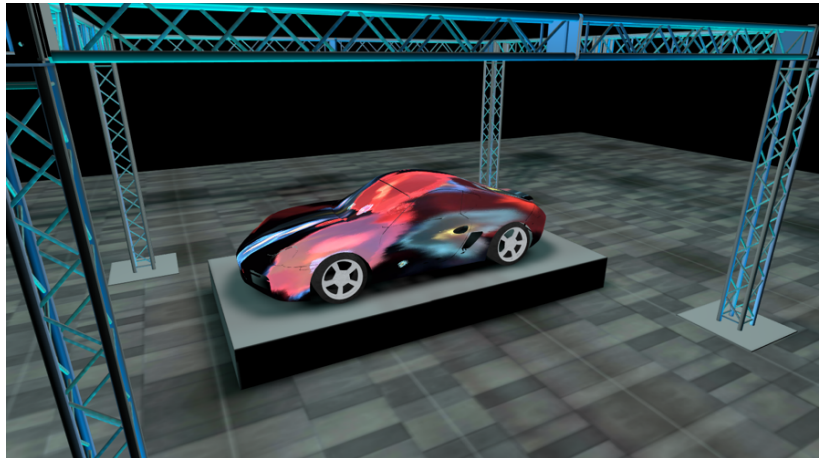




For Immediate Release

## If So, What? to Unveil the First Porsche Art Media Installation Designed by the California Institute of the Arts

The interactive installation will enable social media users around the globe to stimulate projections and sound on a Porsche model



Rendering of Porsche Art Media Installation. Photo by Trey Gilmore and Jesse Garrison.

**San Francisco, CA (April 17, 2018)** – For its inaugural edition, **If So, What? (ISW)** will present the first-ever **Porsche Art Media Installation**, a multimedia projection mapping installation inspired by and created with a Porsche model that will invite the public to interact with and directly alter the installation via social media. Created by a team of recent graduates and alumni of California Institute of the Arts (CalArts) in collaboration with Porsche, the installation will be unveiled on April 26, 2018 and will be on view throughout the opening days of ISW (April 26–29, 2018) at the Palace of Fine Arts.

The installation takes as its theme the idea of waves – referencing both the undulation of ocean waves, as well as the frequencies being transmitted through our public and private spaces. Using projection mapping and interactive visual design, the installation will depict ‘waves’ of colors on a Porsche model, which constantly change as social media users across the globe interact with the work by mentioning or tagging #Porsche, #CalArts, or #ifsowhat and other keywords based on Google SEO data on how people discover the car online. The mentions and tags will send signals to the work, stimulating visual ripples across the car and altering the sounds that are emitted from the car, including sounds of a Porsche engine. Those in closer proximity to the installation, in particular visitors at ISW, will have more significant and immediate impact on the car.

“We have re-entered the age of renaissance in which the lines between art and technology have blurred,” comments Ajay Kapur, Associate Dean for Research and Development in Digital Arts at CalArts. “We are thrilled to see how the audience will interact with the Porsche using Twitter and the audio-visual experience our team from CalArts has created for If So, What?”

The first Porsche Art Media Installation will be led by Kapur and his team of recent graduates and alumni of CalArts, Trey Gilmore, Jesse Garrison, Nathan Villicaña-Shaw, and Madeline Falcone.

### **About If So, What?**

If So, What? (ISW) is a new art and design event that will bring together leaders in the fields of art, design, music, and innovation to create immersive experiences for visitors. The inaugural edition will take place from April 26-29, 2018 in San Francisco, CA in the Palace of Fine Arts and will feature an international roster of art and design galleries, cutting edge innovation projects, and music experiences. ISW is inspired by the vision to create new and exciting ways for people to engage with art and design and was founded to celebrate the transformative power of art and culture to connect global creative communities.

### **About the Founders**

Sho-Joung Kim-Wechsler is an international finance, art, design, and technology executive who has extensive experiences in building art and design marketplaces, scaling businesses, and leading multiple IPOs in Europe, USA, and Israel. Formerly held positions include Head of Finance, Artsy; Controller/Director of Finance, 1stdibs; Vice President, Private Equity, Fortress Investment Group; and Manager, Transaction Services, Global Capital Markets Group, PwC.

Linda Helen Gieseke is an international senior strategy advisor specializing in business development, sales and growth strategies for multinational companies, focusing on expansion into the US market. Linda Helen Gieseke has an extensive track record of transforming Fortune 500 companies and scaling businesses and holds a number of advisory positions. Her former positions include Project Leader, Boston Consulting Group in Germany, South Africa, and the US; and US Expansion Manager for a leading specialist in photo production and art.

### **Steering Committee Members**

Reiner Opoku, Founder, St. Moritz Art Masters and Parley for the Oceans

Harry Hutchison, Senior Director, Aicon Gallery

Olivier Pechou, Vice President of Tableware and Interior Design Projects, Hermès of Paris

Satjiv Chahil, Silicon Valley Innovations Catalyst, former Member of the Executive Committee, former

Global Marketing & Communications at Apple and SVP Global Marketing at Hewlett Packard

Hans Gottwald, Partner, Orlando Private Equity Management

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**Dates & Location**

**VIP Preview**

**Benefiting Art in Action**

Thursday, April 26, 2018, 3pm–9pm

Tickets: \$175–\$1,500

**General Admission**

Friday, April 27–Saturday, April 29, 2018, 12pm–9pm

Sunday, April 29, 2018, 12pm–6pm

Tickets: \$25–\$145

Palace of Fine Arts  
3301 Lyon St  
San Francisco, CA 94123

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