



Press Release – for immediate release

The World Masters of Projection Mapping to debut in Amsterdam

New competition from Amsterdam Light Festival, Integrated Systems Events and the RAI

AMSTERDAM, 20 OCTOBER 2017: A new competition dedicated to showcasing the finest in projection mapping has been launched as a cooperative venture between Amsterdam Light Festival, Integrated Systems Events and the RAI Amsterdam.

The World Masters of Projection Mapping competition will take place from 14 January until 9 February 2018. Work from five competing artists will be shown on the facade of EYE Filmmuseum. The creativity of the finalists will be showcased on Thursday 8 February when a panel of judges will decide upon the overall winner of the competition. The following day the winner will be announced on the final day of ISE 2018 at the RAI Amsterdam as part of an exclusive event featuring all finalists. The winning entry and those of the finalists will also be projected onto the EYE Filmmuseum during the Friday evening after ISE 2018 has finished.

The challenge for the artists will be to create a work of video art to be mapped onto the **extraordinary three-dimensional architecture** of the EYE Filmmuseum, to be experienced from multiple viewpoints. The projection mapping will be **fully visible for the public** from boats sailing on the IJ, the quay near Central Station and the Amsterdam Tower. The competition will also be streamed in HD, live on the internet.

The World Masters of Projection Mapping competition is an initiative from Amsterdam Light Festival, Integrated Systems Events and RAI Amsterdam. Amsterdam Light Festival is an annual cultural winter event exhibiting tailor-made light artworks on the canals and the former Marineterrein. Integrated Systems Events is the producer of Integrated Systems Europe, the world's largest Audio Visual and systems integration show. RAI Amsterdam is one of The Netherlands' leading exhibition and conference centres and the long-term home of ISE.

Lennart Booij, artistic director of **Amsterdam Light Festival** commented: "With this first edition of the World Masters of Projection Mapping we are keen to show the high-quality artistic level of projection mapping combined with the possibilities of technological innovation. This is an outstanding opportunity to display art on one of Amsterdam's most iconic and spectacular facades: For over four weeks, EYE Filmmuseum will be the canvas for contemporary video art, and accessible for everyone to admire and experience."

Mike Blackman, ISE's Managing Director commented: "The addition of the World Masters of Projection Mapping competition to the Amsterdam Light Festival presents the finest in creative, technical and production skills. I believe it will strongly resonate with ISE exhibitors and attendees. The fact that the final will take place during ISE 2018 adds to the excitement. We are delighted to be working with both the RAI and Amsterdam Light Festival on this new venture. Both organisations have a proven track record regarding events in the city of Amsterdam and we are confident that we can make the World Masters of Projection Mapping a great success."

Paul Riemens, CEO **RAI Amsterdam** commented: "Connecting people, ideas and visions at RAI Amsterdam creates quality and added value for organiser, exhibitor, visitor and the City of Amsterdam. By opening up our network in the City and supporting communities around events, we generate a platform that will enrich this connection even beyond the event days and liaises to new partners. The World Masters of Projection Mapping is a prime example of 'connecting'."

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Additional information is available from:

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

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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.

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

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.

This edition, artists were challenged to work within the theme 'Existential'. With Existential Amsterdam Light Festival wants to stimulate visitors to think about what unites people and what role light plays in this. Among the artworks there is a special light artwork of the world-renowned Chinese artist and activist Ai Weiwei.

Like every year, the festival can be admired on both water and land. The water exhibition presents a large amount of light artworks on the Amsterdam canals, lit daily between 17.00 and 23.00 (until 20.00 on New Years Eve). Various canal companies offer boat tours along these light artworks. The land exhibition presents light artworks at the Marineterrein for the first time this year, from 14 December 2017 until 7 January 2018. The artworks are lit daily between 17.00 and 23.00 (until 20.00 on New Years Eve). The light artworks in this exhibition and the special historic area, at walking distance of Amsterdam Central Station, can be explored at visitors' own initiative.

www.amsterdamlightfestival.com

About AVIXA

AVIXA™ is the Audiovisual and Integrated Experience Association™, producer of InfoComm tradeshow 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.

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.