



# **BRIGHT FESTIVAL CONNECT 2021**

## **21th - 24th October**

**The Kunstkraftwerk will be hosting and co-produce the second edition of Bright Festival Connect.**

From **21 to 24 October 2021**, four days of cultural events in Immersive Digital Art, Light Design and Music.

A new context dedicated to the digital creativity in which attendees can get in touch with new technologies and live high-level immersive experiences

Immersive art shows, digital interactive installations, live music performances, video mapping and light design: The international community of digital artists and creative new media professionals comes to Leipzig to present exciting installations many for the first time

More than **25 Artists** from **12 countries** will exhibit during the festival.

### **During the day:**

Digital exhibitions and immersive experiences curated by art studios and designers from all over Europe.

### **In the evening:**

Audio-visual shows and live set performed by international artists will take place in the fascinating spaces of Kunstkraftwerk, an old power station from the early 90's, turned into the first German location dedicated exclusively to multimedia art.

## **THE PROGRAM**

### **BEST OF GERMANY – IMMERSIVE ART SHOW (35 minutes)**

The first immersive art show created collectively by 10 of the best German multimedia studios will be presented: A 360-degree audio-visual show designed to immerse the visitors into virtual settings and multisensory experiences.

Artists: ANDREY VRADY // ROCCO HELMCHEN & JOHANNES KRAAS // BETTY MÜ // JONAS DENZEL // JULIAN HOELSCHER // MULTISCALAR // MP STUDIO // VANESSA HAFENBRAEDL // VIDEOGEIST // XENORAMA //



## **INTERNATIONAL MEDIA ART SHOWCASE (20 minutes)**

Seven international digital artists will redesign the walls and floor of the postindustrial “Kesselhalle” to take visitors into a virtual world. An exciting journey through the styles, techniques and languages of 3D and motion design. This show is curated in collaboration with The New Media Art Group, one of the biggest networks in the world connecting artists, events & audiences to one another.

Artists: YUMA YAGANISAWA (Japan) // AMIRHOSSEIN MAHRAVANI (Iran) // RUBEN FRO (Japan) // ELENA ROMENKOVA (Russia) // AUNDRAJ JUDE (Singapore) // MOHAMMAD RAJABI (Iran) // ARMIN PARHIZ (Canada)

## **20 YEARS OF “THE FAKE FACTORY”**

The famous Italian studio “The Fake Factory” will celebrate its 20years of creativity, curiosity, magic and wondering with visionary installations, video art and immersive art experiences, located all around the venue.

## **AETHER - INTERACTIVE PLAYGROUND**

14 digital and interactive installations designed by two Swedish creative studios will get you in touch with funny games, new technologies, light and sound art experiences. With a large number of interactive installations, the visitor can engage in a conversation or a composition with light and music. This initiative is supported by The Swedish Art Grants Committee and The Swedish Honorary Consulate in Leipzig.

Artists: HAKAN LIDBO (Sweden) / RUMTIDEN IDEA LAB (Sweden)

## **CALL FOR ARTISTS:**

In June, Bright Festival launched a call for young new media artists, open to projects and performance proposals coming from all over the world.

Three projects have been selected for presentation at the festival:

### **SPACE MICROSCOPE (SYRIA)**

Alya Ola Abbas, from Syria, is the young female artist who won the Bright Festival Connect Call for New Media Artists. Space Microscope is a visual interactive installation giving the audience the experience of moving among the spatial floating reflections, lights and molecules of the universe, while they are watching the video art on the screen, they are free to walk through the video reflections.

Artist: ALYA ART STUDIO

### **MESH: KINETIC AUDIO-VISUAL INSTALLATION (ITALY)**

MESH is a technological net that moves, rotates, expands and squeezes and through which visual, sound and spatial information travel, generating multiple deformations of an apparently solid and non-deformable structure.

Artists: EXPECT NOTHING (Italy) / KINETICSHOW (Italy) / MATISSE (Italy)



### **DANCING WITH THE PAST (UNITED KINGDOM)**

An interactive installation blurring time and space in which visitors are invited to dance with their virtual replicas projected all around them. This installation is winner of the Bright Festival Connect Call for New Media Artists.

Artist: PETUNIA

### **OUTDOOR AREA - VIDEOMAPPING**

After sunset, the Kunstkraftwerk outdoor container space will host the video art & NFT showcase projected on a new suggestive container background, with Italian food & drink service.

### **INFO & TICKETS**

The program include DAY TOURS (11.00 - 18.00) and NIGHT TOURS (after 18.00), workshops and special music events.

Link to the program: <https://connect.brightfestival.com/program-2021/>

Entrance is permitted on each full hour. Each ticket is valid for two hours indoor experience (enough to enjoy all the included activities) and allows access only to the chosen hour.

In the outdoor area, there are no restrictions on stay. The admittance to the exhibitions and shows is restricted to a maximum of 80 people per hour.

To ensure easier access avoiding queues, we suggest everyone to show up ahead of time and get the tickets online.

Link to tickets: <https://connect.brightfestival.com/tickets/>

### **COVID RULES:**

Bright Festival and Kunstkraftwerk are committed to provide you a comfortable environment during the Bright Festival Connect. In order to make this experience as safe as possible, this event will be conducted only according to the German "2G" Rule.

This means that all participants need to be either fully vaccinated OR recovered from a SARS-CoV-2 infection in order to take part. This must be certified at the entrance.

A negative antigen or PCR-Test result will not be accepted.

Children under the age of 12 have access without tests.

Link to tickets: <https://connect.brightfestival.com/health-safety/>



LEIPZIG

## **PARTNER:**

Stadt Leipzig, Region Sachsen, Schwedischen Kunstförderungsausschuss, Schwedischen Honorarkonsulat in Leipzig, New Media Art Group, Maxon Cinema 4D, TouchDesigner, Beatport, Ticketswap, HTWK, Leipzig Art Trail.

## **KONTAKTE:**

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