

[dNASAb]

MOBILE IMMERSIVE CINEMATIC ACTIVATIONS

Transform any space into an awe-inspiring immersive environment — on demand, anywhere in Miami.

Knights Art + Tech Expansion Fund — Knight Foundation

First Prize — Durrès Biennale 2024 · USA

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THE PROPOSITION

[dNASAb] arrives at your venue, event, or activation with a professional dual-projector mobile system, flexible mounting rigs, and original cinematic content — and transforms your space into a full immersive environment that stops people in their tracks. No venue renovation required. No permanent installation needed. Just pure, overwhelming visual experience delivered on your timeline.

This is not event AV. This is not ambient video loops. This is projection-mapped cinematic art built from real-world cinematography, location footage, drone capture, and a sophisticated production workflow that draws on every tool — traditional and emerging — in service of a single outcome: genuine awe.

PROOF OF CONCEPT — THE BETSY HOTEL, OCEAN DRIVE

Awarded a No Vacancy grant during Art Basel Miami Beach — one of the highest-visibility cultural moments in the world — [dNASAb] invested the entire \$10,000 stipend in projecting original cinematic work onto The Betsy Hotel's iconic ORB on Ocean Drive.

The audience response was immediate. The virality was real. The beauty was undeniable.

The Betsy Hotel responded by installing a permanent projector system — and inviting [dNASAb] back to present a second major project, Aesthetics of Decay, in March 2026: nightly screenings from dusk to midnight throughout the month, with a sold-out opening reception that drew Miami's arts community to Ocean Drive.

This is what happens when immersive cinematic experience meets the right architectural canvas. A single activation became a permanent institutional relationship.

INDUSTRY RECOGNITION — THE FRONTIER OF LOCATION-BASED STORYTELLING

In March 2026, [dNASAb] was invited to speak on the panel "Architecture of Awe: The Future of Location-Based Storytelling" at the Bass Museum of Art — alongside a representative from Cosm, one of the world's leading builders of next-generation immersive venues including Sphere-level dome environments.

The panel addressed how storytelling is expanding beyond the flat screen into fully enveloping environments — and what that means for architecture, hospitality, and public experience. This positions [dNASAb] directly at the intersection of where cinema, architecture, and experiential design are converging.

WHAT MAKES THIS DIFFERENT

- Nearly 30 years of cinematic and media practice — not a tech trend, a mastered craft

- Knight Art + Tech Expansion Fund Recipient — Knight Foundation — validating the intersection of artistic practice and emerging technology
- Complete one-person unit: concept, cinematography, production, technical setup, and live performance by a single visionary director
- Full cinematic workflow: real-world location shoots, drone and 360° capture, and AI-augmented visual systems — each project uses the right tools for the right result
- Site-responsive design: every activation is tailored to your specific space, brand, and audience — nothing templated, nothing recycled
- Proven track record of creating lasting institutional value — The Betsy Hotel installed a permanent system after one activation
- Dolby Atmos spatial audio capability for full sensory immersion
- Panelist alongside Cosm at the Bass Museum of Art — operating at the frontier of location-based storytelling

ACTIVATION FORMATS

Hotel & Hospitality Signature Installations

A recurring or rotating immersive environment that becomes your property's cultural identity. Proven at The Betsy Hotel — where one activation became a permanent installation. Guests return for it. Press covers it. Competitors notice it.

Brand Launch & Product Activations

Transform your launch event into an unforgettable sensory experience. Project your brand world onto walls, ceilings, water features, and architectural surfaces. Guests don't just attend — they inhabit your brand.

Real Estate Sales Gallery & Launch Events

Sales gallery activations, rooftop launches, and broker preview evenings that differentiate your property and generate genuine word of mouth. The kind of event that creates a waiting list.

Wellness & Retreat Experiences

Immersive cinematic environments for wellness events, corporate retreats, and mindfulness programs. Proven format with the South Beach Sound Healing Orchestra — live orchestra and projection combined.

Art Basel & Cultural Season Programming

Satellite activations, collector dinners, gallery openings, and fringe events during Miami's peak cultural calendar. Premium positioning for brands and venues that want to be part of the conversation.

Pop-Up & Guerrilla Activations

Rapid deployment to any outdoor or indoor location — parks, plazas, rooftops, beaches, facades. Designed for cultural moments and brand visibility campaigns that demand attention.

Ongoing Residencies & Brand Partnerships Architectural Collaboration

Recurring programming for venues, hotels, or brands seeking a sustained immersive identity. Currently in ongoing residency at the Miami Beach Botanical Garden.

Design partnership with architects and developers — immersive cinematic environments integrated into architectural projects from the design phase. Lobbies, wellness floors, rooftop gardens, and public spaces conceived to hold immersive light.

IDEAL PARTNERS

Hotels & Resorts

Faena, 1 Hotel, Edition, Setai, SLS, Brickell City Centre properties — any venue seeking a cultural and experiential differentiator.

Real Estate Developers

Sales gallery activations, rooftop launches, model unit events, and community programming that positions a development as a cultural destination.

Brands & Agencies

Experiential marketing campaigns for luxury, wellness, tech, and lifestyle brands entering or expanding in the Miami market.

Wellness & Conscious Capital

Sound healing experiences, mindfulness retreats, corporate wellness programming, and Blue Zone aligned institutional events.

Art Basel & Cultural Events

Satellite events, collector dinners, gallery activations, and fringe programming during Art Basel Miami Beach, Untitled, and NADA.

Architecture & Design Firms

Collaborative cinematic environments integrated into architectural projects — spaces designed from the ground up to hold immersive light and projection.

PROVEN IN MIAMI'S MOST SIGNIFICANT VENUES

The Betsy Hotel — Ocean Drive · Permanent installation resulting from Art Basel activation · Ongoing relationship
Trinity Cathedral — Miami's oldest cathedral · Sold-out performance
Faena Forum · Miami Beach Bandshell · Miami Beach Botanical Garden · Ongoing residency, Earth Day April 22, 2026
Betterness AI 360° Immersion Room · Knight Media Forum · FilmGate Miami
Natural ecosystems, waterfront sites, and outdoor environments across South Florida

INVESTMENT

Single Event Activation

Custom quote based on scope, duration, and content. Typical range: \$1,500–5,000+

Ongoing Residency / Brand Partnership

Monthly retainer or per-event structure. Custom proposal provided.

Content Production Only

Original cinematic content — location cinematography, drone, and AI-augmented workflows as appropriate — created for client use without live activation. Custom quote.

Full-Service: Content + Activation + Social

Original content production, live activation, and social-ready documentation. Best value for brand campaigns.

Architectural Collaboration

Design partnership for developers and architecture firms. Scope and fee structure determined by project scale. Inquiry welcome.

"There is a moment when projection-mapped light falls across a space in motion — and the boundary between technology and environment dissolves entirely. What remains is something ancient and futuristic simultaneously: sublime, psychedelic, and alive."

Ready to transform your space?

The most effective pitch is a 15-minute live demonstration in your actual environment.

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Portfolio: dnasab.net · Studio: dnasab.net/studio · Film: dnasab.net/illuminatedresonance · Resume: dnasab.net/resume