

The Octopus Project to choreograph Bullock Museum's special-effects theater for first time

Final show on band's U.S. tour promises to be out-of-this-world

APRIL 25, 2017 (AUSTIN, TX) — “It’s like getting the keys to a spaceship and being asked to drive,” the Octopus Project said of choreographing Austin’s Texas Spirit Theater for the final show of the band’s East Coast tour to promote the new album, *Memory Mirror*.

Austin-based band, [The Octopus Project](#), kicked off its *Memory Mirror* East Coast tour in April and will host special hometown album release performances (one night only) of the live *Memory Mirror Multisensory Menagerie* on Friday, May 12 at the Bullock Texas State History Museum, 1800 N. Congress Ave.

Hosting an early and late show, the band will use the unique facilities of the theater to present, for the first time ever, a musical live performance of *Memory Mirror* featuring 9-channel surround sound, immersive multi-screen visuals, rumble seats, indoor weather effects, and more, according to Bullock Museum Director of Film and Theaters Josh Jacobs.

“This presentation is the first time the museum has invited an artist to choreograph the special-effects theater to enhance a musical performance,” Jacobs said. “We’re very excited and this is a performance not to be missed.”

The band has created a surreal [visual tour](#) of their new album that brings to life each of the album’s 13 tracks with matching psychedelic and experimental visuals.

Memory Mirror was recorded by the band’s own Robot High School label. Formed in 1999, The Octopus Project has toured worldwide, playing festival stages such as Coachella and Lollapalooza, and has been handpicked to support artists like Aesop Rock, DEVO and Explosions in the Sky, among others.

The 200-seat Texas Spirit Theater is Austin’s only multi-sensory special-effects



The Bullock Museum will be the last stop on The Octopus Project’s U.S. album tour for *Memory Mirror* with three concerts slated for Friday, May 12.

theater. In a cinema for the senses, signature museum films are accompanied by a variety of weather effects and seat-rumbling surprises.

The museum has expanded its film programming to include daily screenings, film premieres, special features, and signature live music and other performances. Details at [TheStoryofTexas.com](https://www.thestoryoftexas.com).

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Support for the Bullock Museum's exhibitions and education programs provided by the Texas State History Museum Foundation.

ABOUT THE BULLOCK MUSEUM

The Bullock Texas State History Museum, includes three floors of exhibitions, IMAX® and multi-sensory special-effects theaters, a cafe and museum store. The Museum collaborates with more than 700 museums, libraries, archives, and individuals to display original historical artifacts and host exhibitions that illuminate and celebrate Texas history and culture. For more, visit [TheStoryofTexas.com](https://www.thestoryoftexas.com) or call (512) 936-8746.

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