



FOR IMMEDIATE RELEASE

Contact: Oscar J. Rivera

[Info@enfoco.org](mailto:Info@enfoco.org)

[Oscar@enfoco.org](mailto:Oscar@enfoco.org)

**EN FOCO & BRONXNET ANNOUNCE**  
**IN-PERSON WORKSHOP AS PART OF SUMMER 2022 SERIES**  
***Immersive Technology: Art, Activism, and Community***  
***Session #4: Artists & Immersive Tech***



**BRONX, NY, September 8, 2022** – En Foco is proud to announce the final workshop of its *new summer workshop series, **Immersive Technology: Art, Activism, and Community***, hosted in collaboration with BronxNet, Pregones PRTT, and the Bronx Council of the Arts. The final session features further discussion on Immersive Tech, hands on demonstrations led by Immersive Artists, and will be held **IN-PERSON** at the BronxNet South Bronx Facilities. The final session will focus on the ways artists are using immersive technologies, and will give attendees an opportunity to create, continuing the sharing of valuable informational tools and promoting community engagement and accessibility to immersive technology resources.

To RSVP for the Introduction to Immersive Technology Informational session, please visit: <https://www.eventbrite.com/e/395269129607>

The final session will be held on **September 13, 2022 from 6-8pm** at the BronxNet South Bronx Facilities at **441 Westchester Ave, Bronx NY, 10455**. The culminating session will include a brief overview of immersive technologies and the practical applications in art making, productions and community engagement, and will feature artist presentations, and other interventions designed to engage the participants and shape the informational session as a resource for coalition building, community engagement, and artist support through the use of various interactive and immersive technologies available. Workshop includes hands-on group demonstrations by panelists on: **Tilt Brush, Spark AR, Blippar, Echoes.XYZ**, and other immersive platforms currently being used by industry professionals, artists, and beyond.

Attendees will be encouraged to consider how immersive technology can be implemented in their communities to achieve cultural equity and access. The series, which is free and open to the public, will also address the critical lack of tech-based programming and support in the Bronx. No previous experience or equipment is required to attend.

## COVID-19 GUIDELINES

Masks are an extra precaution to protect against COVID-19 in areas with community transmission, and for this reason masks or similar face coverings are **required** for all attendees, regardless of vaccination status. Masks will be made available for attendees who need one.

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## ABOUT THE PANELISTS

**TRISH GIANAKIS** is an immersive, Emmy Award winning artist, digital art professor, NFT expert, published poet and artisan in residency at Bronxnet TV. Since March of 2021, she is known for turning her physical art into NFTs, incorporating 3D animations, augmented reality and creating Metaverse Art Galleries.

**WILL ROBERTS** is a storyteller, spatial thinker, designer, 3D artist with a background in UX design. His strengths are designing experiences that bridge the physical and virtual. From concept to completion, he builds installations, games and storyworlds in the form of augmented and virtual reality. He's committed to designing experiences that help one maximize their physical potential.

**BETTY YU** is a multimedia artist, photographer, filmmaker and activist born and raised in NYC to Chinese immigrant parents. Yu integrates documentary film, new media platforms, and community-infused approaches into her practice. She is also a co-founder of Chinatown Art Brigade, a cultural collective using art to advance anti-gentrification organizing.

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**ABOUT EN FOCO** | En Foco, Inc. is a non-profit that supports U.S.-based photographers of African, Asian, Latino, Native American, and Pacific Islander heritage. Founded in 1974, En Foco makes their work visible to the art world, yet remains accessible to under-served communities. Through exhibitions, workshops, events, and publications, it provides professional recognition, honoraria, and assistance to photographers as they grow into different stages of their careers. For more information, please visit: [www.enfoco.org](http://www.enfoco.org).

**ABOUT BRONXNET** | BronxNet provides hands-on television production training, equipment access, and channels for Bronx residents. Award-winning BronxNet programs keep BronxNet in touch with the people, issues, neighborhoods, and activities that make the borough what it is today. For more information, please visit: [www.bronxnet.org](http://www.bronxnet.org)

**ABOUT PREGONES PRTT** | Pregones/Puerto Rican Traveling Theater (aka Pregones/PRTT) is a multigenerational performing ensemble, multidisciplinary arts presenter, and owner/steward of bilingual arts facilities in The Bronx and Manhattan. For more information, please visit: [www.pregonesprtt.org](http://www.pregonesprtt.org)

**ABOUT BRONX COUNCIL ON THE ARTS** | A pioneering advocate for cultural equity, the Bronx Council on the Arts (BCA) nurtures the development of a diverse array of artists and arts organizations and builds strong cultural connections in and beyond The Bronx. For more information, please visit: [www.bronxarts.org](http://www.bronxarts.org)

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