

PRESS KIT

# Immersive Painting

A room-scale painting system where gesture becomes pigment, pressure, and projected atmosphere.

---



Immersive Painting, press image 1. 2022. Courtesy of Ronen Tanchum. Source file: immersive painting.

---

## WORK

- Immersive Painting, 2022
- Interactive installation

---

## SHORT DESCRIPTION

- A room-scale painting system where gesture becomes pigment, pressure, and projected atmosphere.

---

## LONG DESCRIPTION

- Immersive Painting turns the act of looking into an embodied encounter with a living image. Depth cameras track visitors in real time, translating body position, gesture speed, and proximity into a custom fluid simulation projected across the room, so each movement becomes a temporary mark inside a continuously changing painting.

---

## EDITION

- Edition of one interactive system

---

## TECHNICAL

- Depth cameras, real-time motion tracking, custom fluid simulation, projection mapping

---

## ADDITIONAL DETAILS

- Tribeca, New York presentation
- 

Ronen Tanchum. All works courtesy of the artist. Press images may be used for editorial coverage with artwork title, artist name, year, and courtesy line intact. For commercial or exhibition use, contact the studio.

<https://ronentanchum.art/artworks/immersive-painting.html>

<https://ronentanchum.art/assets/press-kits/immersive-painting.pdf>

[studio@phenomenalabs.com](mailto:studio@phenomenalabs.com)