

## PRESS RELEASE

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For Immediate Release



### **Revolutionizing Art Engagement: FusionFest Presents the Triple "O" Interactive Art Game in Collaboration with West Oaks Mall**

Orlando, FL - FusionFest Inc., in collaboration with gallerist and curator Gareth Edwards and West Oaks Mall, proudly introduces the Triple "O" Interactive Art Game, debuting on the first Thursday of every month starting August 1, 2024, at A Perfect Union Art Gallery, located in the West Oaks Mall at 9401 West Colonial Drive, Ocoee, FL 34761.

This innovative experience seeks to revolutionize how audiences interact with and perceive art. Triple "O" represents the three potential outcomes that a contestant's interpretation may receive from the panel of judges: "On-Track," "Off-Track," or "Off-Planet." Triple "O" aims to immerse participants in artistic expression by transcending traditional art appreciation and fostering curiosity and dialogue. Scheduled as a monthly event, Triple "O" will offer consistent opportunities for the community to engage meaningfully with art and the artist.

#### **Aims of the Triple "O" Interactive Art Game:**

- **Enhance Art Appreciation:** Triple "O" aims to deepen understanding and appreciation for art while providing insights into the creative process.
- **Create Interactive Experiences:** Attendees engage in lively interactions, fostering enjoyment and curiosity around art.
- **Explore Social Themes:** Participants delve into the social themes within art, sparking discussions on diverse narratives.
- **Cultivate Inclusivity:** The game offers a welcoming and inclusive networking space, bringing together art enthusiasts, creators, collectors, educators, and individuals from various backgrounds.

#### **The game unfolds in three steps:**

1. **Introduction and Observation:** Led by a host, participants analyze a featured artwork to decipher its true intent.
2. **Presentation to Judges:** Contestants present their interpretation to judges, who determine if it's "On-Track," "Off-Track," or "Off-Planet" based on the artwork's intent.
3. **Artist Validation:** The artist validates contestants' interpretations, with the "On-Track" interpretations winning the game and a prize.

Gareth Edwards shares his enthusiasm: "The Triple "O" Interactive Art Game embodies the spirit of art – it's interactive, thought-provoking, and brings the community together. We're excited to unveil this immersive and innovative experience, strengthening the bond with our local art scene."

FusionFest Directors Terry Olson and Teuruhei Buchin echo this sentiment: "At FusionFest, we're dedicated to showcasing diverse cultural expressions. The Triple "O" Interactive Art Game offers a unique and engaging experience, aligning with our commitment to celebrating cultural diversity and bringing enriching experiences to the Central Florida community. We are proud to champion this innovative event, bringing local art to the attendees in a whole new light."

FusionFest looks forward to premiering this innovative art experience to the Central Florida community, enriching its diverse offerings and programs leading up to the annual FusionFest Festival in November 2024.

Entry Fee: \$25 (Includes hors d'oeuvres and one drink)

Tickets will be on sale soon at [www.fusionfest.org](http://www.fusionfest.org)

**About**

FusionFest Inc. is a 501(c)3 nonprofit organization with the mission to celebrate the people and the many different cultures that make Central Florida awesome by showcasing talents, sharing stories, driving innovation, and building community based on respect and understanding. FusionFest is a project of the Orange County Office of Arts & Cultural Affairs.

For more information, visit [www.fusionfest.org](http://www.fusionfest.org).

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