



STUDIO ELSAAB

'art happens through us, not because of us'

Artist: Elsaab

PROJECT SUMMARY

The Shift IA Project

The Shift IA Project is an innovative exploration of immersive art that blends two-dimensional and three-dimensional spaces to create a captivating multi-media experience. This experimental work transforms conventional imagery into a fluid, interactive journey by integrating dynamic light, movement, and sound effects. The project employs cutting-edge motion scenes and light-bending techniques to craft a seamless transition between visual and sensory realms, enhancing the viewer's engagement and perception.

This artistic endeavour not only captivates the senses but also functions as a bio-scientific study, examining the therapeutic potential of immersive art. Through active participation in this sensory-rich environment, viewers contribute to ongoing research on how such experiences can impact emotional and cognitive well-being. The Shift IA Project stands at the intersection of art and science, offering both an aesthetic spectacle and a valuable exploration of immersive technology's effects on the human experience.

Invitation for Collaboration

Artist Elsaab (www.elsaab.co.za) invites volunteers to collaborate on this exciting, immersive art experiment. We are seeking participants to help create an initial teaser and to scope the project costs, which will be crucial for engaging art sponsors. This groundbreaking project aims to fuse bioscience with metaphysical, multi-dimensional art forms. Join us in this innovative venture and participate in a transformative artistic experience!

Required expertise:

- Video mapping artist
- Motion graphic specialist
- Animators
- Sound creators
- Light specialist
- Editors
- Immersive Art practitioners

Execution

The immersive art experiment will be brought to life using a curated selection from the Elsaab collection, titled The Shift. The execution of the project will involve the following key elements:

- **Lightbox Installations:** Each artwork will be displayed in a large-scale lightbox, meticulously scaled to fit wall dimensions. This setup will enhance the visual impact of the pieces, making them a central feature of the immersive environment.
- **Projection Mapping and Motion Graphics:** Cutting-edge projection mapping techniques will be employed to animate the artworks, creating dynamic motion graphics that interact with the lightbox installations. These animated sequences will transform static images into fluid, evolving visuals.
- **Enhanced Sound Design:** A carefully designed soundscape will complement the visual elements, heightening the immersive experience. The auditory effects will be tailored to enhance the drama and depth of each display, creating a cohesive sensory journey.
- **Theatrical Experience:** Each immersive display will last between 13 and 30 minutes, allowing viewers to engage with the experience fully. This time frame is crafted to guide participants through a rich, multi-dimensional exploration of art and technology.

Installation

The Shift IA Project will be exhibited in premier global art galleries that specialize in immersive art experiences, ensuring that each presentation is optimized for its environment. The exhibition will leverage a range of innovative display methods, including:

- **Global Art Galleries:** The works will be showcased in leading international galleries known for their focus on immersive art. These venues are selected for their ability to support and enhance the multi-sensory nature of the project, providing the ideal setting for its impactful presentation.
- **Square Box Installations:** In addition to gallery spaces, the art can be exhibited in custom-designed square boxes. This approach isolates the immersive experience from external distractions, allowing for a more controlled and focused engagement with the artwork.
- **360-Degree Projection:** To fully immerse viewers, projection mapping will be utilized to span the entire space—floor, walls, and ceiling. This technique ensures that the visual elements envelop the viewer from all angles, creating a seamless and immersive environment.
- **Enhanced Auditory Experience:** High-quality headphones can be provided to further immerse viewers in the experience. This will allow for precise and unobtrusive audio, ensuring that soundscapes perfectly complement the visual elements and enhance the overall sensory journey.

By utilising these varied display methods, The Shift IA Project aims to offer a deeply engaging and immersive experience tailored to both the grandeur of global art galleries and the intimacy of dedicated immersive art boxes or VR devices.

Look at the following Immersive Art Exhibition halls:

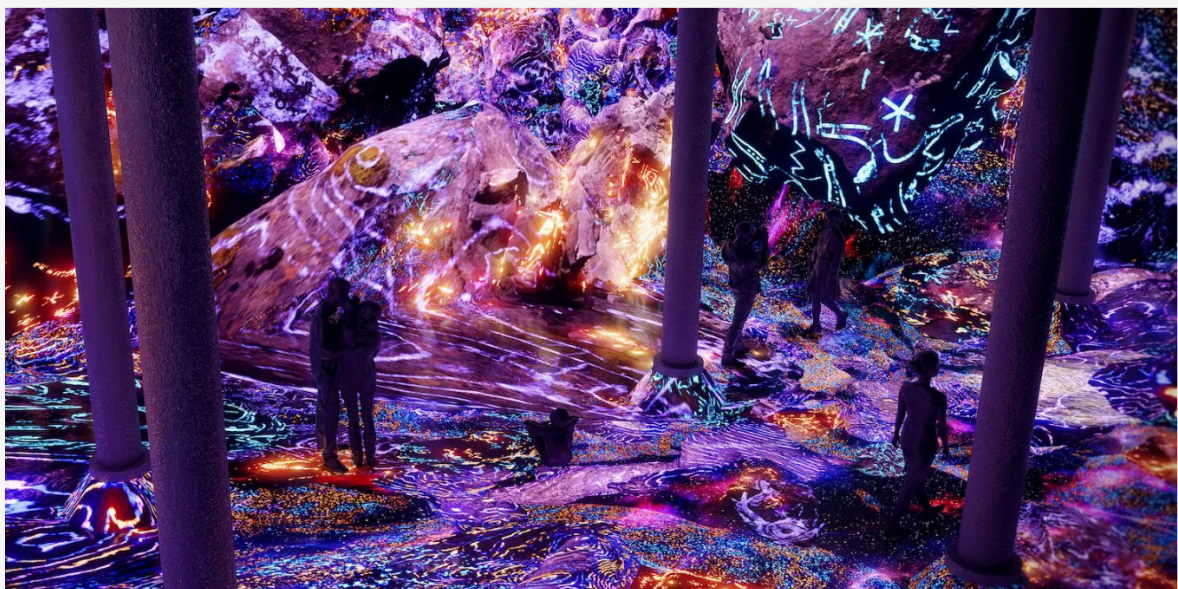
<https://blooloop.com/technology/in-depth/immersive-art-experiences/>

Area15, Las Vegas



Area15, an **experiential art and entertainment complex** in Las Vegas, is a space for art installations, state-of-the-art technology, retail and F&B. The venue's art experiences include a permanent gallery called Art Island that showcases artwork inspired by festivals and an ever-changing Japanese maple tree and canopy with more than 5,000 LED lights.

Artechouse, Washington DC



Artechouse first launched in 2017 in Washington, DC and now has venues in Houston, Miami and NYC. These innovative digital art spaces showcase experiential and technology-driven artworks. Artechouse merges art, science and technology to stimulate the senses, with guests encouraged to interact with the exhibits.

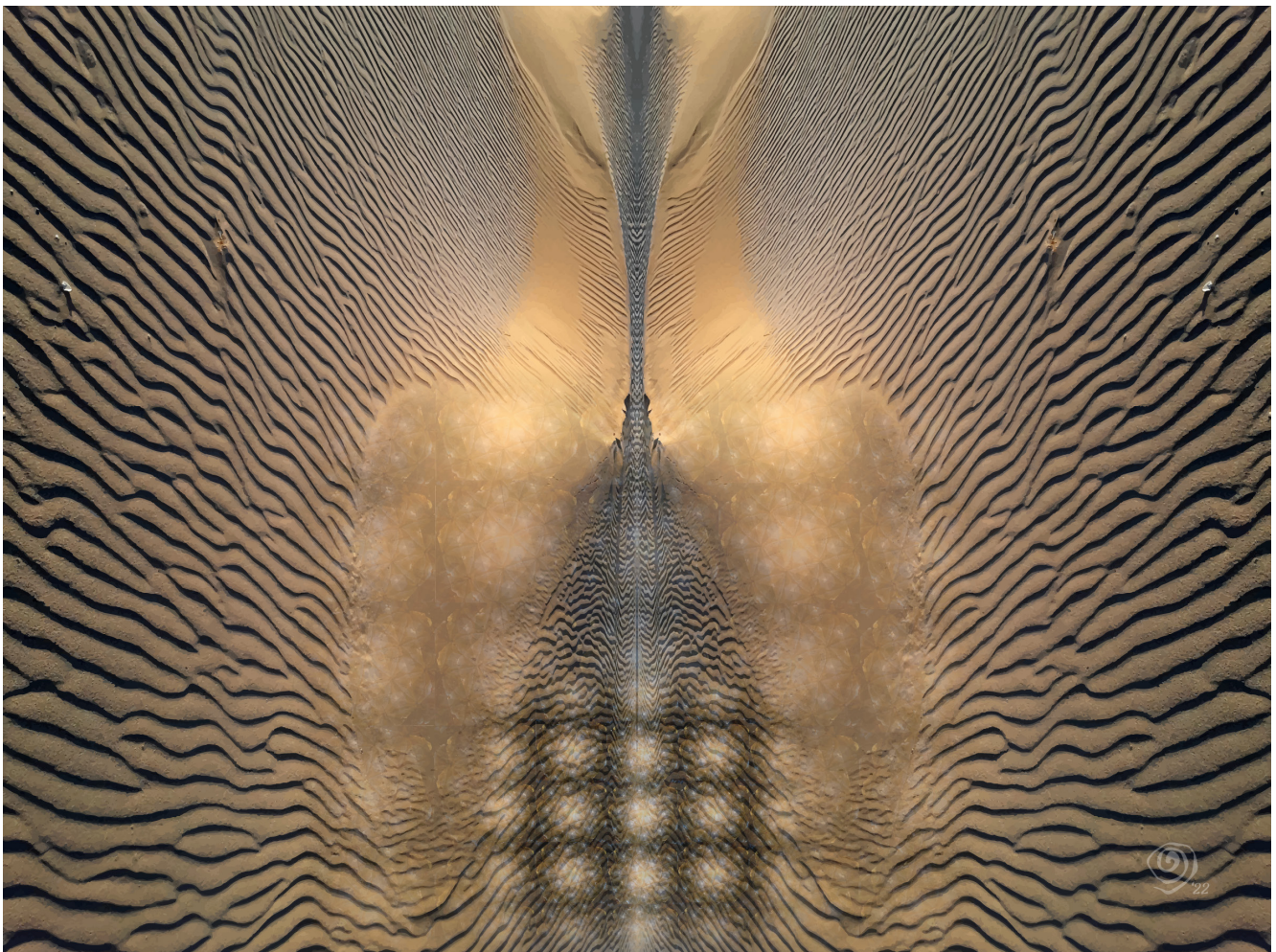
Art as Science

The Shift IA Project explores the intersection of art and science by investigating how visual, auditory, and kinetic elements can collaboratively influence the viewer's neurological state. By immersing participants in a meticulously crafted environment where light, sound, and movement interact dynamically, the project aims to evoke a range of emotional responses—from profound relaxation and a sense of calm to excitement and joy. This experimental approach seeks to demonstrate that these sensory elements, when combined effectively, can produce significant neurological effects, such as feelings of emotional release and enhanced mood. The findings could pave the way for integrating such immersive experiences into therapeutic practices, offering potential benefits in mental health and well-being.

Looking ahead, the project envisions a future where these immersive experiences are adapted for virtual reality (VR) platforms. Such a development could provide users with accessible tools for mental relaxation and personal enlightenment, further expanding the therapeutic applications of immersive art.

First Experiment

The artwork titled *Closing Inn: Letting out* will be the first in the series of IA artworks and aims to prove the viability of the project.



ARTWORK: *Closing Inn: Letting out* (The Shift 2022) - Artist: Elsaab

Visual Graphics and Video Mapping Effects : High Level Brief

The immersive experience of *Closing Inn: Letting out* is designed through a series of phases, each meticulously crafted to guide the viewer through a transformative journey.

Here's a detailed breakdown of how the visual graphics and video mapping will unfold:

Phase 0: Cleansing Initiation

- **Visual:** The viewer begins by focusing on a small, warm light source at the center of the artwork. This element symbolizes a point of personal reflection, where the viewer is prompted to consider what they wish to let go of.
- **Effect:** The warm light represents a transformative force akin to fire, suggesting purification and release.

Phase 0.1: Spiraling Transition

- **Visual:** A spiral movement begins, rotating clockwise around the light source. This animation occurs in the portal area of the artwork where the light emerges.
- **Effect:** The spiral motion introduces a dynamic shift, preparing the viewer for the immersive experience by creating a sense of movement and progression.

Phase 1: Engulfing Lines

- **Visual:** Lines within the artwork begin to vibrate and then extend outward, reaching beyond the edges of the artwork to envelop the viewer.
- **Effect:** This phase creates a visual expansion, making the viewer feel as if they are being drawn into the artwork itself.

Phase 2: Cocoon Formation

- **Visual:** The lines gradually bleed and coalesce to form a cocoon-like structure around the viewer.
- **Effect:** This cocoon effect enhances the sensation of enclosure, fostering a feeling of being surrounded and immersed within the artwork.

Phase 3: Captivity and Energy Surge

- **Visual:** The energy within the cocoon increases, emphasizing a sense of containment and heightened engagement.
- **Effect:** The growing energy within the cocoon contributes to a sense of intensity and focus, accentuating the immersive experience.

Phase 4: Portal Emergence

- **Visual:** A portal begins to form at the bottom center of the artwork.
- **Effect:** The appearance of the portal signifies a transition point, suggesting an impending shift or breakthrough in the experience.

Phase 5: Radiant Light Formation

- **Visual:** A radiant light appears as a thin line within the center of the portal.
- **Effect:** This light symbolizes clarity and enlightenment, drawing the viewer's attention to the focal point of the experience.

Phase 6: Light Opening

- **Visual:** An opening emerges within the radiant light, creating a visual gateway.
- **Effect:** The opening represents an opportunity for transformation or escape, enhancing the sense of potential and possibility.

Phase 7: Enlightenment Push

- **Visual:** The viewer is visually pushed into the light through an optical illusion, suggesting a journey towards enlightenment.
- **Effect:** This final phase facilitates a powerful sense of release and transformation, encouraging the viewer to let go of constraints and embrace a new state of clarity.

The artwork extends Richard Brook's spiral meditation technique, which is designed to cleanse the mind and emotions.

Robert Brook observes:

"Letting go" is a phrase that seems easy to say but challenging to implement, particularly given its frequent use in natural health and alternative medicine practices. Before delving into the main topic, and as a counterpoint to the often overused concept of "letting go," I want to emphasize that life is a constant balance of yin and yang. While there are times when letting go is essential, there are also moments when we must take decisive action—or, indeed, let go of our resistance to taking action!

More about Robert Brooks Spiral Meditation Method:

<https://www.creativewellness.co.uk/spiral-walk-meditation-blog/>



Conclusion:

Through carefully orchestrated phases, the visual graphics and video mapping effects are designed to guide the viewer on an immersive journey from introspection to enlightenment, providing a profound and transformative experience, immitating the spiral meditation technique of Richard Brook.



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