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ARTECHOUSE LAUNCHES "BLOOM HUNT", AN INTERACTIVE DIGITAL ADVENTURE ACROSS THE DC METRO AREA AS PART OF NATIONAL CHERRY BLOSSOM FESTIVAL

Find and unlock digital blooms across different neighborhoods to earn free ARTECHOUSE tickets and prizes from local businesses. Launching April 4.

Washington, DC — To celebrate Spring ARTECHOUSE is turning the DC Metro area into a real-life digital art scavenger hunt with free tickets and prizes hidden across the region.

Introducing **Bloom Hunt**, a regional extended-reality (XR) scavenger hunt that invites locals and visitors to explore neighborhoods and unlock hidden digital blooms across the region as part of the National Cherry Blossom Festival,

transforming the DMV into an interactive playground at the peak of the season.

Participants can earn free ARTECHOUSE tickets ahead of its 2026 reopening and win prizes from local businesses—simply by discovering and completing activations in new neighborhoods each week.

XR activations will appear weekly across neighborhoods including **Navy Yard, Rhode Island Avenue, Ballston, Rosslyn, Barracks Row, and Adams Morgan**, as well as during Petalpalooza, encouraging visitors to explore different districts throughout the festival season while supporting local businesses.

“At ARTECHOUSE, we’ve always used technology to connect audiences with digital art in new and exciting ways. With Bloom Hunt, we’re taking that beyond our walls—bringing the experience into neighborhoods and streets across the region, and inviting the community to explore, discover, and take part in a giveaway including free tickets to ARTECHOUSE,” said Josh Feldman ARTECHOUSE Senior Director of Marketing & Revenue (DMV).

Bloom Hunt builds on ARTECHOUSE’s growing **XR platform**, which brings immersive digital art beyond into public spaces. Through the **ARTECHOUSE XR App**, the organization has created site-responsive experiences for partners including **CityCenterDC, the Washington Capitals’ 50th anniversary, the National Cherry Blossom Festival, the National Park Service, and the Downtown Holiday Market**.

HOW BLOOM HUNT WORKS

1. **Download the ARTECHOUSE XR app** and open the Bloom Hunt map.
2. **Visit participating locations** within the featured neighborhood.
3. **Scan on-site markers** to unlock immersive cherry blossom artworks.
4. **Capture and share photos or videos** of the experience.
5. **Complete the hunt** to unlock rewards and enter weekly prize drawings.

6. **Follow** the Blooms as they appear in new neighborhoods each week!

BLOOM HUNT SCHEDULE

The Bloom Hunt is produced in partnership with the National Cherry Blossom Festival and rotates through neighborhoods across the Washington, DC region throughout the spring season.

- **Petalpalooza:** April 4 in Navy Yard *in partnership with the National Cherry Blossom Festival*
- **Ballston:** April 6 – April 12 *in partnership with Ballston BID*
- **Adams Morgan:** April 14 – April 19 *in partnership with Adams Morgan Partnership BID*
- **Rosslyn:** May 2 – May 9 *in partnership with Rosslyn BID*
- **Barracks Row:** May 10 - May 15 *in partnership with Barracks Row Main Street*
- **Rhode Island Avenue:** May 16 – May 31 *in partnership with DC Squared*

Additional neighborhoods and participating locations will be announced through the ARTECHOUSE XR app, website and social media.

About ARTECHOUSE

Founded in 2015, ARTECHOUSE is a pioneering cultural institution dedicated to art created through technology. As the nation's first home for digital and experiential art, ARTECHOUSE commissions, produces, and presents works that explore the intersection of art, science, and innovation. With permanent locations in New York, Washington, DC, and Houston, ARTECHOUSE continues to expand how audiences experience art - both within its spaces and beyond them.