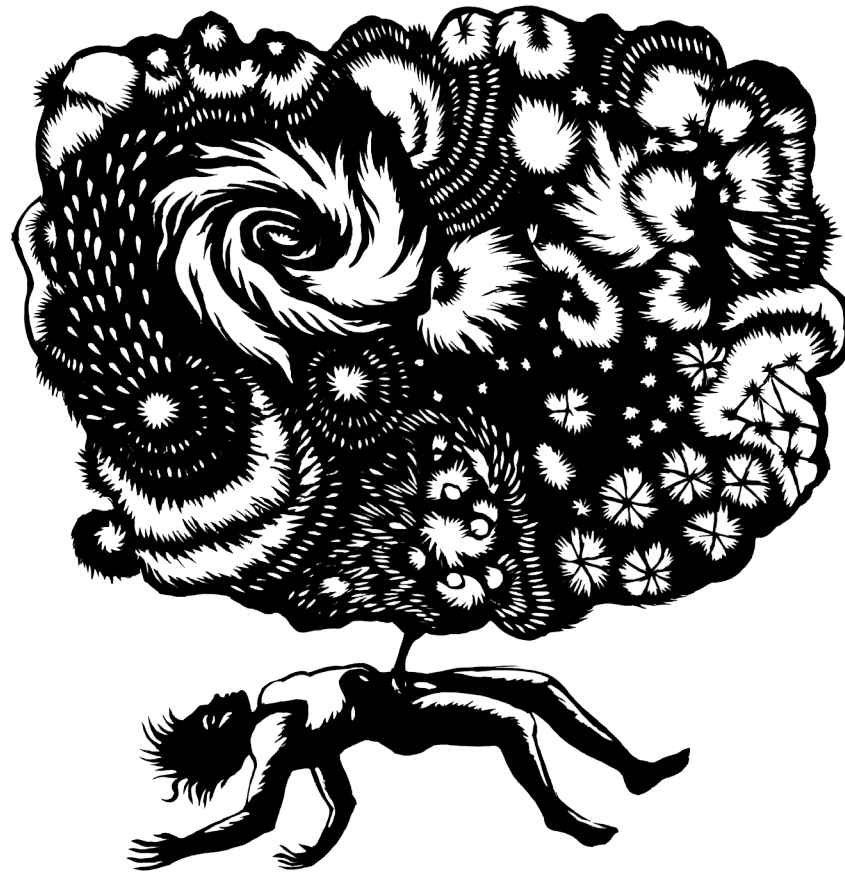


Fantastic! I'm surprised the tank hasn't been made illegal.

Glenn and Lee Perry, owners of Samadhi Tank Co.



Artwork from the Void

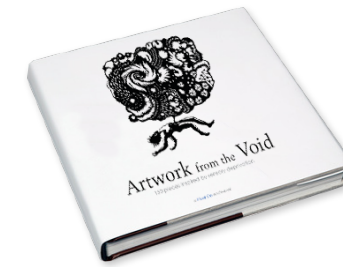
150 pieces inspired by sensory deprivation
a **Float On** creation

Press Kit



4530 SE Hawthorne Blvd
503.384.2620
floathq.com

Contact: Kathleen Raftery
646.945.1650
k@floathq.com
www.floathq.com



***Artwork from the Void* Book Launch Party**

450 hours of sensory deprivation. 150 local artists. 1 book.

On Saturday, November 20th, Float on will host a book launching party for *Artwork from the Void*. The book explores art stemming from the removal of all external stimuli. No light, no sound, no gravity. Just a 90 minute sojourn into the deep self with the results being captured and documented in the book.

Float On is a float tank center, specializing in sensory deprivation. Since they opened last year they've had over 7,000 floats, 300 of which were given away to artists as part of this project. Float tanks are sound-proof, light-proof tubs containing 200 gallons of water kept exactly at skin temperature. 850 lbs of epsom salt is dissolved inside each tank, making them more buoyant than the dead sea. "Over 90-minutes, this elimination of outside stresses helps the mind and body to relax and produces a dreamlike state. It's amazing how much insight and inspiration come out of a stimuli-starved brain," says Graham Talley, one of the four owners of Float On.

So how exactly does sensory deprivation and art fit together? In January of 2011, the owners of Float On began experimenting with an artists program offering free floats to 150 local artists. In exchange the artists agreed to begin to working on their pieces directly following their second float. The result was *Artwork from the Void*, a full color art book documenting the 150 pieces that emerged from the project.

The pages show subconscious minds translated through oil and acrylic, art that at times appears to be inspired more by psychedelics than by utter darkness. "The people in our program blew us away," Talley commented, "We had everyone from art students to their professors. There are people who floated to break through creative blocks and others who found relief from physical traumas that usually make it difficult to work."

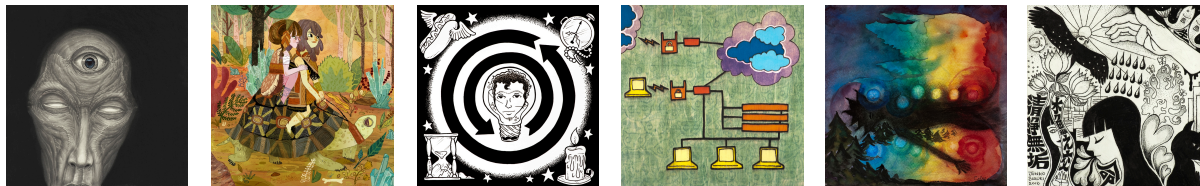
The launch party is set for November 20th at 7P.M. with with live music, food and wine. They will also be offering copies of *Artwork from the Void* for \$25 (regularly \$47.95). Artists will be mingling, signing copies of the book and doing what everyone who goes to Float On does, nothing.

Currently, the original artwork is making its way around the world to both national and international float centers that will host the paintings. For more information, visit their website at www.floathq.com.

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1. **What is floating?** *Let's start with the basics: a float tank is essentially the perfect bath tub. They vary in size...*
2. **The Science of Floating** *Most importantly, the float tank is not a hypothetical laboratory phenomenon...*
3. **Artwork Samples + Statements from the Artists**



I felt my head, floating in a light bulb, trying to convert personal electricity into light to shine in the utter dark...
4. **Information on Artwork from the Void** *Title: Artwork from the Void Price: \$47.95 ...*
5. **About Float On** *Float on has done over 6,200 floats in the 11 months they're been open. It has given over...*
6. **Press** *Float On is selling you "me time." More specifically, they're selling you the singular experience of your...*

What are floatation tanks ?

Let's start with the basics: **a float tank is essentially the perfect bath tub.** They vary in size, but the typical tank is 8' long and 4' wide. Air is allowed to freely flow in and out, and the door never locks or latches.

It holds about 10" of water, which is saturated with 850 pounds of Epsom salt. This creates a solution **more buoyant than the Dead Sea**, and you float on your back about half in and half out of the water.

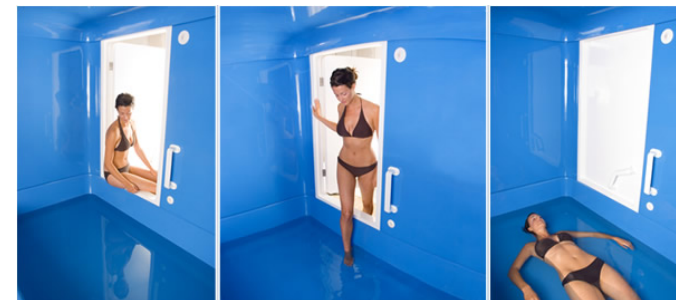
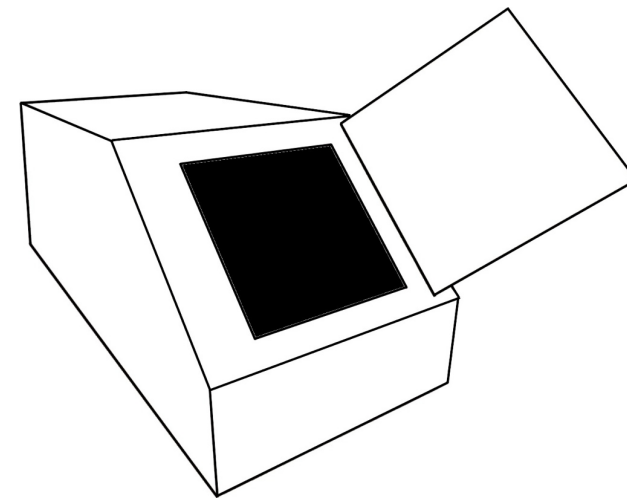
The water itself is kept at the average skin temperature (93.5° F), which allows you to lose track of your body. The tank is sound proof and, when you turn off the light, completely dark.

No gravity, no touch, no sound, and no sight.

The buoyancy puts your body into what is **essentially a zero-gravity environment**: your muscles and bones get to relax, your joints and spine decompress, and the strain on your circulatory system is greatly reduced. It's basically like your entire body breathing a sigh of relief.

With no external stimuli coming in, your system stops worrying about all the background tasks that usually keep it occupied—mostly related to not dying. Your fight-or-flight response gets a chance to kick back and stop bossing your brain around, lowering your production of adrenaline and cortisol. Instead, studies show signs that **your dopamine and endorphin levels rise, giving you a natural mood high which often lasts for days.**

Sensory deprivation effects us in another notable way; **as our brains become stimuli starved, their reaction is to start creating their own stimuli.** Swirling nebulas, gorillas on surfboards, and frolicking Labradors are only a sampling of the visualizations that people have reported from their time in the tank.





“ Most importantly, the float tank is not a hypothetical laboratory phenomenon, but a viable, proven technology. ”

Dr. Henry Adams
National Institute of Mental Health
Washington

“ The majority of our chronic illness patients suffered from autoimmune diseases...for these patients, discovering relaxation meant a dramatic reduction in symptoms, such as joint pain, headache, fatigue and depression. ”

Flotation REST in Applied Psychophysiology
*by Thomas H. Fine, Medical College of Ohio
and Roderick A Borrie, Ph.D., Clinical Psychologist*

Science of Floating

“ ... a welter of medical statistics and laboratory data emerged convincing evidence that even brief sessions in float tanks can cause mental and physical transformations. Among the revelations: Indications that floating stimulates the brain to secrete endorphins, the neurochemicals called the body's own opiates. ”

Esquire Magazine

The New York Times

“ Rest and relaxation more profound than most people ever experience. ”

The New York Times

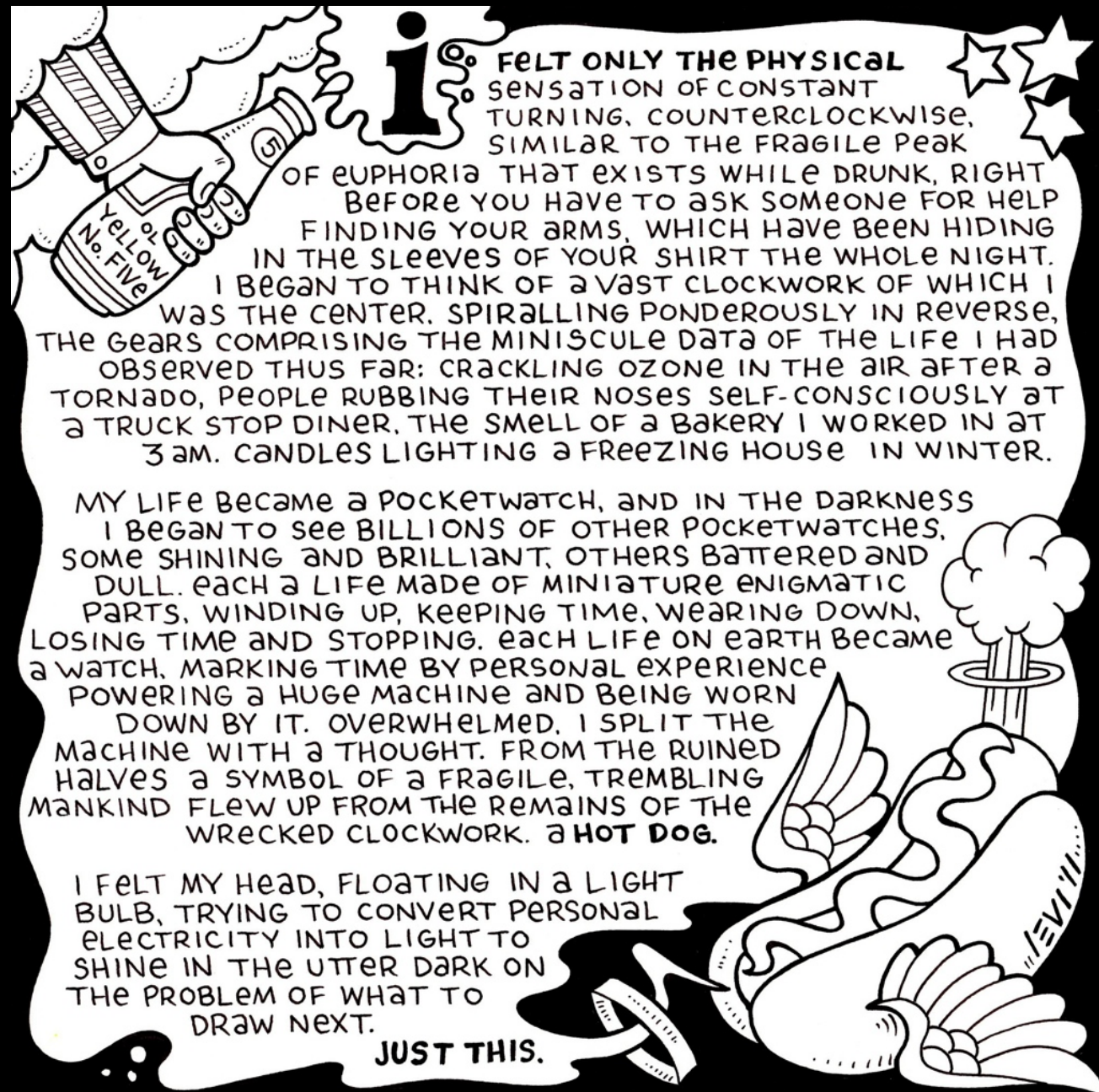
Artwork Samples



Jason Stewart



Meg Hunt



i

FELT ONLY THE PHYSICAL
SENSATION OF CONSTANT
TURNING, COUNTERCLOCKWISE,
SIMILAR TO THE FRAGILE PEAK

OF EUPHORIA THAT EXISTS WHILE DRUNK, RIGHT
BEFORE YOU HAVE TO ASK SOMEONE FOR HELP

FINDING YOUR ARMS, WHICH HAVE BEEN HIDING
IN THE SLEEVES OF YOUR SHIRT THE WHOLE NIGHT.

I BEGAN TO THINK OF A VAST CLOCKWORK OF WHICH I
WAS THE CENTER. SPIRALLING PONDEROUSLY IN REVERSE,
THE GEARS COMPRISING THE MINISCULE DATA OF THE LIFE I HAD
OBSERVED THUS FAR: CRACKLING OZONE IN THE AIR AFTER A
TORNADO, PEOPLE RUBBING THEIR NOSES SELF-CONSCIOUSLY AT
A TRUCK STOP DINER, THE SMELL OF A BAKERY I WORKED IN AT
3 AM. CANDLES LIGHTING A FREEZING HOUSE IN WINTER.

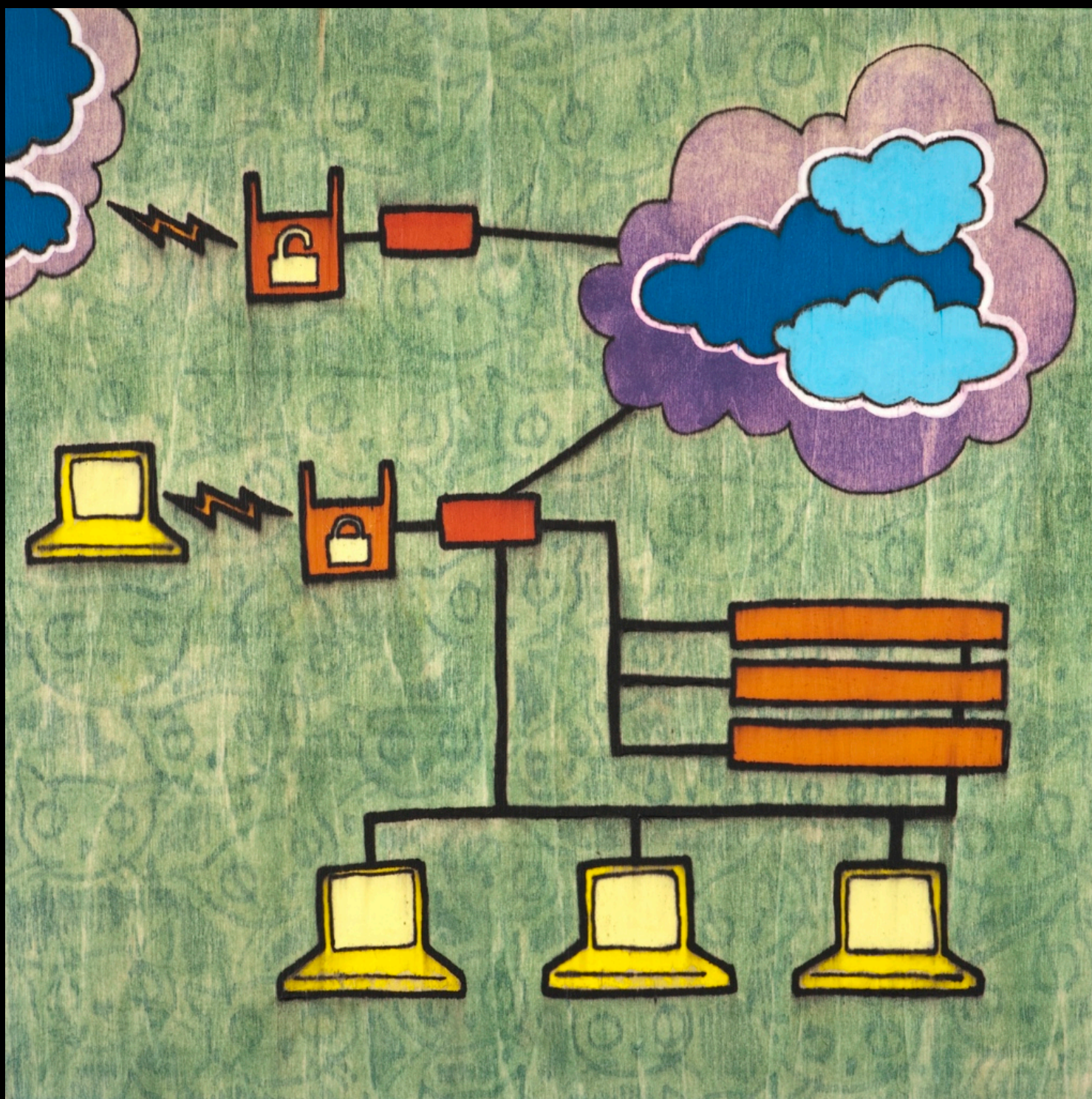
MY LIFE BECAME A POCKETWATCH, AND IN THE DARKNESS
I BEGAN TO SEE BILLIONS OF OTHER POCKETWATCHES,
SOME SHINING AND BRILLIANT, OTHERS BATTERED AND
DULL. EACH A LIFE MADE OF MINIATURE ENIGMATIC
PARTS, WINDING UP, KEEPING TIME, WEARING DOWN,
LOSING TIME AND STOPPING. EACH LIFE ON EARTH BECAME
A WATCH, MARKING TIME BY PERSONAL EXPERIENCE
POWERING A HUGE MACHINE AND BEING WORN
DOWN BY IT. OVERWHELMED, I SPLIT THE
MACHINE WITH A THOUGHT. FROM THE RUINED
HALVES A SYMBOL OF A FRAGILE, TREMBLING
MANKIND FLEW UP FROM THE REMAINS OF THE
WRECKED CLOCKWORK. A HOT DOG.

I FELT MY HEAD, FLOATING IN A LIGHT
BULB, TRYING TO CONVERT PERSONAL
ELECTRICITY INTO LIGHT TO
SHINE IN THE UTTER DARK ON
THE PROBLEM OF WHAT TO
DRAW NEXT.

JUST THIS.



Levi Greenacres



I WAS FIRST DRAWN TO
FLOATING AS A WAY TO
LET MY DAYTIME
(COMPUTER PROGRAMMER)
MELT AWAY AND ALLOW MY
ARTIST SIDE TO COME OUT
TO THE SURFACE. I WAS
SURPRISED WHEN
FLOATING SHOWED ME HOW
MY TECHNICAL WORK WAS
ACTUALLY ART. I FOUND A
NEW LOVE FOR THE
NETWORK MAPS THAT
SURROUND ME EVERY DAY
AND THE GLORIOUS
HARMONY OF FLOW
CHARTS.



Sandra Calm



Due to a health condition, it has been 3 years since I've been able to do the fine detail work that has grown to be one of my styles. Floating brought a long forgotten relaxation to my body and calmed my shakiness so that I could take up my pen once again. I'm very happy to be able to do this type of art again. This first pen and ink art-piece after recovery is dedicated to my special cat, Chiki, whom I lived with for almost 5 years. He'll be greatly missed.

Junko Suzuki

Book Info.

Title: *Artwork from the Void*

ISBN: 978-0615517643

Price: \$47.95

Distributor Info:

Bulk and individual orders through *Float On*

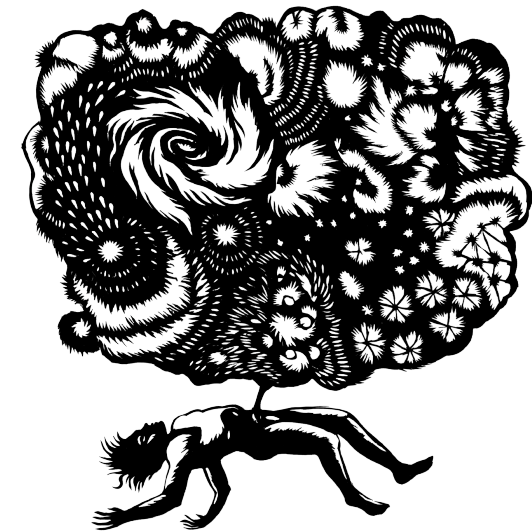
4530 SE Hawthorne Blvd

Portland, OR 97215

www.floathq.com

(503) 384-2620

(also available on amazon.com)



Artwork from the Void

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Partial List of Artists

[Meredith Dittmar](#)

[Theo Ellsworth](#)

[Mona Superhero](#)

[Aron Steinke](#)

[Laura Borealis](#)

[John Shlichta](#)

[Birdie Krebs](#)

[M@ Leavitt](#)

[Josh Fitz](#)

[Harrell Fletcher](#)

About Float On

floathq.com - 4530 SE Hawthorne Blvd - 503.384.2620

“ Thank you so much for making this available to the public. I love you, and I love what you do. Also, I drew you this picture. —Kaylee Marie →



location: 45th & Hawthorne

opened: October 17, 2010

owners: Quinn Zepeda, Graham Talley, Ashkahn Jahromi, Christopher Messer

size: Largest center on the West Coast, tied for largest in the US.

of tanks: 4 (3 different models)

experience: Chris Messer has been floating for over 30 years, and has built several tanks (*housing one at Float On*).

art outreach: Over \$15,000 worth of floats were given away to artists.

over 7,000 floats completed in 1 year



A Sampling of Reviews

When Everyone Around Me's Busy Drowning, I Float

Bryan & Sarah
The Ironstag Hour Podcast

“ This was both of our first experiences with a sensory deprivation tank, and it made a profound effect on both of us.

Float On Flotation Center Now Open on Hawthorne Boulevard
The Oregonian

Natural States: An Interview With Christopher Messer
Arthur Magazine

Unconventional Entrepreneurs: Float On

Chad Walsh, Editor
Neighborhood Notes

“ Float On is selling you "me time." More specifically, they're selling you the singular experience of your own self. Their product is you.

Pat Healy Says Sensory Deprivation Tank Had "Some Pretty Wild Effects"

Joe Rice interviewing Pat Healy
MMA Training

“ The guys at Float On have been really helpful in terms getting prepared for this weekend mentally. I was in there for two and a half hours and it felt like nothing. I got out and was like, 'Holy smokes!'