

# Conferences

Saturday 7 December 2013

Lyon  
Light  
Festival  
Forum





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**9:00**

Welcome coffee

**9:45**

## **OPENING OF THE CONFERENCES**

**Deputy Mayor of Lyon** in charge of International Relations

**Annelies Storms**, acting LUCI President, Deputy Mayor of Ghent  
in charge of Culture, Tourism and Events

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10:00 - 12:30

## LIGHT FESTIVALS, DEALING WITH SUCCESS

The growing success of light festivals and the impressive number of visitors attending these events are leading light festival organisers to rethink the formats and the geographical limits of their events. New issues and questions are now taken into consideration: how to manage large numbers of visitors that converge in the same places, how to encourage maximum attendance without discomfort, or how to preserve the ambiances and atmospheres created by lighting installations.

Moderator : **Jean Mochon**, La Belle Idée

### → ARTISTIC PROGRAMMING AND PUBLIC SPACE MANAGEMENT DURING THE FÊTE DES LUMIÈRES OF LYON

**Jean-François Zurawik**, Director of the Fête des Lumières, City of Lyon

**Christian Appietto**, Head of Section, Security and Prevention Department, City of Lyon

The multiplicity of sites, the specificities and the topography of the city, the increasing numbers of visitors, and the respect of security norms are constraints for the organisers of the festival that have a direct impact on the artistic choices made. This dual presentation from the City of Lyon will explain the narrow collaboration between the Events Department that coordinates the Fête de Lumières and the Security and Prevention Department. This collaboration ensures the artistic quality of the event while simultaneously taking into account crowd management within the constraints of a limited budget. Christian Appietto and Jean-François Zurawik will present the collaboration and the solutions implemented to realise this balance.



*Following an education in communication and audio-visual studies, **Jean-Francois Zurawik** created his own audio-visual production and event planning company in Strasbourg. His work has taken him throughout Europe, to North Africa, and the Middle-East. Since 2003, he has been managing the Events Department of the City of Lyon and takes care of the overall coordination of the Fête des Lumières.*



**Christian Appietto** joined the Security Department of the City of Lyon in 1994 in the At Risk Buildings section. From 1999 onwards, he became in charge of risk management and the coordination of the Public Security Commission, particularly regarding the security aspects of the Fête des Lumières since its first edition.



## → ENSURING THE SUCCESS OF THE GLOW LIGHT FESTIVAL

**Robbert ten Caten** and **Eric Boselie**, management team, GLOW Eindhoven

The strong growth of the GLOW light festival has influenced the artistic choices made. For example, which works of art can be enjoyed by large flows of visitors? How can the unique atmosphere of the festival be maintained for the visitors so that they do not notice how crowded it is on the street? Robbert ten Caten and Eric Boselie will share their experience on how they address this issue in Eindhoven.

*The management team of the GLOW light festival, from its beginning in 2006, has consisted of **Robbert ten Caten** and **Eric Boselie**. Both work for the city marketing organisation of Eindhoven. While Eric has always worked for the Municipality of Eindhoven, Robbert has a background in the field of events.*

## → LIGHTS, CAMERA, ACTION! FACILITATING PUBLIC ACCESS IN THE CONTEXT OF A HIGHLY SUCCESSFUL LIGHT FESTIVAL

**Helen Marriage**, Director, Artichoke - Lumiere light festival, Durham

This presentation will address the success of the Lumiere light festival in the northern English city of Durham. The particular geography of the city – the old part is a peninsula – has required special measures to be taken in order to accommodate the large numbers of people visiting the festival. Helen Marriage will explain how it has been possible to regulate the movements of large crowds, while maintaining the commitment to a free, and free-flowing event.



***Helen Marriage** is a co-director of the UK creative company Artichoke, founded with Nicky Webb in 2005. Artichoke is one of the UK's leading independent arts companies, working to transform landscapes through its unique way of realising the ambitions of artists and the dreams of the public. Over recent years Artichoke has produced some of the UK's most striking large-scale art events. Helen was also recently awarded a Loeb Fellowship at Harvard's Graduate School of Design.*

## → THE VITAL INFLUENCE OF THE FESTIVAL SITE ON THE ARTISTIC CONCEPT

**Eduardo Hübscher**, Artistic Director, Jerusalem Festival of Light

This presentation will be based on an analysis of the close link between the urban and geographic characteristics of the festival site and the related decisions concerning the concept and artistic programme. How can certain types of urban configurations determine visitor flows, and consequently, artistic choices?



**Eduardo Hübscher** has extensive experience in the creation, management and production of international projects, cultural and artistic events, and thematic festivals. After significant experience in producing events such as the opening ceremony of the 50th and the 60th anniversary of the State of Israel or the millennium celebrations in Jerusalem, he became the Director of Events and Productions in Ariel, a subsidiary of the City of Jerusalem. He is the Artistic Director of the Jerusalem Festival of Light and is also in charge of implementing the lighting master plan of the Old City of Jerusalem.

**12:30**

Lunch / Village Lumière, Palais de la Bourse

**14:00 - 16:30**

## VIDEO MAPPING, A DISREGARD FOR MONUMENTS OR A REAL CREATIVE APPROACH?

"Trompe l'oeil", a technique in existence since antiquity, regained its popularity during the Renaissance. With the advent of the magic lantern and electricity, large-scale projections developed in a spectacular manner. Video and information technology have enabled limitless variations in effects: collapse, destruction, swaying, etc.

But it is perhaps time to also reflect on the lighting designer's vision, the way it connects to the architecture and spirit of sites, as well as the emotions and dreams that it can evoke.

Moderators: **Jean Mochon**, La Belle Idée

**Jean-François Zurawik**, Director of the Fête des Lumières, City of Lyon

## → THE CITY AS A SPECTACLE?

**Jean-Michel Quesne**, Founder and Artistic Director, Skertzò

Since ancient times, urban spaces have been transformed during the ephemeral moments of a festival. Today, the rapid evolution of projection techniques offers seemingly infinite possibilities to create illusions, and transform facades and bring them to life.

But are monuments simply screens? How can we ensure the right balance between technical effects and the soul of sites? What can video mapping bring us beyond "video slapping" ?



**Jean-Michel Quesne**, a scenographer and director, has his origins in the field of cinema and performing arts. The dual approach of image and space led him to create image shows in the city. In 1986, he realised his first experiment with optical markers and calibration of images on architecture - the starting point for the use of projection in trompe l'oeil mapping. He has also realised the visual design of Jean-Michel Jarre concerts in Houston and Lyon. In 2002 and 2003, his shows "Reflections" and "Shadow Zone" marked the beginning of large-scale animated images on the Place des Terreaux for the Fête des Lumières. In 2012, he returned to the Place des Terreaux with "Highlights".

## → THE HISTORY OF VIDEO MAPPING

**László Zsolt Bordos**, Artist 3D, Bordos.ArtWorks

Taking us on a journey through the history of projected images, this presentation will discuss the process of how we began projecting onto buildings. In the absence of extensive documentation and publications on this topic, Laszlo Zsolt Bordos will highlight some of the crucial elements that have brought about the emergence of this new visual culture.



*Bordos.ArtWorks is the artist name of **László Zsolt Bordos**, a 3d artist living in Budapest, Hungary. He started as a VJ in 2000, performing in the underground party culture of Budapest. He has studied at the Hungarian Academy of Fine Arts in Budapest and at MediaLab UIAH (University of Art and Design) in Helsinki. With his early 3d-VJing, outrageous video projections and first video mapping project made at Heavent Paris 2007, he belongs to the first generation of video mapping artists. Bordos.Artworks and Invited Artists has had great success with panoramic projections, holographic video projections, projected scenery for theatres, VJ-shows and art works in cities across the world.*

## → CONSTRUCTING AN ALL-EMBRACING ART FORM, BRICK BY BRICK

**Pierre-Yves Toulot**, CEO - Director, COSMO AV

Video mapping, monumental projections, architectural projections.....  
What is this art that seeks a name? What is this art that has no school?



*After studying at the Ecole Nationale Supérieure des Arts et Techniques du Théâtre (ENSATT), **Pierre-Yves Toulot** began his career as a lighting designer in performing arts, simultaneously beginning 8 years of experience in architectural lighting. In 2003, with José Cristiani, he founded Cosmo AV, now internationally recognised for its video mapping creations. He has realised numerous shows around the world in Mexico, North America, Turkey, Japan and France. He also contributed to the Olympic Games ceremonies in Vancouver.*

## → HE KNOWS HOW TO MAKE THEATRE SETS SING...

**André Diot**, Director of Photography and French Theatre Lighting Designer

Andre Diot insists on the importance of artistic creation even in the minor art that is theatre lighting. The techniques used often overshadow the artistic concept because the paintbrushes are bigger, but lighting engineers are nevertheless creators in their own right. Whatever might be the object, the aim is not to produce the same lighting, but rather to bring an original perspective to what we see in front of us.



**André Diot** has played an important role in the emergence of the profession of theatre lighting in France. With the director Patrice Chéreau, he plays with black and white, back-lighting and shadows to create poetic atmospheres and chiaroscuro and twilight ambiances. He has collaborated with leading artists in the theatre, opera and ballet, and has been awarded 4 Molière awards for light creation. He has worked on many films for cinema and television, and has also illuminated public spaces, museums and the opening ceremony of the Olympic Games in Albertville. In the words of Roger Planchon: "He knows how to make theatre sets sing. He is a naive poet with extraordinary intuition."

### VENUE

Palais de la Bourse / Chambre de Commerce et d'industrie de Lyon  
Place de la Bourse, Lyon 02  
(Village Lumière - Salle Ampère)

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