

XR Artwork Installations



PHI

Introducing Phi

PHI is a leading arts and culture organization that offers a panoramic perspective of radical ideas. Positioned at the intersection of art and technology, Phi develops and presents an adventurous programming focused on collective experiences, social impact, and audience interactivity.

PHI collaborates with a growing number of prestigious cultural organizations around the world. One of our fondest hopes is to never stop exporting our expertise, contributing to the renown of exceptional immersive creations on the international scene.

In the realm of contemporary media, PHI creates installations that travel the world, envisioning future generations and storytelling possibilities.

Bringing these works around the world is a great pleasure; serving as a catalysis for the promotion of arts and culture that knows no boundaries is a privilege. Every invitation, every collaboration, every link forged brings us closer to achieving that goal.

PHI



TRAVELING WHILE BLACK

Directed by Academy Award Winner
Roger Ross Williams

Co-Directed by
Ayesha Nadarajah

Produced
by



Travel
ing
While
Black
Inc.



Distribution
by

PHI

EMMY® NOMINEE!
OUTSTANDING ORIGINAL INTERACTIVE PROGRAM



OFFICIAL SELECTION
Biennale Di Venezia 2019



OFFICIAL SELECTION
Games For Change Festival 2019



OFFICIAL SELECTION
SIGGRAPH VR Theater 2019



VERSIONS PRIZE
VR Arles Festival 2019



NOMINEE
VR Awards 2019



OFFICIAL SELECTION
Sheffield Doc Fest 2019



The VR Experience

Traveling While Black is a cinematic VR experience that immerses viewers in the long history of restriction of movement for black Americans and the creation of safe spaces in our communities. Academy Award winner Roger Ross Williams and Emmy Award-winning Felix & Paul Studios' film transports viewers to historic Ben's Chili Bowl restaurant in Washington DC.

The VR documentary was inspired by the Negro Motorist Green Book – a survival guide written by Victor Green first published in 1936 - that African American travelers relied on to avoid brutal discrimination. It listed safe places that would fulfill their basic needs and was used throughout the 40s, 50s and 60s.

Viewers share an intimate series of moments with several of Ben's patrons as they reflect on their experiences of restricted movement and race relations in the U.S. Confronting the way we understand and talk about race in America, *Traveling While Black* highlights the urgent need to not only remember the past but to learn from it, and to facilitate a dialogue about the challenges minority travellers still face today.

Duration: 20 minutes
Language: English



The Installation

Traveling while Black is presented as an artistic installation that recreates the setting of Ben's Chili Bowl diner in Washington, D.C.

In the *Traveling While Black* VR exhibition, participants experience a deeper understanding of what segregation was like historically in today's world of "stop and frisk." The installation gathers multi-generational experiences and contemporary stories of "traveling while black" highlighting the urgent need to remember this past, build critical empathy, and facilitate a dialogue about the challenges minority travelers still face today.



Key Metrics



24

x

8

x

72

=

13,824

Visitors / Hour

Average Hours / Day

Opening Days

Maximum Capacity



67%

@

9,262

x

\$15

=

\$138,931

Attendance Success

Tickets Sold

Average Ticket Price

Gross Ticket Sales

PHI.CA

PHI

Myriam Achard
Chief of New Media Partnerships & PR

machard@phi.ca
+1 514 779 8868

Xavier Martinelli
Business Development

xmartinelli@phi.ca
+1 514 664 9943