

LA ART SHOW 2015

HISTORIC | MODERN | CONTEMPORARY



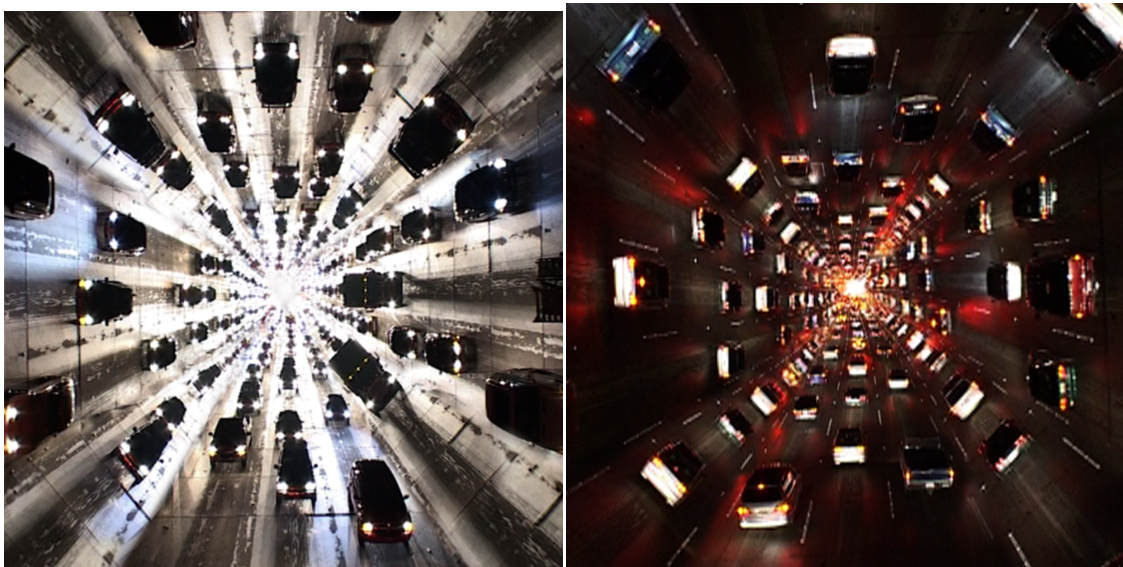
Media Contact: Agnes Gomes-Koizumi/Treanne Gomes
agnes@agkmedia.com / 323-206-1705
treanne@agkmedia.com / 213-249-2926

Volvo Cars of North America, LLC.
Presents Relax Mobile Anxiety Video Installation by Pascual Sisto
Imagines Driving as a Calming Experience

(December 15, 2014—Los Angeles) Volvo Cars of North America, LLC., is working towards the day when driving will be a calming experience. Volvo collaborated with Media Arts Organization FREEWAVES to commission video artist Pascual Sisto to create an installation that conveys the tranquility that could occur with an automated driving experience. *Relax Mobile Anxiety* will be on view at the LA Art Show from January 15-18, 2015.

Los Angeles, a land of freeways, is over-run with cars creating a hypnotic, stress producing, and potentially dangerous experience for drivers. Imagine how tranquil driving could be if you could sit back and enjoy the scenery? What would that look like?

Pascual Sisto has combined two works, *Push/Pull(my luck is your misfortune)* and three(3) videos from his *Expanded Series* to produce *Relax Mobile Anxiety*, a site specific multi-media installation that creates an expanded environment in which to experience the connections between the two works.



Relax Mobile Anxiety features two video projections facing each other in a darkened room. A never-ending, tunnel-like flow of automobiles passes from one screen to the other, approaching in white and

receding in red. These opposing, kaleidoscopic images create a suspended state for the viewer, neither coming nor going, in the space in between.

The installation is complemented by digitally enhanced plants tranquil in the aftermath of the flow of cars. Video animations, printed carpet and custom painted set walls match the color and patterns of the plants to engage viewers and invite them into an expanded synthetic environment.

The photographic and the synthetic combine in *Relax Mobile Anxiety* asking the viewer to differentiate or embrace the reality or fantasy.

Volvo Cars is currently working on the development of autonomous vehicles which will define and shape the future of transportation. This sophisticated self-driving technology will be tested in a fleet of 100 vehicles called the “Drive Me” project in Sweden. What differentiates Volvo Cars and positions them solidly on the cutting edge of their field, is their introduction of safety as a focus of paramount importance within cars. In fact, Volvo Cars is the only automotive manufacturer in the world with a safety vision that states that no one should be killed or seriously injured in a new Volvo car by the year 2020. Allowing the car to act automatically is crucial to moving towards the vision that future cars will not crash at all. Their all-new XC90 luxury SUV’s ground breaking semi-autonomous features will carry on their safety heritage.

The LA Art Show takes place from January 15 – 18, 2015 concurrently with the Los Angeles Jewelry, Antique & Design Show at the Los Angeles Convention Center, South Hall 1201 Figueroa Street, Los Angeles, CA 90015. For additional information about the Los Angeles Art Show, to register for lectures & book-signings or to purchase online tickets, please visit www.laartshow.com.