

Crystal Bridges Museum Partners with Lollapalooza Producer to Launch a New Music-Art-Tech Festival

A brand-new celebration that'll appearance to bridge the worlds of music, art, and innovation is coming to Arkansas this September.

Called FORMAT (an acronym of "For Music + Art + Technology"), the celebration will run September 23–25 on "250 acres of forest-enclosed green land" at the Sugar Creek Airstrip in Bentonville, Arkansas.

It expenses itself as "a multidisciplinary experience, integrating a mind-expanding music lineup including some of the biggest acts on the celebration scene with immersive setups by vibrant visual and carryingout artists, site-specific commissions, and architectural interventions," according to a release.

FORMAT is established by occasions business Triadic (Mafalda Millies, Roya Sachs, and Elizabeth Edelman), and will be produced in collaboration with C3 Presents, which produces Lollapalooza in Chicago and Austin City Limits in Texas, amongst other live celebrations. Crystal Bridges Museum of American Art and its satellite modern art area the Momentary have likewise signed on as authorities partners, with regional Arkansas business OZ Events.

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Among the musical acts consistedof in this year's line-up are Beach House, Phoenix, Ru?fu?s Du Sol, The War on Drugs, The Flaming Lips, Khruangbin, Nile Rodgers & CHIC, Jungle, and Herbie Hancock. In addition to the routine primary and side phases common at celebrations like this, FORMAT will likewise consistof "alternative settings where artists will carryout—hidden forest enclaves, an outdoor structure, a transformed disco barn, and a multi-room speakeasy," per the release.

For its part, Crystal Bridges and the Momentary have assisted safeandsecure a lineup of top-tier artists who will likewise present work and efficiencies throughout FORMAT. Artist Nick Cave, who will be the subject of a significant retrospective opening at the Museum of Contemporary Art Chicago next month, will phase a efficiency including his famous “Soundsuits,” with author Jlin and the University of Arkansas at Pine Bluff.

Doug Aitken’s mirrored hot-air balloon, *New Horizon*, will travel from the Momentary to the FORMAT website as part of a kick-off occasion hosted at the celebration that will function a efficiency by The War on Drugs.

The New York–based Performa biennial will produce a efficiency of Jacoby Satterwhite’s *PAT*, his musical cooperation with Nick Weiss, that will be accompanied by a multi-channel video setup. (*PAT* takes its name from Satterwhite’s late mom Patricia, who left behind many a capella recordings and hasactually been a significant source of motivation in the artist’s practice.)

Nick Cave's "Soundsuits" in action.

Other art-related interventions consist of a "disco madhouse" by artist Maurizio Cattelan and his *Toiletpaper* magazine, a speakeasy by Justin Lowe & Jonah Freeman, a fabric sculpture by Pia Camil, a light setup by Marinella Senatore, and an A.I. partnership in between John Gerrard and Richie Hawtin, amongst other jobs. New York gallerist Nicola Vassell will serve as the inaugural Cube

Grant manager, where she will work with a visual artist to style an outside scrim.

On view at Crystal Bridges throughout FORMAT will be its veryfirst exhibit devoted to style, entitled “Fashioning America: Grit to Glamour,” visitor curated by Michelle Tolini Finamore.

In a declaration, Olivia Walton, the board chair of both Crystal Bridges and the Momentary Board Chair, stated, “With FORMAT in OZ, we’ve attempted to capture all the things that make Northwest Arkansas one of the fastest-growing and most vibrant environments in the nation—unparalleled gainaccessto to outside entertainment, available art allover you turn, and a culture of development as limitless and wild as the Ozark mountains. We’re thrilled that FORMAT will aid us present this corner of the Heartland to art and music fans from around the world.”

Tickets for FORMAT will go on sale on Friday, April22 The complete line-up follows listedbelow.

Source: [Crystal Bridges Museum Partners with Lollapalooza Producer to Launch a New Music-Art-Tech Festival.](#)