

# New York Report

June 2026

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\* Project 1: reSOUND NYC

## 1. reSOUND NYC

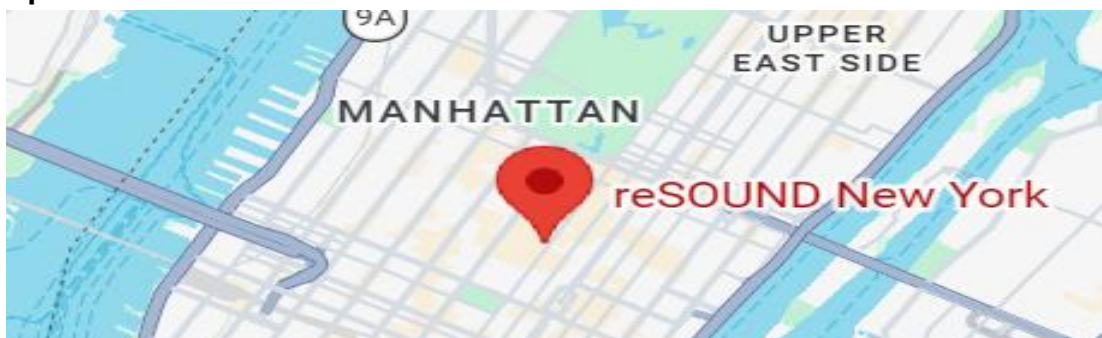
### Project Overview

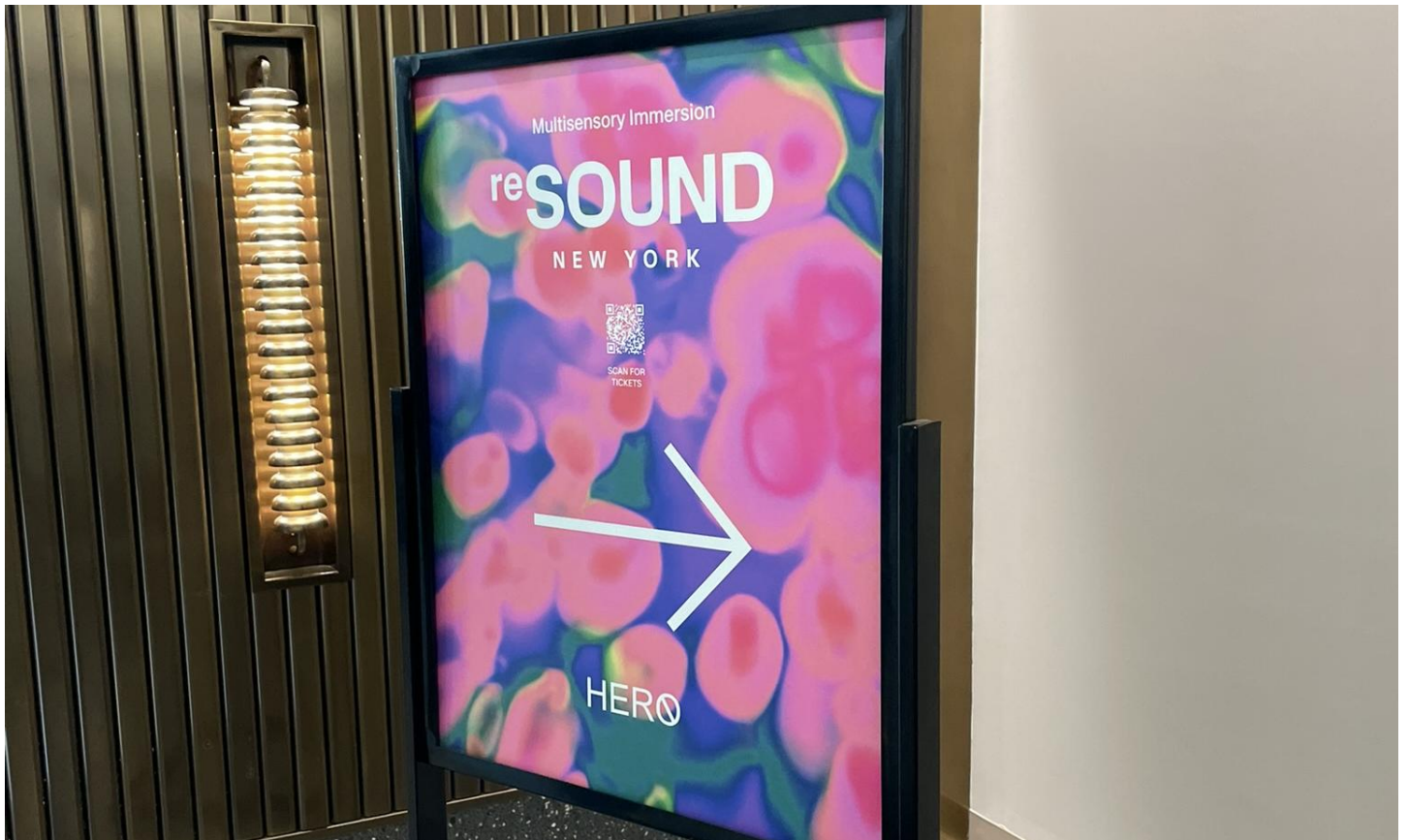
In recent years, immersive art in New York City has evolved from purely visual experiences into comprehensive productions where sound, spatial design, data, and technology intersect. Amid this trend, the immersive experience reSOUND, currently on view at Rockefeller Center, has attracted significant attention. Created by the South Korean digital art studio d'strict, the exhibition has become a notable example of how an entire space can be transformed into a single experiential environment through the integration of sound, light, and physical sensations such as vibration. The exhibition is composed of multiple stages, with different creators and production teams responsible for each environment, resulting in a multilayered world within a single venue. Among these, the room called ECHO presents experimental approaches centered on spatial sound design, including efforts to translate scientific data into sound. It incorporates avant-garde ideas such as the sonification of astrophysical data, including information related to black holes, extending the experience into the realm of academic research. Such advanced immersive experiences are not limited to reSOUND. For example, Hall des Lumières, housed in a historic building, transforms the architecture itself into a medium through large-scale projections and sound. The imagery extends beyond the walls and ceilings, allowing visitors to experience the building as part of the artwork itself. In addition, Mercer Labs, known for its more experimental approach, combines fashion, music, sensor technology, LEDs, and mirror effects to create interactive environments that respond to visitors' movements. Immersive art is evolving into a multidisciplinary form of expression involving sound designers, engineers, architects, researchers, and many others. As a leader in this field, New York continues to pioneer new frontiers in experiential design while blurring the boundaries between technology and art.

### Project Details

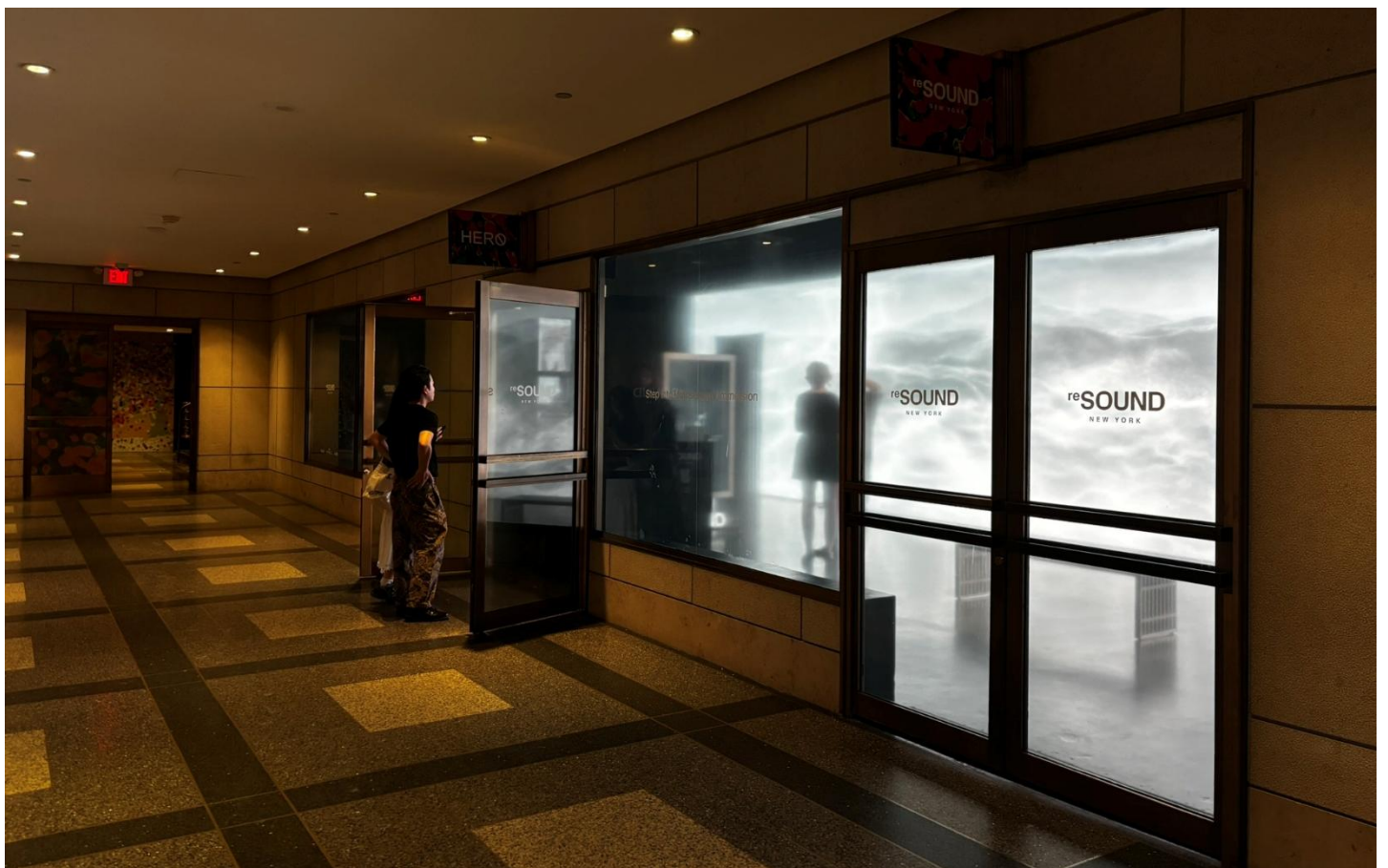
1. reSOUND NYC
2. Art Installations
3. Open Date: October 1<sup>st</sup>, 2025
4. Location: 610 5th Ave Rink Level, New York, NY 10020
5. Target Customer: All
6. Website: <https://resound-nyc.com/>

### Location Map





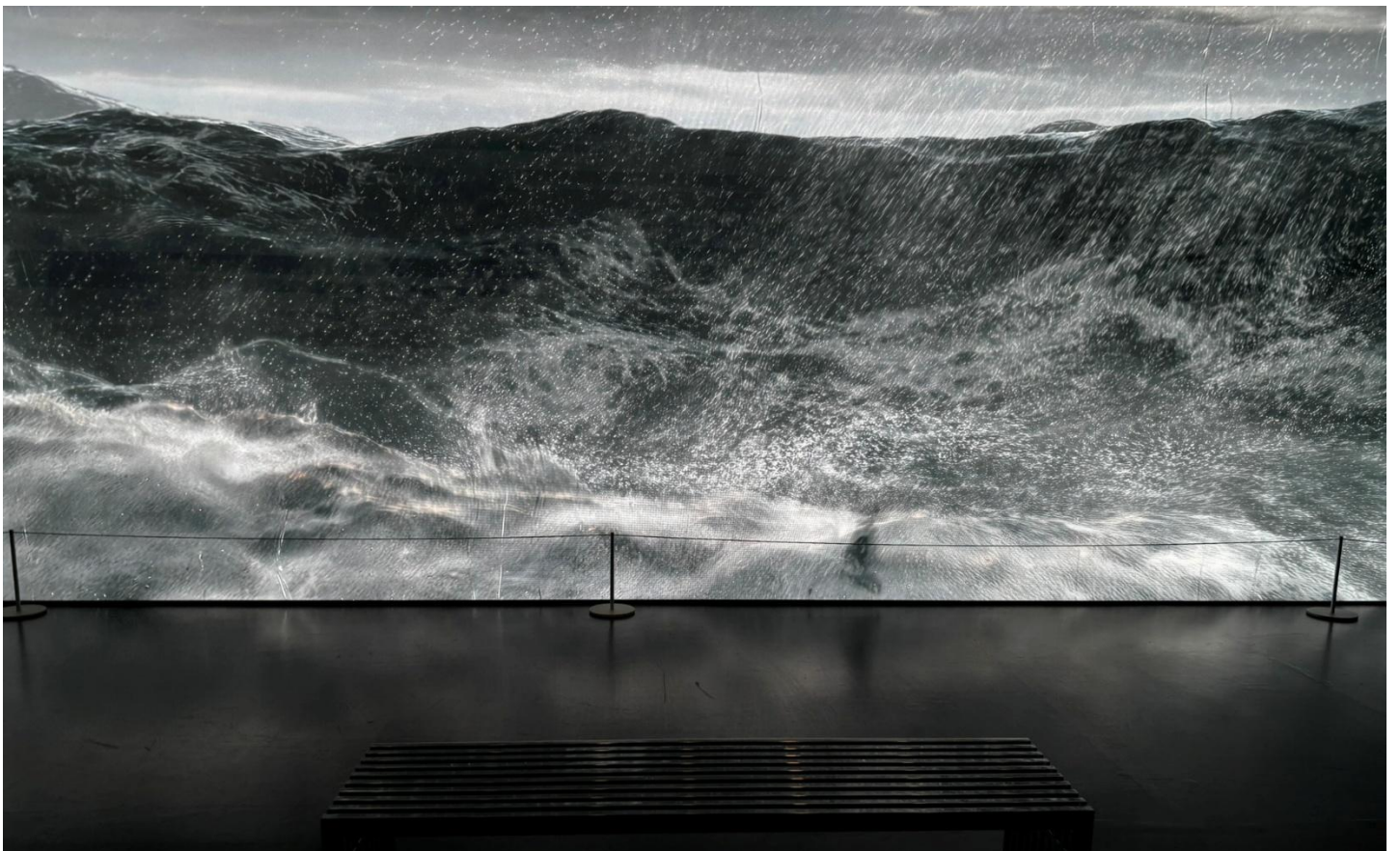
reSOUND, a limited-time immersive art installation, debuted at HERO, an event space within Rockefeller Center.



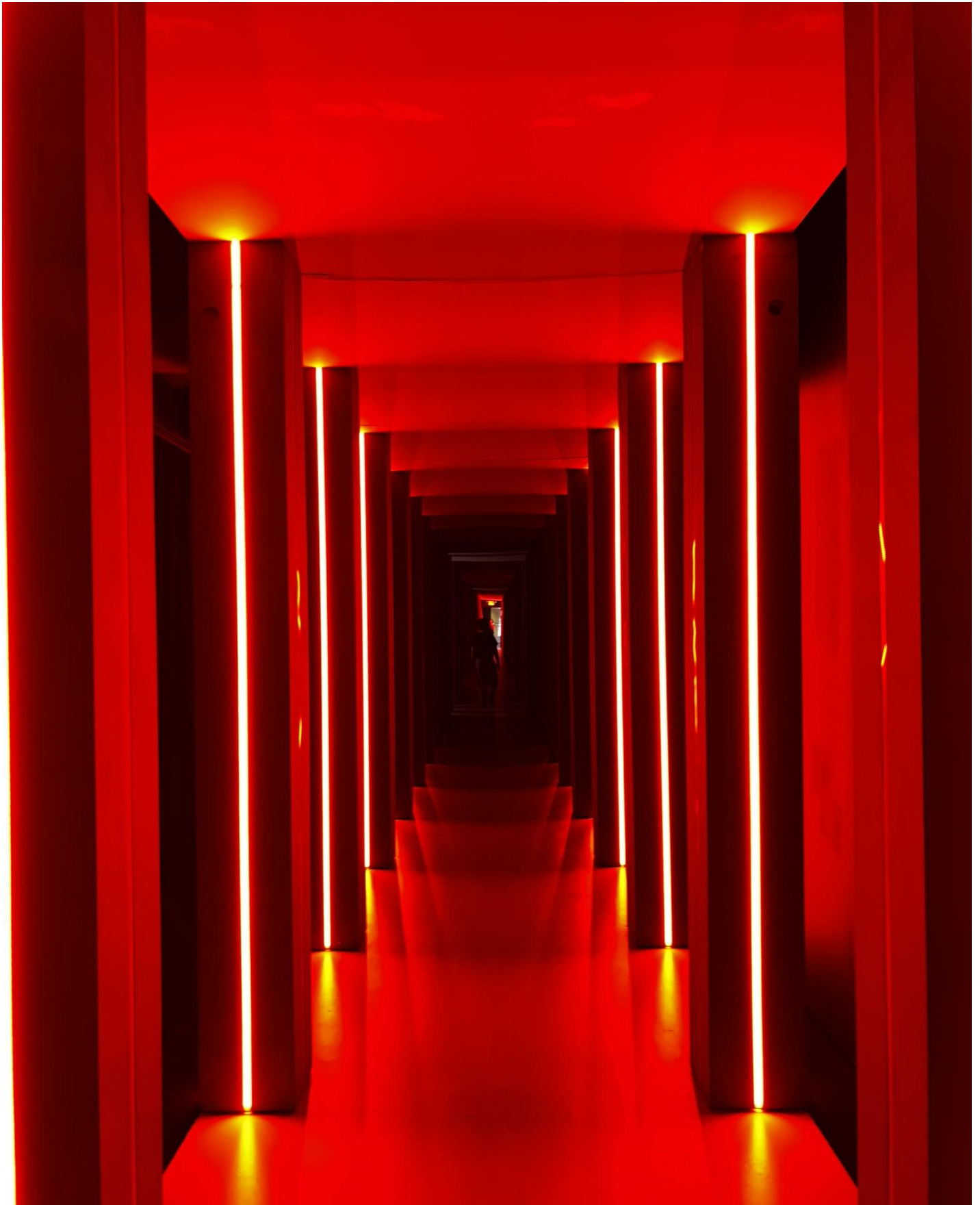
Organized by South Korean digital art studio d'strict.



A diverse lineup of artists and production teams, each creating a unique space across eight rooms.



The first stage, "OCEAN," by composer Jang Young-gyu, uses sound to powerfully evoke the sensation of approaching waves.



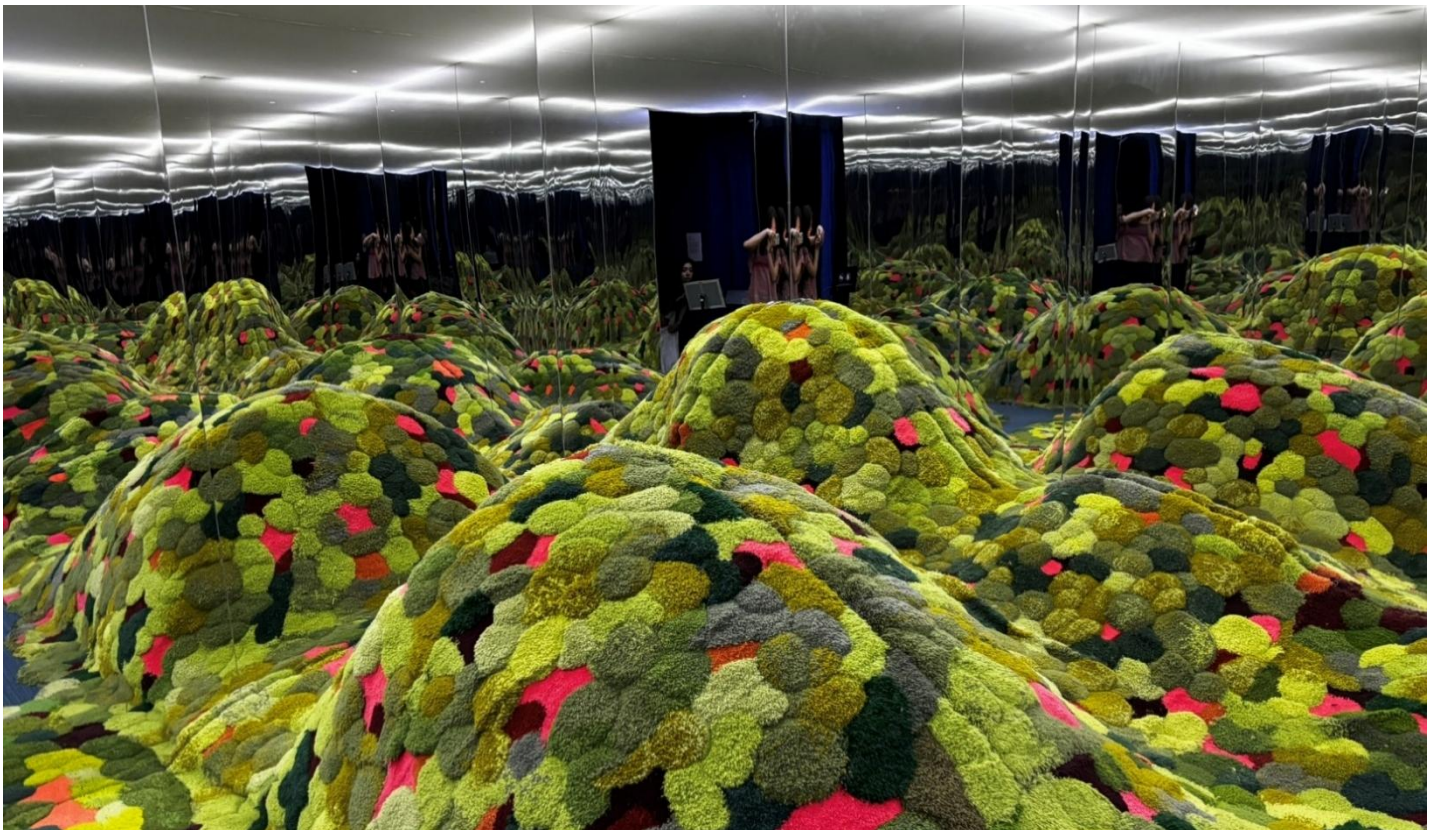
The tunnel of light-drawn lines and three-dimensional structures is TRANSITO, created by the artist duo Children of the Light.



TACTILE ORCHESTRA features a unique mechanism where visitors' interactions and movements are transformed into sound.



BOUNDLESS BODY is an experimental installation where visitors experience poetry through vibration.



"BREAKTHING ROOM," created by New York-based artist Liam Lee, is a garden made from textured wool fabric.



ECHO, a black hole recreation by d'strict Art Project, the project's lead creative studio.



A lounge area featuring works primarily by Korean artists.



It is also notable as a venue where emerging artists can exhibit their work and express themselves.



FLOW: Enjoy a 15-minute short animation from a variety of perspectives.



Relax on a beanbag chair and immerse yourself in the colorful world created by d'strict.



Stimulating the senses through the skillful use of color and light.



A space made entirely of light that creates visual depth and a floating sensation.