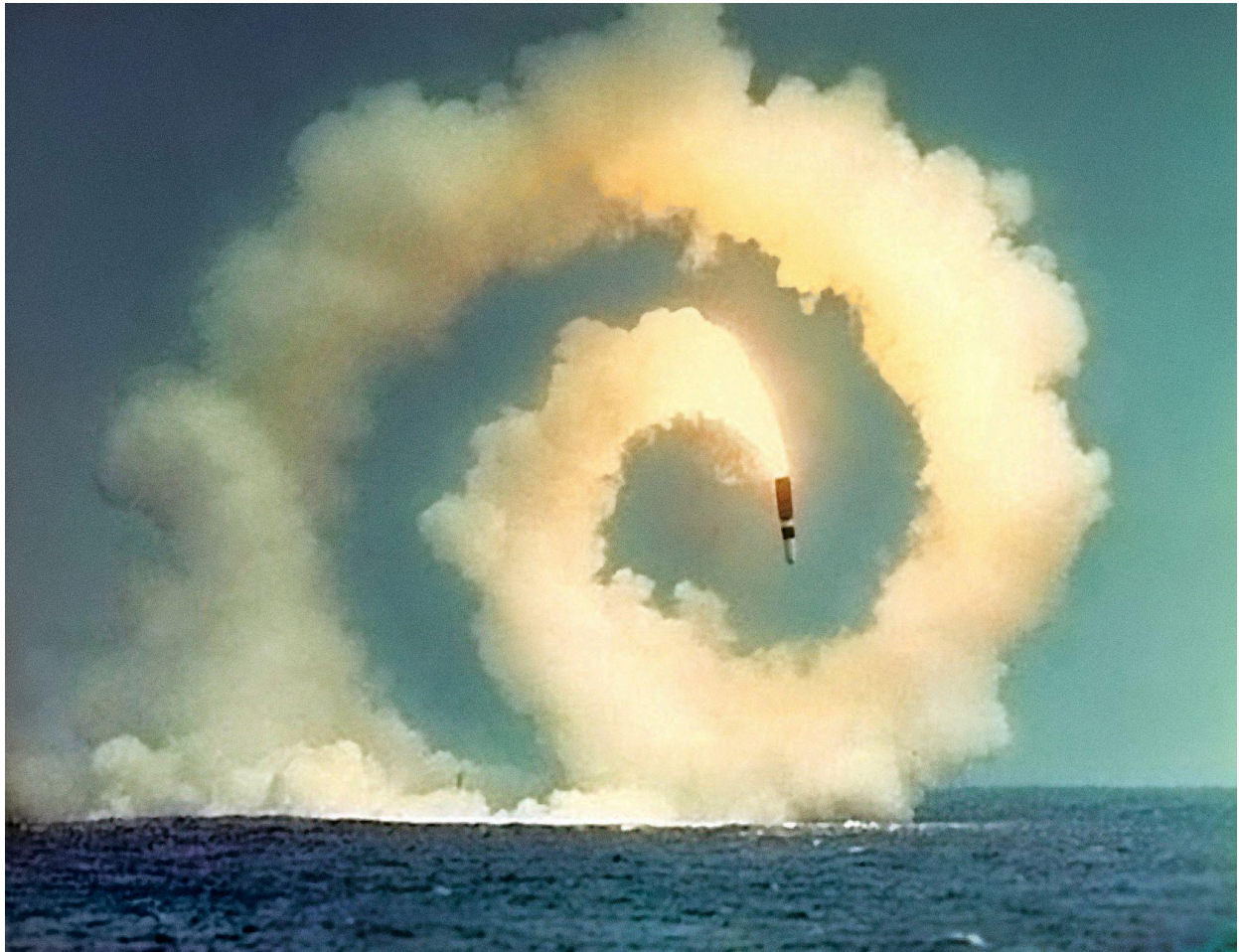


# THE BOMB

## THE BOMB UNIVERSITY TOUR | PRESS RELEASE

OPTION 1 - National (Generic)



### ***the bomb***

#### **An International University Tour, Fall 2024 – Spring 2025**

(September 3, 2024) – *the bomb*, an immersive multimedia installation, is embarking on a university tour across the United States and Canada. Created by Smriti Keshari and Eric Schlosser, *the bomb* explores the history, technology, and existential threat of nuclear weapons. It will visit college campuses from Fall 2024 through Spring 2025, engaging students, faculty, and the public with one of the most critical issues of our time.

Described as “stunning...unique and dazzling” by *Entertainment Weekly*, “an abstract wonder” by the *New York Observer*, “mesmerizing” by *The Film Stage*, and “not so much a film as it is an

experience...haunting...unsettling...as immersive as it gets” by *Newsweek*, *the bomb* has been staged at the Tribeca Film Festival, the Berlin Film Festival, the Glastonbury Festival, and the 2017 Nobel Peace Prize ceremonies, among other venues.

This international tour marks the first time that *the bomb* installation will be the focus of lectures, class visits, and an exhibition aimed at university audiences.

## THE INSTALLATION

*the bomb* installation was inspired by nuclear command-and-control centers, addressing the vulnerabilities and the catastrophic potential of these complex technological systems. The centerpiece of the installation is an hour-long film that combines archival footage with animation and an original, electronic score by The Acid. Projected on a circular bank of forty-five screens that rise to the ceiling, surrounded by exposed wiring and circuit boards, the film conveys the hidden chaos and danger of the nuclear age.

## About the Artists

**Smriti Keshari** is an Indian-American director and artist recognized for her bold approach to visual storytelling. Her work spans traditional filmmaking and art installations, often exploring themes that challenge mainstream narratives. Keshari’s projects have received support from prestigious institutions like the MacArthur Foundation and the Carnegie Corporation. She is an artist-in-residence at the Brooklyn Academy of Music and the National Theatre in London.

**Eric Schlosser** is a writer and filmmaker known for his investigative journalism. His book *Command and Control*, a finalist for the 2014 Pulitzer Prize in History, describes the challenges of managing America’s nuclear arsenal, from the dawn of the atomic age until the present day. His book *Fast Food Nation* (2001) helped to launch the modern food movement. He has also helped to produce numerous films, including *There Will Be Blood*, *Food, Inc.*, *Food Chains*, and *Food Inc., 2*.

## Tour Dates & Locations

- **Princeton University:** September 19 – October 25, 2024
- **University of British Columbia (UBC):** January 7 – 31, 2025
- **Cornell University:** Film screening February 25, 2025
- **University of Denver:** Dates TBA
- **University of New Mexico:** Dates TBA
- **Georgia Tech:** Dates TBA
- **Spelman College:** Dates TBA
- **Pace University:** Dates TBA
- **Additional locations to be announced.**

## About the Experience

*the bomb* evokes the danger and uncertainty inherent in the management of nuclear weapons. By reflecting on the technological fallibility of these machines, the installation serves as a powerful reminder of the nuclear threat, an urgent issue that has grown in importance but receives too little attention.

## **University Engagement**

In addition to the installation, each university visit will feature a series of events designed to engage students, faculty, and the public in a wide-ranging dialogue and debate about nuclear issues. These events will include panel discussions, Q&A sessions with the artists, and interactive workshops that aim to deepen understanding and inspire campus-wide conversations about how to prevent nuclear wars.

## **Admission**

Admission to *the bomb* is free of charge for all university students, faculty, and the general public.

## **Press Inquiries**

For more information, interview requests, or press materials, please contact Cherefawn Chang at [cherefawn@gmail.com](mailto:cherefawn@gmail.com).

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Stay informed about the tour and upcoming locations by visiting [www.thebombnow.com](http://www.thebombnow.com).

