



# **The Flower Dreamworld**

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## VISION & PURPOSE

**The Flower Dreamworld project is an interactive and immersive art experience that explores the archetypal meaning and spiritual significance of flowers in the collective consciousness.**

What are flowers in the psyche of humankind? What if we strip away everything we know about flowers and simply connect with their innermost essence? The vision of the Flower Dreamworld project is to create an immersive world of beauty, enchantment and magic that speaks to the hunger in the human heart for connection with the unseen world.



**The purpose of the project is to offer the audience an otherworldly contemplative experience of beauty and magic.**

Mixed reality technology (ex: VR, AR, EX) has the potential to reveal unseen worlds and awaken spiritual awareness.

We want to open these worlds to the visitor to explore in a safe, accessible, interactive art experience. The project uses an array of technologies to allow the visitor to engage with the experience, to enter the world as an active participant as opposed to a passive observer.



## AUDIENCE EXPERIENCE

**Flowers are significant in every culture on the planet, from indigenous rainforest tribes to the most cosmopolitan urbanites.**

Everywhere flowers bloom, they captivate and enchant humans. We anticipate the broad appeal of the subject matter, together with the novelty of the interactive immersive design, will attract a wide range of visitors of all ages who might not otherwise engage with art or immersive tech.



**Beauty, play and mindful presence are antidotes to epidemic levels of stress and anxiety plaguing society today.**

Imagine walking through a world of extreme close-up flower images that respond to slow and circular gestures by rippling, waving, opening and closing, inducing a trance-like meditative state in the visitor. Imagine playing with pollinators, growing flowers, or sending currents of scent and ribbons of invisible light to your fellow visitors.



**The Flower Dreamworld is a model for immersive art experiences with diverse appeal to all ages, genders and ethnicities inviting a global conversation that needs no words to understand.**

It advances the role of immersive technology by weaving several different tech tools together into a cohesive, seamless whole that provides visitors with a complete experience for all the senses. Leveraging the experience of our key team members, who have been involved at the forefront of entertainment (theater, theme parks, concerts, etc.) and storytelling for their entire careers, gives us a unique ability to use these tools with expert guidance and creative freedom.



## INSTALLATION DESIGN

The Flower Dreamworld is installed as a series of immersive walk-through experiences, guiding the visitor on a progressive journey deep into the inner life of flowers.

We are inside a giant flower world that responds to our gestures and actions, a world filled with sound, light, color and motion, a world populated by flying pollinators and dancing nature spirits. From the entry lobby through an interactive tunnel into a 360° dome to finally emerge into an augmented reality playroom, the visitor passes through a kinesthetic multi-sensory transition threshold at each stage.



## **The modular design of Flower Dreamworld can be adjusted to different physical settings and incorporates:**

- A short 360° dome film
- Animated interactive projection mapping
- Musical score with 360° spatial sound design and spoken word performance
- Interactive mixed reality group play experience
- Theatrical production design with real time response to visitor gestures
- Note: Due to scalable design, installation space requirements vary, a minimum of 2500sq feet needed



## CREATIVE TEAM

**We are a creative team of highly experienced artists and media professionals in multiple verticals, able to execute a project of this scope.**

Artist/Writer: [Mikhaila Stettler](#)

Multidisciplinary artist, writer and producer

Mikhaila's eclectic approach draws on multiple strands, incorporating her experience as a doctor, intuitive, creative mentor and meditation coach. She creates luminous enchanted worlds of magic and mysticism in her fine art, writing, interactive installations and immersive theater pieces.

Production Design: [Marc Rosenthal](#)

Production Design, Lighting Designer, Creative Producer

Marc is known internationally for his wide-ranging design and production expertise in digital projection, panorama multi-screen productions, multi-media production, theatrical producing, theme park attractions, and art installations.

## Experience Design: [Kathleen Cohen](#)

Futurist/Speaker, Experience Design Strategist and Creative Producer

Kathleen brings deep, cutting edge knowledge base, technical and creative expertise to extended reality experience design.

## Composer & Sound Design: [Lars Deutsch](#)

Two-time Emmy winner composer and music producer who has scored hundreds of films

In addition to his award-winning work in composition and audio production, Lars has a unique expertise in psychoacoustics, the science of sound perception and emotion.

## Sound Design: [Michael Perricone](#)

Rerecording Mixer, Supervising Sound Editor

In addition to his notable work in feature films and television, Michael is a master of the Tibetan Singing Bowls.



## **CONTACT INFO**

**Produced by Creatrix Arts, Inc.**

**Executive Producer Mikhaila Stettler**

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(All flower photography here is by Mikhaila Stettler, the visual source material for the project)



## ARTIST STATEMENT

I draw my inspirations from deep states of mystic attunement. It's my way of communicating the profound beauty and inner essence of life.

My visual aesthetic focuses on sensual organic imagery, drawing from nature at both the microcosmic and macrocosmic levels. I work in mixed media, blending together found objects, luxe materials and raw elements from nature.

Whether an interactive immersive installation or sculpture commission, I'm focused on creating a luminous magical realm to inspire, activate and awaken. I'm fascinated with the potentials of using extended reality technology (like virtual reality, augmented reality and holograms) and 360° dome theaters in my art practice as a vehicle to expand consciousness, inviting the viewer/participant onto a journey of discovery and awareness.





## INSPIRATION: The Shimmer of the Quantum Field

It all started with the shimmer of the quantum field. I observed this shimmer phenomenon in a deep state of meditation. Further investigation revealed the quantum particles continuously rotate, alternating back and forth between inner and outer reality, flickering between physical and non-physical, millions of times per second. This fluctuating pulsating dance of quantum particles creates the shimmer phenomenon.

I was fascinated by this phenomenon and wanted to see if I could capture this shimmer in nature, which led me to photograph flowers close up. That initial inspiration was the genesis of the Flower Dreamworld project.

Despite using only the most basic point-and-shoot camera with a macro feature in my early experiments, I succeeded in capturing an iridescent shimmer on the surface of the petals that was invisible to the naked eye. When viewed in extreme closeup, the flower images had an other-worldly, abstract quality and sensuality that ignited my imagination. Was this a shaman dream world of flowers, or the dreams of flowers, or both?

As my creative vision for the project evolved, I began to think about the significance of flowers in the collective consciousness. Meditation sessions attuning to the essence of flower consciousness generated profound insights and provided the source material for the spoken word script.



# SPOKEN WORD NARRATIVE

Spinning vortexes of invisible light and color

Swirl faster and faster

Particle accelerators of pure potentiality

A bursting, sparkling frenzy of Aliveness

Charged with the divine life impulse

To sprout, sprout, spout

Grow, grow, grow

Effervescent bubbles shimmer

Quantum sparks flash and flicker

A gazillion microscopic suns blaze

As Spirit springs into form

Surging up from the roots, the intent to flower and bloom thrusts up to fulfill potential,

Not one, not two, but a never-ending profusion of blossoms, the apex of growth

An outpouring of divine abundance in a continuous spiral, the propagation of life

Rooting into the Earth, rooting into Source

Alchemizing spirit into matter

The nature spirits spin and swirl electrons into form

They sing to the pollinators

Those winged emissaries of the dream world

In a primal dance of sex, beauty and love

Here we surf on multi-hued currents of scent wafting  
across reality fields  
Sailing on chromatic ribbons of invisible color spectrums  
The source of all color on planet Earth  
Soaring on jet streams of silent sound waves  
Weaving a tonal chorus from filaments of light, clouds of  
scent, sound and color  
All one seamless, symbiotic mesh spanning dimensions

Botanical vulvas, the feminine portal of life  
Seduce and enchant us all  
Raw and refined  
Sensual and pure  
The deepest, richest magic  
A perpetual unfolding of Divine Love, Divine Beauty  
Transmitting the blessing of Divine Grace  
Speaking the truth that we are loved and supported at  
every point of our existence