**CHARITIES ADOT AND CAMPAIGN AGAINST LIVING MISERABLY PARTNER FOR MENTAL HEALTH AWARENESS WEEK TO PRESENT DIGITAL ARTWORK *MONOLITH***

**An audio-visual expression of anxiety, *Monolith* will play across Outernet London’s giant screens for free May 15th to May 21st**

**ADOT,** Outernet’s official charity has partnered with suicide prevention organisation **Campaign Against Living Miserably (CALM)** and artist **Jack Dartford** on a powerful new immersive artwork ***Monolith*** to raise awareness around anxiety. Adot is focused on making a difference through thought provoking campaigns with an aim to encourage acceptance of the similarities between us rather than the small differences to undo the epidemic of disconnect and conflict that confronts the world. ADOT provides support to other charities and is proud to partner with CALM for Mental Health Awareness Week.

*Monolith*is a crowd-reactive audio-visual installation created by Jack Dartfordand produced by Immersive Experience Company Chaos Inc, featuring new audio work by sound designer Halina Rice. It explores anxiety and its associated symptoms and will play for free across the immense screens at Outernet London from May 15th to May 21st.

The piece will be available to view at Outernet’s flagship space The Now Building, featuring the most advanced immersive screen and audio technology in the world - 23,000 square feet of wrap-around, floor-to-ceiling 16K screens. accompanied by acustom sound design that uses more than 70 loudspeakers The spectacular screens and movement tracking technology deliver a cutting-edge immersive sound and vision experience which pushes the technical capabilities of the venue to new heights.

As the crowd grows and more people enter the building, the screens react in real-time and *Monolith* begins to panic. Millions of digital particles on the screens make up a "Monolith" shape in the first instance but as the room gets fuller the particles move in an increasingly frantic fashion. The colours of the piece rapidly change and the speed accelerates as the crowd grows bigger - simulating complete sensory overload.

The soundtrack reflects the visual narrative - moving from calming soundscapes through to frenetic sound design underscored by pulsating basslines. Combining organic and inorganic sounds Halina Rice seeks to create a constantly evolving, otherworldly piece - underlining the unsettling theme of the overall installation. In a first for Outernet the soundtrack will make full use of their L-ISA spatial sound system by L-Acoustics with each individual sound carving its own path across the space, again in real-time.

The artist Jack Dartford aims to encourage a profound moment of empathy by creating an environment where all who enter experience a representation of overstimulation common to those suffering from anxiety induced panic attacks.

If you’re struggling with anxious thoughts and want to talk to someone, CALM's [helpline and livechat](https://www.thecalmzone.net/get-support) are open from 5pm to midnight every day 365 days a year*.* Alternatively, you can head to CALM’s guide pages for practical tips and advice <https://www.thecalmzone.net/guide-list>

***Jack Dartford, Artist & Creator of MONOLITH*** *said:* “*Having experienced severe anxiety myself especially throughout childhood, I wanted to find a way to create something that really helped others understand what the feelings can be like. As someone on the Autistic Spectrum I often find it easier to express emotions through visual mediums instead of verbally. Monolith represents and emulates our sometimes hidden vulnerability and a way I hope of bringing people together to understand more about how anxiety can feel.* *Monolith represents the mental state, as more people gather, the more anxious it becomes.*

***Simon Gunning, CEO, CALM*** *said: “Monolith is a powerful visual expression of a very real condition that affects so many of us every day. There are numerous factors that can contribute to feelings of anxiety, factors which are exacerbated by our modern lifestyles, 24/7 connectivity, and forever rolling news cycles made worse in these uncertain times. It’s important to remember there are lots of ways to help deal with anxiety. From exercise and nutrition, to speaking to someone about your worries, and of course If you’re struggling you can talk to CALM.”*

**ADOT said** *‘This captivating artwork stands at the forefront of its kind - a unique experience set to engage all senses. Using cutting edge technology on the Outernet screens, ADOT hopes this Campaign will foster empathy and understanding for those struggling with anxiety and to create a space for reflection, connection, and empathy. ADOT is excited to present Jack Dartford’s Monolith, with the supported of CALM, to embark on a journey to destigmatize anxiety and promote mental health awareness.’*

***Stacia Pfeiffer, Co-Founder, Chaos Inc*** *said “Jack Dartford has delivered a living, breathing expression of the hidden world of the inner psyche. Monolith breaks down the barriers between artist, artwork and audience. In planning the installation, we have made full use of the technical capability of Outernet’s impressive facilities - including a Realtime, crowd-responsive particle system, making the audience a central figure in the generative nature of the piece. Halina Rice has created custom spatial audio for this installation which builds upon and reacts to the visual content, creating a fully responsive AV experience.”*

***Halina Rice, Sound Designer*** *said “The themes of this project are close to my heart and it’s been fascinating to work on - not only to try to express the emotive themes in the piece - but also to collaborate with the wider team to integrate these technologies including spatial sound for the first time at Outernet.”*

***Monolith* will run at Outernet London at the following times Mon 15th May – Sun 21st May**

Mon-Fri

12pm – 2pm

5pm – 7pm

Saturday

12pm-2pm

Sunday

6pm-8pm

**Notes to Editors**

**About ADOT**

ADOT is focused on making a difference through thought provoking campaigns with an aim to encourage acceptance of the similarities between us rather than the small differences to undo the epidemic of disconnect and conflict that confronts the world. Adot aims to raise awareness and funds for other charities and at the same time promote the message of oneness. https://www.adot.com

**About Campaign Against Living Miserably (CALM):**

Campaign Against Living Miserably (CALM) stands united against suicide with everyone in the UK.  The campaign is led through vital, life-saving support, impactful conversations and collective action. If you’re struggling, talk to CALM on 0800 58 58 58 (UK) or through our [webchat](https://urldefense.com/v3/__https:/nam12.safelinks.protection.outlook.com/?url=https*3A*2F*2Fwww.thecalmzone.net*2Fhelp*2Fwebchat*2F&data=04*7C01*7Calanna.longworth1*40molsoncoors.com*7C317210859b57455fad1c08d9828ff419*7C9d22fedaa32c4757aa1db6208426fd0e*7C0*7C0*7C637684377060855301*7CUnknown*7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0*3D*7C1000&sdata=gohCRYgwU99ReEWnJK0cJjSmF0ORB2aRn*2Bkqqvimnlw*3D&reserved=0__;JSUlJSUlJSUlJSUlJSUlJSUlJSU!!GFN0sa3rsbfR8OLyAw!fl7A5VnUVeRCOUD6wz50_dn_NXKM3x5Yi4Qo1f3UQ9a34FL2xJwPrInc7Of01I5NuF938IDLxw8bnvoH0m8TuT3RKa98_DRs0DC7SpM$). Their trained support workers are available from 5 pm to midnight every day to provide practical support and advice, whatever you’re going through.

To find out more about CALM, their services, or for support and advice visit thecalmzone.net

**About Outernet**

Every day, and for free, Outernet’s screens display immersive arts and cultural programming and high-impact advertising, creating unparalleled communal experiences and a platform for brands and creators to engage with consumers in a way never previously possible. https://www.outernetglobal.com