

M E S M E R I C A

FOR IMMEDIATE RELEASE

Happiness Goes Viral: James Hood's MESMERICA Immersive Planetarium Music Show Breaks Records

February 25, 2020, Los Angeles – *Mesmerica*, an award-winning visual music journey that brings the music of award-winning composer and percussionist James Hood together with visually-hypnotic animated 3D art curated from artists around the world is now the fastest-selling music full-dome/planetarium show ever.

Currently showing in 20 US/Canadian cities, *Mesmerica* has sold-out over 1000 shows in just 12 months, often with lines out the doors of these full-dome and planetarium theaters more accustomed to showcasing programs inspired by astronomy and science.

Nominated for the Producers Guild of America's first-ever Innovation award, the family-friendly 360 projection show creates an immersive experience designed to transcend time, relax and soothe while simultaneously stimulating the senses. The result is an experience which is simultaneously an epic immersive visual journey and an opportunity to de-stress, a combination which has audiences coming to experience it over and over again.

The soundtrack, taken from James Hood's album *Mesmerica*, is based around the sound of a uniquely soothing percussion instrument called the "Hang."

"The power of immersive music and art is like no other art form, it has the ability to create unique moods and brain states, and we're so thrilled and honored to be able to showcase this full-dome presentation in such wonderful venues as the planetariums," said James Hood.

To create MESMERICA, James Hood partnered with director Michael Saul and immersive experience experts with Vortex Immersion Media.

President and founder of Vortex, Ed Lantz says this: "I've spent much of my career in the planetarium industry, and founded Vortex Immersion Media to offer artists and creatives an opportunity to create for this very powerful format. We're so pleased to have the opportunity to bring this unique, creative work from James Hood and artists around the world to the planetarium market."

Tickets for MESMERICA 360 are available here: www.mesmerica.com

###

More information about *Mesmerica* can be found here:

<https://www.mesmerica.com>

Images of *Mesmerica* are available for download here:

<http://www.jameshood.com/press>

About James Hood:

James Hood is renowned as a vital and versatile musical pioneer. His lengthy and varied musical resume includes playing drums in *The Pretenders*, an ongoing two-decades-plus run as mastermind of the visionary ambient/electronica act *Moodswings* and an expansive array of production and soundtrack projects. James' album *Ceremony*, reached #1 on World and New Age charts in US, Canada, Australia and the UK in 2014 then repeated that success once again with the release of *Pure Ceremony* in 2015. The story continues with the global release of James' third album, *Mesmerica*, a visual musical journey that will take you deep into the beautiful space that is your highest self.

About Vortex Immersion Media:

Vortex Immersion Media specializes in designing, producing, and distributing immersive entertainment and experiences in fulldome, VR, and emerging media tech formats.

For more information please visit: www.jameshood.com and www.vorteximmersion.com

Press Contacts:

Kate McCallum

Content and Communications
Vortex Immersion Media
+1 213 706 2376

kate@vortexdomes.com

Bennett Freed

Content and Communications
Moodswings, LLC
+1 818 521 1927

bennett.freed@gmail.com

CONNECT WITH JAMES HOOD:

Website: www.jameshood.com

Facebook: <https://www.facebook.com/jameshoodmusic/>

Twitter: <https://twitter.com/mesmerica360>

Instagram: <https://www.instagram.com/mesmerica360>