

**Digital art pioneers Marshmallow Laser Feast to showcase two immersive installations at the new OMM - Odunpazari Modern Museum
8 September – 7 December 2019**



Top: *Treehugger: Wawona* - Bottom: *In The Eyes of the Animal*. Courtesy of Marshmallow Laser Feast.

Leading British art collective Marshmallow Laser Feast will showcase two multi-sensory immersive installations, ***Treehugger*** and ***In The Eyes of the Animal***, at **OMM – Odunpazari Modern Museum**, a new modern and contemporary art museum opening in Eskisehir, Turkey, on 8 September 2019.

The two-part immersive experience, on public display from 8 September - 7 December 2019 (preview 7 September), uses cutting-edge technology to highlight the invisible but fundamental connections between humans and the natural world and encourage viewers to consider the challenges our planet faces in the twenty-first century.

Working at the intersection of art, science and technology, Marshmallow Laser Feast's work blurs the boundaries between installation, live performance and virtual reality and enchants the everyday world by revealing the natural forces that exist around us.

Central to their work is the message that humanity's dependence on the natural world is absolute, from the food we eat to the water we drink and the air we breathe, and the protection and regeneration of ecosystems is fundamental to our collective futures. Marshmallow Laser Feast confronts these issues head-on through a magical and moving experience - and invites you to join them on it.

In the Eyes of the Animal, originally created and set in Grizedale Forest in the Lake District, UK, takes users on a fascinating journey that allows them to fly above the forest canopy, come face-to-face with high-definition critters and embody various animals as they traverse the Grizedale landscape. Through the use of virtual reality, aerial 360° drone filming, LiDAR and CT scanning, Marshmallow Laser Feast invites visitors to explore the forest through the eyes of four woodland species and understand how animals view the world and their environment. The visual experience is also complimented by a meditative binaural soundscape using audio recordings from forests in the UK.

Treehugger, recently awarded Tribeca Film Festival's Storyscapes Award for innovation in immersive storytelling, is the first chapter in what MLF plans to become a virtual archive of rare and endangered trees – starting with the Giant Sequoia. The ultimate aim is to assist conservation by creating digital fossils and virtual spaces in which people can connect with the natural world and feel compelled to protect it.

Collaborating with leading researchers at London's Natural History Museum and Salford University, *Treehugger: Wawona* uses a combination of LiDAR, white light and CT scanning to create highly detailed textures that distort our sense of space and time and make the invisible visible.

The tree's vascular system is presented through a soundscape. Sounds were generated by capturing bio-signals and sonifying them via Mileece l'Anson's custom-made hardware and software. The tree's external binaural soundscape, designed to creatively represent the Sequoia National Park's bioacoustics, was built by weaving audio layers of birds, insects, amphibians, rain and wind to create an immersive sound field, with certain sounds being mapped to movement.

Idil Tabanca, Creative Director of OMM, said: *"We are thrilled to be opening the museum this Autumn with a showcase of works by Marshmallow Laser Feast, whose work I have admired for a number of years. The project is an indication of the exciting creative collaborations to come and our commitment to celebrating artists that are pushing the boundaries of digital art."*

Ersin Han Ersin, an artist born in Turkey and one of the three creative directors of MLF, said: *"Odunpazari has a special place in my heart because, even though I've never visited, it's where my grandparents are from. Odunpazari has long been a name on my ID card but now it is much more than that and I'm so excited to be part of this journey. Museums act like cultural lighthouses, positively impacting social life. Eskisehir has one of the youngest demographics in Turkey and stimulating this young audience with great architecture, beautifully curated collections and diverse programming gives all of us hope for our collective futures in Turkey. It's great working with institutions like OMM that take environmental issues seriously and use art to address our fundamental dependency on nature. Both installations on display at OMM challenge the idea of our current "age of distraction," where technology is accused of disconnecting people from society and the environment. Instead, Treehugger and In the eyes of the Animal use sensors, virtual reality headsets and multi-modal stimuli to catalyse a group experience that embeds us in planetary cycles and shared natural rhythms."*

Marshmallow Laser Feast's installation will form part of OMM's inaugural exhibition, opening on 8 September. Curated by Haldun Dostoglu, the exhibition will showcase a selection of around 200 works spanning the 1950s to the present day with a focus on artists from Turkey as well as the largest installation to date by Japanese bamboo artist, Tanabe Chikuunsai IV. Intricately crafted from woven bamboo, Chikuunsai IV's new commission will interact with and complement the wooden architecture of the building, designed by world-renowned architects Kengo Kuma and Associates.

The exhibition will be realised under Vodafone Red's digital communications sponsorship with the additional support of Nec, CJ ICM and Asimetrik.

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Notes to Editors

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Please find more information about OMM and high resolution images in the [Press Pack](#).

MLF Images and Video

Treehugger

- Trailer: www.dropbox.com/sh/7fz84m5r5kgcoi8/AAA4mY3Wx67kXdHkWRaityMxa?dl=0
- Images via Flickr: www.flickr.com/photos/marshmallowlaserfeast/albums/72157673888097643
- Assets via Dropbox: www.dropbox.com/sh/y0kbjh0a7a5ls38/AAD5X3KZWYY8HCp661JH_dWOa?dl=0

In The Eyes of the Animal

- Installation Photos (Credit: Phi Center - Montreal): www.dropbox.com/sh/qya0q8027yqv7al/AACiRILVx383H97Xf-7IrAKka?dl=0
- Installation Photos: www.dropbox.com/sh/e8k1d9frttexni/AAC7fTIRgEZjNAaO7bQQarOHa?dl=0
- Content Graphics: www.dropbox.com/sh/xh87ipeylwzb989/AABbM3uMGWeJJrjs87k-WKbta?dl=0
- High-Res Content Graphics: www.dropbox.com/sh/im04irz287ie78w/AAAE0solgCzp6FcXJMIh8f2ba?dl=0

About OMM – Odunpazari Modern Museum

OMM – Odunpazari Modern Museum is a modern and contemporary art museum founded by collector, Erol Tabanca, in Eskisehir, northwest Turkey in September 2019. Designed by world-renowned Japanese architects Kengo Kuma and Associates (KCAA), the museum presents a dynamic programme of multidisciplinary exhibitions and diverse public programming. The museum's permanent collection comprises over a thousand works of art spanning the 1950s to the present day with an emphasis on art from Turkey.

Website: www.omm.art

Instagram: @ommxart

About Marshmallow Laser Feast

Marshmallow Laser Feast (MLF) is a UK-based experiential collective that explores the line between virtual and real-world experiences. Their expertise has earned a reputation for creating the seemingly impossible—for producing installations that push boundaries, redefine expectations and excite audiences worldwide. Their work is responsive and spans kinetic sculpture, film, live performance and virtual reality. MLF’s approach is one of collaboration, working alongside technologists, engineers and makers to create bespoke software and hardware systems to realise their visions. Directors Barnaby Steel, Robin McNicholas and Ersin Han Ersin are the driving force behind all MLF projects.

Marshmallow Laser Feast has collaborated with commercial and creative clients all over the world, including Vodafone, Saatchi & Saatchi, McClaren and Bono. Their art projects have included the musical, Laser Forest, created for STRP Biennale (Eindhoven), which travelled to the Barbican (London); The Measures Taken, a collaboration with the Alexander Whitley dance company; and We Live in an Ocean of Air, an exhibition at the Saatchi Gallery, London, from December 2018 – January 2019.

Website: www.marshmallowlaserfeast.com/

Vimeo: <https://vimeo.com/marshmallowlaserfeast>

Instagram: @marshmallowlaserfeast

Twitter: @marshmallowlf

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