

**Press Release****June 2014****Bloomberg SPACE****Marshmallow Laser Feast****FOREST****Opening 3rd July 2014, 6-8pm****4 July - 14 September 2014**

Marshmallow Laser Feast's 'Forest' has been commissioned as part of the Bloomberg-supported 'Digital Revolution' exhibition at the Barbican centre, building on Bloomberg SPACE's programme of ongoing collaborations with key cultural partners.

This large, interactive, musical laser installation is composed of musical 'trees' made of steel rods and lasers which visitors can physically tap, shake, and pluck. Interacting with the trees causes them to swing and oscillate, creating vibrating patterns of light and sound. Each tree is tuned to a specific tone, creating harmonious sounds spatialised and played in surround sound. Forest is controlled by custom-built software made in openFrameworks and SuperCollider. The installation's 'trees' are constructed of a baseplate, steel tube coated in silicon, and brass tip which houses the laser module. Each tree contains a micro-controller that reads an accelerometer at the tip of the spring and controls power to the laser diode. Accelerometer readings are sent to the custom app, which in turn determines which laser trees have been hit. The app then triggers and spatializes the surround sounds through a SuperCollider script. Forest can be freely explored by adults and children alike and is open free to the public.

Bloomberg is delighted to sponsor 'Digital Revolution' at the Barbican this summer, an immersive exhibition of art, design, film, music and videogames from 3 July to 14 September 2014. This dynamic and cross-platform exhibition will provide a unique opportunity for artists and designers from across the globe to showcase state of the art technology. It will also inspire new audiences, who will engage online, in the SPACE gallery and in public spaces across the Barbican.

<http://www.barbican.org.uk/digital-revolution>

Editor's Notes**4 July - 14 September 2014****Open Hours: Mon- Sun, 11am- 6pm****About Marshmallow Laser Feast**

Marshmallow Laser Feast (MLF) is a London-based studio which creates artworks and experiences to immerse and amaze audiences in unexpected ways. Their multidisciplinary approach employs a wealth of creative disciplines from real-time CG & projection, to interactive performance, sculpture, installation and film. MLF's creative process is about finding the place at which the emotional or human element of an artwork naturalises a high tech experience. Inspired by emerging technologies - digital and otherwise - their aim is to create experiences that push creative and technical boundaries. MLF often work in collaboration with other artists or artistic disciplines and their work has been shown worldwide including the Camden Roundhouse, London, The Tribeca Film Festival, New York, Strp Festival, Eindhoven and Cannes Palais.

About Bloomberg's commissioning programme

The Bloomberg SPACE programme reflects our philanthropic passion to support exciting talent and to commission new works. Since 2002, Bloomberg SPACE has worked with more than 360 artists and has commissioned over 170 new works.

www.bloombergspace.com

About Bloomberg

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Professional service, which provides real time financial information to more than 320,000 subscribers globally.

Headquartered in New York, Bloomberg employs more than 15,500 people in 192 locations around the world.

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About Digital Revolution

Digital Revolution: an immersive exhibition of art, design, film, music and videogames at the Barbican Centre, London, UK 3 July – 14 September 2014, Media View, Wednesday 2 July 2014, 10am – 1pm

Digital Revolution explores and celebrates the transformation of the arts through digital technology since the 1970s. The exhibition brings together for the first time a range of artists, filmmakers, architects, designers, musicians and game developers who are pushing the boundaries of their fields using digital media. It also looks to the future, considering the impact of creative coding, DIY culture, digital communities and the creative possibilities offered by technologies including augmented reality, artificial intelligence, wearable technologies, robotics and 3D printing. For more information please see: barbican.org.uk/digitalrevolutionnews

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Listings information:

Marshmallow Laser Feast, 'Forest', 4 July - 14 September 2014, open Mon- Sun 11am- 6pm

Email: gallery@bloomberg.net

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