

# NELDA STUDIOS

## NELDA STUDIOS BRINGS MULTIPLE IMMERSIVE ART EXPERIENCES TO AUSTIN

*Sponsors Austin Studio Tour, Themed Tour of immersive art experiences, and Ghost Line X Tour, an immersive sound experience installation; Sponsors '80s-inspired event "Ride The Synthwave" featuring The Midnight, presented by the Buckman Center at the School of Design and Creative Technologies at The University of Texas at Austin*

(AUSTIN, TEXAS — Nov. 3, 2022; source: Juice Consulting) — **Nelda Studios**, an Austin, Texas-based media company and philanthropic organization that lifts, nurtures and expands opportunities for creativity and the arts, announces multiple new **Fall 2022 experiences** highlighting the immersive arts. Nelda Studios brings these immersive experiences to Austin through the Austin Studio Tour and the Buckman Center at the School of Design and Creative Technologies at The University of Texas at Austin.

Nelda Studios is an official sponsor of this year's [Austin Studio Tour](#), a celebration of Austin artists that introduces the public to new and current ways of experiencing art and the creative practices of Austin-area artists. The free tour features more than 520 participants, running from **Nov. 5 - 20** throughout the Austin area, and is open to the public. Tour-goers can select between three exhibition tracks: Artists, with studios or spaces featuring one or more artists; Dedicated Art Spaces, with year-round arts programming, or Temporary Art Experiences, with group exhibitions or space interventions created for the tour. Within the Austin Studio Tour, Nelda Studios has sponsored and curated a Themed Tour of 14 recommended immersive installations featuring artists who use new media to create interactive works and immersive experiences. These unique immersive experiences include tech art, electronic music, and robots. See [here](#) for more information.

In addition, Nelda Studios is the primary sponsor of one of the Austin Studio Tour's art installations, **Rolling Ryot's Ghost Line X**, a one-night-only massive immersive sound experience under the Boggy Creek overpass in **Rosewood Park** on **Saturday, Nov. 19** from **6:30 - 9:30 p.m.** The event is **free and open to the public** and will take place at 2300 Rosewood Ave, Austin, TX 78702. To RSVP please see [here](#).

Ghost Line X is a massive, 15-channel, immersive sound and light experience. Six composers have been commissioned to create sound art and music works that explore the audio aspect of the evolution of transportation technology – from horse and buggy to space exploration – with a unique, expressive arrangement of sound and lights. Each composition utilizes all 15 speakers simultaneously as an immersive multichannel sound system. This provocative motion-through-space

experience moves linearly from one channel to the next across a 420-foot space beneath an overpass, viewed from a nearby open field at night. Produced by Rolling Ryot, the Ghost Line X installation features audio compositions by **Sebastian DeWay** (Montreal, Canada), **Simon Hutchinson** (New Haven, CT), **Joaquin Jimenez-Sauma** (Gothenburg, Sweden), **Zeynep Özcan** (Ann Arbor, MI), **Brian Wenner** (Brooklyn, NY) and **Lyman Hardy** (Austin, TX).

A **companion mobile experience**, developed by **Nelda Studios**, will provide real-time information on each artist/composer, and their work, as the experience unfolds. To access the mobile experience, the audience scans a QR code located at the event.

Nelda Studios is also sponsoring the experiential event, **“Ride the Synthwave,”** an ‘80s retro-futuristic fusion of live music, interactive games, and immersive technology inspired by the resurgence of interest in the decade as part of its newly-announced **Buckman Center** at the **School of Design and Creative Technologies at The University of Texas at Austin**. This University of Texas community event is open to the public and will take place on **Wednesday, Nov. 16** from **6:30 - 10:30 p.m.** in the **E. 23rd St Circle** and **[F.L. Winship Drama Building \(WIN\)](#)**, located at **300 E 23rd St, Austin, TX 78712**.

Students from the Department of Arts and Entertainment Technologies will be performing live Synthwave music throughout the evening with a coordinated outdoor lighting design experience. In the center of the event, a life-size multimedia Lamborghini Countach, produced in partnership with Texas Performing Arts Fabrication Studios and dadaLab, will feature custom lighting, audio, and video, including a showcase of immersive video content produced by students. Other programming includes interactive games, a large synthwave-inspired UV black-light art installation with projection content in the Winship Lobby, and a full-scale projection lighting experience on the outside of the building. At **8 p.m.** there will be an exclusive performance by seminal synthwave band **The Midnight** in the **B. Iden Payne Theatre**, located at **300 E 23rd St, Austin, TX 78712**. To RSVP for the event, please see [here](#). Capacity is limited, reserving a spot via the RSVP link and arriving early is recommended.

“Ride the Synthwave” is sponsored by Nelda Studios and the Buckman Center, in collaboration with the Department of Arts and Entertainment Technologies in the School of Design and Creative Technologies at The University of Texas at Austin, Texas Performing Arts Fabrication Studios, and dadaLab.

## **ABOUT NELDA STUDIOS:**

Nelda Studios, founded by Karl and Nelda Buckman, is a media company and philanthropic organization that lifts, nurtures, and expands opportunities for creativity and the arts. The Austin-based studio advances this mission through original media productions, philanthropic support of the arts, and community initiatives and events. Signature media productions include Tony-nominated *The Prom*, original musical *Half Time*, and television series *Life Unscripted* and *Journey Through Art*. In addition, the philanthropic arm, The Buckman Fund, is partnering with The University of Texas at Austin to found the Buckman Center, a future collaboration space for creatives, designers, and technologists at the School of Design and Creative Technologies. Nelda Studios sparks creativity and provides inspiration and opportunity for current and future generations. For more

information, please see [neldastudios.com](http://neldastudios.com).

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**MEDIA NOTE:**

For media inquiries, interview requests or general inquiries, please contact [info@nelda.com](mailto:info@nelda.com).