

WE LIVE IN AN
OCEAN OF AIR

AN IMMERSIVE MULTI-SENSORY EXPERIENCE

Created
by



**MARSHMALLOW
LASER FEAST**

North America
distribution by

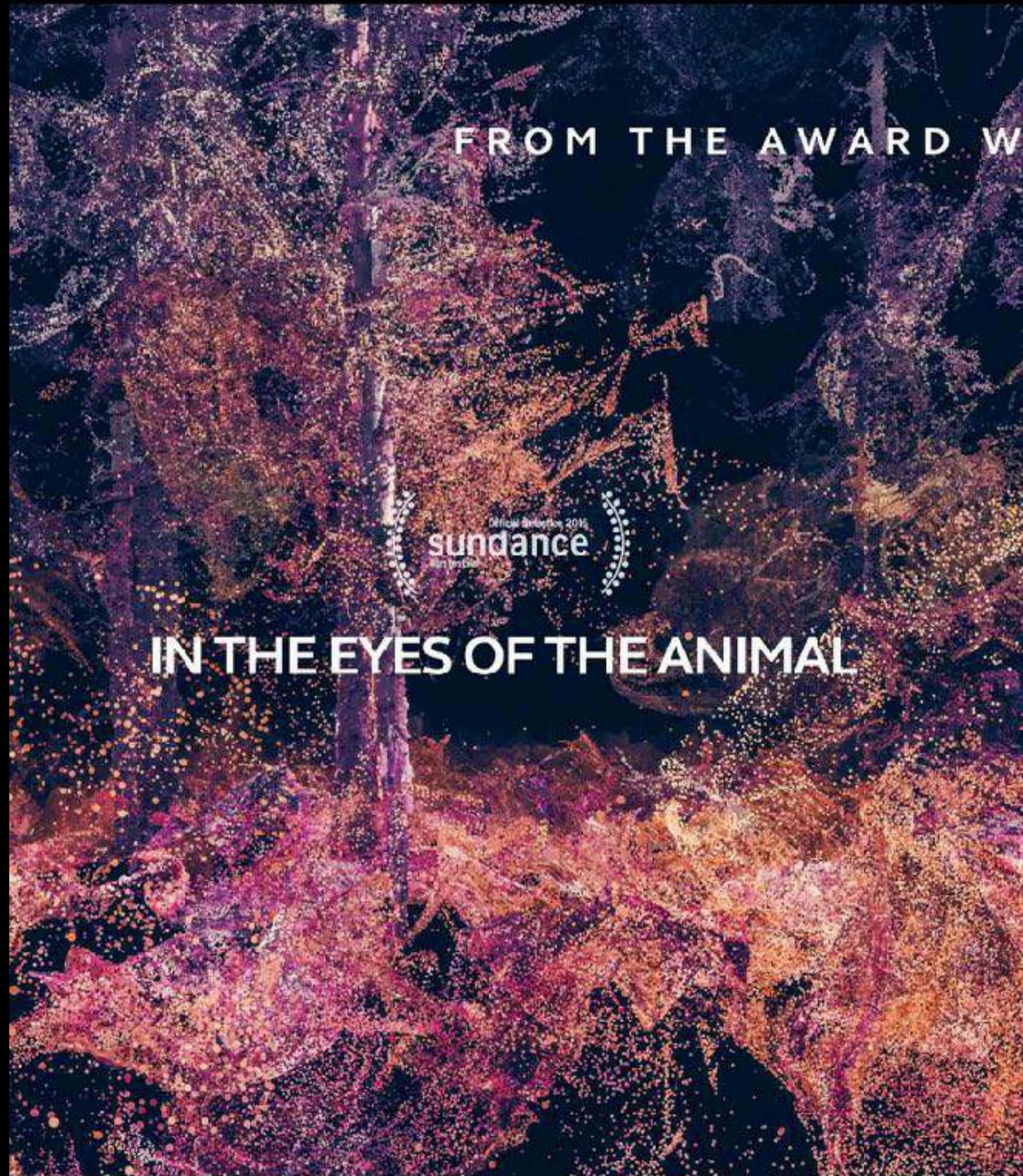




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phi.



Immerse yourself in nature



Blurring the boundaries of installation,
live performance and virtual reality

Premiered in London, UK

Saatchi Gallery

Extended twice

Over 18 weeks of operation

**25,500 tickets
sold over
4 months**



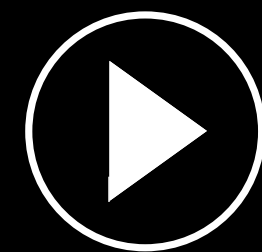


We live in an Ocean of Air is a multi-sensory immersive installation that illuminates the invisible- but fundamental- connection that ties animal and plant, human and natural world, into a wondrous rhythm which underpins life on Earth.

"We are not individuals. No living thing is. Every organism is a symbiosis: an enmeshed and embodied network of relationships." - Merlin Sheldrake

20-minutes immersive experience

Watch Teaser



Existing in the liminal space between art, science and technology, *We live in an Ocean of Air* blurs the boundaries of installation, live performance and virtual reality and enchants the everyday world by revealing the natural forces that exist around us.

Vitally, it provides an alternative platform to view the challenges our planet faces in the twenty-first century and helps us to reflect on our dependence and responsibility to the organisms we share it with.





Unparalleled

sensory experience

by incorporating

- Breath sensors
- Heart rate monitors
- Binaural sound
- Scent dispersal systems
- Wind machines

Exploration of the invisible connection
between plants and humans

through breath



Interaction with an entire
ecosystem around a

giant sequoia tree



With each exhale of your breath

**oxygen and
carbon dioxide
are made
visible**



Nature explodes in

**brehtaking
light and
colour**



A reflection on our dependance and
responsibility
to other organisms



Key Metrics

Saatchi Gallery London.
December 2019
saatchigallery.com



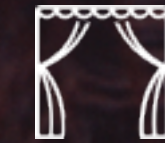
36

Visitors / Hour



7

Average Hours / Day



126

Opening Days



= 31,500

Maximum Capacity



89%

Attendance Success



@ 28,129

Tickets Sold



x \$25

Average Ticket Price



= \$703,225

Gross Ticket Sales

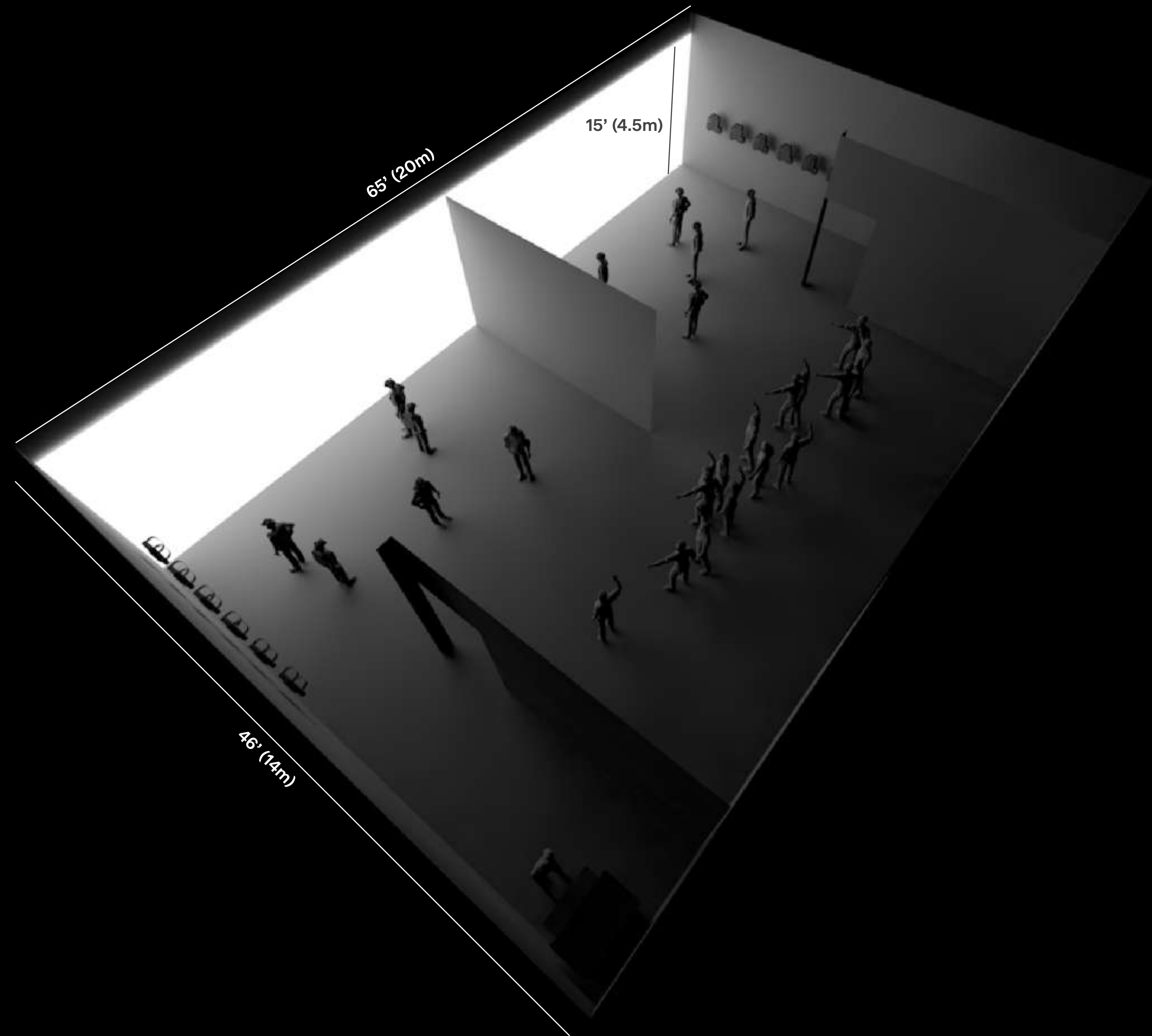
The Space

Minimum of 3,200 ft²
(300m²)

Footprint example

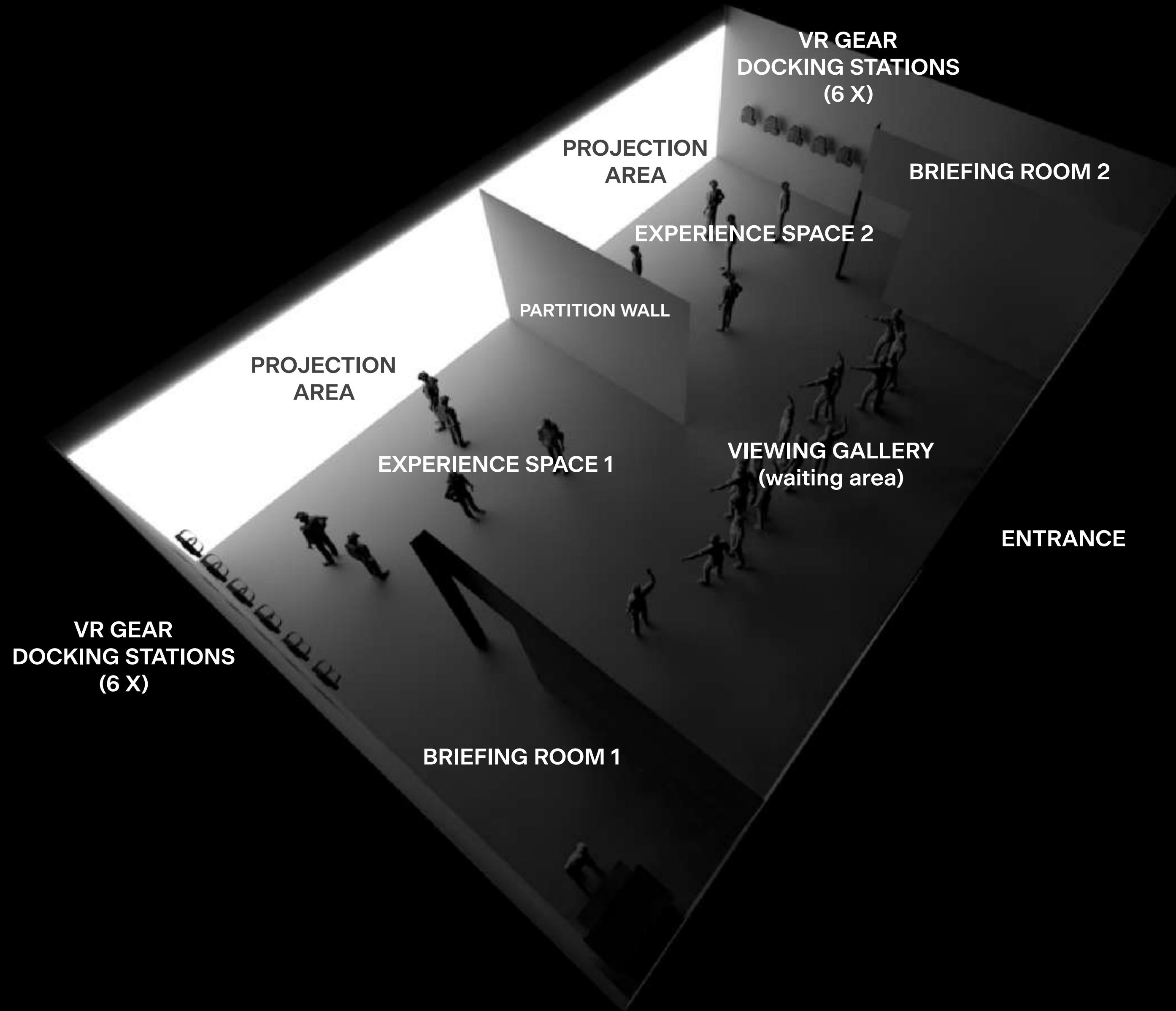
→ 65'(W) x 46' (D) x 15' (H)

→ 20m (W) x 14m (D) x 4.5m (H)



The Space

SETUP EXAMPLE



Truss system



Projectors

Wind units

Scent units

Tracking units

15'
(4.5m)



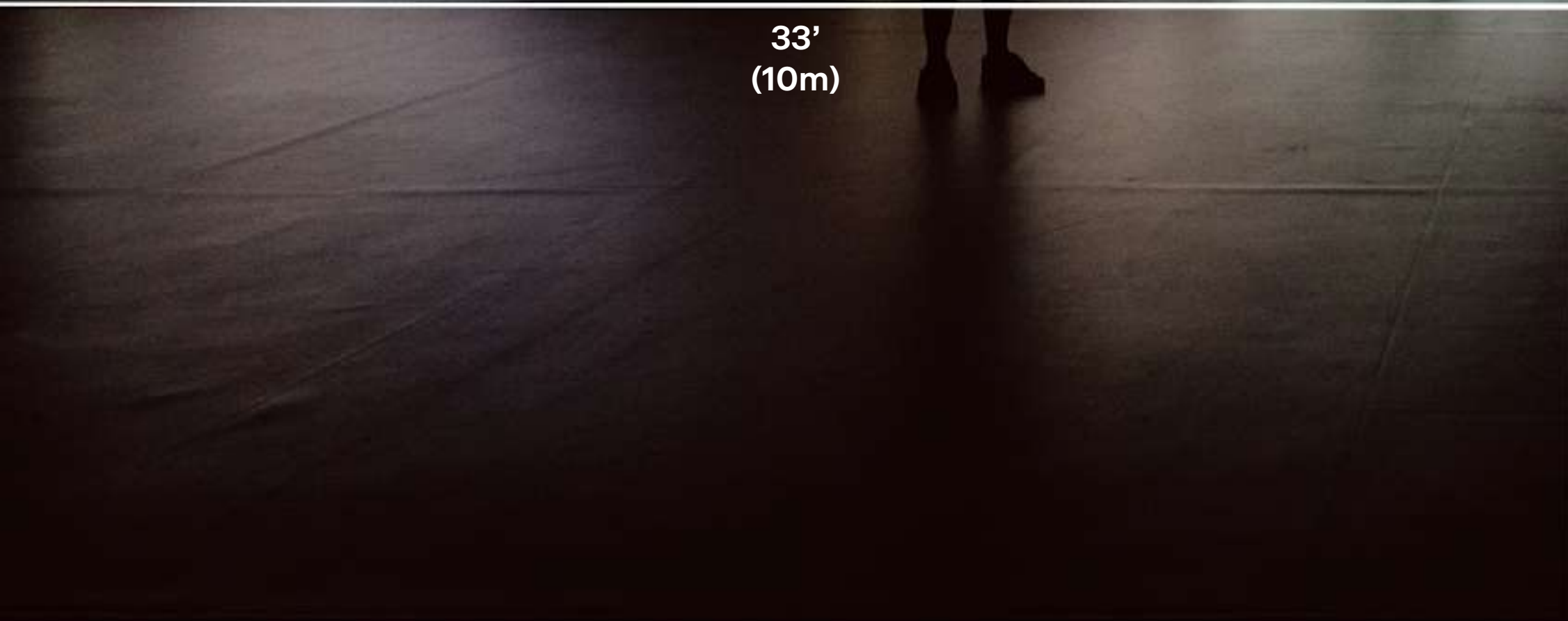
Projection

Large screens create tiers of immersion allowing the audience to enjoy the performance taking place.

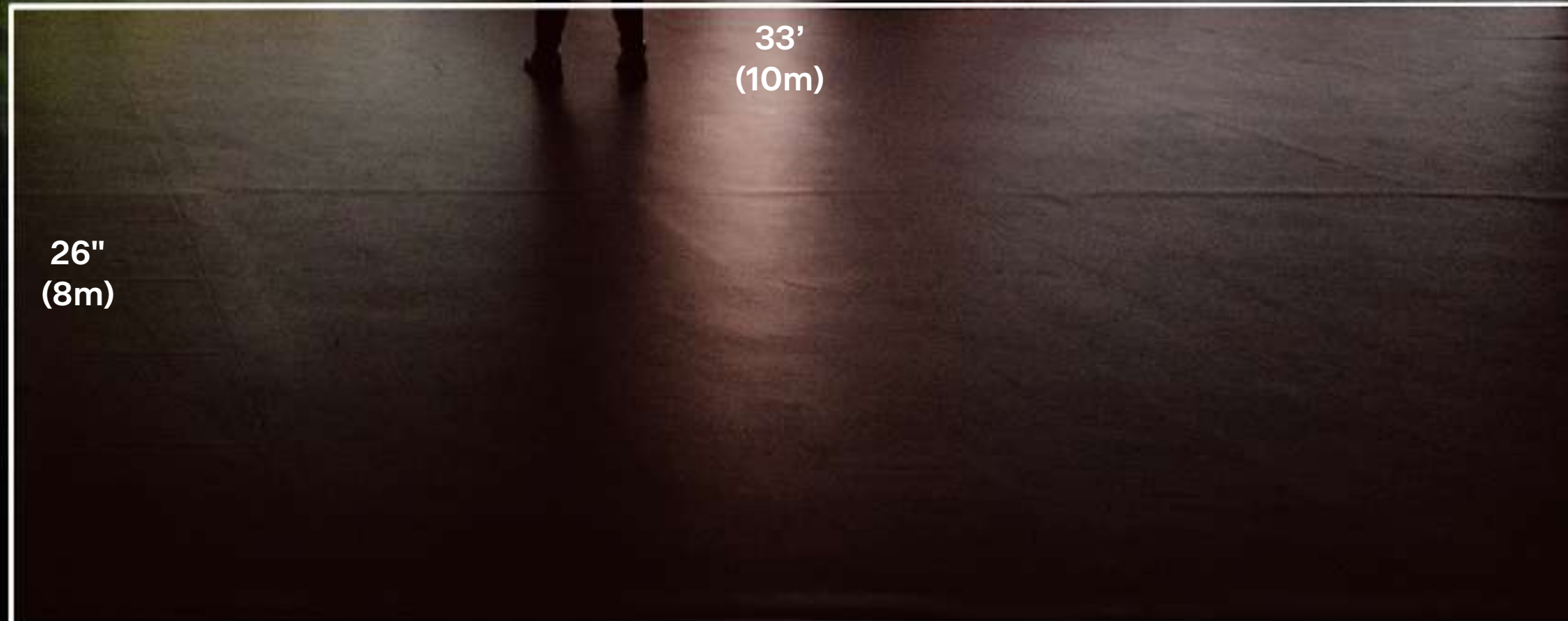


15'
(4.5m)

33'
(10m)



33'
(10m)



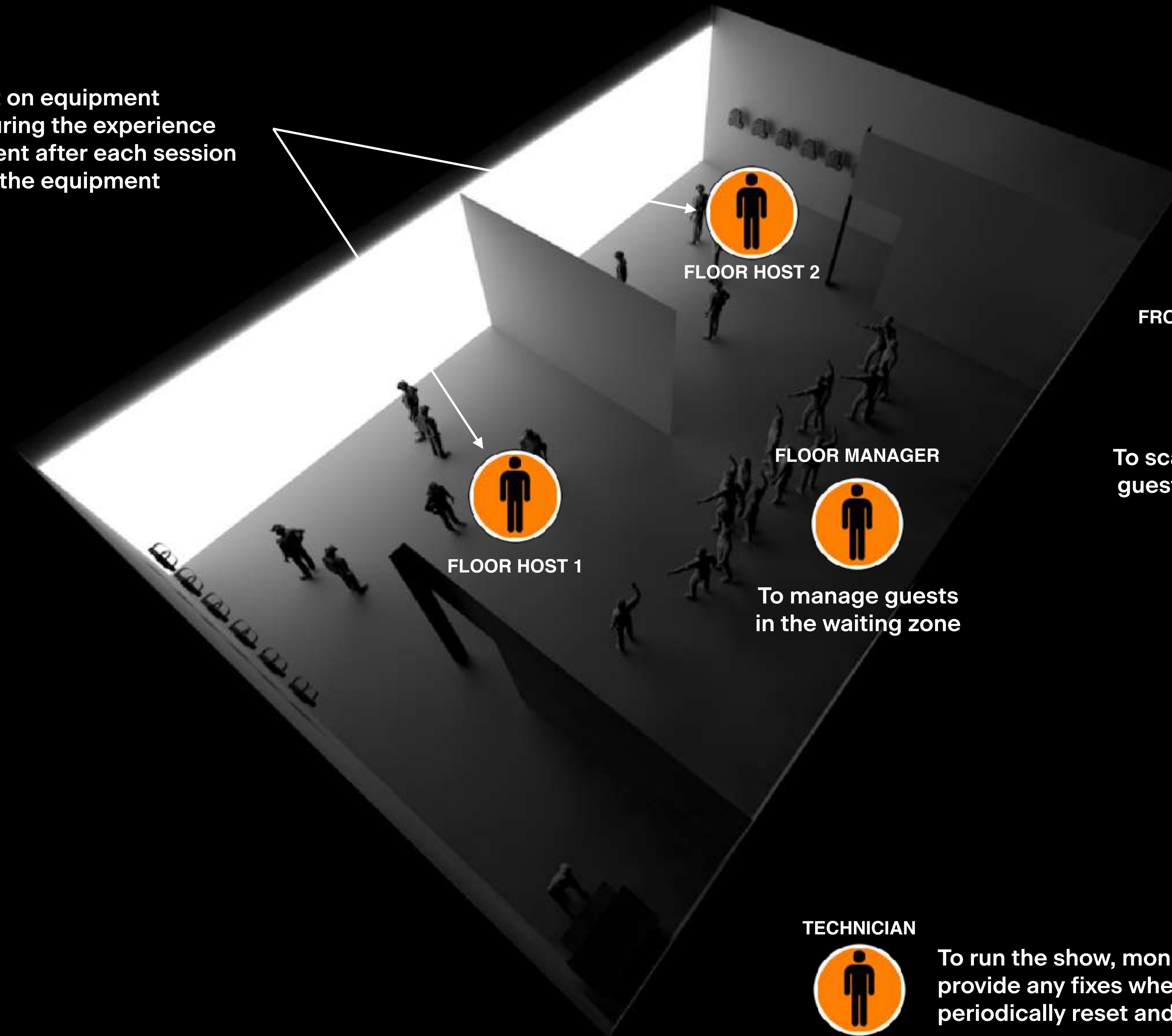
26"
(8m)

Operations crew



FLOOR HOSTS

- To brief guests
- To help guests to put on equipment
- To monitor guests during the experience
- To clean the equipment after each session
- To periodically reset the equipment



FLOOR HOST 2



FLOOR HOST 1

FLOOR MANAGER



To manage guests in the waiting zone

FRONT OF HOUSE/TICKETING



To scan tickets and handover guests to the Floor Manager

TECHNICIAN



To run the show, monitor all equipment, provide any fixes when needed, and periodically reset and clean the equipment.

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phi.

Charles-Eric Beaulieu
Chief of Revenues & Financing

cebeaulieu@phi.ca
+1 438 221 4931

Julie Tremblay
Executive Producer

jtremblay@centre-phi.com
+1 514 249 4217

Xavier Martinelli
Business Development

xmartinelli@phi.ca
+1 514 664 9943