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BALLSTON BID PRESENTS ARTECHOUSE STUDIO XR-ACTIVATED MURAL

A nature-inspired digital artwork extends public space into a floral activation from May 1 through June 1.

Arlington, VA — The Ballston Business Improvement District (BID), in partnership with ARTECHOUSE Studio, announces the debut of **ChromaBloom**, a XR (Extended Reality) digital mural at Ballston Quarter. On view from May 1 through June 1, the installation

transforms a prominent public wall into a vibrant, interactive art experience, inviting residents, employees, and visitors to engage with the season in a new way.

ChromaBloom reimagines a 10.7' x 13.8' wall into an experience that blends technology with the beauty and movement of the season. The artwork is powered by the ARTECHOUSE App and extends beyond the physical surface, revealing digital layers that appear when activated through the free app.

Developed by ARTECHOUSE Studio, a leader in experiential digital art, ChromaBloom reflects a shared commitment to activating shared spaces through innovation, culture, and technology. Earlier this spring, the BID collaborated with ARTECHOUSE's DC location for **Bloom Hunt,** a regional scavenger hunt with free tickets to the landmark art space and other prizes. The collaboration between the BID and ARTECHOUSE Studio highlights a shared vision of transforming Ballston into an engaging, accessible destination for art and technology, reinforcing the neighborhood's identity as one of Arlington's most creative and forward-thinking districts.

"This installation represents how we are thinking about Ballston's future, as a place where art, technology, and everyday activity intersect," said **Danette Nguyen, CEO of the Ballston BID**. "Through our collaboration with ARTECHOUSE Studio, ChromaBloom brings energy and creativity into shared, publicly accessible space and reinforces Ballston as a dynamic destination with a strong sense of place."

"We are proud to partner once again with the Ballston BID to bring ARTECHOUSE Studio's innovative work to Ballston Quarter. This XR mural continues our decade-long commitment to expanding how and where audiences experience the future of creativity—transforming everyday spaces into platforms for immersive storytelling. As we approach the reopening of ARTECHOUSE DC, we're grateful for Ballston's support in providing not just a canvas, but an opportunity to engage with a community of all ages," said **Josh Feldman, Senior Marketing and Revenue Director (DMV), ARTECHOUSE.**

Using the ARTECHOUSE XR app, visitors can activate the mural by pointing their smartphone camera at the artwork. Once activated, the piece reveals animated 3D floral elements and layered digital environments that participants can save, creating shareable, immersive moments that encourage exploration and connection within artwork.

The installation will also serve as a key component of the Ballston BID Sip & Mingle networking event on May 8, at Punch Bowl Social in Ballston Quarter. The networking event will bring together local professionals, creatives, and community members for an evening of connection, highlighting Ballston's role as a hub for innovation and showcasing how public art can activate shared spaces and foster community. To learn more or register, visit our Eventbrite.

ABOUT BALLSTON BUSINESS IMPROVEMENT DISTRICT (BID)

The Ballston Business Improvement District is a public-private partnership dedicated to strengthening Ballston as a vibrant, innovative, and connected urban center in the heart of Arlington, Virginia. The BID serves a 25-block walkable neighborhood known for its mix of technology, education, defense, retail and hospitality businesses. The BID supports local businesses and enhances the neighborhood experience through initiatives that improve public spaces, advance mobility and placemaking, and produce community events that bring people

together, helping position Ballston as a thriving destination for those who work, live, and visit the area. Follow **@ballstonbid** on Instagram and visit **ballstonva.org** for resources, events, and updates from the Ballston neighborhood.

ABOUT ARTECHOUSE STUDIO
ARTECHOUSE Studio is the in-house creative studio of ARTECHOUSE, creating immersive, technology-driven art experiences. The Studio collaborates with artists and partners to produce interactive digital environments and large-scale visual works presented at ARTECHOUSE locations and through special collaborations and offsite activations.

ABOUT ARTECHOUSE
An innovative leader in the field of digital and experiential art, ARTECHOUSE expands the possibilities of art and how we experience it through cutting-edge technology-driven exhibitions and experiences. ARTECHOUSE connects progressive ideas, artists and audiences to stimulate innovation and creativity at the intersection of art, science and technology. What started as the nation's first digital art space is now a home, online and off, for technology-driven art innovation, with a mission to empower and fund the creation of new, experiential and exploratory art forms that make an impact.
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