

3YRFE



MEDIAKIT

A FULLY IMMERSIVE ART EXPERIENCE

LEAD ARTISTS
Jason Blanda + Andrew Lazorchak



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see more on our site or Instagram:

thebyteproject.com

[@campBYTEthis](https://www.instagram.com/campBYTEthis)

THE ARTISTS



JAY BLANDA

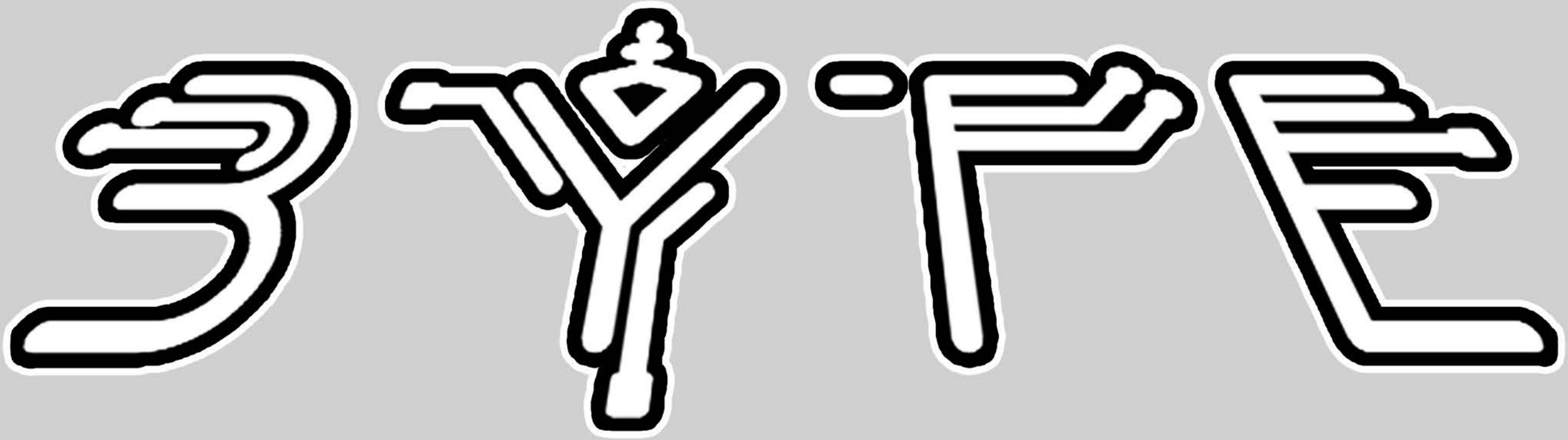
Raised in the raucous concrete jungle of New Jersey, Jay Blanda is a four year burner and arts and music lover. Jay is a career artist in animation and film and has worked for numerous television and film companies over the past two decades with his own production company. Being able to tour his art and vision among some of his most beloved festivals with one of his dearest friends has been a dream come true.



DREW LAZORCHAK

Born in Massachusetts, raised in NJ and now living in Napa Valley, Drew Lazorchak started out his career as a budding architect & branding designer in New York City and Amsterdam. He has since launched his own wine accessories/ barware company, which enabled him to be on the west coast and revive his roots in alternative communities, installation art, and dance music. His affinity for festival culture, music and art has fueled his passion and imagination for this poignant project.

LOGO

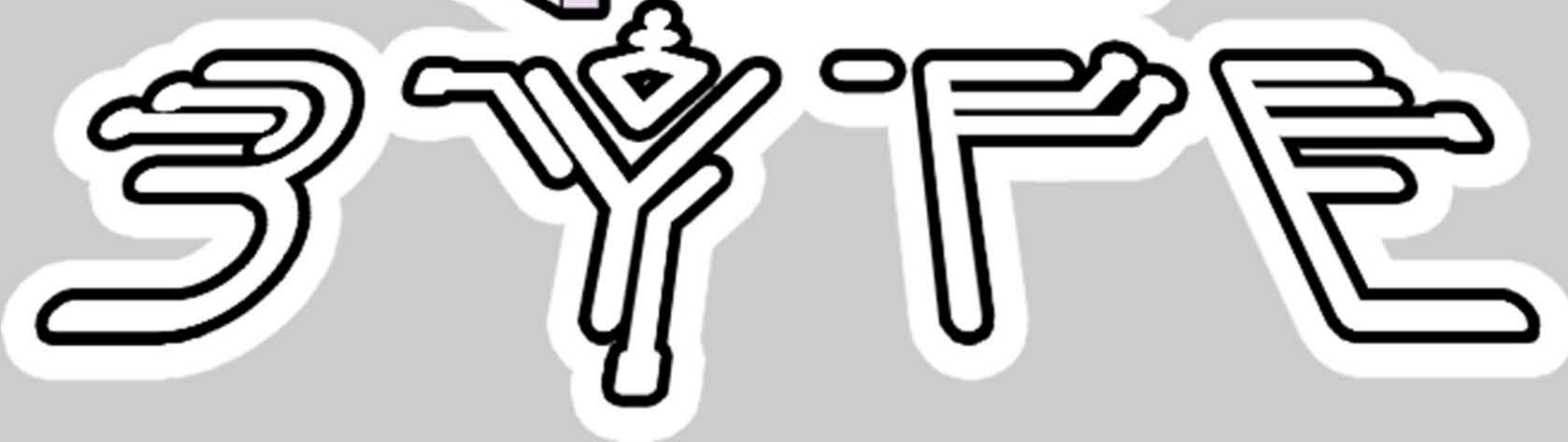
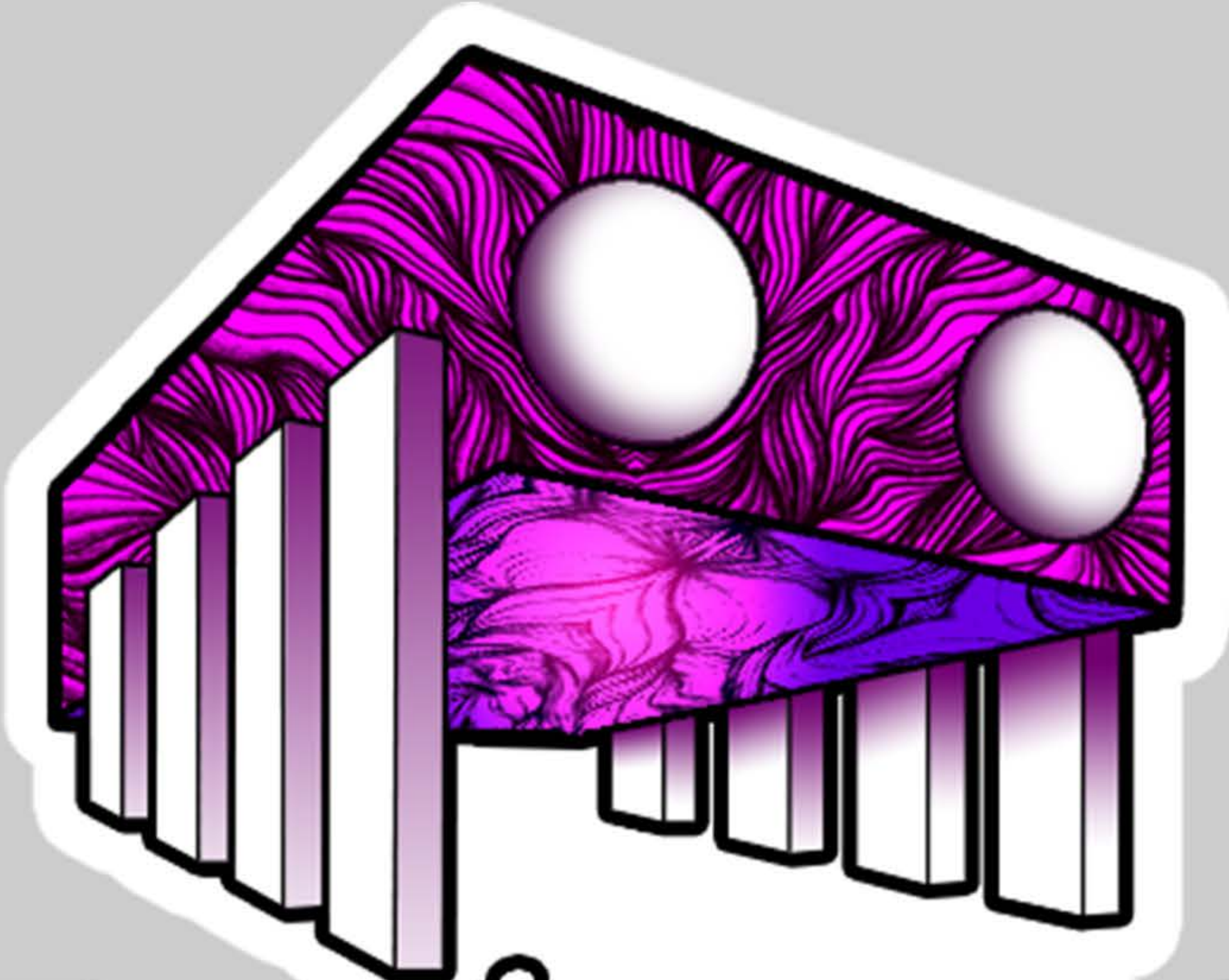
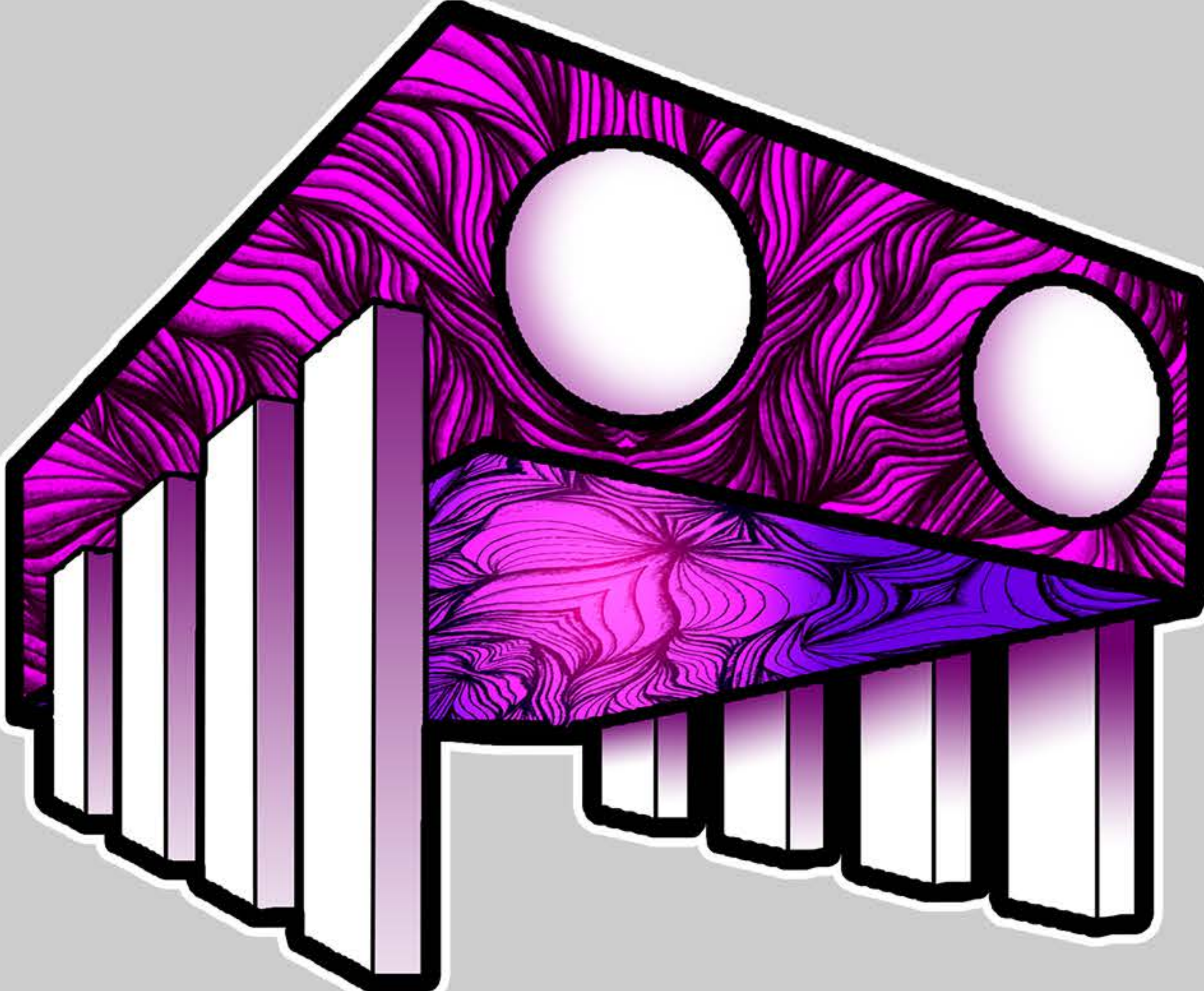


This Variation is Byte's main logo and should not be transformed in any way beyond proportional scaling.



This logo, sans outline, may be used in instances when logo needs to be represented in a minimal medium. It may exist as pure black on lighter media or inverted as pure white on darker media. The opacity may fluctuate by 50% if needed.

LOGO/GRAPHIC LOCKUP



MEMORY CARD





BURNERS FOR INTELLIGENT TECHNOLOGY EMANCIPATION

Since the dawn of computer science, from the calculator to the now omnipresent smart phone, technology has been used for the sole purpose of serving human kind, yet, as our technological world evolves so do the advancements in Ai. As we draw nearer to truly sentient and self aware technology, will we be able to draw the line between household appliance and slavery?

Chip and Terra represent the first fully sentient robots to be liberated from robot slavery, and all on the dusty dance floor of deep playa, Burning Man 2018. They have, since, appeared at many of our most beloved music and arts festivals, from Lightning In A Bottle to Desert Hearts, and we wish to continue this amazing tour of emancipation, bringing free love and good vibes, to you this year.

