



Press Release – for immediate release

## Leading video artists participate in the World Masters of Projection Mapping

*A perfect union of creativity and technology illuminates Amsterdam*

**AMSTERDAM, 15 JANUARY 2018:** Beginning on the 14 January five leading, international video artists start a three-week display of 3D projections in the centre of Amsterdam onto the **EYE Filmmuseum façade** and, in the last week, onto an adjacent **water screen**. The video artists are taking part in The World Masters of Projection Mapping, a joint venture initiative from Amsterdam Light Festival, Integrated Systems Events and RAI Amsterdam.

The shape of the multi-faceted museum, with no straight surfaces and the close proximity of water from the IJ, created a unique set of technical and production challenges for the artists. To make projection possible 12 Panasonic projectors have been positioned all around the building and pontoons moored in the river for the water screen.

**World Masters of Projection Mapping culminates on 8 February with the presence of an International Jury followed by an Awards Showcase that will take place at the RAI Amsterdam on 9 February, the last day of ISE 2018.** On each consecutive day leading up to the final the work of one of the artists will be showcased from 07.00-09.00 and 17.00-23.00 onto the EYE Filmmuseum.

**The World Masters of Projection Mapping finalists are:**

**Geert Mul** - For over 25 years Mul has been exploring the possibilities of poetry in the language of new (data-based) media. Mul's practice engages the broader public through audio visual performances and commissioned artworks in public spaces. His installations have been showcased in numerous museums for modern art including the Stedelijk Museum, Amsterdam.

**Alida Dors and Manuel Rodrigues** - Alida Dors is the artistic director of dance company BackBone. BackBone uses dance to address societal issues and bring different groups together. Rodrigues is a graphic designer and film artist. He treats and manipulates elements from the visual world as dances, in which image and sound become inextricably linked.

**Telcosystems** - (Gideon Kiers, David Kiers and Lucas van der Velden). In their work the trio research the relationship between the behaviour of programmed numerical logic and the human perception of this behaviour. This leads to the creation of immersive audio visual installations which are shown through various media and live performances. Their work has been featured in museums and festivals such as Ars Electronica, International Film Festival Rotterdam and the Holland Festival.

**Florian and Michael Quistrebort** - The duo create 'optical canvasses' and video showing angular patterns in which symmetry and reflections are recurring themes. Using a variety of material and techniques they seek to reinvent modernism, futurism and optical art.

**Eder Santos** - Santos, a pioneer of multimedia art in Brazil, is recognised worldwide for developing hybrid projects that mix visual arts, cinema, theatre, video, and new media. His works belong to the permanent collections of the MoMA in New York and the Centre Georges Pompidou in Paris, two of the largest contemporary art museums in the world.

The selection of the finalists was carried out through close collaboration between the EYE Filmmuseum and Amsterdam Light Festival. The **International Jury** who will judge the finalists on the 8 February comprise:

- Lennart Booij, Artistic Director of Amsterdam Light Festival (Jury Chair)
- Jaap Guldemond, Director of Exhibitions EYE Filmmuseum
- Marente Bloemheuvel, Associate Curator of EYE Filmmuseum
- Jozef Hey, Founder and Owner of BeamSystems
- Giny Vos, artist
- Paul James, Editor in Chief of Mondo\*arc.

Central to the criteria for the jury will be how the finalists combine their creativity and storytelling with the utilisation of technology to deliver their vision.

Lennart Booij commented: "The quality of the entries is high and the jury is enthusiastic about the final selection of national and international artists. These conceptual and cinematographic works enable us to deepen the scope and the artistic quality of projection mapping."

Technical Project Manager Rembrandt Boswijk from Indyvideo has coordinated the services of a range of manufacturers and suppliers to produce the early morning and evening display. **Technical partners are Panasonic** (projectors); **Disguise** (media servers); **Alcons Audio** (audio) and **Lightware** (transmission). Creative partners are **BeamSystems**, (installation and integration) and EYE Filmmuseum.

Mike Blackman, ISE's Managing Director, commented: "This project has now come to life in spectacular fashion. The results can be seen each day in Amsterdam. The competition showcases the perfect marriage of technology and creativity. It involves leading artists, manufacturers and solution providers - everything that Integrated Systems Europe represents."

Paul Riemens, CEO RAI Amsterdam, commented: "Connecting people, ideas and visions at RAI Amsterdam creates quality and added value for ISE, its exhibitors and visitors. By supporting communities and our partners around events we generate a platform, also into the City. We look forward to bring this competition to the people of Amsterdam."

The video displays will be accompanied by audio through radio frequency FM 88.4 on the 8 and 9 February via audio sets available on the quaysides adjacent to the EYE Filmmuseum and near Central Station. Canal boat cruises are also available, leaving from the RAI Harbour during ISE 2018. For more information please visit:

[www.iseurope.org/world-masters-projection-mapping/hospitality-cruise-packages/](http://www.iseurope.org/world-masters-projection-mapping/hospitality-cruise-packages/)

For more information on the World Masters of Projection Mapping **Finalists** please visit:

Geert Mul: [www.geertmul.nl](http://www.geertmul.nl)

Telcosystems: [www.telcosystems.net](http://www.telcosystems.net)

Alida Dors and Manuel Rodrigues: [www.backboneconnects.nl](http://www.backboneconnects.nl) and [www.deepred.tv](http://www.deepred.tv)

Florian and Michael Quistrebart: [www.quistrebart.com](http://www.quistrebart.com)

Eder Santos: [www.edersantos.com.br](http://www.edersantos.com.br)

### **World Masters of Projection Mapping Schedule and Timings**

Art Displays: 14 January - 9 February. 07.00-09.00 and 17.00-23.00 each day

Competition Judging: 8 Feb – Start 19:45 – EYE Filmmuseum

Awards Showcase: 9 Feb – Start 12:30 – RAI Amsterdam, ISE 2018, Forum

Replay: 9 Feb – Start 19:45 – EYE Filmmuseum

### **Ends**

#### **Additional information is available from:**

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[Click here](#) to download high resolution images and logos.

*Amsterdam Light Festival*

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**About Integrated Systems Europe:**

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and electronic systems industry. ISE 2018 will take place from 6-9 February 2018, and is expected to draw over 1,200 exhibitors and more than 75,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: [www.iseurope.org](http://www.iseurope.org).

**About RAI Amsterdam:**

RAI Amsterdam is an international exhibition and convention organisation. Their specialism is bringing people together to connect and inspire each other. With this in mind RAI focuses on facilitating and organising meaningful encounters. The Convention Centre in Amsterdam welcomes some 1.5 million visitors a year to consumer and trade exhibitions, conferences, shows and other events. This includes events organised by third parties as well as events which RAI Amsterdam itself owns and organises. The sectors and high value communities served by their own exhibitions also benefit from similar trade shows that they organise abroad. To learn more about RAI Amsterdam, visit: [www.rai.nl/en](http://www.rai.nl/en)

**About Amsterdam Light Festival:**

From 30 November 2017 until 21 January 2018, the sixth edition of Amsterdam Light Festival takes place. The 35 artworks and installations by contemporary (international) artists, designers and architects light up the city centre on and around the canals.

For this edition, artists were challenged to work within the overarching theme of 'Existential'. With 'Existential' the the Amsterdam Light Festival sought to stimulate visitors to think about what unites people and what role light plays in this being achieved. Among the artworks being shown is one by the world-renowned Chinese artist and activist Ai Weiwei.

[www.amsterdamlightfestival.com](http://www.amsterdamlightfestival.com)

**About AVIXA**

AVIXA™ is the Audiovisual and Integrated Experience Association™, producer of InfoComm tradeshows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at [avixa.org](http://avixa.org).

**About CEDIA®:**

CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 27th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit [www.cedia.net](http://www.cedia.net).