



Press Release

16 February 2022

**DREAMACHINE - AN ARTWORK TO BE EXPERIENCED WITH YOUR EYES
CLOSED - EXPLORING THE LIMITLESS POTENTIAL
OF THE HUMAN MIND**

Dreamachine is a powerful new kind of immersive experience exploring the limitless potential of the human mind. Created by Collective Act, it brings together Turner Prize-winning artists Assemble, Grammy and Mercury nominated composer Jon Hopkins, and a team of leading technologists, scientists and philosophers. It will be launched in London **in May 2022**, followed by presentations in Belfast, Cardiff and Edinburgh, commissioned and presented as part of UNBOXED: Creativity in the UK.

Dreamachine is inspired by an extraordinary but little-known 1959 invention by artist-inventor Brion Gysin. His experimental homemade device used flickering light to create vivid illusions, kaleidoscopic patterns and explosions of colour in the mind of the viewer. Designed to be the 'first artwork to be experienced with your eyes closed', Gysin had a vision for his invention to replace the TV in every home in America. Instead of passive consumers of mass-produced media, viewers of the Dreamachine would create their own cinematic experiences.

Over sixty years after its original invention, Collective Act has brought together an interdisciplinary team of leading minds in architecture, technology, music, neuroscience and philosophy to radically reimagine the Dreamachine as a powerful new kind of collective experience; setting a precedent for new ways of collaborative working across the sciences and the arts to bring this ambitious idea to life.

Every experience of the Dreamachine will be completely individual. The kaleidoscopic world of the 21st-century Dreamachine will lead audiences through an immersive environment of light and sound, as vibrant and dazzling as any digital simulation, but created by and unique to you. A rich and communal experience, this one-of-a-kind programme will provide audiences with an entirely new way of re-connecting with themselves, and each other.

Dreamachine will be presented in London, Cardiff, Belfast and Edinburgh between May and October 2022. It is presented with Cardiff City Council, Northern Ireland Science Festival, W5 Belfast, Edinburgh International Festival and Edinburgh Science Festival. Venues, dates and ticketing details will be announced in late March 2022.

Alongside the live experience, audiences across the UK will be invited to take part as active co-collaborators in one of the largest scientific research projects of its kind. Citizen science on an unprecedented scale, the 'Perception Census' will shine a light on a mystery that matters: the unseen diversity of the nation's inner worlds.

A UK-wide schools programme developed by A New Direction in partnership with the British Science Association and UNICEF UK, will connect thousands of schools and pupils with the questions, ideas and themes explored through Dreamachine, inviting young people in every nation to join together to explore the wonder of how we see, and create, the world around us.

The Collective Act Creative Team

The project is a collaboration between:

Assemble (interdisciplinary collective, Turner Prize winners 2015)

Jon Hopkins (Grammy and Mercury nominated composer)

Jennifer Crook (Producer of the UK's largest artworks by Danny Boyle and Jeremy Deller)

Christopher Shutt (Sound Designer, Winner of a Tony Award for *War Horse*)

Professor of Computational Neuroscience Anil Seth and Dr David Schwartzman (from the Centre for Consciousness Science, leading international researchers on consciousness, University of Sussex)

Dev Joshi (Technical Director, technologist behind *Rain Room*, Random International)

Professor of Philosophy Fiona Macpherson (Director of The Centre for the Study of Perceptual Experience, University of Glasgow)

Holition (Award-winning Creative Technology Studio)

A New Direction (Award-winning not for profit Education agency)

Dreamachine is one of 10 major creative projects commissioned as part of UNBOXED: Creativity in the UK. The UK's most ambitious showcase of creative collaboration - across science, technology, engineering, arts and maths - includes free large-scale events, installations and globally accessible digital experiences, and an extensive learning programme reaching millions of schoolchildren.

UNBOXED: Creativity in the UK is funded and supported by the four governments of the UK and is commissioned and delivered in partnership with Belfast City Council, Creative Wales and EventScotland.

Funded by



Delivered in partnership with



Listings Information:

Free tickets will be available to book via www.dreamachine.world from late March 2022, when dates and venues across the UK will be announced.

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Notes to Editors

About Unboxed

UNBOXED: Creativity in the UK is a celebration of creativity taking place across the UK in 2022, designed to reach millions and bring people together. It features free large-scale events, installations, and globally accessible digital experiences in the UK's most ambitious showcase of creative collaboration. Produced by some of the brightest minds in science, technology, engineering, arts and maths, UNBOXED features ten major multi-site and digital creative projects that share new ideas and possibilities for the future. Events and activities take place from 1 March to 2 October 2022 – from the Outer Hebrides to Southampton and from Omagh to Swansea, and across traditional and online media. UNBOXED: Creativity in the UK is funded and supported by the four governments of the UK and is commissioned and delivered in partnership with Belfast City Council, Creative Wales, and EventScotland. unboxed2022.uk

1 March to 2 October 2022

About NI Science Festival

NI Science Festival is held annually and offers a range of events which focus on science, technology, engineering, art and mathematics. These events platform the research of leading scientists and thinkers from Northern Ireland and beyond.

About Cardiff City Council

Cardiff City Council presides over 29 electoral wards and provides funding, support and advocacy to develop arts projects across the city, with the aim to increase community engagement and participation.

The Events and Culture Team facilitate the production of large events, working directly with organising partners to deliver projects in and around the City.

About Edinburgh International Festival

Edinburgh International Festival is the world's leading performing arts festival, featuring the finest performers from the worlds of dance, opera, music and theatre.

Created in 1947 to celebrate the enduring human spirit following the adversity of war, the International Festival serves as an annual cultural exchange for three weeks every August. This year the International Festival celebrates its 75th Anniversary and will take place from 5-28 August 2022. For more information visit www.eif.co.uk.

About Edinburgh Science

Edinburgh Science is an educational charity founded in 1989, most famed for delivering Edinburgh's annual Science Festival – the world's first and replicated the world over. They also deliver a year-long programme of school and community-based events which inspire, encourage and challenge people of all ages and backgrounds to explore the world of Science, Technology, Engineering and Maths.

About W5 Belfast

An award-winning Science & Discovery Centre in Belfast, Northern Ireland. W5's mission is 'to fire the spirit of discovery', intriguing and engaging visitors with hands-on and immersive learning in a fun and inclusive environment.