



THE ART OF BLOOM

Intertrend and Daikoku Design Institute to Launch The Art of Bloom Experiential Installation in Long Beach, CA

Immersive experience combining art, technology, and the senses to open July 24, 2019

Long Beach, CA—Intertrend, a multicultural creative agency at the intersection of emerging trends and the interaction between brands and consumers, is pleased to announce the opening of The Art of Bloom, an immersive and interactive experience centered on the symbiotic relationship between humans and nature. Designed in collaboration with Tokyo- and LA-based design firm Daikoku Design Institute, the exhibition opens to the public on July 24, 2019 and runs through September 29, 2019 at the Edison Theatre in downtown Long Beach.

Throughout history, people have seen flowers as vessels to project a variety of meanings and messages. At times of birth and death, flowers have been a reflection of human emotion and a meditative representation of the transitory nature of life on Earth. Flowers instill both great meaning and serve as a symbol; representative of our deepest experiences and a celebration of our most important moments.

With this in mind, Intertrend and Daigo Daikoku of Daikoku Design Institute have created a truly one-of-a-kind immersive experience for all ages to discover, explore, and enjoy. The museum-quality installation will bring together a strong lineup of partnerships and programming in order to engage visitors in an interactive exploration of the concept of symbiosis. Featuring real flowers, cutting-edge lighting technology, and AR interactions that blend both the physical and digital, The Art of Bloom will allow visitors the opportunity to connect with nature in an entirely new way.

Utilizing sensor technology to capture visitors' body temperatures, the exhibition will connect physical interaction into the experience. Showers of petals, light, and sound aim to awaken the senses while creating a meditative space in which to more deeply ponder humans' relationship to nature, while also connecting to a deeper state of mind. Through the use of white floral bouquets, translucent vellum petals, and vibrant saturated lighting, experience goers will move through the space and engage the senses in ways they never expected.

The Art of Bloom will partner with scent expert Yosh Han; immersive and interactive design practice expert Zac Layman of b1n4ry; James Beard Award-winning chef Erik Bruner-Yang; and Rawfinery Florals Creative Director and Head Floral Artist Lizbeth Molina on the installation. The exhibition will also include a retail shop with exclusive products including custom scents, candles, flower bags, apparel and more designed by Daikoku Design Institute. The opening of the exhibition will run concurrently with POW! WOW! Long Beach, a worldwide series of street art events that has brought murals to public spaces in cities including Honolulu, Seoul, Washington DC, Taipei, and Tokyo.

Throughout the duration of the exhibition, The Art of Bloom will offer a series of programming including scented dinners, scent-making and fragrance workshops, and botanical-inspired cocktail happy hours in order to create an array of truly unique experiences for visitors. A full list of confirmed programming will be released in the coming weeks.

"We are thrilled to partner with Daikoku Design Institute on this incredible new journey and experience in Long Beach," says Julia Huang, CEO of Intertrend. "The Art of Bloom allows us to explore many fascinating concepts while serving as an incubator for new ideas in the growing field of experiential and immersive design installations."

Tickets for The Art of Bloom are available now at:
www.theartofbloom.com.

Ticket prices are \$24 for adults and \$12 for children ages 4-12, with an early-bird discount rate of \$20 for adults and \$10 for children available through 6/30/19.

The Art of Bloom Opening Hours

July 24, 2019 - September 29, 2019
Wednesday - Sunday 12pm-10pm
Closed Monday and Tuesday

For further information on The Art of Bloom, please visit www.theartofbloom.com

For further information on Daikoku Design Institute, please visit www.daikoku.ndc.co.jp

For further information on Intertrend, please visit www.intertrend.com

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About Daigo Daikoku and Daikoku Design Institute

Daigo Daikoku entered Nippon Design Center after graduating from the Kanazawa College of Art in 2003, and started Daikoku Design Institute in 2011. He moved to Los Angeles in 2018. He has worked with companies, educational organizations, the government, architects, and artists to create projects in various fields. His interests are in art, lifestyle, and technology; and he works closely in the above fields to create new value. He has created design with a holistic approach, having a home ground in graphic design and crossing bounds to work in fields including branding, visual identity, packaging, editorial design, web, motion graphics, typography, product design, and storefront design. His works and concepts value simplicity, clarity, and boldness, aiming to communicate not only information but also emotions and philosophies. Some major projects include: total creative direction for TAKAO 599 MUSEUM, the "mountain and nature" themed museum for the Takao Mountain that prides the highest number of climbers in the world (2015); art direction for MUJI annual global Christmas campaign (2009-2014); branding for PRISTINE, the most renowned organic cotton brand in Japan (2010); art direction for the skincare brand Dear Mayuko (2016); and package design for Koshino Kanbai, one of Japan's most renowned premium sake brands (2015). Major awards include: D&AD (UK), NY ADC, Clio Award, One Show Design (NY), Tokyo ADC Hiromu Hara award (the highest ranking award in Japanese design), JAGDA New Designer Award, JAGDA Award, Japan Sign Design Association Award, and many more.

About Intertrend

Intertrend is a multicultural creative agency that understands the intersection of cultures, emerging trends, and the interaction between brands and consumers. With a passionate team of over 70 professionals, Intertrend creates deeply resonant and exceptional consumer experiences. Founded 28 years ago and based in both Long Beach, CA and Plano, TX, the agency has worked with leading brands in automotive, financial services, retail, entertainment, pharmaceutical and telecom. Intertrend also houses a family of entrepreneurial brand units that build to its core expertise across digital, content and experiential including The Art of Bloom, Imprint Culture Lab, Imprint Venture Lab, Pow! Wow! Long Beach, Unexpected Connections, Architecture for Dogs, The Psychic Temple, and 17 Healthy. Interpreters and interrupters, interdisciplinary and international, Intertrend is where culture and content meet.

