



**FOR IMMEDIATE RELEASE**  
Images available upon request.

# **NEW ARTS FESTIVAL**

## **LIGHTS UP DOWNTOWN SANTA CRUZ**

**INTRODUCING *FREQUENCY*, SEPTEMBER 16–19, 2021**



IMAGE CREDIT: *SUBMERGENCE* BY SQUIDSOUP; PHOTO COURTESY OF THE ARTIST.

**SANTA CRUZ, CA** (July 6, 2021) — The Santa Cruz Museum of Art & History (MAH) today announced the lineup for **Frequency**, a new biennial festival of light, sound, and digital culture, which will run **September 16 through September 19, 2021**. The mostly free event will activate the museum, neighboring gardens and plazas in **downtown Santa Cruz** with installations of site-responsive work, live performances, interactive technologies, and immersive experiences.

From laser domes and videogames to kinetic sculptures and experimental animations, the festival is designed to illuminate the connections between community and time-based media art. “Frequency supports our museum’s commitment to producing programs that extend beyond our walls and enhance the cultural vibrancy of Santa Cruz County,” said Robb Woulfe, executive director of the MAH. “By showcasing local artists alongside national and international talent, we inspire, cross-pollinate, and increase exposure to our own thriving creative community. This 4-night spectacle promises plenty of eye and ear candy for the whole family to experience.”

Frequency runs from 5:00 pm to 10:00 pm each of the four nights and features dazzling, innovative artworks by an eclectic mix of artists and technologists, including: ***Ocean of Light: Submergence and Orbital Phasing*** by Squidsoup (U.K.); ***SILVER LINING*** by Sujin Lim (South Korea); ***Poems of Positivity*** by Orlosky Studio (Richmond, VA); ***Quilt City*** by Office Kovacs (Los Angeles, CA), ***Entanglement*** by The Magic Makers (Santa Cruz, CA); ***Zoom Meeting*** by Visual Endeavors, Inc. (Santa Cruz, CA); ***Quantum Elders' Consciousness Vaccine*** by Karlton Hester (Santa Cruz, CA); ***The Trellis Project*** by M. James Becker (Santa Cruz, CA); ***CUBEISM 2: Baroque Edition*** by Patrick Stefaniak (Santa Cruz, CA); ***Lite Sprites*** by David Crellin (Santa Cruz, CA); and ***The Choose Your Own Adventure Show*** by Stellaria Creative Company (Santa Cruz, CA). Art revelers can also enjoy a variety of pop-up performances, artist talks, workshops, and late-night experiments.

While all outdoor attractions at Frequency can be visited for no cost, there is a small entrance fee to the MAH, where some indoor festival artworks and programs will be hosted. Admission to the museum is \$10 adults, \$5 children (12 and under), and free for MAH members.

Presented by the MAH, Frequency is made possible with generous support from the National Endowment for the Arts. More information on Frequency installations and artists follows. For the most up-to-date information and schedule, please visit: [santacruzmah.org/frequency](http://santacruzmah.org/frequency).

#### **About the Artworks:**

##### ***Ocean of Light: Submergence* by Squidsoup**

5 to 10 pm | MAH, Solari Gallery

A large, immersive, walkthrough experience that uses over five thousand individual points of suspended light to create feelings of presence and movement within physical space.

##### ***Orbital Phasing* by Squidsoup**

5 to 10 pm | MAH, Sculpture Garden

A multisensory installation comprised of suspended orbs where slowly-rotating waves of energy gradually pick up momentum to create a whirling dervish of sound and light.

##### ***SILVER LINING* by Sujin Lim**

5 to 10 pm | MAH, Atrium

An illuminated cloud-shaped sculpture that highlights the human relationship with nature and contemplates the intersection of culture and environment.

##### ***Poems of Positivity* by Orlosky Studio**

5 to 10 pm | MAH, Secret Garden

An interactive digital work that uses audience-generated content to create sculptural poems which highlight universal sources of positivity.

##### ***Quilt City* by Office Kovacs**

5 to 10 pm | Abbott Square

A freestanding sculpture that explores connections between technology, temporary structures, and the further collapse of the virtual and physical worlds.

***Entanglement by The Magic Makers***

5 to 10 pm | Abbott Square

An immersive piece that consists of a geodesic dome, lasers, and sound, all of which gets activated by the participants who engage inside the artwork.

***Zoom Meeting by Visual Endeavors, Inc.***

5 to 10 pm | Abbott Square

A playful installation featuring an LED wall that uses cameras, screens, and technologies to invite audiences to participate in a Zoom meeting that takes place on a real world scale.

***The Trellis Project by M. James Becker***

5 to 10 pm | MAH, Atrium

An interactive installation that utilizes the trellis form to engage participants in collaborative construction and reflection on systems of support.

***CUBEISM 2: Baroque Edition by Patrick Stefaniak***

5 to 10 pm | MAH, Garden Room

A two-channel videogame installation played on a touchscreen and projector, utilizing computer graphics to imitate realistic movement in animations.

***Quantum Elders' Consciousness Vaccine by Karlton Hester***

5 to 10 pm | MAH, Atrium

An interdisciplinary, electro-acoustic ritual involving an audio-visual-sensory journey exploring the connections between molecular forms, spirit, and human consciousness.

***Lite Sprites by David Crellin***

8 to 10 pm | Abbott Square

An immersive, affective engagement, anthropomorphizing light in a whimsical form of techno-human hybrid that seeks to connect and delight.

***The Choose Your Own Adventure Show by Stellaria Creative Company***

5 to 10 pm | MAH and Abbott Square

A collaborative interactive performance that consists of live aerial acrobatics set against audience participatory elements like equipment, lighting, and other thematic fixtures.

**About the MAH:**

The MAH is a thriving community gathering place that serves more than 130,000 people annually through rotating art and history exhibitions, visual and performing artworks, public festivals, education and outreach programs, and cultural celebrations in collaboration with its many partners. It maintains a permanent collection of regionally significant art and artifacts, a research library, a historical archive, and historic sites including the Evergreen Cemetery, Octagon Building, and Davenport Jail. It is also home to Abbott Square, a vibrant public plaza on the museum's doorstep that offers food, social events, and year-round creative happenings.

###

**Media Contacts:**

Robb Woulfe

Executive Director

(831) 429-1964 x 7018

[robb@santacruzmah.org](mailto:robb@santacruzmah.org)

Nikki Patterson

Director of Development & Communications

(831) 429-1964 x 7025

[nikki@santacruzmah.org](mailto:nikki@santacruzmah.org)