

## Take a look at the dazzling artwork being shown on a huge 'digital canvas' in London

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"Heaven's Gate," by Marco Brambilla, will be shown at Outernet from January 22. Outernet

- Outernet London has 23,000 square feet of floor-to-ceiling high-definition LED video screens.
- It displays "experiential advertising" as well as immersive contemporary digital art works.
- Commercial partners include Burberry, Chanel, Amazon, Netflix, BMW and EA Games.

The [Outernet](#), next to Tottenham Court Road station in London's West End, [has been described](#) as an "immersive entertainment district."

It has two event spaces that can be used for gigs, performances and club nights – as well office space, apartments, retail stores, and a 55-room music-themed hotel.

But perhaps the most eye-catching element of the project, which opened last November, is the 23,000 square feet of super high-definition LED screens at street level that it's calling the "world's largest digital canvas."

The immense, immersive 360-degree screens display "experiential advertising" from companies including Burberry, Amazon, Netflix, BMW, EA Games, and Chanel – as well as contemporary digital art exhibitions.

The latest exhibition, which opens on January 22, is called "Heaven's Gate" by Italian-born Canadian contemporary artist and film director Marco Brambilla.

It presents the "spectacle of the Hollywood dream factory as a panoramic video collage" that "celebrates and satirizes pop culture" by looping iconic moments from classic films.

Brambilla, who's known for recontextualizing images from popular culture in his artwork, also directed the music video for Kanye West's 2010 single "Power."

The company behind Outernet plans aims to open similar districts in New York and Los Angeles in the future.

Take a look at Outernet and its immersive digital artworks.

### Outernet in London's West End features digital advertising and exhibitions on its immersive LED screens.



Outernet

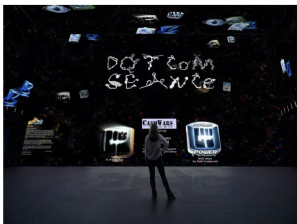
### The first exhibition was a project by artist Simon Denny called "Dotcom Séance."



Outernet

Source: [Outernet](#)

### It sought to explore "technology's sustained influence upon global cultural and political development."



Outernet

Source: [Outernet](#)