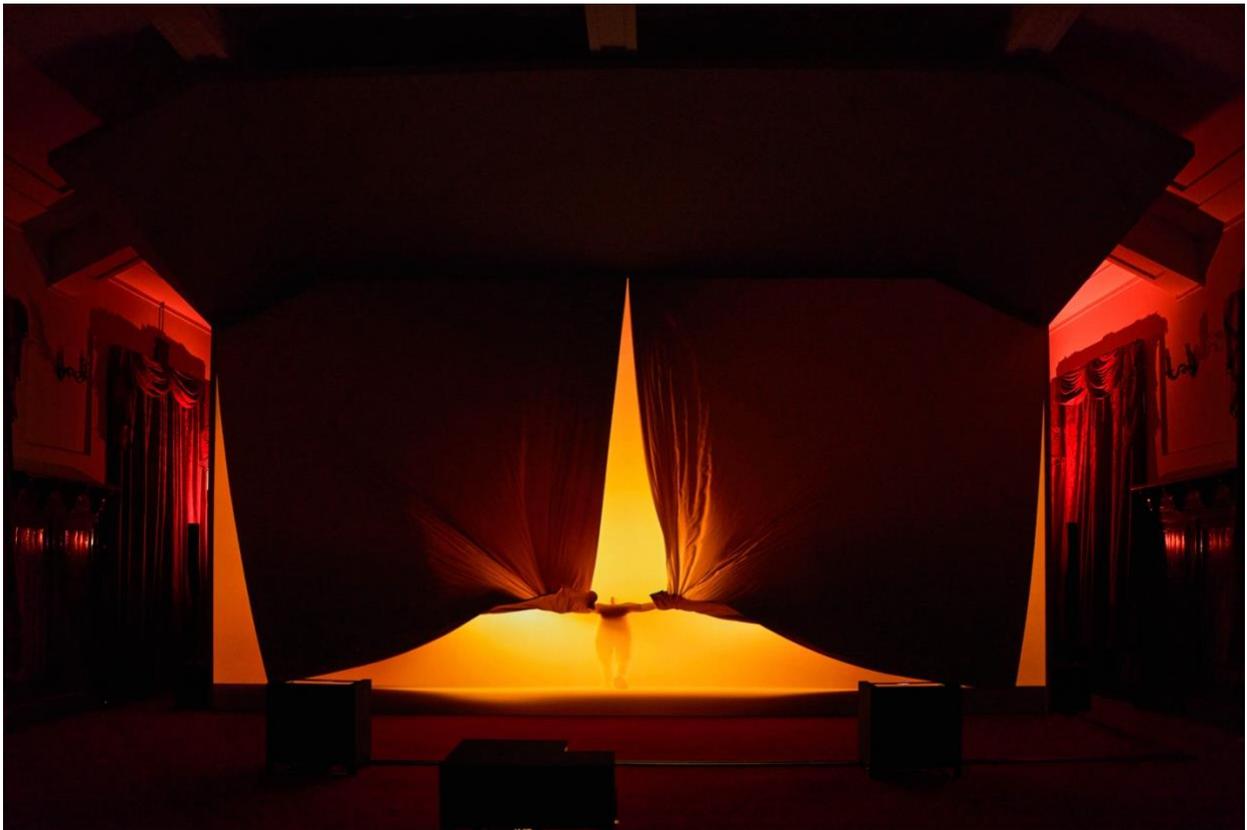


# reSOUND

NEW YORK

## d'strict Brings Multi-Sensory Exhibition 'reSOUND New York' to Hero at Rockefeller Center for New York Debut

*The groundbreaking exhibition opens on October 1, 2025, featuring a curated exhibition of world-renowned artists, including Children of the Light, Filip Studios, and Liam Lee*



*'FLOW,' courtesy of d'strict*

**New York, NY – September 16, 2025** – d'strict, the pioneering Korean digital design and art company celebrated for its large-scale immersive experiences, will make its New York debut with **reSOUND New York**, a new multi-sensory exhibition premiering **October 1, 2025**, in partnership with HERO, the innovative immersive experience space located at **Rockefeller Center's rink level**. On view through **October 31, 2026**, **reSOUND New York** transforms one of New York's most iconic landmarks into a stage for an artistic journey integrating sound, light, video, and tactile elements.

*reSOUND* premiered last year in Seoul's Culture Station Seoul 284, drawing over 110,000 attendees from 75 countries during its ten-week run. The New York edition will showcase ten artworks across seven themed stages within a 10,977 sq ft space. Harnessing diverse

soundscapes, kinetic installations, and interactive devices, the exhibition is meticulously designed to stimulate the senses and evoke a profound emotional response.

*reSOUND New York* will feature a curated lineup of globally recognized artists from South Korea, the United States, the Netherlands, and beyond, including: **d'strict**, **Children of the Light**, **Filip Studios**, **Eric Gunther**, **Liam Lee**, **JUMBO**, and **Hannah Bigeleisen**. Each of them will present works that explore the intersection of space and sensation. Beloved installations from the Seoul exhibition are masterfully reinterpreted for the new exhibition site, with new additions that include works by New York-based artists like Liam Lee, JUMBO, and Hannah Bigeleisen.

*reSOUND New York* spans seven stages designed to prompt personal discovery while encouraging active participation from the audience, offering a synesthetic journey into new dimensions:

- **ARRIVAL**
  - The exhibition begins with **OCEAN** by **d'strict**, a large-scale panoramic video installation that envelops visitors in a dark wave. Created in collaboration with composer Jang Young-gyu, this immersive work sets the tone for the journey ahead, surrounding visitors with an atmosphere of sensory exploration.
- **TRANSITO**
  - This installation by **Children of the Light** reveals a luminous passage of radiant columns that continuously reshapes itself. Accompanied by a soundtrack composed for a glass harmonica, this passage dissolves into liquid architecture, carrying audiences beyond physical boundaries.
- **BOUNDLESS**
  - Next, **Tactile Orchestra** by **Filip Studios** invites visitors to use the walls as instruments, collaborating with others to create harmonies and rhythms that unfold into an emerging symphony. **Boundless Body** by **Eric Gunther** presents an interactive installation centered on a twelve-foot wooden bench, where poetry is experienced through shared vibrations. Then, step into **Liam Lee's Breathing Room**, which transforms a mirrored infinity space into an undulating landscape.
- **ECHO**
  - This stage transports audiences into an omni-dimensional kinetic sound and light environment inspired by the sonification of scientific data from black holes. **ECHO** was created in collaboration with practitioners across various disciplines, including: **d'strict**; **Erin Kara**, an MIT astrophysicist; **Ian Condry** from the MIT Spatial Sound Lab; **Kyle Keane**, a Senior Lecturer at the University of Bristol; **oOps.50656**, a media collective; and **KKOL Studio**.
- **WHISPER**
  - **Petal Collection** by **Hannah Bigeleisen** uses rich materials to express inner emotions. Explore how repetition can evoke softness in a material as solid as cement, while **Fortune Chairs** by **JUMBO** encourages playful interaction with chair installations designed in the form of smiles.
- **FLOW**
  - Art history is reinterpreted through symbolic dance movements in an art performance film of the same name. Featuring a 5.1-channel score by Tristan Barton and a site-specific sculptural LED installation, **FLOW** by **d'strict** uses rhythm and sound to immerse audiences in the evolving relationship between the world and the self.

- **INTO INFINITY**

- *reSOUND* culminates with endless movement from the interactive lighting sculpture ***Spiraling into Infinity II***, a collaboration between **Children of the Light** and Alexander Whitley Dance Company.

"*reSOUND*'s New York debut presents a pivotal opportunity to engage a global audience with an intuitive and deeply sensory artistic experience, built upon a foundation of content that has resonated profoundly in Seoul," said Sean Lee, CEO of d'strict. "We are committed to continuing this journey, bringing our exhibitions to major cities across the globe."

*reSOUND New York* is part of *d'strict Art Project*, a collaborative initiative expanding the company's cultural reach and fostering deeper connections with the wider audience. Pre-sale tickets are available beginning September 9, 2025, via Fever. The exhibition is scheduled to run through October 31, 2026.

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### Visitor Information

- [Instagram](#) | [TikTok](#) | [Facebook](#)
- Pre-sale Opening: September 9, 2025
- Grand Opening: October 1, 2025
- Hours of Operation:
  - Monday–Sunday: 11:00 AM – 7:00 PM (Last entry at 6:00 PM)
- Location: HERO NYC, 610 5th Avenue, C010 Rink Level, New York, NY 10020
- [Official Website](#)
- [Reserve tickets](#)

### About d'strict

d'strict is a design and art company that creates innovative spatial experiences by developing content with digital media technology. Since its establishment in 2004, the Seoul-based company has dazzled global audiences with groundbreaking projects such as 'LIVE PARK' (2011), the world's first indoor 4D art park; 'WAVE' (2020), 'Waterfall-NYC' (2021), and 'Whale #2' (2021), public media art projects; and 'Arte Museum' (2020–present), a popular immersive art exhibition space with global reach. d'strict is the winner of 99 international design awards, including 26 iF Design Awards and 13 Red Dot Awards, and is ranked No. 1 in Asia's Design & Architecture Studio category by the official iF Design Award ranking. With its unrivaled content development expertise and deep understanding of fast-evolving digital media technology, d'strict is expanding its global presence. Its services include the immersive art exhibition space 'Arte Museum,' operating in South Korea, North America, China, and the MENA region; the media art content licensing platform 'LED.ART'; and the experiential media art playground for children, 'Arte kids park; and traveling exhibition series such as 'reSOUND.'

For more information, please visit <https://dstrict.com/>.

### About HERO

HERO is an immersive arts & culture space located at Rockefeller Center's rink level. Merging cutting-edge video, spatial audio, and 360-degree scenic design, HERO's rotating exhibits captivate audiences with imaginative storytelling and innovation.

Founded by the acclaimed creative company, MATTE Projects, and in collaboration with Rockefeller Center, HERO offers a wide range of experiences across entertainment, art, wellness

and immersive retail – welcoming everyone to experience something truly memorable in the heart of New York City.

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