

2020: THE RIDE Press Release



2020: THE RIDE is a terrifying year in review in the form of a VR roller coaster because of course it is.

2020 was messed up. So messed, in fact, that Youtube decided to not even do their annual year in review. But you know what they say - "never let a good crisis go to waste". Introducing *2020: The Ride*, a year in review in the form of the world's scariest VR roller coaster. When the economy drops, you drop. When Covid-19 rates speed up, you speed up. Travel through natural disasters, protests and political turmoil in a ride you'll never forget (no matter how badly you wish you could).

URL:

2020theride.com

Contact:

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Format:

360 Video available on Youtube
VR and Non-VR available on Itch, Steam
VR available on Oculus Quest, Side Quest

About Jen Lu (Director):

Jen Lu is an experiential director and artist with a focus on immersive physical and digital world-building.

Jen has pushed the boundaries of fashion and beauty with a fictional fashion label that displayed body modifications during New York Fashion Week. She has augmented ghostly Miami icons that haunted a nightclub during Art Basel. She has even transformed payphones into geo-targeted time machines for the New Museum. Most recently, she has created a digital sculpture that evoked the nostalgia of Moscow while simultaneously exhibiting artworks for the Moscow Museum.

Jen's work was recognized in The New York Times, Vogue, Vice, The Verge, NPR, Artnet, The Today Show, Project Runway and many others. Chris Evans, actor, referenced her work as a pick-up line in romantic comedy *Before We Go*.

Site: [Jen.Lu](https://jen.lu)

About Pariah Interactive (VR Developer):

Pariah Interactive is an independent games and XR development studio based in Brooklyn, New York that creates surreal experiences about real life. Founded by Prashast Thapan in 2019, Pariah Interactive works with contemporary artists and organizations to transform often untold narratives, histories, and mythologies into digital immersive experiences for wider audiences.

Pariah Interactive has collaborated with artists including Morehshin Allahyari, Rindon Johnson, and Elizabeth Leister, and has had works showcased globally at various galleries, museums, and fests including Tribeca Film Festival, MACFest, Manchester International Festival, and more. Pariah's current in-house production is 1000 Deaths, a video game about confronting interpersonal conflicts and the effects of media on the human psyche.

Site: [Pariah Interactive](https://pariahinteractive.com)

About Genoma (Raphael Tobar, 3D Lead & Animator):

Genoma (Raphael Tobar) is a low-polygonal, digital mixed media animal artist native to Miami, Florida. Self-taught, he began his artistic sensibilities as a youth under his father's sign painting and vinyl installation business. This early access to shapes and design tools helped gain familiarity with vector operations common in most digital software, and a gateway towards 3D modeling & rendering later in life. This early experience allowed him to be fluent in a variety of digital mixed media techniques.

Genoma is currently developing an animal-based artform called Meta-Naturalism, which is generally focused on an abstracted depiction of such figures and the representation of the spaces in which they inhabit.

Site: [Genoma](https://genoma.com)

