

MERGING ART + SCIENCE

# SENSING DEEP SPACE

PANDORA'S CLUSTER

A DEEP SPACE MULTISENSORY INSTALLATION

OPENING  
01|06|24

A FREE EVENT FOR ALL AGES

[WWW.SCIARTEX.NET/SENSINGDEEPSPACE.HTML](http://WWW.SCIARTEX.NET/SENSINGDEEPSPACE.HTML)

[INFO@SCIARTEX.ORG](mailto:INFO@SCIARTEX.ORG)

MEDIA KIT  
2023-24





**ABOUT** Founded by Dr. Jancy McPhee, the nonprofit is a pioneering organization that facilitates collaborations between scientists, artists, and technologists. Through innovative programs, collaborations, and exhibitions, SciArt Exchange empowers artists and scientists to engage in meaningful dialogues and create inspiring works that draw from both disciplines. This exchange not only enriches our understanding of science and art but also fuels the creation of thought-provoking pieces that challenge boundaries and spark curiosity. By fostering this unique synergy, SciArt Exchange creates a space where creativity flourishes, leading to groundbreaking ideas and fresh perspectives on both science and art.

[www.sciartex.net](http://www.sciartex.net)

## EVENT DETAILS

Embark on an enthralling cosmic journey with "Sensing Deep Space: Pandora's Cluster." This captivating multisensory installation transports you to the distant world of Pandora's Cluster, a galactic collision located 4 billion light-years away. Utilizing advanced technology, inspired by telescopes like Hubble, Spitzer, Chandra, and the James Webb Space Telescope, this installation breaks the boundaries of human experience, allowing you to explore the inaccessible cosmos. Witness the breathtaking Pandora's Cluster, previously beyond our reach, in this exquisite blend of art and science. [www.SciArtEx.net/SensingDeepSpace.html](http://www.SciArtEx.net/SensingDeepSpace.html)

FREE EVENT. [TICKET RSVP](#)

## DATE & LOCATION

Charles W. Eisemann Center, Richardson, TX.

Jan. 6th, 2024 - Feb. 4, 2024

MON-WED: By appointment for groups and individuals

THURS: 1:00 PM - 7:30 PM CST

FRI: 1:00 PM - 7:30 PM CST

SAT: 1:00 PM - 7:30 PM CST

SUN: 1:00 PM - 5:00 PM CST

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GENERAL INFORMATION

BEN HEIM | AUDIOVISUAL ARTIST & COMPOSER

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@BENHEIM\_

Ben Heim is an Australian composer and audiovisual artist now in New York City. His work spans contemporary classical music, film scoring, video art, immersive experiences, AI, and virtual reality. His visual pieces have graced global spaces like OXO Tower Wharf Gallery, Times Square, and IRCAM's Vertigo Conference. He's showcased at festivals like Splice, Tallinn Music Week, and Vivid Sydney. He's renowned for melding technology and art, from real-time neural network sonification to AI-driven live performance visuals for London Contemporary Orchestra at the Barbican. With a keen focus on the intersection of sound and visual elements, Heim pushes the boundaries of traditional art forms to create immersive experiences that captivate audiences.

[WWW.BENJAMINHEIM.COM](http://www.benjaminheim.com)

ABOUT THE ARTIST

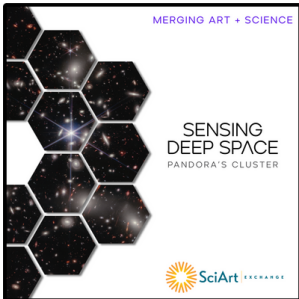
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## PRESS RELEASE

[SciArt Exchange Brings 'Sensing Deep Space: Pandora's Cluster' - A “Mesmerizing Multisensory Installation” to Richardson, TX!](#)



[Please use this area to find images, video and more within this file.](#)



[Find out more about the installation. Use this information to populate future communications](#)

## IN THE PRESS...

### DALLAS MORNING NEWS

[“Sensing Deep Space: Pandora’s Cluster”](#)

### COMMUNITIES FOUNDATION OF TEXAS

["CFT's Eisemann Edge Supports SciArt Exchange"](#)

### DALLAS INNOVATES

["A 'Deep Space' Multisensory Installation Is Coming to Richardson"](#)

### DFW CRAFTS

["Sensing Deep Space Pandora's Cluster, Event"](#)

### BROADWAY WORLD

[“New Eisemann Edge Project Brings SENSING DEEP SPACE: PANDORA'S CLUSTER to The Eisemann Center”](#)

MEDIA ASSETS

# SOCIAL MEDIA CAPTIONS



@SpaceArtSAE



@SciArtExchange



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## PRIOR TO JAN. 6, 2024

"Opening January 6th, 2024—Prepare to be transported beyond your imagination at the Eisemann Center in Richardson, TX. 'Sensing Deep Space: Pandora's Cluster' is a mesmerizing installation that will leave you awe-inspired and craving for more. Don't miss this multisensory masterpiece! **#SensingDeepSpace** #PandorasCluster #EisemannCenter" [IMAGE](#)

"Calling all stargazers and dreamers! Join us on January 6th, 2024, at the Eisemann Center in Richardson, TX, for an unforgettable encounter with 'Sensing Deep Space: Pandora's Cluster.' Step into a world of cosmic artistry and embark on a sensory adventure where no human has ever gone.. **#SensingDeepSpace** #EisemannCenter #PandorasCluster" [IMAGE](#)

"Get ready to be captivated by the celestial wonders of 'Sensing Deep Space: Pandora's Cluster' on January 6th, 2024, at the Eisemann Center in Richardson, TX. Join us for a truly mesmerizing journey into the unknown, where art and technology merge to create an unforgettable experience. **#BeyondTheStars** #EisemannCenter **#SensingDeepSpace**" [IMAGE](#)

## AFTER JAN. 6, 2024

"Step into a cosmic wonderland at the Eisemann Center in Richardson, TX. Don't miss 'Sensing Deep Space: Pandora's Cluster' – a multisensory experience like no other! ✨  
#PandorasCluster **#SensingDeepSpace** #EisemannCenter" [IMAGE](#)

"With the incredible James Webb Space Telescope, we're diving into the heart of deep space like never before. 🚀🔭 Get ready to explore where human presence has never tread and embody the mysteries of Pandora's Cluster! 🌌👁️ **#JamesWebbTelescope** **#SensingDeepSpace** #CosmicWonders" [IMAGE](#)

"Experience a celestial symphony at the Eisemann Center. 'Sensing Deep Space: Pandora's Cluster' combines art, science, and sensory delight in an unforgettable exhibition. **#EisemannCenter** #PandorasCluster **#SensingDeepSpace**" [IMAGE](#)

## TAGLINES

A Deep Space Encounter Like No Other

A Stellar Symphony

Pandora's Cluster Unveiled in a Multisensory Spectacle

(REMINDER: Use Hashtag “#SENSINGDEEPSpace” on all posts)

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SOCIAL MEDIA  
RECOMMENDATIONS

# SENSING DEEP SPACE VLOG

Over six captivating episodes, we'll take you behind the scenes of the groundbreaking project, "Sensing Deep Space: Pandora's Cluster." Led by the renowned Dr. Jancy McPhee, Executive Director of SciArt Exchange, this multidisciplinary team of experts will immerse you in a mesmerizing multi-sensory deep space adventure. Get ready to witness the fusion of science and art as we delve into the mysteries of the universe like never before.



## **Episode 1: The Journey Begins**

In this exciting debut episode, join SciArt Exchange's Dr. Jancy McPhee and Ari Peralta as they jumpstart the beginning of their captivating journey of assembling a multi-disciplinary team and the hurdles they have encountered along the way.

#PandorasCluster #SensingDeepSpace

Aug 2023 -- [YOUTUBE LINK](#)

## **Episode 2: The Research**

Join us for an electrifying episode featuring SciArt Exchange's Dr. Jancy McPhee and Dr. Carol Christian from the Space Telescope Science Institute. Together, they're your cosmic tour guides, ready to unveil the mind-bending technology propelling the James Webb Space Telescope and the awe-inspiring marvels of Pandora's Cluster. Get ready to have your mind expanded and your sense of wonder redefined!" #SensingDeepSpace

Sept 2023 -- [YOUTUBE LINK](#)

## **Episode 3: The Fusion of Art and Science**

In this episode, we have the privilege of sitting down with two brilliant minds, Dr. Jancy McPhee, the visionary Executive Director of SciArt Exchange, and Dr. Roger Malina from the prestigious University of Texas at Dallas. Join us as these luminaries share their insights into the mesmerizing installation and the exquisite fusion of art and science that lies at its core. Get ready to embark on a thought-provoking journey that explores the very essence of creativity and innovation in the cosmos." #SensingDeepSpace

Oct 2023 -- [YOUTUBE LINK](#)

## **Episode 4: Artist Spotlight - Ben Heim**

Ben Heim, renowned for his audiovisual mastery, shares insights into his creative process. Discover how he infuses his art with the wonders of the cosmos, transforming scientific concepts into visually and sonically stunning experiences.

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Nov 2023 -- [YOUTUBE LINK](#)

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VLOG SERIES INFO.



# EISEMANN EDGE INITIATIVE

at COMMUNITIES FOUNDATION of TEXAS

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