

# VIDEO MAPPING



## FESTIVAL #5

### IBSIC - IMAGE BEYOND THE SCREEN INTERNATIONAL CONFERENCE CONFERENCES ABOUT VIDEO MAPPING

**Thursday 10<sup>th</sup> to Saturday 12<sup>th</sup> of March 2022**

**Arenberg Creative Mine, Wallers-Arenberg  
maison Folie Moulins, Lille**

As part of the Video Mapping Festival #5, Rencontres Audiovisuelles and the DeVisu laboratory of the Université Polytechnique Hauts-de-France offer IBSIC, an annual event dedicated to the mapping industry, in the presence of the greatest international names in the field.

About 40 speakers will present case studies, keynote speech, participate in panel discussions and working groups to share their experiences and discuss the latest innovations in the sector.

Around the conferences, the audience and the participants will be invited to discover about 20 original artworks through a video mapping tour in Lille, organised as part of the Video Mapping Festival.

The IBSIC attendees will also be able to participate in "Talents Connection" (speed meeting) and enjoy the Video Mapping Awards, a video mapping competition rewarding the best productions of the years 2020-2021 around the world.

*Organised by Rencontres Audiovisuelles and the DeVisu laboratory of the Université Polytechnique Hauts-de-France, with the support of the European Union (Europe is committed to the Hauts-de-France Region through the European Regional Development Fund), the Hauts-de-France Region, the Communauté d'Agglomération de La Porte du Hainaut, the City of Wallers-Arenberg and Arenberg Creative Mine.*

NB: Some adjustments could be made to this programme.

**Thursday 10<sup>th</sup> of March**

**Arenberg Creative Mine, Wallers-Arenberg**



Can Büyükberber

**9 am / Departure by bus from Lille to Arenberg Creative Mine**

Meeting point: rue des Canonnières, in front of MESHS (near the train stations).

**10 am / Welcome**

Welcoming speech by Antoine Manier, general manager of Rencontres Audiovisuelles.

Introduction of the moderators, which will ensure the guiding thread of the presentations:

- Bettina Pelz - curator (Germany)
- Martina Stella - artist and researcher (Italy)

**Duration: approx. 30 min**

**10:30 am / Artist Talk: Can Büyükberber**

Can Büyükberber is a visual artist and director working on immersive audiovisual experiences blurring boundaries between physical and digital spaces. His practice consists of experiments with various media such as virtual/augmented reality, video mapping, geodesic domes, large-scale displays and digital fabrication. Driven by an interdisciplinary thinking and curiosity which extends to art, design and science, Can Büyükberber's work often focuses on human perception, exploring new methods for non-linear narratives, geometrical order, synergetics and emergent forms. With a background in Physics and Visual Communication Design, he has received his Masters Degree in Art & Technology from the San Francisco Art Institute as a Fulbright Scholar. *Topic: New dimensions - how artists are breaking the boundaries between digital and physical spaces with new media technologies in a way that's never been possible before?*

- Can Büyükberber - visual artist and director (Turkey)

**Duration: approx. 30 min + 15 min Q&A**



Playmodes

### 11:15 am / Artist Talk: Playmodes

Playmodes uses home-made technology to build audiovisual instruments and immersive experiences. Their language is focused on the consolidation of sound and image through multiple perspectives. From generative light and sound installations, to audiovisual performances featuring instrumental interpreters, Playmodes explores an abstract visual music universe through creative engineering. Playmodes has developed projects for international art festivals (Barcelona, Houston, Prague, Lyon, Berlin, Karlsruhe, Shanghai, Las Vegas, Orlando...), for cultural and commercial projects (Copenhagen Opera, Facebook, Twitter, Rio Olympics) or as guest speakers at international design conferences.

*Topic: Spatial Sonification - designing sound for immersive audiovisual environments.*

- Santi Vilanova - graphic designer and Masters Degree in music composition, Playmodes (Spain)

**Duration: approx. 30 min + 15 min Q&A**

### 12 pm / Focus on Research

### 12:30 pm / Lunch

### 2:30 pm / Panel discussion

#### Video mapping and public procurement in France

Without public support for creation, artists often develop their artistic approach in the framework of public procurements, sometimes independently, often with support from production companies.

A wide range of French local authorities develop projects using video mapping for cultural, tourist and heritage enhancement purposes.

How can the artists' approach, the development of mapping companies and the client's wishes be reconciled with the constraints of public procurement?

#### Participants:

- Pascaline Imbault - events director and head of Chartres en Lumières Department, City of Chartres (France)
- Damien Lugnier - director of the Regalia project, City of Reims (France)
- Benoît Quéro - president, Spectaculaires, Allumeurs d'images (France)
- Pierre-Yves Toulot - general manager, Cosmo AV (France)

#### Moderator:

- Pierre-Yves Toulot - general manager, Cosmo AV (France)

**Duration: approx. 1h**

### 3:30 pm / Case Study: LUMA Projection Arts Festival

When LUMA was founded in 2015, its goal seemed ambitious: leverage a vibrant local art scene to draw the world's attention to a city of 45 000 inhabitants. At launch, they cobbled together a programme of home-grown talents, each artist growing skills to explore an entirely new medium. Not only was art locally sourced but also the production team. As LUMA's reputation grew, it began to attract world-class talents. But core to its mission and appeal was balancing local participation with international prestige. LUMA discusses their approach.

*Topic: Local Pride, International Quality: retaining the home-grown appeal of festival sourcing content both locally and around the world.*

- Joshua Bernard - co-founder and operations director, LUMA Projection Arts Festival (USA)

**Duration: approx. 30 min + 15 min Q&A**



LUMA Projection Arts Festival



Xenorama

### 4:15 pm / Case Study: Xenorama

The term "Screenization" describes on one hand the blurring of the borders of the classical rectangular screen, and on the other hand the dissemination of surfaces with screenic properties into our everyday surroundings. The project combines a detailed examination of the historic development of digital screens with theoretical thoughts from various disciplines. It also resulted in 2 experimental infrastructures to make speculations about screens of the future tangible.

*Topic: Screenization - On the diffusion of digital screens.*

- Lorenz Potthast - co-founder, Xenorama (Germany)

**Duration: approx. 30 min + 15 min Q&A**

### 5 pm / Break and networking

### 6 pm / Focus on Research





Limelight Academy

#### 6:30 pm / Artist Talk: THÉORIZ

David-Alexandre Chanel, co-founder of THÉORIZ and Augmenta, will go through different examples and use cases of interactive immersive spaces he directed with THÉORIZ, and will explain why they have started to build a tracking technology specifically dedicated to interactivity in the video mapping world.

*Topic: Interactivity in immersive spaces, an art & tech journey.*

• David-Alexandre Chanel - general manager and co-founder, THÉORIZ / Augmenta (France)

**Duration: approx. 30 min + 15 min Q&A**

#### 7:15 pm / Case Study: Limelight Academy

Limelight offers an innovative training concept to talented motion designers: a free educational programme with a curriculum based on nearly 20 years of experience in the field of video mapping. A unique opportunity for future artists to develop their skills and show their work to a wide audience in international events such as Chatswood Nights in Australia or Factory Light Festival in Norway, the video mapping masterclass was created with the aim of sharing knowledge in an art form that can only be learned from experience. Limelight also encourages light festivals around the world to join the programme, give a chance to their local talents and help with increasing both the artistic level and knowledge of video mapping all around the globe.

*Topic: Limelight Academy: an education programme for young talents.*

• István Dávid - co-founder and producer, Limelight (Hungary)

**Duration: approx. 30 min + 15 min Q&A**

**8 pm / Dinner**

**9:30 pm / Bus to Lille**

**10 pm / Networking**  
**L'hybride, Lille**



THÉORIZ



**Friday 11<sup>th</sup> of March**

**Arenberg Creative Mine, Wallers-Arenberg**

**9 am / Departure by bus from Lille to Arenberg Creative Mine**

Meeting point: rue des Canoniers, in front of MESHS (near the train stations).



**10 am / Working groups**

**What future(s) for video mapping?**

If video mapping has been able to assert itself as an art form in its own right, with its own issues and problematics, it remains nonetheless on the edge of many other disciplines. Mixing artistic, event-related or technical questions, the boundaries of mapping are porous and their outlines are subject to important evolutions. The influence of its related fields pushes video mapping to innovate constantly.

If the factors of change are varied, the possibilities for video mapping in the future are huge.

Participants will be split into several thematic groups, led by video mapping and light art professionals, and will have to tackle the question "What future(s) for video mapping?" to propose avenues for reflection.

Participants can join the group of their choice. Each group is composed of about 15 people.

**Duration: approx. 2h**

**Group 1: How to improve the writing for immersive video mapping?**

- Denys Lavigne - OASIS Immersion (Canada)
- Julian Hölscher - Urbanscreen (Germany)

**Group 2: How to improve the writing for interactive video mapping?**

- David-Alexandre Chanel - THÉORIZ (France)
- Rui Gato - Ocubo (Portugal)

**Group 3: How to improve the writing for narrative/figurative video mapping?**

- Daniel Popescu - Lights On Romania (Romania)
- Romain Tamayo - Lyon Festival of Lights (France)

**Group 4: Real-time projection mapping**

- Arminas Kazlauskas - Notch (Norway)

**Group 5: Artists conditions / From creation to distribution**

- László Bodos - artist (Hungary)
- Ronald Ramakers - GLOW light art festival Eindhoven (The Netherlands)

**Group 6: Mediatecture, a new way of reading, understanding and living the city**

- Philip Modest Schambelan - ruestungsschmie.de (Germany)
- Daniel Schmitt - DeVisu laboratory of the Université Polytechnique Hauts-de-France (France)

**Group 7: New markets, new offers, new needs**

- Ross Ashton - The Projection Studio (United Kingdom)
- Antoine Géré - Holymage (France)

**Group 8: Means for the emergence of new artistic talents**

- István Dávid - Limelight (Hungary)
- Aymen Gharbi - INTERFERENCE (Tunisia)

**Group 9: How public authorities can support video mapping creation?**

- Julien Pavillard - Lyon Festival of Lights (France)

**Group 10: Projection technologies**

- Olivier Collet - Christie (France)
- Léo Farré - ETC Onlyview (France)

**Group 11: How can we make festivals better?**

- Anastasia Isachsen - Fjord Oslo Festival (Norway)
- Marko Bolković - VISUALIA Festival Pula (Croatia)

**Group 12: Sound / From creation to distribution**

- Miguel Gozalbo - artist (Spain)
- Thomas Vaquié - artist (France)

**Group 13: Sustainability for video mapping**

- Martin Posta - Signal Festival (Czech Republic)
- Craig Morrison - Independent festival director and curator (United Kingdom)

**Group 14: Heritage enhancement through video mapping**

- Carole Purnelle - Ocubo (Portugal)
- Kate Harvey - Artichoke, Lumiere Festival (United Kingdom)



OASIS Immersion © C. Pomerleau - GRIDSPACE

**12 pm / Lunch**

**1:30 pm / Reporting of the working groups**

For each group, a rapporteur summarises the group work in 3 minutes.

**3 pm / Panel discussion**

**Immersive venues – trends and forward thinking for promoters, producers and artists**

In recent years, places dedicated to immersive projects have emerged all over the world, with significant public success. This discussion will focus on these new places, artists and technicians who work on this type of projects and try to discuss their specifics. It will focus on topics such as: current trends in immersive venues, growth in market and business models, importance of the narrative, emerging technologies and how to think differently moving forward. It will also tackle some technological and artistic issues and try answering the questions: are these kinds of places a new, fashionable effect or emergence of a new type of sustainable cultural places?

**Participants:**

- Mario Iacampo - creative director and founder, Exhibition Hub (Belgium)
- Denys Lavigne - president, executive creative director and co-founder, OASIS Immersion (Canada)
- Antoine Menalda - project and production manager, Dirty Monitor (Belgium)
- Olivier Danna - business manager, VLS (France)

**Moderator:**

- Dorothy Di Stefano - founder of Molten Immersive Art, visual arts advisor (Australia)

**Duration: approx. 1h**





The Projection Studio

## 4 pm / Focus on Research

### 4:30 pm / Artist Talk: The Projection Studio

Ross Ashton has spent the last 40 years working in multi-image projection and during this time, he has seen a whole series of technological innovations in projection equipment and delivery methods. Each innovation has led to changes in working practices and creative methods but the fundamentals of delivering a project on time and on budget and which fulfils the clients' expectations have not changed.

Ross Ashton will speak about his career to date, the kinds of markets that he works in and share some ideas on where he thinks the trends of projection mapping are taking us.

*Topic: Decades of The Projection Studio - publics, markets, artistic content.*

• Ross Ashton - founder, The Projection Studio (United Kingdom)

**Duration: approx. 30 min + 15 min Q&A**

### 5:15 pm / Case Study: Hôtel des Lumières

The Hôtel des Lumières opened its doors during summer 2020 and offers immersive scenographies in the Hôtel-Dieu of Le-Puy-en-Velay, a UNESCO World Heritage site. The opening of this venue is an extension of the Puy de Lumières event, which takes place every summer and allows the main monuments of the city to be rediscovered in lights.

*Topic: This case study will trace the genesis of the project, from the local authority's will to the artistic and technical implementation, and will tackle the economic model of the venue and the first results.*

• Emmanuel Boyer - director of Territorial Attractiveness and Promotion, Le Puy-en-Velay Conurbation (France)

**Duration: approx. 30 min + 15 min Q&A**

## 6 pm / Bus to Lille



Hôtel des Lumières



Circus-mapping show

### 7:30 pm > 12 am / Video mapping tour Lille

About 20 creations to discover:

- **Lille Opera House:** Bill Plympton (USA)
- **Lille Opera House:** Limelight (Hungary)
- **Lille Flandres Train Station:** Franck Dion (France)
- **Lille Flandres Train Station:** Sébastien Laudenbach (France)
- **Lille Flandres Train Station:** EunJin Park, Sae Yun Jung (Germany, South Korea)
- **Saint-Maurice Church:** Loom Prod (France)
- **Rue du Sec Arembault:** Francesca Macciò (Italy)
- **UGC Ciné Cité:** workshop École Supérieure d'Art & de Communication de Cambrai (France)
- **Crédit Mutuel Nord Europe:** Design Lab (Tunisia)
- **Palais Rihour:** workshop international students
- **Circus-mapping show Rihour Square:** Yerko Castillo, Paul-Emmanuel Chevalley, Denisse Mena & Rencontres Audiovisuelles (France)

#### + Video Mapping Contest - Théâtre du Nord

- Decide Kit (Thailand)
- Azura de la Fuente & Lenia Friedrich (Germany)
- Sophie Garcia, Pierre Jaucot, Julien De-Mey (Belgium)
- Hotaru Visual Guerrilla (Spain)
- Cindy Lo (France)
- Alessandro Grisendi & Marco Novello - 000PStudio (Italy)
- Noémi Prud'homme & Yohan Dumas (France)
- Filip Roca (Spain)



## Saturday 12<sup>th</sup> of March

maison Folie Moulins, Lille

### 10 am / Talents Connection - professional meeting

Enjoy a time of professional meetings during short interviews, in a "speed meeting" format. An opportunity for international artists, promoters and producers to meet and discuss.

Upon registration.

Duration: approx. 3h

Confirmed professionals:

- Joshua Bernard - co-founder and operations director, LUMA Projection Arts Festival (USA)
- Marko Bolković - artist and curator, VISUALIA Festival Pula (Croatia)
- Aymen Gharbi - curator, INTERFERENCE (Tunisia)
- Stefan Aleksandar Jovanovski - manager, Skopje Light Art District (North Macedonia)
- Denys Lavigne - president, executive creative director and co-founder, OASIS Immersion (Canada)
- Andrea Möller - creative adviser and producer, Media Art Friesland & LUNA Leeuwarden Urban Night Adventure (The Netherlands)
- Craig Morrison - independent festival director and curator (United Kingdom)
- Julien Pavillard - director, Lyon Festival of Lights (France)
- Daniel Popescu - artistic director, Lights On Romania (Romania)
- Carole Purnelle - artist and curator, Ocubo (Portugal)
- Romain Tamayo - project manager, Lyon Festival of Lights (France)
- Tamás Vaspöri - artist and curator, BOREALIS, a festival of light (USA)

### 2:30 pm / Video Mapping Awards

The Video Mapping Festival offers a video mapping competition to reward the best productions of the year 2020-2021. The video mapping selected during the pre-selection will be presented in the form of video recordings.



#### In competition:

- **STROY studio** (Czech Republic) - *Digital Sauna* (360° immersive video mapping)
- **Aural Eye Studio** (Romania) - *Modernist Dream Cage* (monument video mapping)
- **Dies\_** (Italy) - *Slice of Life* (monument video mapping)
- **Nele Fack** (Belgium) - *Supraluminique* (monument video mapping)
- **FLIGHTGRAF** (Japan) - *Rhythm and Line* (monument video mapping)
- **Glitch** (Belgium) - *OSMOSE* (monument video mapping)
- **Limbic Cinema** (United Kingdom) - *Spectra* (object video mapping)
- **Lumine Projections** (Austria) - *re:flexion* (360° immersive video mapping)
- **Meshsplash studio** (Russia) - *Nebula* (monument video mapping)
- **Igor Shin Moromisato & Parisa Karimi** (Germany) - *Duldung. A Micro Mapping In Two Parts* (object video mapping)
- **Jérémy Oury** (France) - *PRISM* (monument video mapping)
- **OYÉ** (France) - *AR-Lumen* (monument video mapping)
- **Morgane Philippe** (France) - *Le voyageur perdu* (monument video mapping)
- **Filip Roca** (Spain) - *Volumen* (object video mapping)
- **Julia Shamsheieva** (Ukraine) - *The Other Side of the Light* (monument video mapping)
- **SKG+ Media** (China) - *Flying Horse* (360° immersive video mapping)
- **Studio ÉNORME** (France) - *SWING* (monument video mapping)
- **John Tettenborn, Kourtney Lara Ross** (Germany) - *Blessing to Misfortune* (monument video mapping)
- **xenorama** (Germany) - *BE|LONGING* (monument video mapping)

Duration: approx. 2h



teamLab  
*Flowers and People, Cannot be Controlled but Live Together - Transcending Boundaries, A Whole Year per Hour, 2017*,  
Interactive Digital Installation, Sound: Hideaki Takahashi © teamLab, courtesy Pace Gallery

### 5:30 pm / Keynote speaker: teamLab - Relationships Among People

*Relationships Among People* is one of teamLab's concepts which aims to explore a new relationship among people, and to make the presence of others a positive experience through digital art. This concept will be introduced by Takeshi Yamada along with teamLab's works.

- Takeshi Yamada - management team, teamLab (Japan)

Duration: approx. 2h

### 7:30 pm / Closing ceremony

Following the screening of the Video Mapping Awards competition, a Jury composed of video mapping professionals, will award the prizes for the best productions of the year 2020-2021. The Video Mapping Festival also offers a Video Mapping Contest during the video mapping tour in Lille. This year, the selected candidates will present their work on the Théâtre du Nord and a professional Jury will nominate a Grand Prize, possibly an honourable mention, and the public will be invited to choose its Audience Prize through an SMS vote.

#### Video Mapping Awards Jury:

- László Bördös - artist (Hungary) - President of the Jury
- François Boucq - comics artist (France)
- Can Büyükerberber - visual artist and director (Turkey)
- Dorothy Di Stefano - founder of Molten Immersive Art, visual arts advisor (Australia)
- Anastasia Isachsen - artist and artistic director, Fjord Oslo Festival (Norway)

#### Video Mapping Contest Jury:

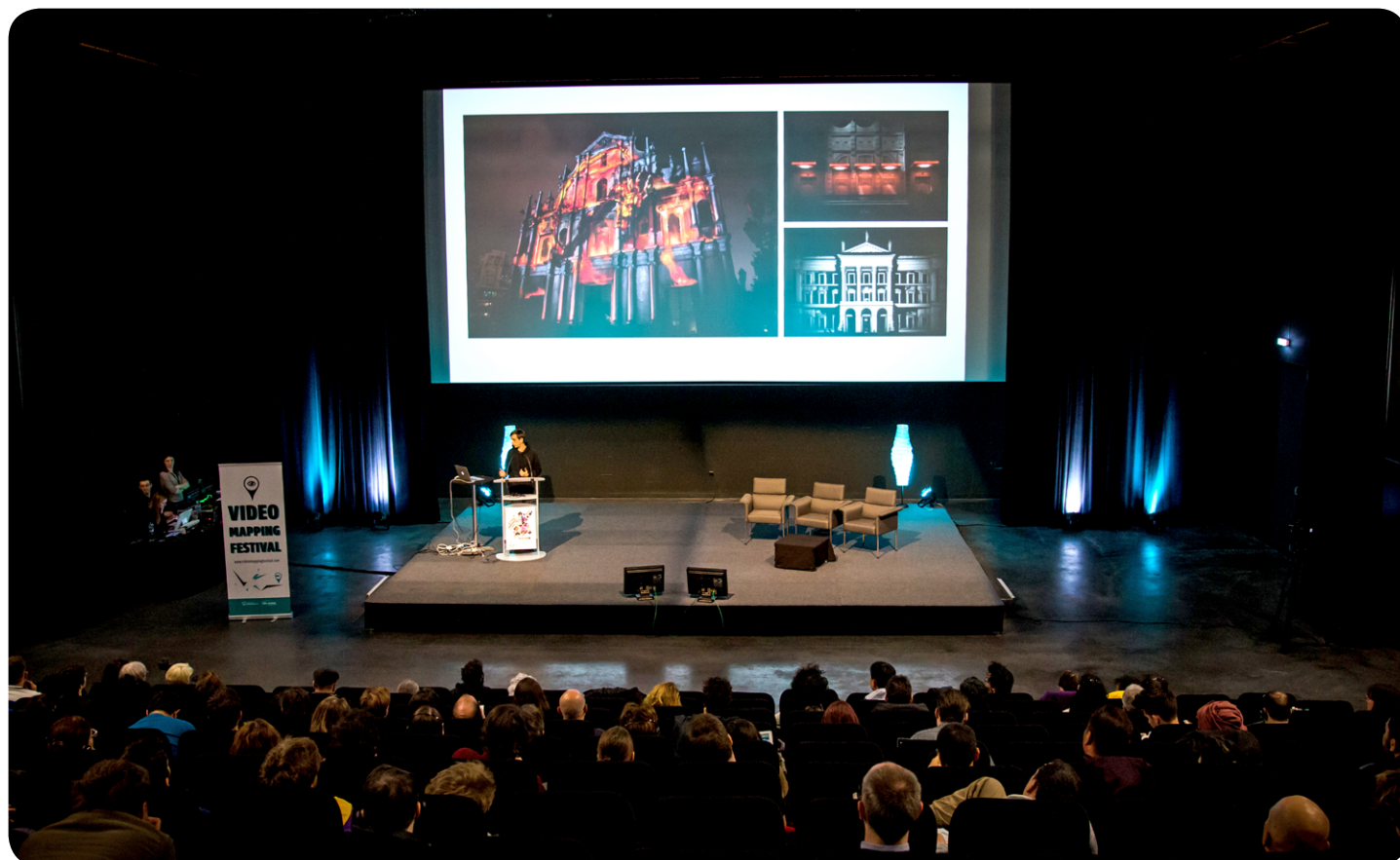
- Michat Banisch - artist, ruestungsschmie.de (Germany)
- Nele Fack - artist (Belgium)
- Yann Nguema - artist (France)
- Julien Pavillard - director, Lyon Festival of Lights (France)
- Tamás Vaspöri - artist and curator (Hungary)

Followed by a synthesis and conclusion of IBSIC by Bettina Pelz and Martina Stella.

Duration: approx. 1h

9 pm / Dinner  
L'hybride, Lille





## PRACTICAL INFORMATION

### • Access

#### Arenberg Creative Mine

Rue Michel Rondet, Wallers-Arenberg

Highway A23, Exit 6 (Raismes), then follow the direction to Arenberg Creative Mine / La Porte du Hainaut

Vaccination pass is required; wearing a mask is mandatory.

#### maison Folie Moulins

47 rue d'Arras, Lille

#### L'hybride

18 rue Gosselet, Lille

### • Fares

#### 3-days package

*Includes: access to all the conferences and activities + 4 meals (Thursday lunch and dinner, Friday lunch, Saturday dinner) + travel by bus from Lille*

Flat fare: 60€

Registrations **before the 25<sup>th</sup> of February 2022**

through the **online registration and payment form**.

VIDEO MAPPING FESTIVAL #5

March > October 2022

Région Hauts-de-France

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



Ce projet est cofinancé par l'Union européenne avec le Fonds européen de développement régional.

