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PRESS RELEASE

Factory Obscura to Create New Immersive Experience at The Womb

Construction is underway on “Mix-Tape,” the art collective’s first permanent experience.

Oklahoma City, OK, November 27, 2018 — Factory Obscura, the artist collective responsible for SHIFT, BEYOND, and other interactive art experiences in Oklahoma City, announces the construction of “Mix-Tape,” their first permanent installation. The collective is creating the new immersive, visual, auditory, and tactile art experience inside the iconic art complex, The Womb, in Oklahoma City’s Automobile Alley.

Mix-Tape pays homage to the 1980s custom of creating homemade musical compilations on cassette tape to give others as a way to express emotion, garner friendship, and to tell a story about the person creating it. Through the Mix-Tape experience, the artists of Factory Obscura will produce a 20th-century version of the classic audio autobiography, creating immersive artistic representations of songs that speak to the artists’ journeys as individuals and as a collective.

“The mix-tape was one of the most widely practiced American art forms,” says Tammy Greenman, Factory Obscura co-founder and director of strategic creativity. “We were inspired by the way each one was hand-crafted to express something very specific.”

According to Factory Obscura member artist Cassie Stover, “We wanted to take that same idea to create kind of a love letter to Oklahoma City and the world, to share something about who we are with all the people who take the time to experience our art.”

The choice of the iconic The Womb complex was itself the result of patience, trust, and partnership on the parts of Factory Obscura, Wayne Coyne and The Flaming Lips, Santa Fe-based Meow Wolf, and local investor Steve Mason. “As the process unfolded and Factory Obscura laid out their plans for re-imagining The Womb and building on the creativity that made it such a landmark in the first place, I knew we just had to make happen,” says Mason.

The Mix-Tape experience will roll out in two phases. The first, opening March 21, 2019, will consist of a large interactive window display and gift shop filled with items hand-crafted by Factory Obscura artists,

along with merchandise from The Flaming Lips and Meow Wolf. It will also include a new presentation of Wayne Coyne's iconic installation, the King's Mouth. The opening weekend also includes a partnership with the Oklahoma Visual Arts Coalition (OVAC) to host the annual *Momentum* exhibition March 22-23, 2019, featuring the best work by Oklahoma's emerging artists. On September 21, 2019, Factory Obscura will open the full, 6000-square-foot immersive Mix-Tape experience.

Mix-Tape is the next step for Factory Obscura on a journey toward an even larger scale, permanent home for immersive art in Oklahoma City. Mix-Tape is Factory Obscura's *first* permanent experience, building on the experimental legacy of The Flaming Lips at The Womb, and providing a platform for growth as the collective continues to work toward the long term goal of a ~50,000 square foot home in Oklahoma City.

ABOUT FACTORY OBSCURA

Factory Obscura is an arts collective founded by Tammy Greenman, Kelsey Karper, Laura Massenat, Laurent Massenat, and Hugh Meade in 2017 to provide immersive art experiences, build a creative economy, and support arts education in Oklahoma City. With more than 40 member artists, Factory Obscura is working toward the establishment of a large-scale permanent home in Oklahoma City, providing year-round creative experiences and full-time employment for artists. Factory Obscura is organized as a B-corporation, a for-profit social venture, with a portion of profits dedicated to supporting and creating innovative arts education. For more information visit factoryobscura.fun.