivals, and more.

Laia Cabrera
Filmmaker/Artist

Laia Cabrera talks Interactive Art Installation at Flutter

Gui en HOLLYWOOD

Episodio 38:

miércoles 12 junio
20.40 h

Estrenos

Guillermo acude al preestreno en Los Ángeles de Mascotas 2. Además entrevista a la cineasta catalana Laia Cabrera, y nos presenta la película Papi Chulo con Matt Bomer, y nos avanza una nueva película de terror que está preparando Guillermo del Toro.

exterior
El que desentona a la Cultura protagonista

Dos catalans presenten 'Flutter', una instal·lació interactiva a Los Angeles

La directora artística catalana Laia Cabrera, juntament amb la francesa Isabelle Duverger, han posat en marxa Flutter, una instal·lació cinematogràfica interactiva a Arts Visuals Los Angeles (Califòrnia, Estats Units) que es pot veure fins l'1 de desembre. En aquesta mostra també hi participa un altre català, el dissenyador d'interactivitat, Aniol Saurina Masó.

A Illusion, les dues creadores mostren la noció de "lusions visuals" com un mitjà poderós per a desafiar la nostra ment i l'enfocament interior i subjectiu del temps i de l'espai. A través de mapes de projecció, realitat augmentada, interactivitat, videoart, disseny de so i animació, els artistes conviden el públic a experimentar un viatge sensorial cap al regne màgic i la realitat provocadora. El disseny interactiu és d'Aniol Saurina Masó i la música de Nana Simopoulos i Mary Ann McSweeney.

mcd
magazine des cultures digitales

Illusion
Laia Cabrera et Isabelle Duverger

L'interaction et l'immersivité au service de l'illusion d'optique. On pourrait résumer ainsi Illusion, l'installation conçue par Laia Cabrera et Isabelle Duverger, cinéastes et artistes plasticiennes. Combinant différentes techniques (mapping, miroir, réalité augmentée, vidéo, musique, animation), leur dispositif est une expérience limite, entre voyage sensoriel et labyrinthe numérique, où le public est invité à se perdre et à jouer « activement » dans un maelstrom de formes, de couleurs et de sons.

QUE PINTAMOS EN EL MUNDO

LOS ANGELES. Laia Cabrera and Isabelle Duverger "Illusion" 1 June - 1 december 2019. Flutter Experience.

The inaugural installation features the work of several international artists, including Illusion, an immersive interactive experience about the art of seeing by award winning filmmakers and visual artists Laia Cabrera and Isabelle Duverger in collaboration with interactive designer Aniol Saurina Masó, as well as music and sound design by Nana Simopoulos. With Mary Ann McSweeney Illusion is based on the notion of "visual illusions", a powerful means by which to challenge our mind and the inner and subjective approach to time and space. Through projection mapping, augmented reality, interactivity, video art, sound design and animation, the artists invite the audience to experience a sensorial journey onto magical realms and thought-provoking realities.

SPAIN SETS & CULTURE

ARCHITECTURE
CULINARY ARTS
DESIGN
FILM
HERITAGE

LITERATURE
MUSIC
PERFORMING ARTS
SKETCHING THE FUTURE
URBAN CULTURE

ILLUSION BY LAIA CABRERA AND ISABELLE DUVERGER AT FLUTTER EXPERIENCE

Sat. June 01 - Sun. December 01, 2019

newstimes

Events Home » Illusion - Immersive Interactive Cinematic Art Installation

Illusion - Immersive Interactive Cinematic Art Installation

July 5, 2019, 3:00 pm - 9:00 pm at Flutter Experience, 217 S La Brea, Los Angeles, CA 90036

"ILLUSION" is an immersive interactive cinematic art installation about the art of seeing and experiencing, created by awarded filmmakers and visual artists Laia Cabrera and Isabelle Duverger in collaboration with interactive designer Aniol Saurina Masó, and music and sound design by Nana Simopoulos with Mary Ann McSweeney, that offers the chance to step into an illusion of infinite space. Through projection mapping, mirrors, augmented reality, interactivity, video art, music and animation, we invite our audience to experience a sensorial journey onto magical realms and thought-provoking realities.

ILLUSION - Flutter Experience, Los Angeles June 1 2019 to June 1, 2020

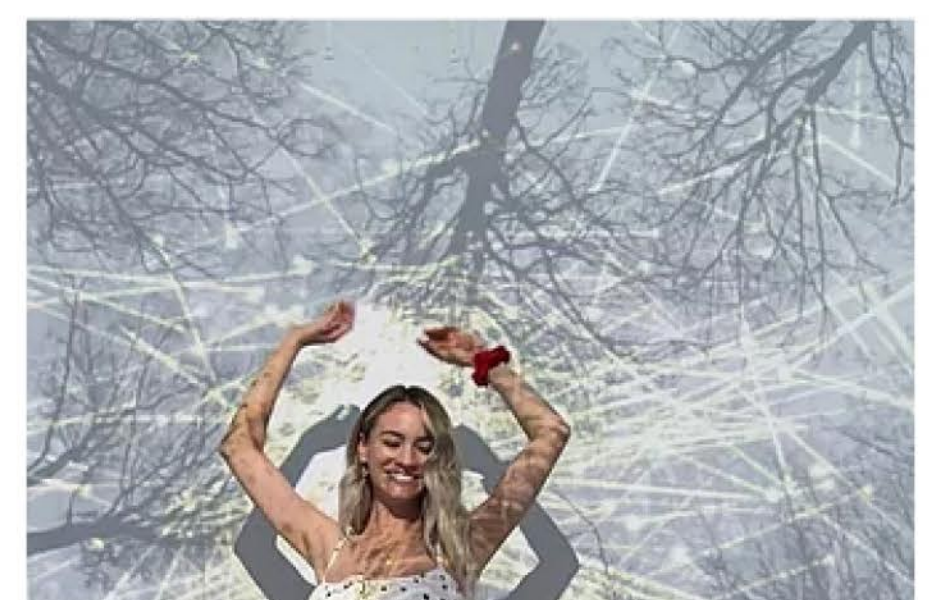
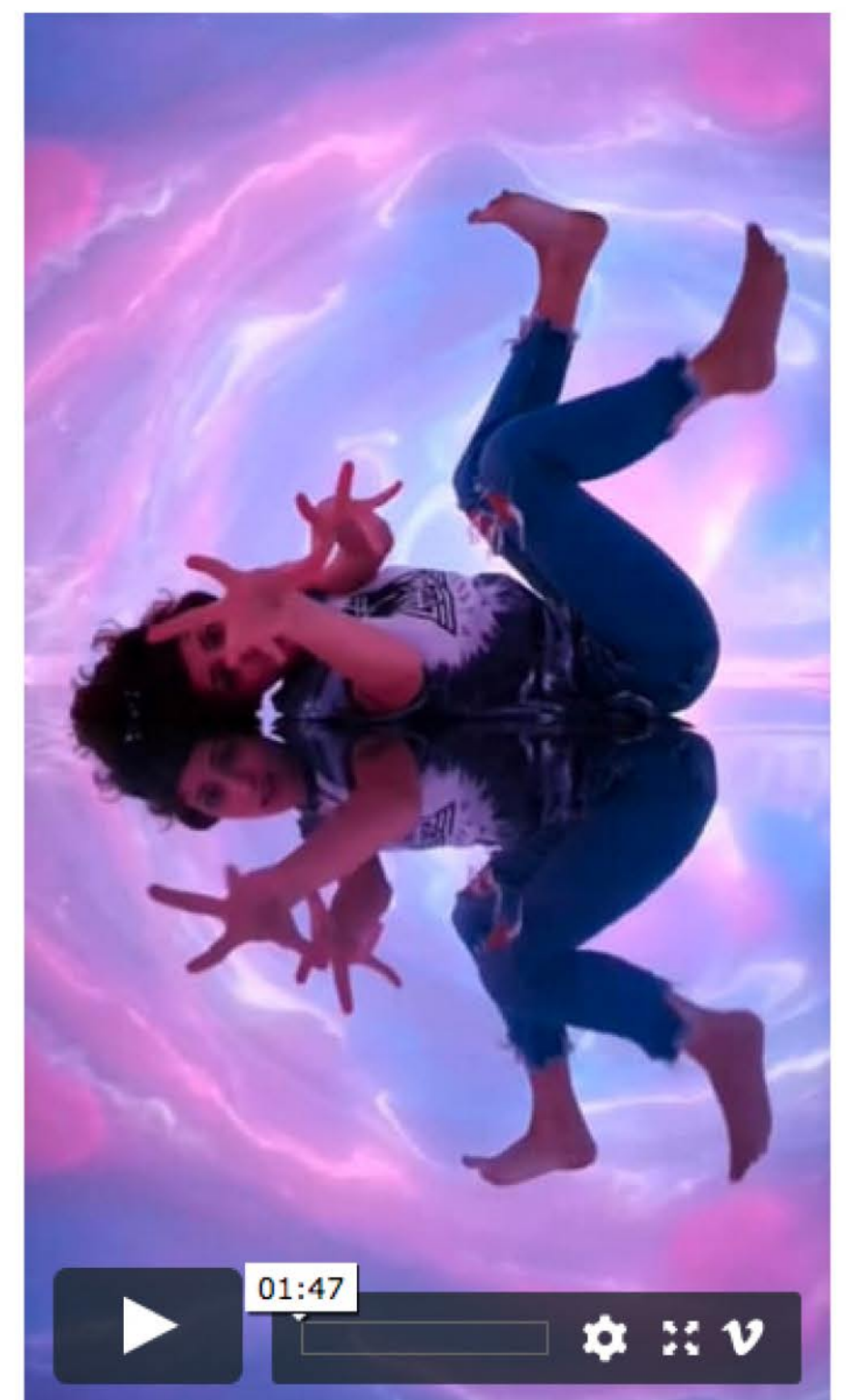


ABOUT FLUTTER - "WHERE ART AND HAPPINESS MEET"

Opening June 1st on South La Brea, Los Angeles, FLUTTER is an innovative, immersive art experience, designed for anyone in search of being in an environment that evokes pure happiness and joy. FLUTTER is the first of its kind; a sensory journey spanning multiple mediums, where visitors are able to touch and experience the art which includes Virtual Reality, projection mapping, climbable furniture as well as a giant sphinx, day-glow lighting and architectural structures.

FLUTTER is a ticketed exhibition suitable for visitors of all ages, FLUTTER's mission is to bring contemporary fine art into everyday life in a way that is interactive, encouraging community and creativity. The inaugural installation includes artists: digital media duo Laia Cabrera and Isabelle Duverger (in collaboration with Aniol Saurina Masó), Katie Stout, Jacolby Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Cyril Lancelin of Town & Concrete, Liz Collins, Elise Peterson, Candy Chang, Guillermo Santoma as well as Job Piston in collaboration with the award-winning architecture studio, Charlap Hyman and Herrero along with NAR.

Billed as a "sensory journey" open to visitors of all ages, the inaugural edition is themed "the play-date." Karen Robinovitz, the chief curator of "Flutter," who's a board member of the Bronx Museum of the Arts and the Brooklyn Museum in New York, said in a statement, "Everything in the world can be so heavy and serious that our focus was reprieve, fun, and playfulness." Chris Dowson, the founder of the exhibition, added, "Flutter's purpose is to bring fine art to everyone. We invite you to participate, experience, interact, and share, in a fun, welcoming environment. We want to promote and encourage enjoyment and connection to others through community and will be announcing several education programs throughout the year."





NEWS ABOUT IMMERSIVE ART FILM & ANIMATION

ILLUSION - Flutter Experience, Los Angeles June 1 2019 to June 1, 2020



AN IMMERSIVE INTERACTIVE CINEMATIC ART INSTALLATION BY LAIA CABRERA AND ISABELLE DUVERGER

Interactivity by Aniol Saurina Masó

Music and Sound design by Nana Simopoulos with Mary Ann McSweeney

Flutter Experience, 217 S La Brea, Los Angeles, CA - June 1 to December 1, 2019

What is real? What is imaginary? Is the distinction just in our mind?

"Illusion" is an immersive interactive installation about the art of seeing and experiencing, created by awarded filmmakers and visual artists Laia Cabrera and Isabelle Duverger in collaboration with interactivity designer Aniol Saurina Masó, that offers the chance to step into an illusion of infinite space.

The piece departs from the notion of "visual illusions", a powerful means by which to challenge our mind and the inner and subjective approach to time and space. Through projection mapping, mirrors, augmented reality, interactivity, video art, music and animation, we invite our audience to experience a sensorial journey onto magical realms and thought-provoking realities. "Illusion" is a mirage, a playful art installation that blurs the line between true and false, merging the physical and digital worlds.

In "Illusion", we are creating a sense of proximity with elements we are used to be surrounded by, contrasting with how differently we relate to them. We are awakening the senses as the audience plays with fire, water, energy, switching viewpoint from being inside to being above, transitioning to breaking walls (symbolically and literally), opening doors to unexpected landscapes, from the universe to the infinitesimal and interacting at all time with them. "Illusion" is an experiential art installation where mirrors also play the role of breaking the rules of gravity.

In this infinity mirrored room, one can travel from an animated urban landscape, breaking walls to unleash the beauty and power of nature, sea waves, forest and fireflies, a peaceful escape room to aerial views of the Mediterranean coast, paint and ink creating abstract forms that evoke the connection between micro and macro, neons that react to your movements creating shapes, and words that remind us about the meaning of illusion, a mirage but also a trill and hope.

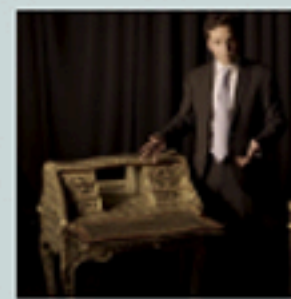
"Illusion" premieres in Los Angeles at the Flutter Exhibition Gallery June 1st. 2019



Innovation and Inclusivity Shine in "Andy Warhol: Portraits" and "Transamerica/n"



Ten of the Greatest Interior Designs from the Last Century



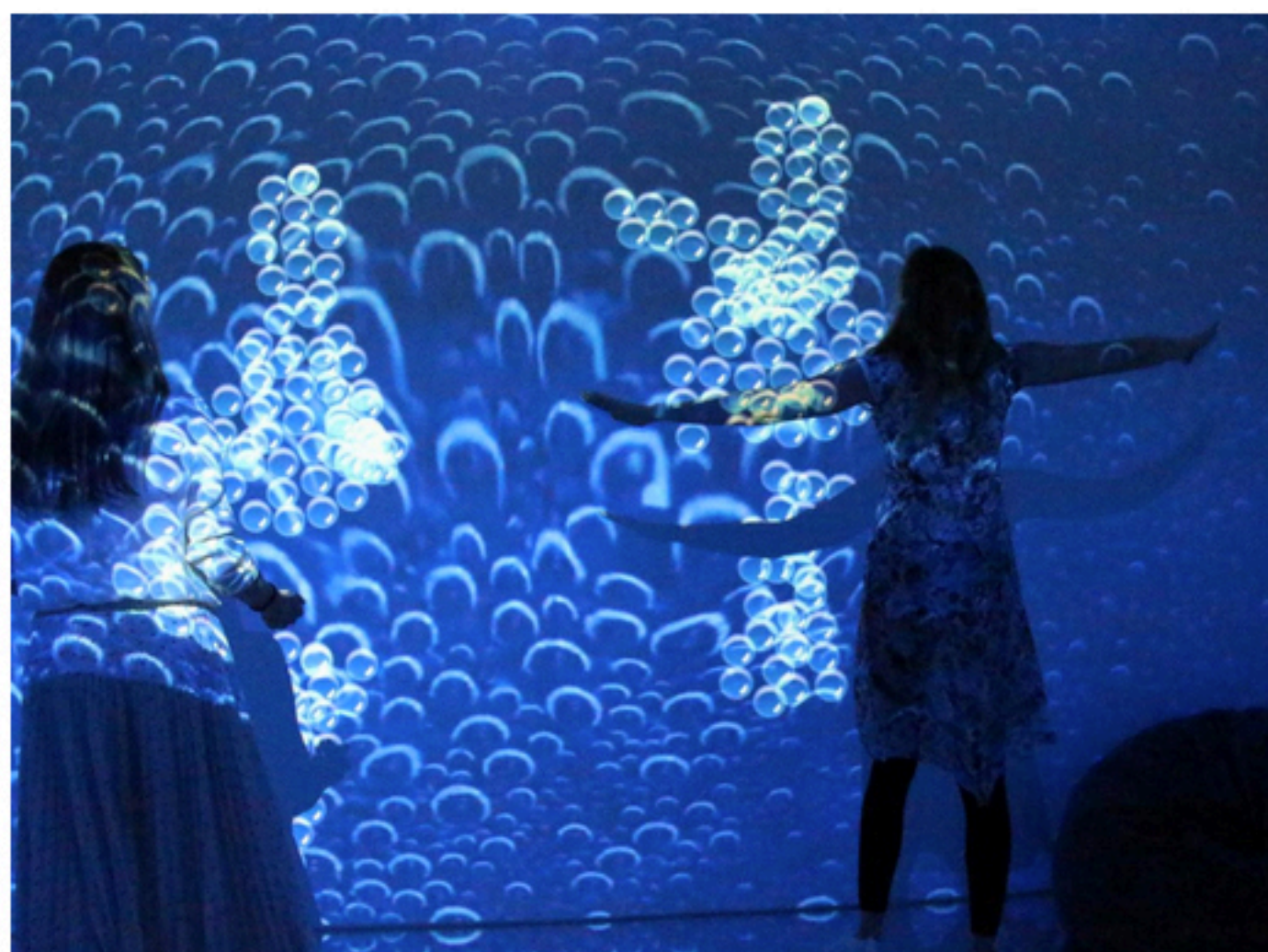
Two Royal Writing Desks: Marie Antoinette's Writing Desk and a Rothschild Bureau

[HOME](#)
[SHORTS](#)
[FEATURES](#)
[NEWS](#)
[VIDEO](#)
[EVENTS](#)
[CONTACT](#)
[SUBSCRIBE](#)


AT LARGE | JUNE 10, 2019 | JORDAN RIEFE



Immerse Yourself in a World of Installations at “Flutter”



JORDAN RIEFE

Illusion by Laia Cabrera and Isabelle Duverger, installed at Flutter

In between Memorial Day and July 4 is a family cookout of another kind at *Flutter*, the recently opened exhibition in Los Angeles through November. Jacolby Satterwhite's VR *Family Cookout*, an immersive environment of dance and color, is just one of 15 installations featuring a roster of media ranging from painting and sculpture to sound, projection and motion mapping. For those who have dreamed of patting the back of a six-foot sphinx, artist Katie Stout makes it a reality. And for those who just want to dance with their own shadow, check out *Illusion* by Laia Cabrera and Isabelle Duverger.



JORDAN RIEFE

Katie Stout's sphinx at *Flutter*, on view in Los Angeles through November

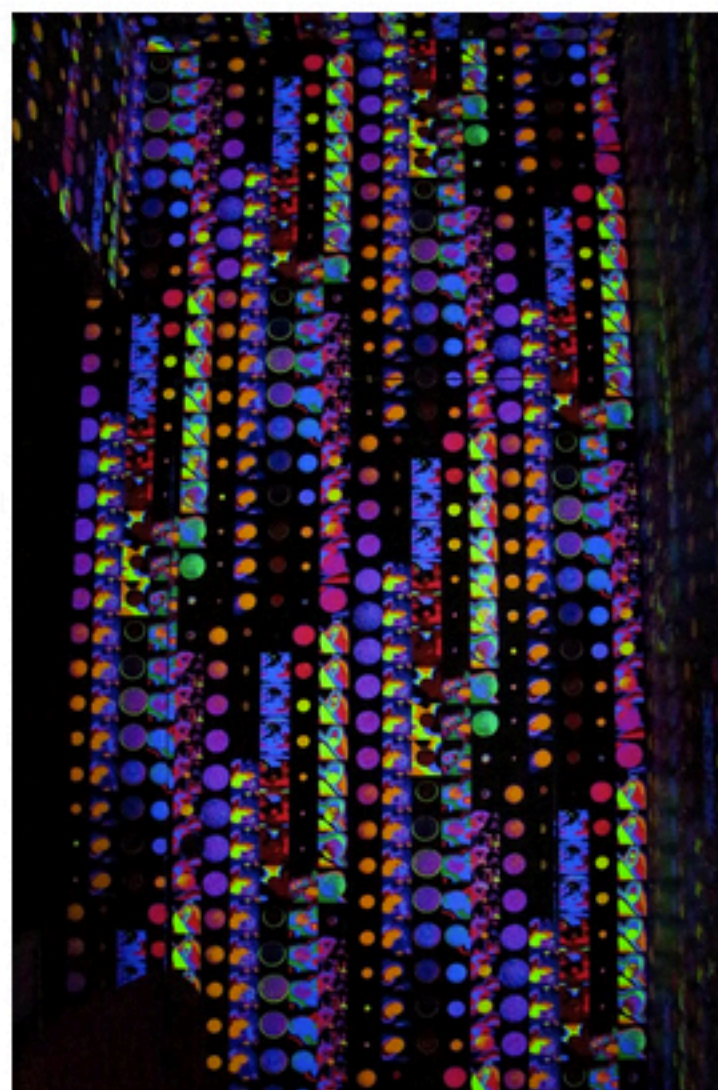
"I wanted to do something good," says *Flutter* founder Chris Dowson. "I'd been reading about the mental health crisis we're seeing and the rise of people suffering from anxiety and I started reading about the science behind visiting art museums and how good it is for you and your well being and how you feel better, your tolerance of others goes up. That's when the penny dropped and I decided I just need to create a space and get great contemporary artists that we can showcase and try and present it in a way that's accessible."

Taking a cue from Yayoi Kusama, whose mirror rooms are ubiquitous on the internet, Dowson decided to fill *Flutter* with eye-catching installations that would generate a wave of free publicity on social media. To do so, he recruited curator Karen Robonovitz, a board member at both the Brooklyn Museum and The Bronx Museum of New York and founder of Digital Brand Architects, an influencer management firm.

In addition to those already mentioned, *Flutter* artists include Jillian Mayer, whose enormous chimes resonate throughout the space, Saya Woolfalk and her psychedelic projections, Leah Guadagnoli, Cyril Lancelin, Elise Peterson, Guillermo Santoma, Job Piston, the team of Charlap Hyman & Herrero, and Liz Collins, whose darkened space is overrun with day-glo film strips from the 1982 cult movie, *Liquid Sky*.

"That film, I kind of held onto it as a resource in a way that was inspiring to me both in the narrative that's crazy and campy, it's an early gender fluid kind of film, and then the aliens and the sci-fi and this whole idea of euphoria that comes in sort of different ways," says Collins of a project that is an iteration of an installation she did at New York's New Museum with a lightning bolt doorway and a wall in red leather. "When I set out to do it, I contacted [director] Slava Tsukerman, sought him out, met with him over coffee and told him what I wanted to do and he was into it."

Digital media duo Laia Cabrera and Isabelle Duverger offer *Illusion*, a space flooded with projections and mapping systems, carving shadows in bubbly or fire patterns that move in sync with the viewer.



JORDAN RIEFE

Liz Collins at *Flutter*



JORDAN RIEFE

Flutter, on view in Los Angeles through November

"We think it's important to bring storytelling to the art world and make it more attractive and try to have a journey," says Cabrera who, with Duverger, was behind similar interactive projections at New York's Armory Week as well as a 72 foot long installation on the windows of the Port Authority Bus Terminal in Times Square last fall. "You have an artist's realization and that kind of connects to you and interacts with you and you're an actor with it. With *Flutter* we wanted to bring immersive but interactive. It's very interesting for us as storytellers to try to incorporate that technology."

Flutter Phase 2 begins in the autumn, no word yet on what it will bring other than more installations, but with a different theme. Tickets to the current show run a prohibitive \$28 and come with the comforting knowledge that proceeds from an auction of works donated by the artists will go to [Born This Way Foundation](#), a non-profit dedicated to empowering youth, co-founded by Lady Gaga and her mother, Cynthia Germanotta, who serve as advisors on the project.

[FIND OUT MORE](#)

ABOUT THE AUTHOR

[Read more stories from Jordan Riefe](#)

Jordan Riefe has been covering the film business since the late 90s for outlets like Reuters, THR.com, and the Wrap. He wrote a movie that was produced in China in 2007. Riefe currently serves as West Coast theatre critic for The Hollywood Reporter, while also covering art and culture for The Guardian, Cultured Magazine, LA Weekly and KCET Artbound.

[Home](#)
[Shorts](#)
[Features](#)
[News](#)
[Video](#)
[Events](#)
[Contact Information](#)




MEET THE ARTISTS



LAIA CABRERA

Laia Cabrera is a critically recognized filmmaker, video artist, multimedia creator, merging cinematic arts, dance, music, theater, digital and interactivity. A recipient of many awards including the 2016 Silver Telly Award for best Direction AVA and Telly awards for best Animation, Documentary and Art Direction; NYIT award for Best Art Production in 2015 and 3-time nominee for Outstanding Innovative Video Design and winner of the Kodak & Color Lab Award for Best Cinematic film for *Under Influence*. She is also the recipient of the several grants, including KrTU Creators, Cultura i de les Arts (CONCA), NYC Council on the Arts, and DC Commission for the Arts and Humanities among others.

Her work includes traditional and experimental filmmaking, virtual theater and immersive video mapped site-specific installations presented worldwide and commissioned by major institutions. Her last works were presented in Times Square, Brooklyn Academy of Music (BAM), St John the Divine Cathedral, Nuit Blanche DC, La Mama, Dixon Place, Time Center at the New York Times, Art all Night DC, Georgetown Glow, PBS's American Masters and Tempietto di Bramante, Rome, Italy. She is currently the artistic director of LAIA CABRERA & CO, co-founded with French animator Isabelle Duverger, a team of visual artists producing a wide range of multimedia projects.



ISABELLE DUVERGER

Isabelle Duverger is an award-winning New York based French illustrator, animator and projection mapper, working in the US and Europe. Her work has been featured in documentaries, theater productions, feature films and public art. She has been working alongside Laia Cabrera for the past decade on the creation of site-specific immersive video and sound installations, multimedia shows and interactive pieces.

She is a three-time New York Innovative Theater Awards nominee for Outstanding Innovative Design and NYIT award winner with New Stage Theatre Company for Outstanding Performance Art Production for "Night." Her work has been presented in renowned venues such as Spring/Break Art Show 2018, Summer Stages in Central Park, Times Square Plaza and St John the Divine Cathedral, La Mama, Brooklyn Academy of Music (BAM), New York, Nuit Blanche-Art All Night and Georgetown Glow, Washington DC, Teatros del Canal, Madrid, Spain, Tempietto Di Bramante, Roma, Italy.

flutter



ANIOL SAURINA MASO

Aniol is an interactive designer who has built his career around technology and art and the intersections between those. He has worked in multiple projects involving new technologies such as VR & AR and focuses on designing interactive experiences that help users learn and discover through play. His background as a designer, developer, and artist helps him understand the different aspects of creating a digital product and allows him to communicate, plan ahead and adapt during the process. He has an MS in Games for Learning from NYU, a Master in Creation of Video Games from UPF Barcelona and a Bachelor in Multimedia Engineering from La Salle BCN.

Some of his accomplishments include a special recognition for XR Innovation in the XR Brain Jam as part of the Games for Change Festival, an award from the NYU Prototyping Fund, he was semi-finalist for the 300K Entrepreneurs Challenge from NYU Stern, finalist of the Three Headed Monkey Awards from UPC and got an award for the best academic record in multimedia engineering class of 2013.



NANA SIMOPOULOS

Nana Simopoulos is considered one of the foremost composers of world fusion music. She artfully blends sounds and textures from around the world.

"Daughters Of The Sun" was #1 on the NAV New Age and World radio charts. "She has succeeded in blending the products of various cultures..." claims German press.

Nana's first album Pandora's Blues featuring bassist Charlie Haden and drummer Billy Higgins won critic's choice from DOWNBEAT Magazine. Her latest album Skins, includes mystic poetry from Rumi, Hafez, Owl Woman, Mahsati Ganjavi and Kojijuu.

Nana's performances include appearances with Oscar winner Tan Dun in Marco Polo with the New York City Opera and the RAI Symphony Orchestra in Torino, Italy.

She composed and conducted music for Resonant Streams: An Ancient Call as part of the six-month art series on The Value of Water at the Cathedral of St John the Divine. Nana has also written scores for films such as the Domain of the Senses; Touch and for musicals. She is currently performing with her world jazz ensemble.

For "Illusion", she collaborated with bass player Mary Ann McSweeney.

'Flutter,' a New Exhibition 'Where Art and Happiness Meet,' Will Launch in Los Angeles This Summer

BY *Claire Selvin* POSTED 05/14/19 2:30 PM

[Share](#) 72 [Tweet](#) 28 [Pin](#) 1 [Share](#) 134



Still from Jacolby Satterwhite's film *Country Ball*.
COURTESY THE ARTIST AND FLUTTER

On June 1, about a mile away from the Los Angeles County Museum of Art, a ticketed exhibition of immersive, interactive installations called [“Flutter”](#) will make its debut. The first phase of the show, which runs through November, will feature virtual-reality works, climbable furniture, architectural structures, and other playful offerings by 15 artists.

Participants in the exhibition include Katie Stout, Jacolby Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Cyril Lancelin, Liz Collins, digital media duo Laia Cabrera and Isabelle Duverger (in collaboration with Aniol Saurina Masó), Elise Peterson, Candy Chang, Guillermo Santoma, Job Piston, and NAR, a producer, musician, and DJ.

The show’s tagline is “Where Art and Happiness Meet,” and tickets are \$28, though visitors under the age of three get in for free.

“Flutter” will be staged at 217 South La Brea Avenue, a rented commercial space with an Art Deco exterior. The show will remain in the same space for the next three years with new presentations every six months.

Billed as a “sensory journey” open to visitors of all ages, the inaugural edition is themed “the play-date.” Karen Robinovitz, the chief curator of “Flutter,” who’s a board member of the Bronx Museum of the Arts and the Brooklyn Museum in New York, said in a statement, “Everything in the world can be so heavy and serious that our focus was reprieve, fun, and playfulness.”

Chris Dowson, the founder of the exhibition, added, “Flutter’s purpose is to bring fine art to everyone. We invite you to participate, experience, interact, and share, in a fun, welcoming environment. We want to promote and encourage enjoyment and connection to others through community and will be announcing several education programs throughout the year.”

© 2019 ARTNEWS MEDIA, LLC. ALL RIGHTS RESERVED. ARTNEWS® IS REGISTERED IN THE U.S. PATENT AND TRADEMARK OFFICE.

ARTICLE TAGS

ANIOL SAURINA MASÓ
CANDY CHANG
CHRIS DOWSON
CYRIL LANCELIN
ELISE PETERSON
FLUTTER

GUILLERMO SANTOMA
ISABELLE DUVERGER
JACOLBY SATTERWHITE
JILLIAN MAYER
JOB PISTON
KAREN ROBINOVITZ

KATIE STOUT
LAIA CABRERA
LEAH GUADAGNOLI
LIZ COLLINS
NAR
SAYA WOOLFALK

Illusion

Publié le 19 Juin 2019 par Anaïs BERNARD in [Artiste](#)



Qu'est-ce qui est réel? Qu'est-ce que l'imaginaire? La distinction est-elle juste dans notre esprit?

Illusion est une installation interactive immersive sur l'art de voir et d'expérimenter, créée par Laia Cabrera et Isabelle Duverger, cinéastes et artistes plasticiens de renom, en collaboration avec la designer d'interactivité Aniol Saurina Masó, qui offre la possibilité de pénétrer dans l'illusion d'un espace infini.

La pièce s'éloigne de la notion d'«illusions visuelles», un moyen puissant permettant de défier notre esprit et l'approche interne et subjective du temps et de l'espace. À travers la cartographie de projection, les miroirs, la réalité augmentée, l'interactivité, l'art vidéo, la musique et l'animation, nous invitons notre public à vivre un voyage sensoriel dans des royaumes magiques et des réalités stimulantes. "Illusion" est un mirage, une installation artistique ludique qui brouille la frontière entre vrai et faux, en fusionnant les mondes physique et numérique.

Dans *Illusion*, nous créons un sentiment de proximité avec des éléments qui nous entouraient, ce qui contraste avec la façon dont nous nous rapportons différemment à eux. Nous éveillons les sens pendant que le public joue avec le feu, l'eau, l'énergie, changeant de point de vue de l'intérieur au-dessus, passant à la destruction de murs (symboliquement et littéralement), ouvrant la porte à des paysages inattendus, de l'univers à l'infiniment petit et interagissant à tout le temps avec eux. *Illusion* est une installation d'art d'expérience où les miroirs jouent également le rôle de briser les règles de la gravité.

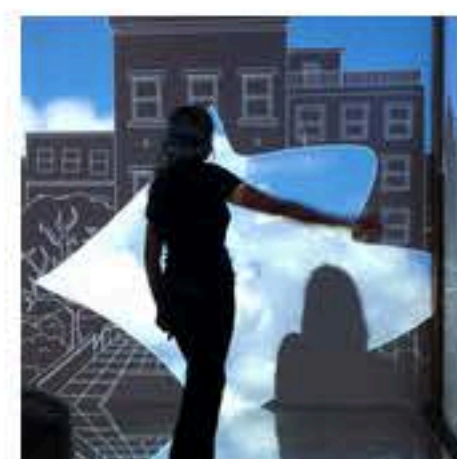
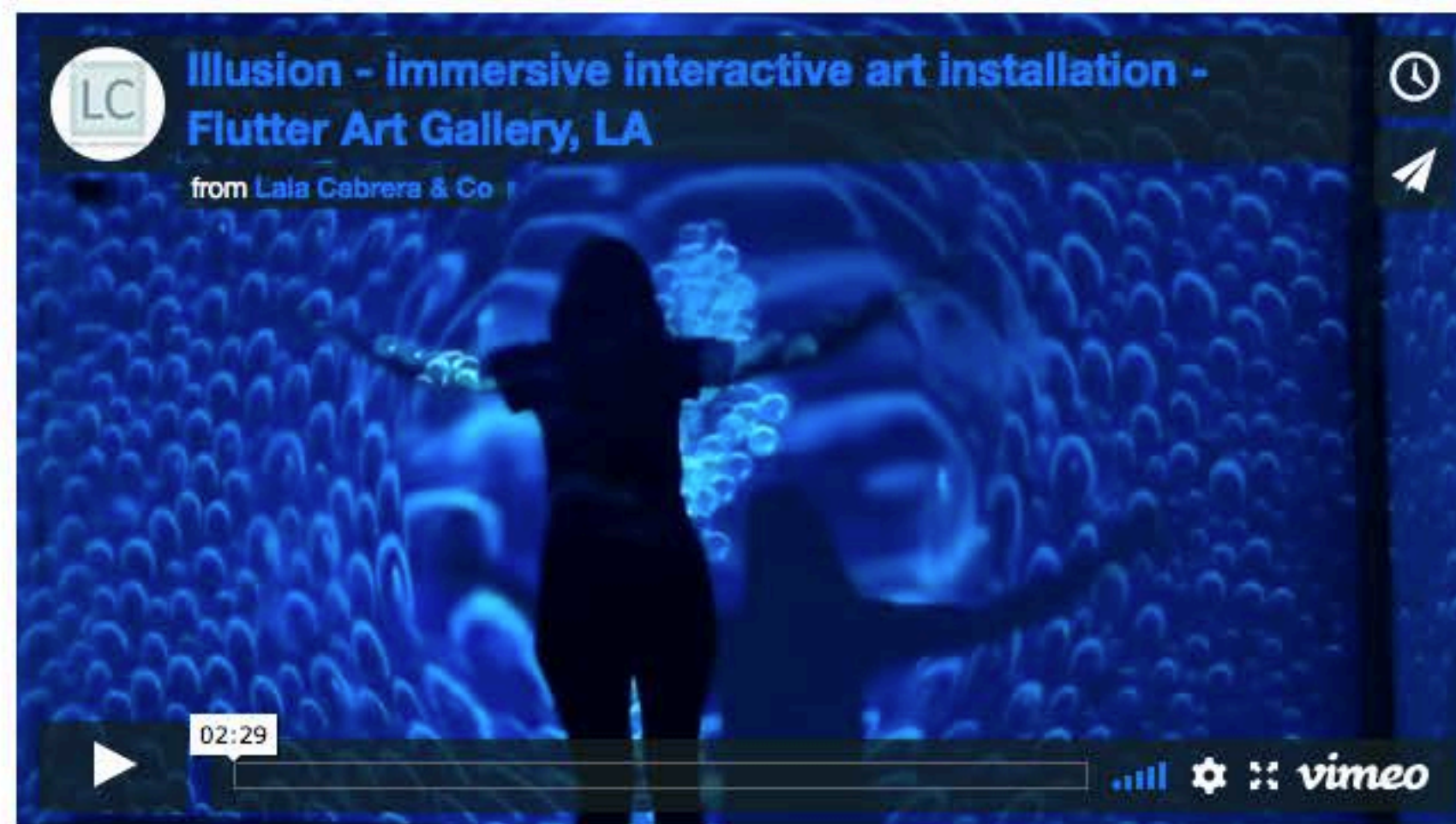
Dans cette salle reflétée à l'infini, on peut voyager depuis un paysage urbain animé, briser des murs pour laisser libre cours à la beauté et au pouvoir de la nature, vagues de la mer, forêt et lucioles, une salle d'évasion pour des vues aériennes de la côte méditerranéenne, peinture et encre créant des formes qui évoquent le lien entre micro et macro, des néons qui réagissent à vos mouvements en créant des formes et des mots qui nous rappellent le sens de l'illusion, un mirage mais aussi un trille et un espoir.



“ Le duo de médias numériques Laia Cabrera et Isabelle Duverger proposent *Illusion*, un espace inondé de projections et de systèmes de cartographie, découpant des ombres selon des schémas de bulles ou de feux qui se synchronisent avec le spectateur." Nous pensons qu'il est important d'introduire la narration dans le monde de l'art et C'est plus attrayant et j'essaye de faire un voyage », explique Cabrera qui, avec Duverger, était à l'origine de projections interactives similaires lors de l'Armory Week à New York, ainsi que d'une installation longue de 24 mètres sur les fenêtres du terminal de bus de l'autorité portuaire à Times Square l'automne dernier.



Jordan Riefe , Art & Object, 10 juin 2019



Illusion | Laia Cabrera & Co | Immersive Interactive Art ...

An Immersive Interactive Cinematic Art Installation by Laia Cabrera and Isabelle Duverger / Interactivity by Aniol Saurina Masó / Music and Sound design by Nana Simopoulos Mary Ann McSweeney / ...

<https://www.laiacabrera.com/illusion>

Anaïs Bernard

Docteure en Sciences de l'art et Arts plastiques

ATER en Arts visuels

<http://corpsenimmersion.overblog.com/>

<http://artsimmersifs.wixsite.com/arts-immersifs>

Anaïs Bernard est docteure en Sciences de l'art et Arts plastiques. Sa thèse intitulée *Traversée des réalités dans l'immersivité de l'art, vers une expérience spatio-temporelle esthétique*, a été soutenue le 25 novembre 2016 sous la direction du Professeur Bernard ANDRIEU et du Professeur Claire LAHUERTA. Sa recherche se concentre sur les dispositifs artistiques entraînant une immersion du corps dans un environnement synthétique produisant de nouvelles images, des modifications perceptifs et une conscience de soi conduisant l'immersant dans un schéma corporel qui lui permet de se (re)définir. Anaïs est lauréate du Prix de l'Observatoire NIVEA/CNRS (2012) pour ce sujet de recherche. Elle anime le blog Corps en Immersion.

Flutter's Fine Art Funhouse

BY JORDAN RIEFE

MONDAY, JUNE 3, 2019 AT 1 PM.



0



1/24

Jordan Riefe

BEGIN SLIDESHOW

Flutter: Laia Cabrera and Isabelle Duverger

Flutter is a funhouse, a 15-room installation gallery sharing a common theme called “play-date,” with artists using media ranging from VR, painting and sculpture to audio, projection and motion mapping. For example, “Illusion” by Laia Cabrera and Isabelle Duverger, a mirrored floor and ceiling interactive space which is flooded with bubble or fire patterns, forming shadows that move in sync with the viewer.

“We were working with designers on coding to be able to have this organic and very natural relationship,” Cabrera tells *L.A. Weekly*. “We’re connecting a sophisticated system to make it really immersive and develop the feeling that everything is connected and you can navigate anywhere.”

Curated by Karen Robinovitz, with stellar lighting design by Jordie Turner, Flutter is partnered with Born This Way Foundation, a nonprofit dedicated to empowering youth, co-founded by Lady Gaga and her mother, Cynthia Germanotta.

217 S. La Brea, Fairfax; through November, \$28. flutterexperience.com.

[instagram.com/flutterexperience](https://www.instagram.com/flutterexperience)

NOTÍCIES

Dos catalans presenten 'Flutter', una instal·lació interactiva a Los Angeles

Redacció | 17 juny 2019 | Exterior



Font: Arts Visuals Los Angeles

La directora artística catalana Laia Cabrera, juntament amb la francesa Isabelle Duverger, han posat en marxa *Flutter*, una instal·lació cinematogràfica interactiva a Arts Visuals Los Angeles (Califòrnia, Estats Units) que es pot veure fins l'1 de desembre. En aquesta mostra també hi participa un altre català, el dissenyador d'interactivitat, Aniol Saurina Masó.

Durant cinc mesos, els visitants a la mostra podran gaudir d'una experiència artística innovadora i immersiva amb realitat virtual, cartografia de projecció, mobles escalables, així com una esfinge gegant, il·luminació diürna i estructures arquitectòniques. La missió de *Flutter* és apropar l'art contemporani a la vida quotidiana d'una manera interactiva.

A *Illusion*, les dues creadores mostren la noció de "il·lusions visuals" com un mitjà poderós per a desafiar la nostra ment i l'enfocament interior i subjectiu del temps i de l'espai. A través de mapes de projecció, realitat augmentada, interactivitat, videoart, disseny de so i animació, els artistes conviden el públic a experimentar un viatge sensorial cap al regne màgic i la realitat provocadora. El disseny interactiu és d'Aniol Saurina Masó i la música de Nana Simopoulos i Mary Ann McSweeney.

Laia Cabrera és una cineasta i videoartista espanyola i creadora multimèdia reconeguda críticament amb seu a Nova York, treballant en els àmbits de les instal·lacions artístiques, el nou cinema, el disseny de projecció immersiu, la poesia visual, el documental i les arts escèniques. camps. El treball interdisciplinari innovador de Cabrera fusiona arts cinemàtiques, dansa, música, teatre, arts digitals i interactivitat.

Els seus últims treballs van ser presentats a Times Square, Armory Arts Week-Spring / Break Art Show de Nova York, Brooklyn Academy of Music (BAM), St John the Divine Cathedral, Nuit Blanche DC, La Mama, Dixon Place, Time Center at the New York Times, Art all Night DC, Georgetown Glow, American Masters de PBS i Tempio di Bramante, Roma. Actualment és la directora artística de Laia Cabrera & Co, cofundada amb l'animadora francesa Isabelle Duverger, un equip d'artistes visuals que produeix una àmplia gamma de projectes multimèdia.

EL MÉS LLEGIT

- 1 Distingiran una desena de catalans i catalanòfils residents a l'exterior
- 2 L'Aula Mestra combat la soledat que es troben els professors de català a l'exterior
- 3 Vrsalovic: "Catalunya és reconeguda culturalment a l'exterior"
- 4 Vitòria-Gasteiz serà la seu de la Trobada de Casals Catalans d'Europa
- 5 Dos catalans presenten 'Flutter', una instal·lació interactiva a Los Angeles

+ NOTÍCIES

El Govern demana perdó a Mèxic per la conquesta i la colonització espanyola

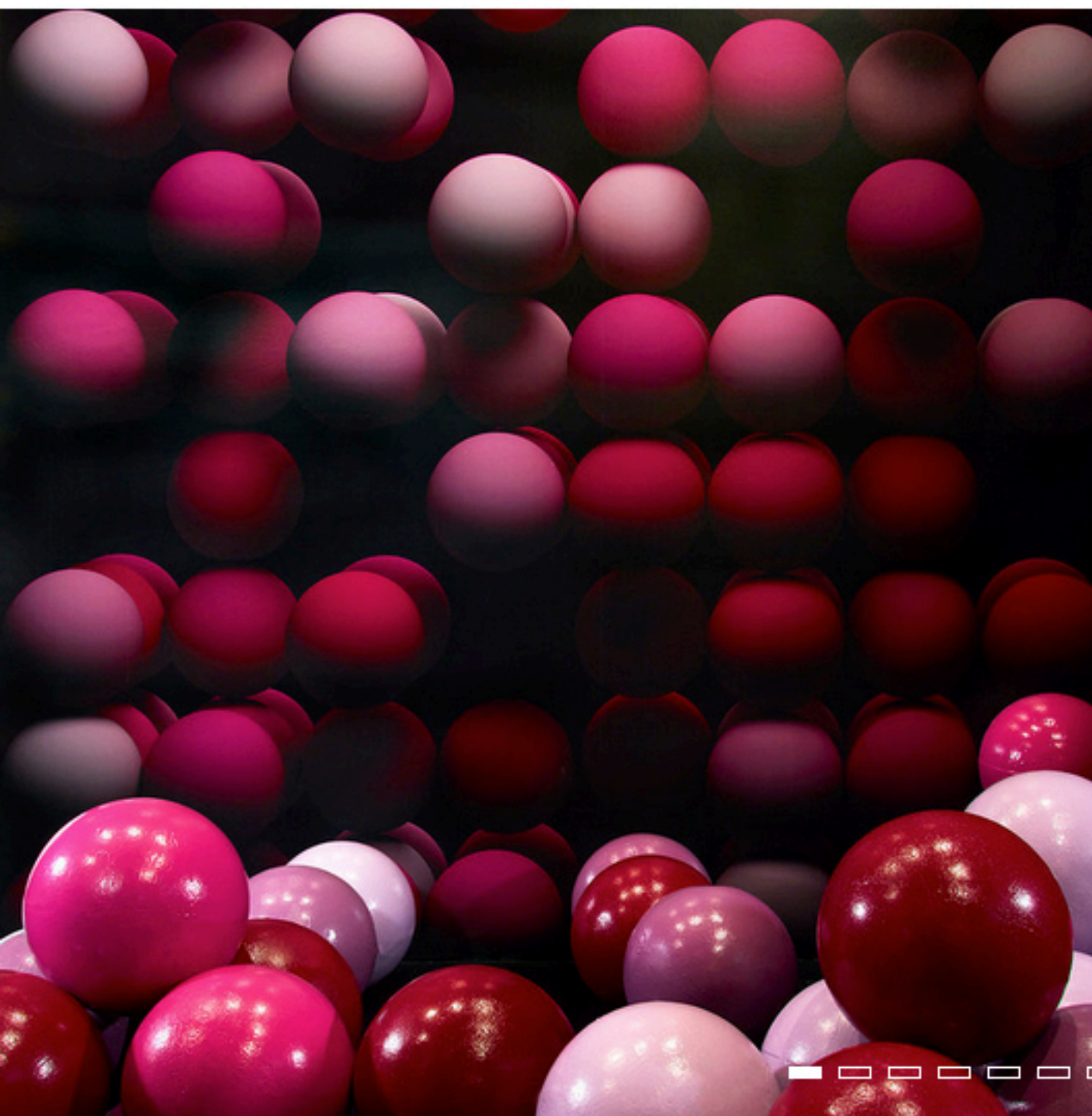
El conseller d'Acció Exterior, Relacions Institucionals i Transparència, Alfred Bosch, ha demanat perdó per les matances i les conseqüències de ...

Distingiran una desena de catalans i catalanòfils residents a l'exterior

L'Institut de Projecció Exterior de la Cultura Catalana (IPECC) ha atorgat el premi Josep Maria Batista i Roca-Memorial Enric Garriga ...

Luxemburg dedica una nit d'havaneres amb l'actuació de Neus Mar

El Centre Català de Luxemburg obrirà oficialment la temporada d'estiu el dissabte 29 de juny (19 hores) amb l'actuació de ...



JUNE 1, 2019

FLUTTER | IMMERSIVE ART EXHIBITION

BY ANAHITA SAFARZADEH

In the heart of Hollywood, between iconic museums and galleries; FLUTTER has planted its roots for a three year project of visionary art. The new exhibition opens its doors this coming week, on South LA Brea and will include work from exhilarating artists, and architects; Katie Stout, Jacolby Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Cyril Lancelin of Town & Concrete, Liz Collins, digital media duo Laia Cabrera and Isabelle Duverger, Elise Peterson, Guillermo Santoma, and Job Piston in collaboration with the award-winning architecture studio, Charlap Hyman and Herrero along with NAR, the NYC-based trans producer, musician and DJ widely known for his work with Rihanna's Fenty collection.

Highlights include Katie Stout's wing which uses mix media to convey the artists well loved works of rainbow creatures. Liz Collins' erected an excerpt of her "Liquid Sky" installation that was taken from her displayed from The New Museum.

What makes FLUTTER different from other immersive spaces is the fifteen coveted contemporary artists whose goal was to create an experimental work spaces which evoke nostalgic sense of joy and playfulness. Each unique room pushes the boundary and limits of what art could be with the infusion of technology and space. Here, there is a sense of community within the collage of art spanning mediums of VR, projection mapping, ASMR, claimable furniture, lights, architecture, and a sensory journey.

The project is also partnering up with Born This Way Foundation, founded by Lady Gaga and Her mother Cynthia Germanotta. The charity supports the wellness of young people and empower them to create.

FLUTTER is also excited to collaborate with Flavor Paper, a Brooklyn-based wallpaper which worked with the artists to reimagine their works into wallcoverings, available to visitors of the space to purchase so that they may take part of the experience home.

Flutter opens June 1. Purchase tickets [HERE](#).

217 South La Brea, Los Angeles, 90036, California



Toy Story 4: Behind the Scenes Cast Voice Overs - Tom Hanks, Tim Allen

ScreenSlam • 2.6K views • 4 days ago

Toy Story 4: Behind the Scenes Cast Voice Overs - Tom Hanks, Tim Allen SUBSCRIBE: <http://goo.gl/mHkEX9> FOLLOW US: <http://goo.gl/7SoFjW> LIKE US: <http://goo.gl/6srxoU> Check out Movie Behind the

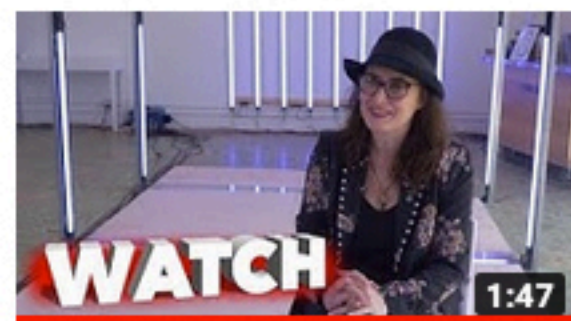


Laia Cabrera talks Interactive Art Installation at Flutter

ScreenSlam • 152 views • 1 week ago

SUBSCRIBE: <http://goo.gl/mHkEX9> FOLLOW US: <http://goo.gl/7SoFjW> LIKE US: <http://goo.gl/6srxoU> Check out Movie Behind the Scenes, Interviews, Movie Red Carpet Premieres, Broll and more from

Uploads  PLAY ALL



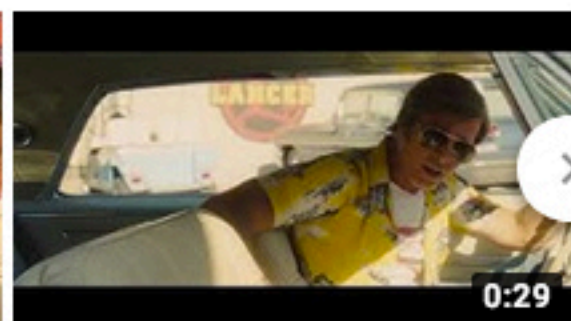
Illusion: Laia Cabrera Talks Interactive Art Installation at



Once Upon a Time In Hollywood Quentin Tarantino



Once Upon a Time In Hollywood Margot Robbie



Once Upon a Time In Hollywood Brad Pitt



Accueil >

🕒 24/05/2019

Illusion

installation immersive interactive de Laia Cabrera & Isabelle Duverger

📅 Calendrier

📡 Ajouter au calendrier ▼

> du 01 juin au 01 novembre, galerie Flutter, South La Brea / Los Angeles (USA)

> <https://flutterexperience.com/>

> <https://www.laiacabreraco.com/illusion>



Nos partenaires

Ministère de la Culture (Secrétariat général/Service de la coordination des politiques culturelles et de l'innovation) • Région Ile-de-France • Ville de Paris • Mairie du 10^e •

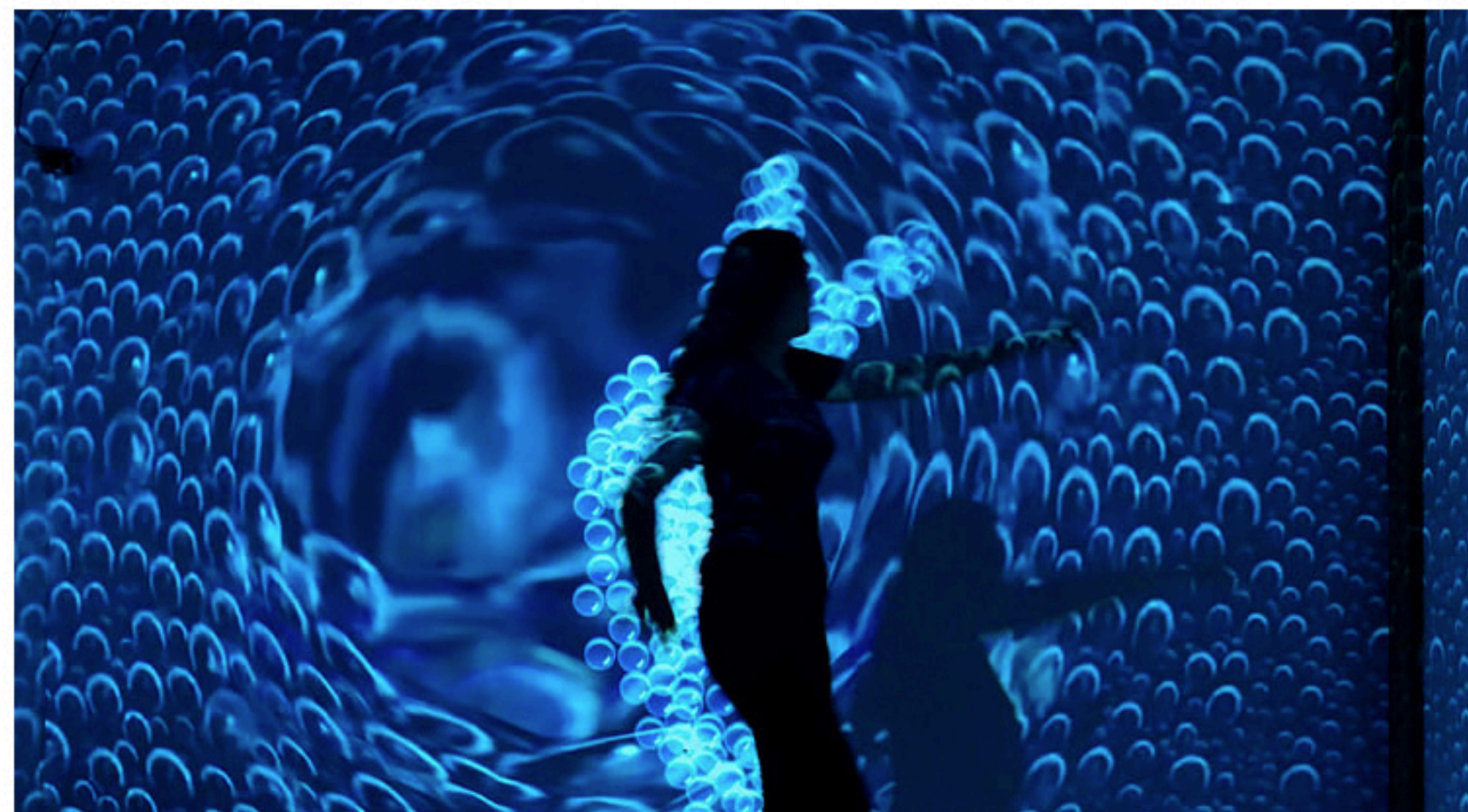
RAN (MCD membre du RAN) • Fondation HSBC pour l'éducation • Art2M • ArtJaws

05/06/2019 News

Illusion

Laia Cabrera & Isabelle Duverger

L'interaction et l'immersivité au service de l'illusion d'optique. On pourrait résumer ainsi *Illusion*, l'installation conçue par Laia Cabrera et Isabelle Duverger, cinéastes et artistes plasticiennes. Combinant différentes techniques (mapping, miroir, réalité augmentée, vidéo, musique, animation), leur dispositif est une expérience limite, entre voyage sensoriel et labyrinthe numérique, où le public est invité à se perdre et à jouer « activement » dans un maelstrom de formes, de couleurs et de sons.

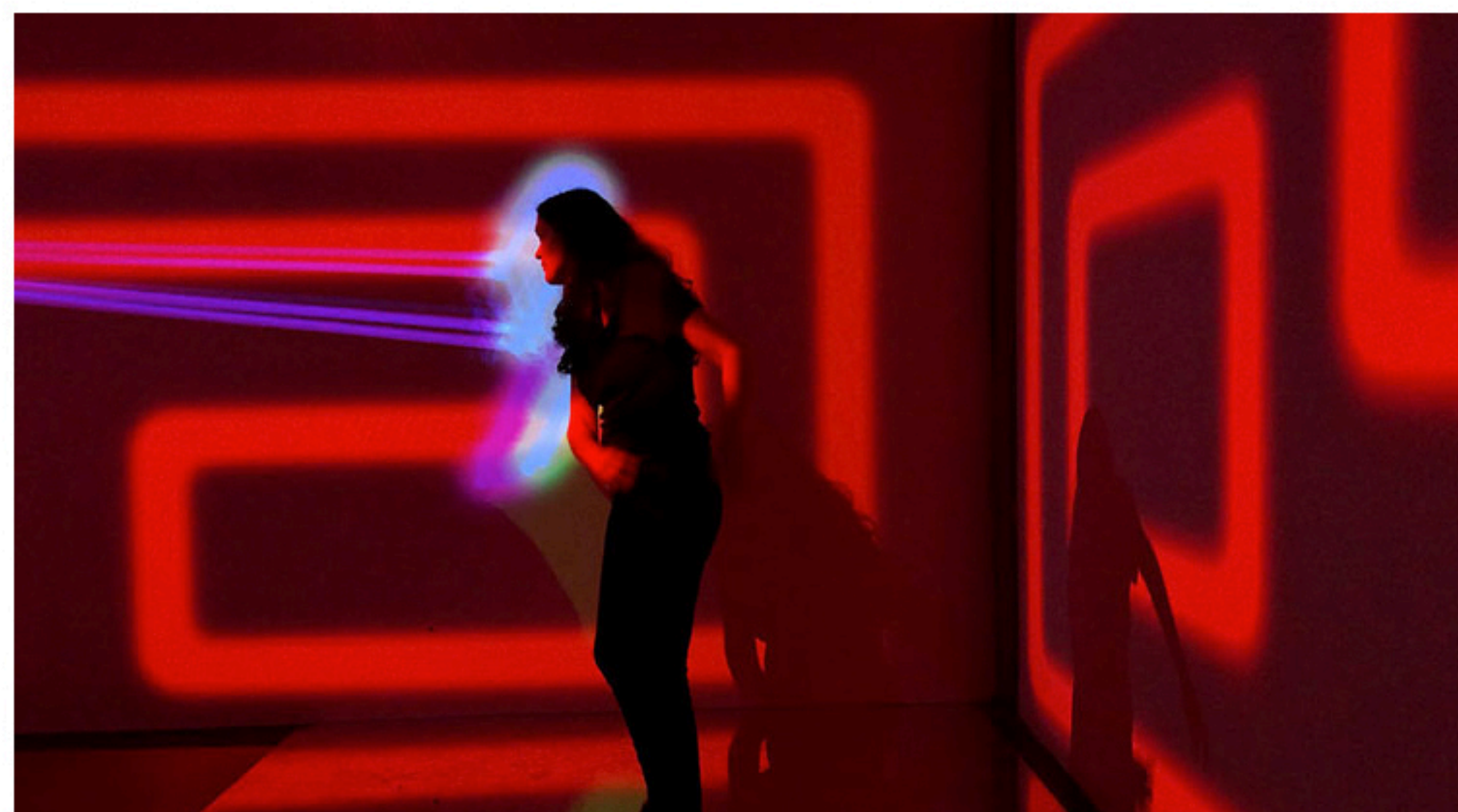


Illusion est une œuvre « multiple » (immersive, interactive, etc.). Comment est né ce projet ? Sur quels principes repose-t-il ?

Ce projet est né d'une recherche que nous menons depuis quelques années sur l'illusion de la notion du temps. Parce que notre travail est très visuel, nous avons cherché le langage le plus approprié pour proposer une pièce qui permettrait de jouer avec cette notion. L'art immersif est pour nous le moyen d'arracher le public à la réalité en l'invitant à se retrouver dans un espace complètement transformé. L'utilisation de miroirs au sol et au plafond est un autre moyen que nous utilisons ici pour transformer, renverser la perspective pour le public.

Pourquoi ce choix de l'interactivité ?

La technologie évolue beaucoup et nous nous intéressons aux possibilités qu'elle nous propose, sans se laisser limiter par elle. L'intention est de faire participer le spectateur afin qu'il ne soit plus seulement spectateur, mais acteur de notre histoire. Et l'interactivité est un élément essentiel afin de donner le contrôle au public, mais également de lui permettre de s'investir dans la pièce, d'en altérer le sens et de générer du contenu visuel et sonore. En d'autres termes, cela permet d'explorer de nouvelles dramaturgies et narrations multimédias. Pour cela nous avons collaboré avec le designer en interactivité Aniol Saurina Masó. L'essence de notre travail en tant qu'artistes est de raconter des histoires en créant de nouveaux langages pour le public. Et la réactivité de la pièce, de par cette interactivité, permet aux tout petits comme aux plus grands d'y participer. Toutes ces possibilités qui s'ouvrent au public sont en soi une récompense.



Le son et la musique renforcent le sentiment d'immersion. Quelques phrases sur cet aspect...

Nous travaillons toujours le son, autant que possible. Cela renforce l'univers visuel et transmet une émotion que les visuels seuls ne peuvent communiquer. Nous sommes musiciennes et nous essayons autant que possible de travailler avec des compositeurs et musiciens qui comprennent le langage visuel. Avec nous sur ce projet, Nana Simopoulos est une compositrice de musique de film renommée qui peut faire du jazz ou de la musique du monde, mais aussi créer des univers sonores. Mary Ann McSweeney, contrebassiste de jazz, a également participé à l'enregistrement de certaines sections de la musique, apportant ainsi son talent d'improvisation à notre pièce.

Quelques mots également sur vos projets en cours...

Nous avons participé à la création d'une plateforme interactive de 22 m de long, *Coolture Impact*, à Times Square à New York, durant ces deux dernières années. C'est la première de ce genre dédié à l'art, et la plus grande de son genre. Elle a été inaugurée avec notre pièce *The Now* en octobre dernier. Elle permet maintenant à d'autres artistes qui utilisent également l'interactivité d'y présenter leurs pièces. Nous y retournerons à la mi-juin pour présenter une nouvelle pièce. Nous sommes également en train de développer une pièce sur la recherche de la conscience qui sera développée pour être projetée dans un dôme.

Laurent Diouf

Illusion, installation interactive de Laia Cabrera & Isabelle Duverger, du 1er juin au 1er novembre, galerie Flutter, South La Brea / Los Angeles (USA)

> <https://flutterexperience.com/>

> <https://www.laiacabrera.com/illusion>



Nos partenaires

Ministère de la Culture (Secrétariat général/Service de la coordination des politiques culturelles et de l'innovation) • Région Ile-de-France • Ville de Paris • Mairie du 10^e •

RAN (MCD membre du RAN) • Fondation HSBC pour l'éducation • Art2M • ArtJaws

JULY 29, 2019

TYGA | WATER SIGNS, STAR SIGNS, CASH SIGNS

BY MATTHEW BEDARD



Consider California rap star Tyga in outer space. What's that look like? Is he stealing glances at Earth, knowing he's conquered her from corner to corner, pole to pole, and so absconded to wider orbit in search of new music likelihoods? Or has Earth been failed by one and many, ourselves and Tyga, and is thus compelled to send selective superstars out into the Great Unknown to scope for new black holes of culture that stand to save our species, to abandon all that once was, and beyond? Either way, whatever's looming, Tyga looks great.

Considering our brief (and not the first) high-five with the star, in the midst of his smoking summer record, *Legendary*, and tour stop inside the "Flutter Experience" exhibition on La Brea in Hollywood, *Flaunt* took liberties to consult one of the numerous astrologists we have in our pretty pockets for a birth chart reading the day of our shoot. The hip-hopper is, after all, on the brink of age 30, a veritable end of days in this postcode, and therefore grounds for a serious reckoning. The results speak to a complex identity at the intersection of contemporary music. They're also interesting, to some extent, though a bit feebly stated as fact.

Alas, *Flaunt* is not interested in quasi-spiritual cheap tricks to wholly evaluate ourselves or others, in between these pages or in between the sheets. We love cheap tricks, but with spirit to hand, we don't fuck around. So, we tossed a silly salad with each of Tyga's astrological readings' platitudes and came out with:

- A) a philosophical marriage with each respective track from *Legendary*
- B) a coincidence and/or refutal contingent on A, made possible with memorable lines from the prescient 1985 epic film, *Legend*, starring the delightful Tom Cruise.

The results might look something like this:

One of Tyga's favorite foods is macaroni and cheese.

It's clear that while Tyga might love Mac n' Cheese, he can't stand cheesy shit, especially when it comes to people. Those who are close to him need to understand he's special.

LOUIS VUITTON shirt and pants and NIKE shoes.
LAIA CABRERA AND ISABELLE DUVERGER. "ILLUSION" (2019).
COURTESY OF THE ARTIST AND FLUTTER EXPERIENCE.



Illusion at Flutter Experience Art Gallery

"ILLUSION" is an immersive interactive cinematic art installation about the art of seeing and experiencing, created by awarded filmmakers and visual artists Laia Cabrera and Isabelle Duverger in collaboration with interactive designer Aniol Saurina Masó, and music and sound design by Nana Simopoulos with Mary Ann McSweeney, that offers the chance to step into an illusion of infinite space.

What is real? What is imaginary? Is the distinction just in our mind?

With these questions, we want to bring the audience an alternative cultural experience where they are no longer passive spectators but actively entering the very heart of the art piece. "ILLUSION" is based on the notion of "visual illusions", a powerful means by which to challenge our mind and the inner and subjective approach to time and space.

Through projection mapping, mirrors, augmented reality, interactivity, video art, music and animation, we invite our audience to experience a sensorial journey onto magical realms and thought-provoking realities. "ILLUSION" is a mirage but also a dream, a playful art installation that blurs the line between true and false, merging the physical and digital worlds.

Start Date

June 1, 2019

End Date

November 1, 2019

Hours

03:00 PM - 09:00 PM

Address

Flutter Experience Art Gallery,
217 S La Brea, Los Angeles

Event Type

Ticketed

More Information

<https://www.laiacabreraco.com/illusion>

ABOUT FLUTTER – "WHERE ART AND HAPPINESS MEET"

Opening June 1st on South La Brea, Los Angeles, FLUTTER is an innovative, immersive art experience. FLUTTER's mission is to bring contemporary fine art into everyday life in a way that is interactive, encouraging community and creativity. The inaugural installation includes artists: digital media duo Laia Cabrera and Isabelle Duverger (in collaboration with Aniol Saurina Masó), Katie Stout, Jacolby Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Cyril Lancelin of Town & Concrete, Liz Collins, Elise Peterson, Candy Chang, Guillermo Santoma as well as Job Piston in collaboration with the award-winning architecture studio, Charlap Hyman and Herrero along with NAR.

OCTOBER 17, 2019

POPPY | IF IDENTITY IS CURRENCY, LET'S BET THE WHOLE DAMNED FARM

BY ANNA ZANES



FENDI dress and bodysuit, BITCHFIST belt and choker, and CECILIO LEATHER DESIGNS headpiece.
LAIA CARRERA + ISABELLE DUVERGER | "ILLUSION" 2018



FENDI dress and bodysuit, BITCHFIST choker, and CECILIO LEATHER DESIGNS headpiece.
LAIA CARRERA + ISABELLE DUVERGER | "ILLUSION" 2018



FENDI dress and bodysuit, BITCHFIST belt and choker, PRADA shoes, and CECILIO LEATHER DESIGNS headpiece.
LAIA CARRERA + ISABELLE DUVERGER | "ILLUSION" 2018

Poppy is a weird and wonderful construct, a cartoon character, YouTube personality, cult leader, and crooner. Her sound is spooky, synth-heavy, and ethereal; but that is not all there is. Appropriately, to understand the depths of how Poppy arrived, we have to see and hear who she is—a performer and a platform. But with this star, traditional interview would not provide the necessary means for a full profile of all that Poppy is. This is an effeminate hologram humanoid we've all followed deep into internet wormholes at one point since her strange and stimulating emergence as a YouTube sensation. In 2013, she featured short films in collaboration with creative director, Titanic Sinclair, where she talked to plants, indulged in ASMR, and attempted to aid a drug-addled mannequin DJ to get on a wagon. Naturally, the interview itself is akin to meeting the lovechild of Kawaii Barbie and Andy Kaufman. With her high-pitched, childlike voice and doe eyes, I feel stuck in a corner, unsure of how to breach her barriers. In surrendering to the fact that Poppy is not another docile, or even a singular being, but an eccentric and expansive internet experience, I became a Poppyseed.

"You will pledge your allegiance to Poppy. You will do anything poppy says. Poppy loves you and will always love you. Poppy welcomes you into her universe. Feel the love of Poppy flow through you. Feel the pulse of the internet as we become one." - The Gospel of Poppy ©

Who does Poppy feel like her fan base is? Who is Poppy speaking to with her work? "I stay out of politics because I'm just an entertainer. I like focusing on creating art. My personal gender politics? I am a girl, but I believe that everyone should be able to identify with whatever they choose. I would never restrict somebody from enjoying my content based off of who they are or where they are from. It's meant for everyone."

At first, I struggle to find her thesis in it all. This satirical persona recounts her character's "origin" story by releasing an ASMR video of herself eating cotton candy against a blood-soaked, but very catchy, pop music video for her song, "X." And a cult leader? I assume it was all a rouse to break the internet, and hope that she'll break character and explain it all to me. Or, as many internet theorists claim, I would have my eyes opened to the truth: that she is an actual robot demon. When questioned on her human life, her hometown, her age—the artist, signature style unwavering, answers in her programmed tone, "I'm from the internet. I have no age."

The interview itself does not yield the map that would unlock Poppy's inner world. But what gets me much further is obsessively spending the next few sleepless days on my computer, where, somewhere along the line, I joined her church, *Poppy.church*, became enlightened, and slowly started to manifest the enigma that is the singer and simulation herself, who'd sat down with me to talk about happiness, social media, cults, and Johnny Cash.

"At the core, if you are really proud and really fully invested in your work, I think that will come across to the audience. From our experience, that seems to be true."

To dive into her discography is one thing, but to burrow deeper, for days straight as I did, is a disturbing and inspiring path to discovering a new understanding of the web. "I think, because my name is Poppy, people think that my music is just pop. But when I was specifically only doing pop music, I never felt that it was to the formula, either. It was still my own brand of pop music. I have always been a fan of Gary Numan, David Bowie, and Johnny Cash. And lately, I've been listening to a lot of Nine Inch Nails again."

Poppy's church is the best kind of cult, and I experienced that firsthand in my exploration of the site. It's strewn with fan art as aesthetically fantastical and fanatical as the artist herself—depictions of Poppy in an array of embodiments, from a clean and colorful image of a hairless cat, to your more traditional anime-style portraits. The conversations in chatrooms are full of clearly set boundaries, expressing and emphasizing safety and fellowship, from anti-bullying forums, to chatrooms dedicated to breaking down your favorite Poppy song. I didn't live through the Groupie era, but I've seen and read that first issue of *Rolling Stone*, and, minus the sexualization of the fangirls, the theme of love and community that the first "true" fans had then doesn't seem far off from what Poppy has procured with *Poppy.church*.

"My fans started calling me their cult leader so I decided to start a church. It is online but our goal is to have an actual building in Los Angeles where people can come and worship and create as well. *Poppy.church* is a fan-centric website that allows them to talk to me directly. I do go on very often and leave journal entries and messages on the walls. I wanted to create my own platform so we know what's going on. A safe space."

Even though her fanbase is strong and in a continuous state of expansion, with each production, film, print, audio or otherwise, Poppy has presented something that shows a significant shift in her work without offering us a new statement. Next, Poppy promises to once again edge towards her self-proclaimed overall creative goals by giving us another album that she says speaks to her career more so than anything before. Falling under the categories of "experimental," and "post-genre," she gives us, as we've now learned to expect, very little information on the drop itself, other than the name, *I Disagree*.

"It is called 'I Disagree' and it's coming out in November. It's my dream album, my most exciting release. We got to really explore a lot of things and uncharted territories. The tone is quite severe, and the lyrics are very on the nose."

Poppy's future holds much for us; she's proven her ability as an artist to push past our preconceived human boundaries, to take us places bizarre and brainy. Poppy, or, the artist formerly known as Moriah Rose Pereira, may not be your God, or mine just yet, but she's giving the post-internet age something to believe in, and making something that matters to many, many people in the midst of an often maddeningly modern world.

Photographed by: [Dyan Jong](#).

Styled by: [Samantha Burkhart](#) at The Wall Group.

Hair & Makeup: [Ashley Kucich](#) using Oribe, R+co, Koh Gen Do, and Laura Mercier.

Lighting: Chet Hay.

Photogrammetry: David Cihelna.

3D Art: Nate Soto.

Location: [Flutter Experience](#), Los Angeles.

POPPY IS A WEIRD AND WONDERFUL CONSTRUCT, A CARTOON CHARACTER, YOUTUBE PERSONALITY, CULT LEADER, AND CROONER.

Her sound is spooky, synth-heavy, and ethereal; but that is not all there is. Appropriately, to understand the depths of how Poppy arrived, we have to see and hear who she is—a performer and a platform. But with this star, traditional interview would not provide the necessary means for a full profile of all that Poppy is. This is an effeminate hologram humanoid we’ve all followed deep into internet wormholes at one point since her strange and stimulating emergence as a YouTube sensation. In 2013, she featured short films in collaboration with creative director, Titanic Sinclair, where she talked to plants, indulged in ASMR, and attempted to aid a drug-addled mannequin DJ to get on a wagon. Naturally, the interview itself is akin to meeting the lovechild of Kawaii Barbie and Andy Kaufman. With her high-pitched, childlike voice and doe eyes, I feel stuck in a corner, unsure of how to breach her barriers. In surrendering to the fact that Poppy is not another docile, or even a singular being, but an eccentric and expansive internet experience, I became a Poppyseed.

“You will pledge your allegiance to Poppy: You will do anything poppy says. Poppy loves you and will always love you. Poppy welcomes you into her universe. Feel the love of Poppy flow through you. Feel the pulse of the internet as we become one.” - The Gospel of Poppy ©

Who does Poppy feel like her fan base is?

Who is Poppy speaking to with her work? “I stay out of politics because I’m just an entertainer. I like focusing on creating art. My personal gender politics? I am a girl, but I believe that everyone should be able to identify with whatever they choose. I would never restrict somebody from enjoying my content based off of who they are or where they are from. It’s meant for everyone.”

At first, I struggle to find her thesis in it all. This satirical persona recounts her character’s “origin” story by releasing an ASMR video of herself eating cotton candy against a blood-soaked, but very catchy, pop music video for her song, “X.” And a cult leader? I assume it was all a rouse to break the internet, and hope that she’ll break character and explain it all to me. Or, as many internet theorists claim, I would have my eyes opened to the truth: that she is an actual robot demon. When questioned on her human life, her hometown, her age—the artist, signature style unwavering, answers in her programmed tone, “I’m from the internet. I have no age.”

The interview itself does not yield the map that would unlock Poppy’s inner world. But what gets me much further is obsessively spending the next few sleepless days on my computer, where, somewhere along the line, I joined her church, *Poppy:church*, became enlightened, and slowly started to manifest the enigma that is the singer and simulation herself, who’d sat down with me to talk about happiness, social media, cults, and Johnny Cash.

“At the core, if you are really proud and really fully invested in your work, I think that will come across to the audience. From our experience, that seems to be true.”

To dive into her discography is one thing, but to burrow deeper, for days straight as I did,

FENDI dress and bodysuit, BITCHFIST belt and choker, and CECILIO LEATHER DESIGNS headpiece.

Laila Cabrera + Isabelle Duverger | “Illusion” 2018



DATUNA SULIKASHVILI dress, THE END IS NEAR mask, BITCHFIST choker, and YEPREM rings.

Jillian Mayer "Chime Time" 2018

is a disturbing and inspiring path to discovering a new understanding of the web. "I think, because my name is Poppy, people think that my music is just pop. But when I was specifically only doing pop music, I never felt that it was to the formula, either. It was still my own brand of pop music. I have always been a fan of Gary Numan, David Bowie, and Johnny Cash. And lately, I've been listening to a lot of Nine Inch Nails again."

Poppy's church is the best kind of cult, and I experienced that firsthand in my exploration of the site. It's strewn with fan art as aesthetically fantastical and fanatical as the artist herself—depictions of Poppy in an array of embodiments, from a clean and colorful image of a hairless cat, to your more traditional anime-style portraits. The conversations in chatrooms are full of clearly set boundaries, expressing and emphasizing safety and fellowship, from anti-bullying forums, to chatrooms dedicated to breaking down your favorite Poppy song. I didn't live through the Groupie era, but I've seen and read that first issue of *Rolling Stone*, and, minus

the sexualization of the fan girls, the theme of love and community that the first "true" fans had then doesn't seem far off from what Poppy has procured with Poppy.church.

"My fans started calling me their cult leader so I decided to start a church. It is online but our goal is to have an actual building in Los Angeles where people can come and worship and create as well. Poppy.church is a fan-centric website that allows them to talk to me directly. I do go on very often and leave journal entries and messages on the walls. I wanted to create my own platform so we know what's going on. A safe space."

Even though her fanbase is strong and in a continuous state of expansion, with each production, film, print, audio or otherwise, Poppy has presented something that shows a significant shift in her work without offering us a new statement. Next, Poppy

promises to once again edge towards her self-proclaimed overall creative goals by giving us another album that she says speaks to her career more so than anything before. Falling under the categories of "experimental," and "post-genre," she gives us, as we've now learned to expect, very little information on the drop itself, other than the name, *I Disagree*.

"It is called 'I Disagree' and it's coming out in November. It's my dream album, my most exciting release. We got to really explore a lot of things and uncharted territories. The tone is quite severe, and the lyrics are very on the nose."

Poppy's future holds much for us; she's proven her ability as an artist to push past our preconceived human boundaries, to take us places bizarre and brainy. Poppy, or, the artist formerly known as Moriah Rose Pereira, may not be your God, or mine just yet, but she's giving the post-internet age something to believe in, and making something that matters to many, many people in the midst of an often maddeningly modern world.

PHOTOGRAPHER: DYAN JONG. STYLIST: SAMANTHA BURKHART AT THE WALL GROUP. HAIR & MAKEUP: ASHLEY KUICICH USING ORIBE, R+CO, KOH GEN DO, AND LAURA MERCIER. LOCATION: FLUTTER EXPERIENCE, LOS ANGELES.



FENDI dress and bodysuit, BITCHFIST choker, and CECILIO LEATHER DESIGNS headpiece.

Hair & Makeup: Ashley Kuicich
Location: Flutter Experience, Los Angeles.



- ARCHITECTURE
- CULINARY ARTS
- DESIGN
- FILM

- HERITAGE
- KIDS
- LITERATURE
- MUSIC

- PERFORMING ARTS
- SKETCHING THE FUTURE
- URBAN CULTURE
- VISUAL ARTS

CHOOSE A CITY

Los Angeles

ILLUSION BY LAIA CABRERA AND ISABELLE DUVERGER AT FLUTTER EXPERIENCE



Flutter, a long-term, cross-disciplinary exhibition held within a repurposed 1920s art deco building in Los Angeles features an Immersive Interactive Cinematic Art Installation created by Laia Cabrera and Isabelle Duverger.

Flutter is an innovative, immersive art experience featuring virtual reality, projection mapping, climbable furniture as well as a giant sphinx, day-glow lighting, and architectural structures. Flutter’s mission is to bring contemporary fine art into everyday life in a way that is interactive.

The inaugural installation features the work of several international artists, including *Illusion*, an immersive interactive experience about the art of seeing by awarded filmmakers and visual artists Laia Cabrera and Isabelle Duverger in collaboration with interactivity designer Aniol Saurina Masó. *Illusion* is based on the notion of “visual illusions,” a powerful means by which to challenge our mind and the inner and subjective approach to time and space. Through projection mapping, augmented reality, interactivity, video art, sound design and animation, the artists invite the audience to experience a sensorial journey onto magical realms and thought-provoking realities.

ABOUT LAIA CABRERA

Laia Cabrera is a Spanish filmmaker and video artist and critically recognized multimedia creator based in New York, working in the fields of art installations, new cinema, immersive projection design, visual poetry, documentary, and performing arts, with many projects blending elements of different fields. Cabrera’s innovative interdisciplinary work merges cinematic arts, dance, music, theater, digital arts, and interactivity.

She was awarded the 2016 Silver Telly Award for best Direction, AVA and Telly awards for best Animation, Documentary and Art Direction; NYIT awards 2015 for Best Art Production, 3-time nomination for Outstanding Innovative Video Design, and the Kodak & Color Lab Award for Best Cinematic film for Under Influence. Cabrera is also the recipient of several grants including KrTU Creators, Cultura i de les Arts (CONCA), NYC Council on the Arts, and DC Commission for the Arts and Humanities, among others.

Her work includes traditional and experimental filmmaking, virtual theater and immersive video mapped site-specific installations presented worldwide and commissioned by major institutions. Her last works were presented in Times Square, Armory Arts Week-Spring/Break Art Show New York, Brooklyn Academy of Music (BAM), St John the Divine Cathedral, Nuit Blanche DC, La Mama, Dixon Place, Time Center at the New York Times, Art all Night DC, Georgetown Glow, PBS’s American Masters and Tempietto di Bramante, Rome. She is currently the artistic director of **Laia Cabrera & Co**, co-founded with French animator Isabelle Duverger, a team of visual artists producing a wide range of multimedia projects.

ABOUT ISABELLE DUVERGER

Isabelle Duverger is an award-winning New York-based French illustrator, animator, and projection mapper, working in the U.S. and Europe. Her work has been featured in documentaries, theater plays, feature films, and public art. She has been working alongside Laia Cabrera for the past decade on the creation of site-specific immersive video and sound installations, multimedia shows, and interactive pieces. She is a three-time New York Innovative Theater Award nominee for Outstanding Innovative Design and NYIT award winner with New Stage Theatre Company for Outstanding Performance Art Production for *Night*. Her work has been presented in renowned venues such as Spring/Break Art Show 2018 (Armory Arts Week), Summer Stages un Central Park, Times Square Plaza and St John the Divine Cathedral, La Mama, Brooklyn Academy of Music (BAM) in New York, Nuit Blanche-Art All Night and Georgetown Glow in Washington DC, Teatros del Canal in Madrid, Tempietto Di Bramante in Rome among others

ABOUT ANIOL SAURINA MASÓ

Aniol Saurina Masó is an interactive designer passionate about art and technology. He has worked in multiple projects involving new technologies such as VR and AR and designs interactive experiences that help users learn and discover while playing. His background as a game designer, developer, and 3D artist helps him understand the different aspects of creating a digital product and adapt during the process. He has an MS in Games for Learning from NYU, a Master in Creation of Video Games from UPF Barcelona and a Bachelor in Multimedia Engineering from La Salle, Barcelona.



Sat, June 01 – Sun, December 01, 2019



ADMISSION

Buy tickets

MORE INFORMATION

Flutter Experience

CREDITS

Presented by Flutter Experience. Photo: *Render of Illusion* by Laia Cabrera and Isabelle Duverger.

TOOLS

Save as PDF

Add to your calendar

Bookmark and share

Find an event

Enter your search term(s) Search

Also in Los Angeles

3

- FALLA & FLAMENCO 07/11/2019
- 10TH FESTIVAL CUMBRE FLAMENCA 06/07/2019
- JAVIER PERIANES LIVE WITH THE L.A. PHILHARMONIC 05/23 – 05/24/2019

Also in Visual arts

12

- WATER ON THE WALLS AT BY THE PEOPLE FESTIVAL 06/18/2019
- ART & EMPIRE: THE GOLDEN AGE OF SPAIN 05/18 – 09/02/2019
- FAIR WATER: LA CASCADA BY LUZINTERRUPTUS 05/16 – 09/27/2019
- WATER: THE MIRROR OF LIFE AT FAIR WATER 05/15 – 09/27/2019
- THE WELCOMES / AS BENVIDAS / LAS BIENVENIDAS 04/16 – 05/25/2019
- JAUME PLENSA: TALKING CONTINENTS 03/01 – 06/09/2019

Calendar

May 2019						
«						»
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- Today
- Tomorrow
- In the next 5 days
- Coming soon
- Archives

HOME

CULTURAL ORGANIZATIONS

COMPETITIONS & GRANTS

PROFESSIONAL OPPORTUNITIES

ABOUT US

PRESS

SPAIN/USA / Foundation /



GOBIERNO DE ESPAÑA

MINISTERIO DE ASUNTOS EXTERIORES Y DE COOPERACIÓN

MINISTERIO DE EDUCACIÓN, CULTURA Y DEPORTE

SECRETARÍA DE ESTADO DE CULTURA



AC/E ACCIÓN CULTURAL ESPAÑOLA



MARCA ESPAÑA



Going up?

EXHIBITIONS

"FLUTTER" in Los Angeles



Still from "Illusion" by Laia Cabrera and Isabelle Duverger

SHARE



"FLUTTER's purpose is to bring fine art to everyone. We invite you to participate, experience, interact, and share, in a fun, welcoming environment. We want to promote and encourage enjoyment and connection to others through community and will be announcing several education programs throughout the year" —Chris Dowson, founder of FLUTTER

[FLUTTER](#) will be coming to Los Angeles from June 1 through November 1, 2019. Displaying works from fifteen international artists, this immersive and interactive exhibition is composed of virtual reality, projection mapping, climbable furniture as well as a giant sphinx, day-glow lighting, and architectural structures.

FLUTTER aims to bring contemporary fine art into everyday life in an interactive fashion. This presentation is a "sensory journey" that is open to all ages.

As part of FLUTTER, for the next three years, new presentations will be shared every six months. The inaugural edition is themed "the play-date" and the show's tagline is "Where Art and Happiness Meet."

Participants in the exhibition include French artist [Cyril Lancelin](#) and digital media duo Laia Cabrera and [Isabelle Duverger](#) (in collaboration with Aniol Saurina Masó). Other international presenters consist of Katie Stout, Jacolby Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Liz Collins, Elise Peterson, Candy Chang, Guillermo Santoma, Job Piston, and NAR.

Of note, French illustrator Isabelle Duverger, Laia Cabrera, Aniol Saurina Masó, Nana Simopoulos, and Mary Ann McSweeney will be collaborating to debut *Illusion*, an immersive interactive experience about the art of seeing and experimentation. Through *Illusion*, travel from the Mediterranean coast to the depths of a forests to bustling cityscapes. The images seen as part of *Illusion* may not be real, but the feelings they inspire are.

Additionally, Lyon-based artist and owner of creative studio "Town and Country" Cyril Lancelin will also be creating two pieces for FLUTTER. The first one will debut on June 1 and the second six months later in the following show.

Tickets to experience FLUTTER will be \$28. Children under three get in for free. Don't miss the opportunity to interact with the art works starting June 1, 2019!

When

Jun 1 - Nov 1, 2019

[ADD TO CALENDAR](#)

When

Jun 1 - Nov 1, 2019

[ADD TO CALENDAR](#)

Where

217 South La Brea,
Los Angeles, CA 90036

[INFO & TICKETS](#)

[WHAT](#)
[WHERE](#)
[WHEN](#)

[Events Home](#) » [Illusion - Immersive Interactive Cinematic Art Installation](#)

Illusion - Immersive Interactive Cinematic Art Installation



ADD

June 5, 2019, 3:00 pm - 9:00 pm at **Flutter Experience**, 217 S La Brea, Los Angeles, CA 90036

Price: 28

www.laiacabreraco.com

Phone: 951-239-2739

"ILLUSION" is an immersive interactive cinematic art installation about the art of seeing and experiencing, created by awarded filmmakers and visual artists Laia Cabrera and Isabelle Duverger in collaboration with interactive designer Aniol Saurina Masó, and music and sound design by Nana Simopoulos with Mary Ann McSweeney, that offers the chance to step into an illusion of infinite space. Through projection mapping, mirrors, augmented reality, interactivity, video art, music and animation, we invite our audience to experience a sensorial journey onto magical realms and thought-provoking realities.



PROMOTE THIS EVENT



More Dates

June 6, 2019, 3:00 pm

June 7, 2019, 3:00 pm

June 8, 2019, 3:00 pm

June 9, 2019, 3:00 pm

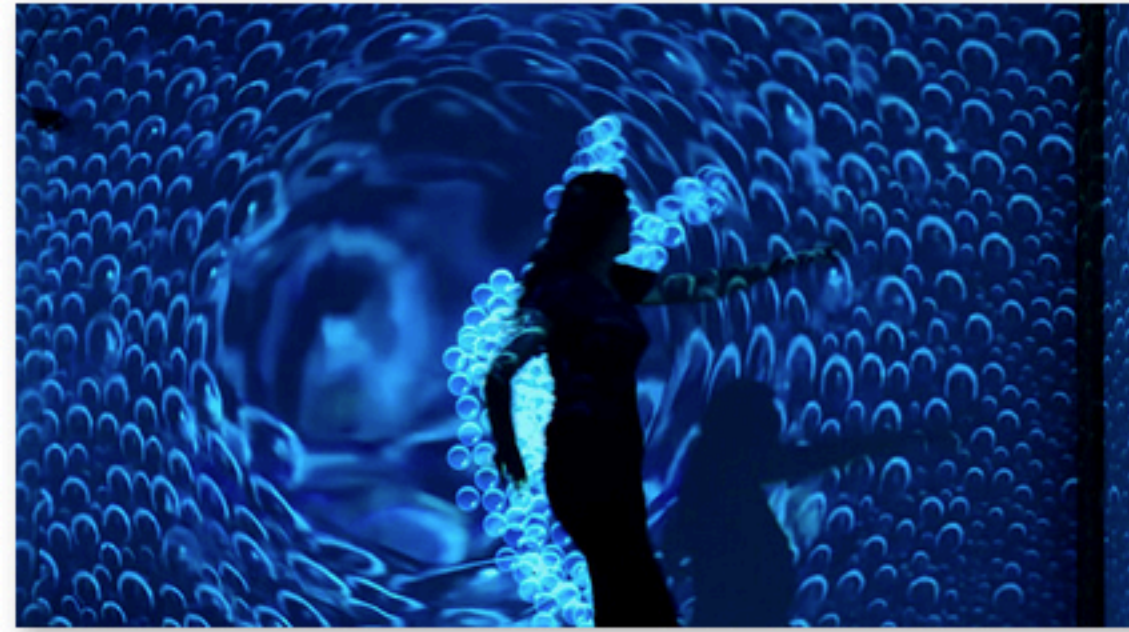
June 12, 2019, 3:00 pm

June 13, 2019, 3:00 pm

June 14, 2019, 3:00 pm

June 15, 2019, 3:00 pm

LOS ANGELES. Laia Cabrera and Isabelle Duverger “Illusion” 1 june – 1 december 2019. Flutter Experience.



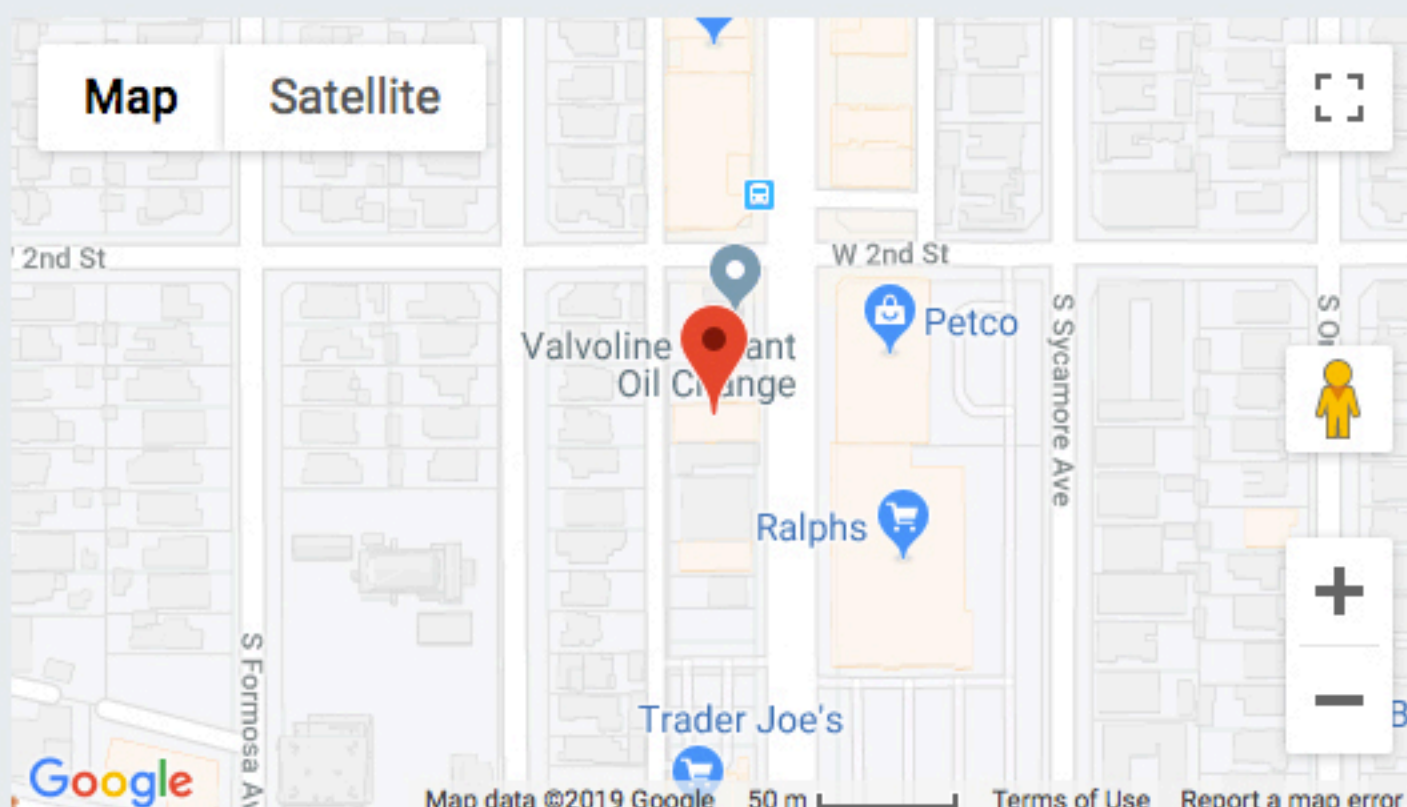
Flutter is an innovative, immersive art experience featuring virtual reality, projection mapping, climbable furniture as well as a giant sphinx, day-glow lighting, and architectural structures. Flutter's mission is to bring contemporary fine art into everyday life in a way that is interactive.

The inaugural installation features the work of several international artists, including Illusion, an immersive interactive experience about the art of seeing by award-winning filmmakers and visual artists Laia Cabrera and Isabelle Duverger in collaboration with interactivity designer Aniol Saurina Masó, as well as music and sound design by Nana Simopoulos with Mary Ann McSweeney. Illusion is based on the notion of “visual illusions,” a powerful means by which to challenge our mind and the inner and subjective approach to time and space. Through projection mapping, augmented reality, interactivity, video art, sound design and animation, the artists invite the audience to experience a sensorial journey onto magical realms and thought-provoking realities.

Laia Cabrera is a Spanish filmmaker and video artist and critically recognized multimedia creator based in New York, working in the fields of art installations, new cinema, immersive projection design, visual poetry, documentary, and performing arts, with many projects blending elements of different fields. Cabrera's innovative interdisciplinary work merges cinematic arts, dance, music, theater, digital arts, and interactivity.

She was awarded the 2016 Silver Telly Award for best Direction, AVA and Telly awards for best Animation, Documentary and Art Direction; NYIT awards 2015 for Best Art Production, 3-time nomination for Outstanding Innovative Video Design, and the Kodak & Color Lab Award for Best Cinematic film for Under Influence. Cabrera is also the recipient of several grants including KrTU Creators, Cultura i de les Arts (CONCA), NYC Council on the Arts, and DC Commission for the Arts and Humanities, among others.

Her work includes traditional and experimental filmmaking, virtual theater and immersive video mapped site-specific installations presented worldwide and commissioned by major institutions. Her last works were presented in Times Square, Armory Arts Week-Spring/Break Art Show New York, Brooklyn Academy of Music (BAM), St John the Divine Cathedral, Nuit Blanche DC, La Mama, Dixon Place, Time Center at the New York Times, Art all Night DC, Georgetown Glow, PBS's American Masters and Tempietto di Bramante, Rome. She is currently the artistic director of Laia Cabrera & Co, co-founded with French animator Isabelle Duverger, a team of visual artists producing a wide range of multimedia projects.



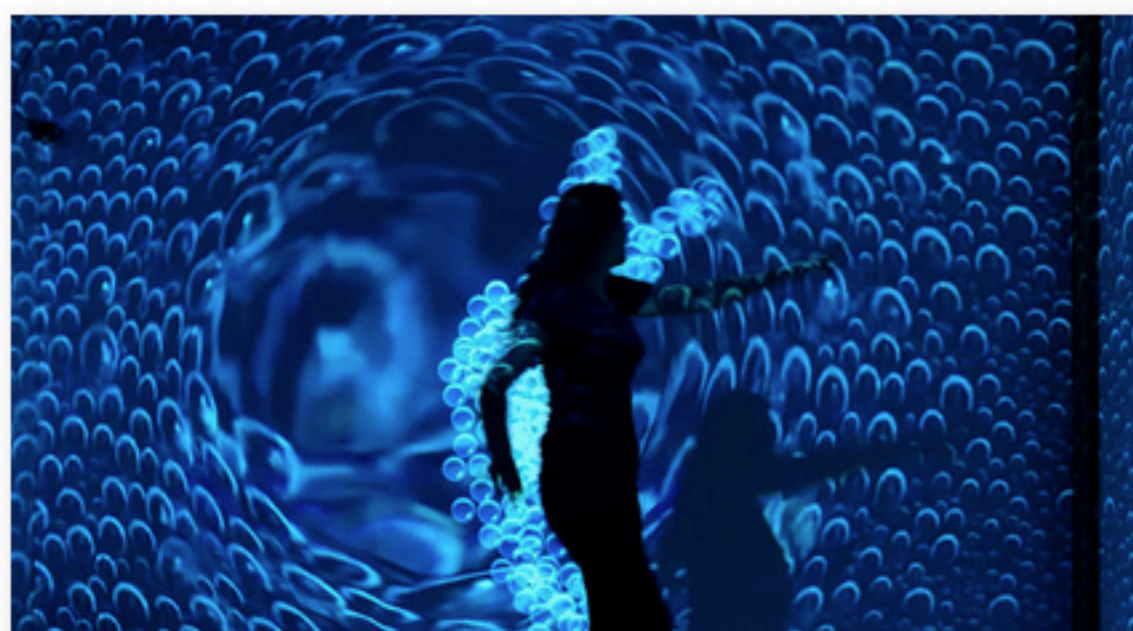
Flutter experience. 217 S La Brea LOS ANGELES

<http://laiacabrera.com/>

<https://flutterexperience.com/>

Image. “Illusion” Laia Cabrera

LOS ANGELES. Laia Cabrera e Isabelle Duverger “Illusion” Del 1 de junio al 1 de diciembre 2019. Flutter Experience.



Flutter es una experiencia artística inmersiva e innovadora que presenta realidad virtual, proyección de mapping, muebles escalables, así como una esfinge gigante, iluminación de día y estructuras arquitectónicas. La misión de Flutter es llevar las bellas artes contemporáneas a la vida cotidiana de manera interactiva.

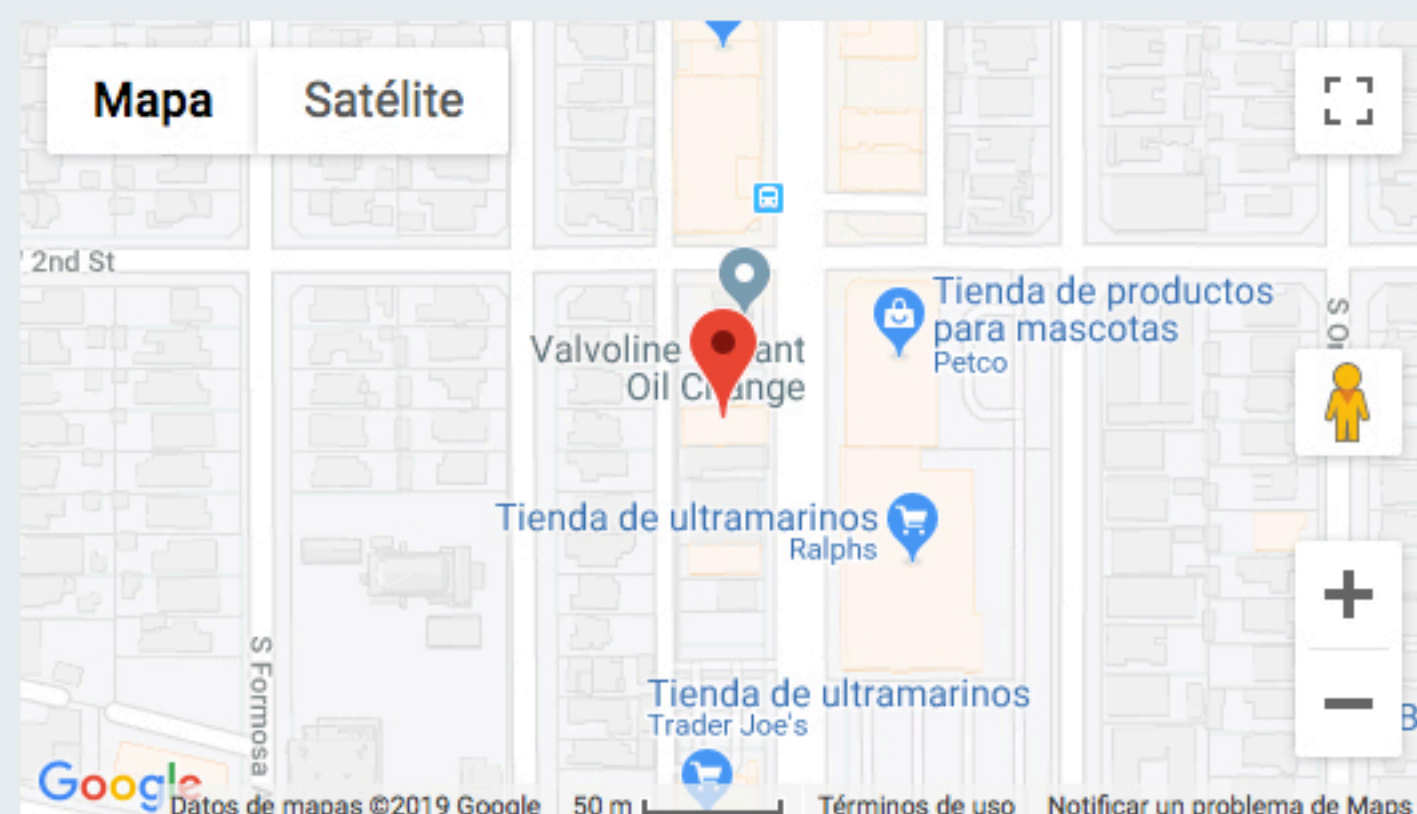
La instalación presenta el trabajo de varios artistas internacionales, entre ellos Illusion, una experiencia interactiva inmersiva sobre el arte de ver a las artistas visuales **Laia Cabrera e Isabelle Duverger** en colaboración con el diseñador de interactividad Aniol Saurina Masó, así como música y diseño de sonido de Nana Simopoulos con Mary Ann McSweeney. Ilusión se basa en la noción de «ilusiones visuales», un medio poderoso para desafiar nuestra mente y el enfoque interno y subjetivo del tiempo y el espacio. A través del mapeo de proyección, la realidad aumentada, la interactividad, el videoarte, el diseño de sonido y la animación, los artistas invitan a la audiencia a experimentar un viaje sensorial hacia los reinos mágicos y las realidades que hacen reflexionar. Laia Cabrera es cineasta y artista de video y creadora multimedia reconocida por la crítica en Nueva York, que trabaja en los campos de las instalaciones de arte, diseño de proyección inmersiva, poesía visual, documental y artes escénicas, con muchos proyectos que combinan elementos de diferentes campos.

El innovador trabajo interdisciplinario de Cabrera combina artes cinematográficas, danza, música, teatro, artes digitales e interactividad.

Fue galardonada con el Premio Silver Telly 2016 a la mejor dirección, AVA y los premios Telly a la mejor animación, documental y dirección de arte; Los premios NYIT 2015 por Mejor producción artística, 3 veces nominación al Mejor diseño de video innovador, y el Premio Kodak & Color Lab por Mejor película cinematográfica por Debajo de la influencia. Cabrera también ha recibido varias subvenciones, entre ellas KrTU Creators, Cultura i de les Arts (CONCA), el Consejo de las Artes de la Ciudad de Nueva York y la Comisión de Artes y Humanidades de DC, entre otros.

Su trabajo incluye creación de películas tradicionales y experimentales, teatro virtual y video envolvente, instalaciones específicas del sitio presentadas en todo el mundo y encargadas por las principales instituciones. Sus últimos trabajos fueron presentados en Times Square, Armory Arts Week-Spring / Break Art Show Nueva York, Brooklyn Academy of Music (BAM), la Catedral de San Juan el Divino, Nuit Blanche DC, La Mama, Dixon Place, Time Center at the New York Times, Art all Night DC, Georgetown Glow, American Masters de PBS y Tempietto di Bramante, Roma.

Actualmente es la directora artística de Laia Cabrera & Co.

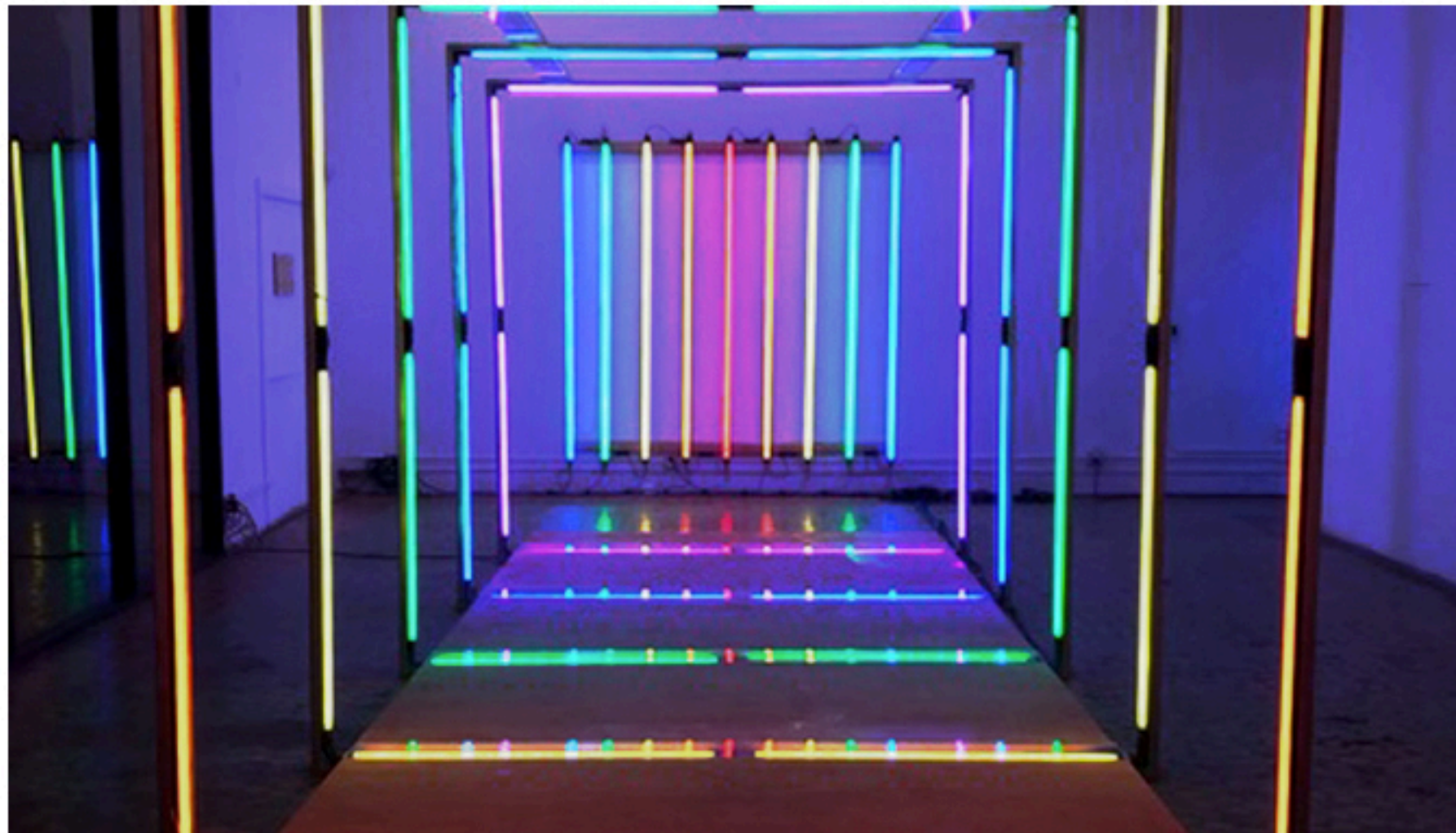


Flutter experience. 217 S La Brea LOS ANGELES

<http://laiacabrera.com/>

<https://flutterexperience.com/>

Imagen. “Illusion” Laia Cabrera



Girls, Ready For A Happy Playdate In L.A.?

A new art experience promises to bring art and fun to all

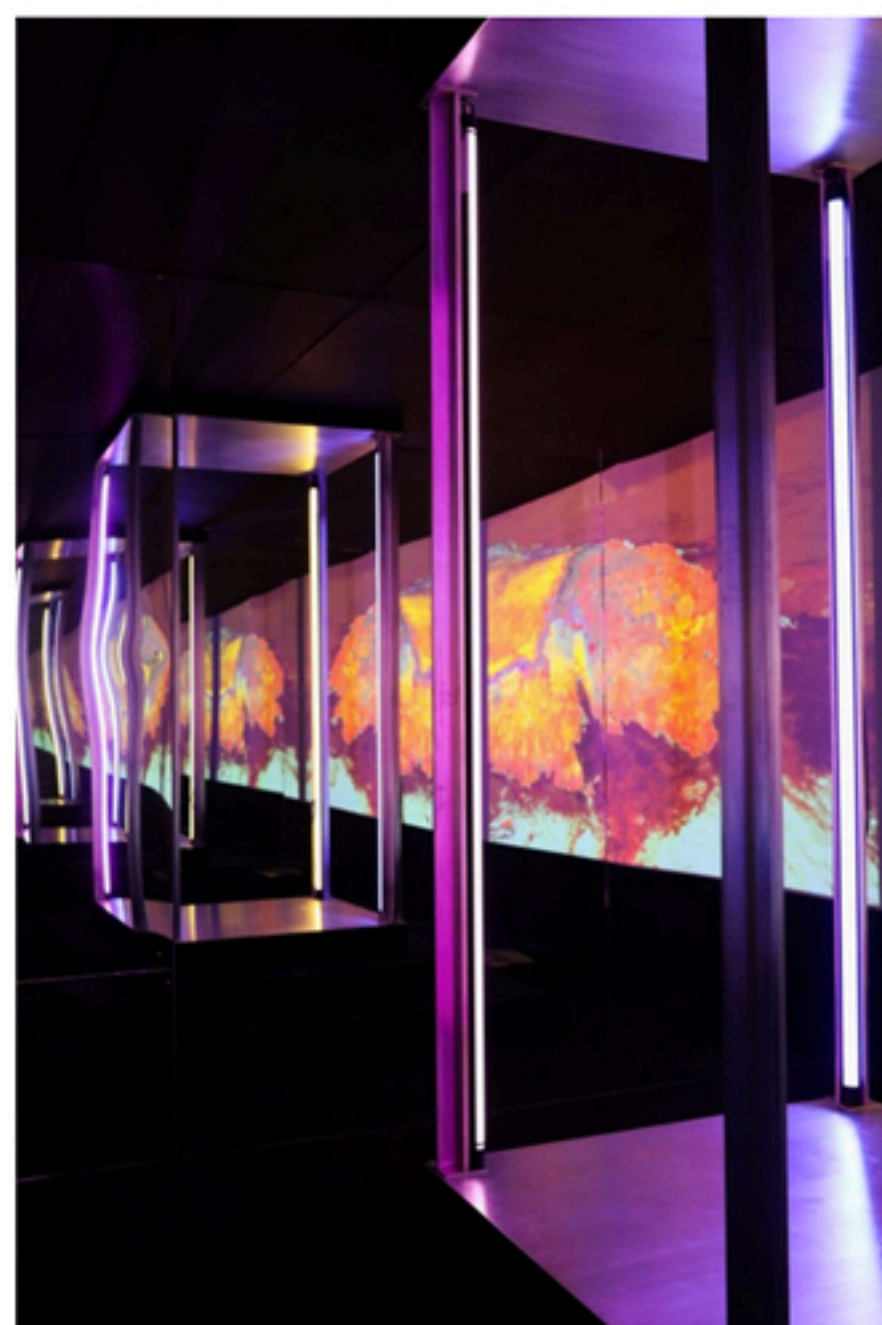
News 20 Jun 2019

Did you kind of like the Museum of Ice Cream but wish something like that would exist with high-level art installations? We got you covered, girl! Just having opened on June 1st in L.A., minutes away from LACMA, FLUTTER is an innovative, immersive art experience, designed for anyone in search of being in an environment that evokes pure happiness and joy. Conceptualised as a ticketed exhibition offering exciting installations, it will run for a limited period of six-months before the next phase of artists are introduced. This format provides artists with a new forum for exploration and experimentation, while still remaining true to the integrity of their practice. Different from other, purely instagrammable exhibition concepts, FLUTTER's mission is to bring contemporary fine art into everyday life in a way that is interactive, to encourage community and creativity.

The inaugural installation includes the work of fifteen coveted contemporary artists who have global exhibition experience at institutions such as The Guggenheim (New York, Berlin, Bilbao, and Venice), MoMA, the Whitney Museum of American Art and Russia's National Center for Contemporary Art amongst others. It includes artists such as Katie Stout, Jacolby Satterwhite, Job Piston in collaboration with the award winning architecture studio Charlap Hyman and Herrero along with NAR, the NYC-based trans producer, musician and DJ widely known for his work with Rihanna's Fenty collection.



Laia Cabrera



Job Piston & Andre Herrero



Katie Scout



Jacolby Satterwhite

Founder Chris Dowson comments: "FLUTTER's purpose is to bring fine art to everyone. We invite you to participate, experience, interact and share, in a fun, welcoming environment. We want to promote and encourage enjoyment and connection to others through community and will be announcing several education programmes throughout the year." Furthermore, FLUTTER is thrilled to announce their partnership with Born This Way Foundation, founded by Lady Gaga and her mother Cynthia Germanotta. who states: "Born This Way Foundation is so excited to be a part of this wonderful celebration of art, community, and wellness. Our mission is to build the kinder, braver world that young people deserve and that we all want. FLUTTER will be a space where that dream can be brought to life and where people can come together to experience the joy of creativity and expression and the power of community and connection." Each artist has taken over a space within FLUTTER's 1920s art deco space with one mantra in mind – the play-date. "We chose the theme of play date for the inaugural exhibition because it was important to offer an experience that incites wonder and unadulterated feelings of excitement; everything in the world can be so heavy and serious that our focus was reprieve, fun, and playfulness," explains Chief Curator, Karen Robinovitz, who is on the Board of the Brooklyn & Bronx Museum and has an extensive background in marketing, fashion, social media and contemporary art.

"I was drawn to this project because I needed a context to play with lighter themes and give myself balance from the aggressive darker narratives in my current work. The ability to be present and mindful is a play date for me." comments Jacolby Satterwhite on why he decided to collaborate for this inaugural edition.

Editor Notes:

Address: FLUTTER, 217 South La Brea, Los Angeles, 90036, California

<https://flutterexperience.com>

#FLUTTER #LA

'FLUTTER' Through an Art-Immersive World

The creative La Brea Avenue experience will donate some of its ticket sales to the Born This Way Foundation.

By Alysia Gray Painter

Published May 23, 2019 at 2:40 PM | Updated at 3:14 PM PDT on May 23, 2019

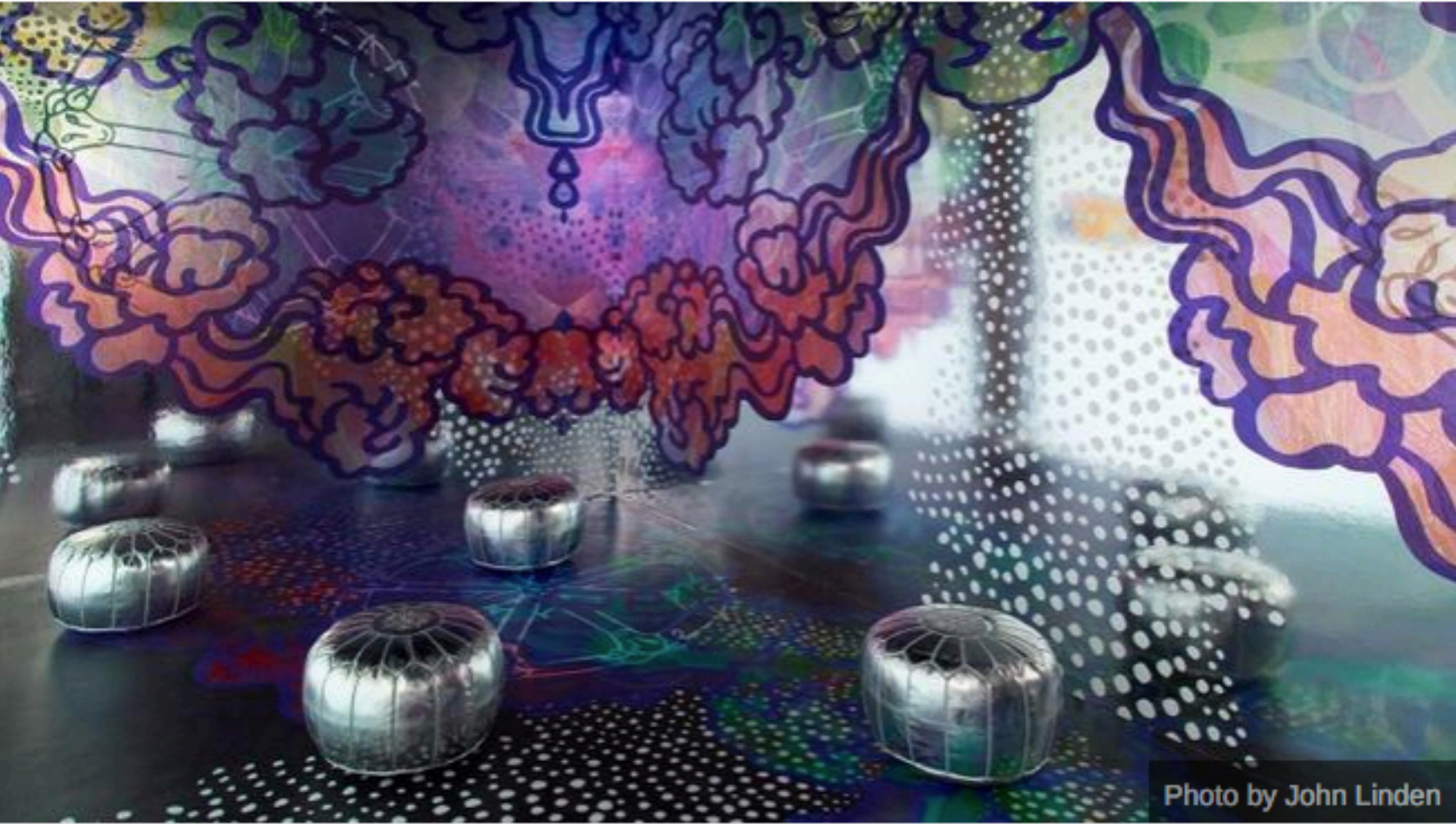


Photo by John Linden

View of Saya Woolfalk's "FLUTTER" room. The immersive pop-up opens on S. La Brea Avenue on Saturday, June 1, with a portion of the proceeds benefiting the Born This Way Foundation.

WHAT TO KNOW

- June 1 opening
- 217 S. La Brea Avenue
- \$28

The provocative and way-cool idea of actually stepping inside an artwork?

There are a lot of questions swirling around that single question, for sure.

Are you the artist? (It's okay then.) Is there a sign inviting you inside? (Same deal.) Can the artwork be entered? (Nope, if it is a traditional painting or sculpture, yes, if it was constructed to include visitors.)

In short? Wandering through the interior of a visual idea, the expression of the inner thoughts of a talented artist, isn't something an art aficionado gets to do all that often, if ever.

But change, that splendidly shall, beginning on [Saturday, June 1](#). That's when [FLUTTER](#) flutters into the spacious digs located at 217 S. La Brea Avenue.

The work of fifteen contemporary artists will be featured inside the "... innovative, immersive art experience, designed for anyone in search of being in an environment that evokes pure joy and happiness."

As exciting?

FLUTTER, as it is first introduced, will run for a half year. And then? Fresh pieces, installations, and rooms from new artists will be woven into the "sensory journey spanning multiple mediums."

Inaugural artists include Elise Peterson, Candy Chang, and Saya Woolfalk, as well as a host of creators who have seen their artworks at The Guggenheim, the Whitney Museum of American Art, and several other stellar institutions.

A ticket is [\\$28](#), and part of the proceeds will support the [Born This Way Foundation](#), which was founded by Lady Gaga. The foundation is committed to serving the mental wellbeing of young people in myriad ways.

Are you intrigued by the notion of art that you can play a part in, all by stepping inside and seeing it when you look up, down, and around? For sure: It's a fresh way of approaching creative connection.

"FLUTTER's purpose is to bring fine art to everyone," says founder Chris Dowson. "We invite you to participate, experience, interact, and share, in a fun, welcoming environment."

The founder hopes "connection to others" is one positive focus of FLUTTER, as well as the many educational programs that will pop up throughout the coming months.



[HOME](#) [CALENDAR](#) [ENTERTAINMENT](#) [THINGS TO DO](#) [ARTS & CULTURE](#) [KIDS STUFF](#) [FREE EVENTS](#)

FLUTTER

Art in West Hollywood

Date(s): 06/01/2019 to 11/01/2022

Day(s): Wednesday Thursday Friday

Saturday Sunday

Time(s): Wednesday - Friday 1 – 9 pm

Saturday and Sundays 9am – 9pm *

Times are subject to change

Address: 217 South La Brea, Los Angeles, 90036, California

Phone:

Cost: \$28, under 3's free

[VIEW MAP](#)

[GO TO Website Link](#)

Description: "WHERE ART AND HAPPINESS MEET"

Opening June 1st on South La Brea, Los Angeles, FLUTTER is an innovative, immersive art experience, designed for anyone in search of being in an environment that evokes pure happiness and joy.

FLUTTER is the first of its kind; a sensory journey spanning multiple mediums, where visitors are able to touch and experience the art which includes Virtual Reality, projection mapping, climbable furniture as well as a giant sphinx, day-glow lighting and architectural structures.

FLUTTER is a ticketed exhibition suitable for visitors of all ages, FLUTTER's mission is to bring contemporary fine art into everyday life in a way that is interactive, encouraging community and creativity.

The inaugural installation includes artists: Katie Stout, Jacolby Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Cyril Lancelin of Town & Concrete, Liz Collins, digital media duo Laia Cabrera and Isabelle Duverger (in collaboration with Aniol Saurina Masó), Elise Peterson, Candy Chang, Guillermo Santoma (presented by etage projects) as well as Job Piston in collaboration with the award-winning architecture studio, Charlap Hyman and Herrero along with NAR.

Flutter Los Angeles



Share

Been There

Save

\$28, Under 3’s free | Jun 1 - Nov 1, 2019 - 2022 | 1:00PM - 9:00PM

LabArt 217 South La Brea, Los Angeles 90036



MORE INFO

ADD TO CALENDAR

GO METRO

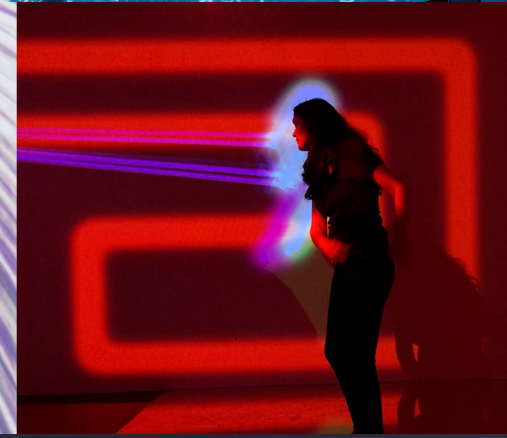
Description: “WHERE ART AND HAPPINESS MEET”

Opening June 1st on South La Brea, Los Angeles, FLUTTER is an innovative, immersive art experience, designed for anyone in search of being in an environment that evokes pure happiness and joy. FLUTTER is the first of its kind; a sensory journey spanning multiple mediums, where visitors are able to touch and experience the art which includes Virtual Reality, projection mapping, climbable furniture as well as a giant sphinx, day-glow lighting and architectural structures. FLUTTER is a ticketed exhibition suitable for visitors of all ages, FLUTTER’s mission is to bring contemporary fine art into everyday life in a way that is interactive, encouraging community and creativity. The inaugural installation includes artists: Katie Stout, Jacolby Satterwhite, Jillian Mayer, Saya Woolfalk, Leah Guadagnoli, Cyril Lancelin of Town & Concrete, Liz Collins, digital media duo Laia Cabrera and Isabelle Duverger (in collaboration with Aniol Saurina Masó), Elise Peterson, Candy Chang, Guillermo Santoma (presented by etage projects) as well as Job Piston in collaboration with the award-winning architecture studio, Charlap Hyman and Herrero along with NAR.

Contact Information +

Partners





contact we@laiacabrera.com