



# WORKSHOP LUMENTEKTUR — VIDEOMAPPING IN THE PUBLIC SPHERE

*Directed by URBANSCREEN*

**EXHIBIT! —  
SCENOGRAPHY IN  
EXHIBITION DESIGN**

*3rd International  
Scenographers'  
Festival IN3 Basel*





## WORKSHOP LUMENTEKTUR — VIDEOMAPPING IN THE PUBLIC SPHERE

### LEITUNG URBANSCREEN

The Bremen-based creative company URBANSCREEN possesses years of experience in the field of urban large-scale projections. By means of essentially experimental projects, URBANSCREEN systematically seeks new possibilities to stage the urban space in a scenographic and dramaturgical sense.

In this context, URBANSCREEN will direct a one week intensive workshop «Lumentektur — Videomapping in the public Sphere» prior to this year's *International Scenographers' Festival*. In cooperation with the participating students, the contentual approach will be exemplarily developed by means of one façade of this year's festival location «Kaserne Basel». The results will be commented within the framework of a presentation and staged as façade projection.

### OBJECTIVE OF THE WORKSHOP

The objective of the workshop is to impart a profound understanding of the contentual as well as technical aspects of Lumentektur — i.e. the precisely custom-fit projection onto architecture. The main focus is to explore, which scenographic and dramaturgic communication options can be realized through Lumentektur. The workshop results achieved in the practical part will be presented during the festival as a façade projection.

### CONTENT OF THE WORKSHOP

The workshop generally addresses students from the creative field who are motivated to gain practical experience in the field of videomapping/custom-fit architecture projections. The sphere of action «videomapping» will be considered from the theoretical as well as from the practical point of view during the workshop. Within the framework of the practical part, a specific project for the main façade of the old «Kaserne Basel» will be developed. In open discussions during the theoretical part of the workshop, criteria will be defined that describe the different references, synergies and interactions of architecture projections as regards to quality. In the continued work process, the collected theoretical insights will be weighed up and discussed in comparison with the developed works within the framework of joint reflection groups.

### WORKSHOP PARTICIPANTS

A highly interdisciplinary composition from the creative field is desirable, so for example: composing | motion-graphics | 3D design | graphical design etc. . This circle is however welcome to be extended to participants from the fields of scenography | illustration | film | cut out animation | stop motion | claymation | photography | generative arts | real time video synthesis and possibly also painting | fashion design | sculpturing | architecture | urban planning | interior design | dancers, actors, performers...

### REQUIREMENTS & SCHEDULE

The workshop will be held in the first week of November in Basel (November 1 — 5, 2010).

*Application procedure:* Interested students should apply by August 30, 2010. By the beginning of September, the final workshop participants will be announced — the participants will be selected so that the final composition of the group is as heterogeneous and interesting as possible.

*Preparation of the Visualizations:* By the beginning of September, the students will be provided with a detailed project assignment, a digital working base (open projects for: Adobe After Effects/Photoshop/Premiere/3D Studio Max) as well as further descriptive information. Based on this input, the participants are expected to experiment and develop their own video creations with a length of 30 seconds to 3 minutes until two weeks before the start of the workshop. The projects should then be submitted prior to the workshop by October 15, 2010 at the latest.

*Work Environment:* In order to optimally address the submitted creations, the students have to be in the position to reproduce and demonstrate their technical approach during the workshop (work environment, for example computer/camera should therefore be brought along).

More detailed information can also be found on the festival homepage: [www.in3.ch](http://www.in3.ch)

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#### INFORMATION ON URBANSCREEN

URBANSCREEN is working on media concepts for the public sphere with a network of artists, architects and technical experts. Large-scale projection on urban surfaces is their core field of activity. URBANSCREEN conceives and produces custom-fit media installations which create exceptional impressions through high artistic standards, the expert architectural eye and the professional implementation.

The group of artists developed a distinct approach in the field of architecture projections: The house itself becomes the stage for poetical productions that are more reminiscent of a play than of a classical media art installation. Projected figures appear in windows like in reality — the façade mutates into an active stage element. The method was baptized «Lumentektur» by the artists from Bremen and concentrates on projections focusing on the architecture as an active player.

For more information and references refer to [www.urbanscreen.com](http://www.urbanscreen.com)

#### WORKSHOP CHARGES

**250€ or 375 CHF per person**

Food will be jointly paid and prepared. The accommodation of the participants with students of the Institute as well as in shared rooms in a youth hostel will be arranged and paid for by the festival organization.

The workshop will take place on the premises of the Institute for Interior Design and Scenography of the FHNW in Basel.

#### PARTICIPANTS

**12 students**

The participation in the workshop includes a festival pass for the *3rd International Scenographers' Festival IN3* and at the same time requires the arrival in Basel one week before the start of the festival for assistance in the festival preparation as well as short service assignments or similar tasks during the festival between December 2 and 5, 2010.

#### APPLICATION DEADLINE

**Friday, August 30, 2010**

Applications have to be submitted per e-mail to [workshop@in3.ch](mailto:workshop@in3.ch). Please send details on your academy/field of study and technical know-how/experiences, postal address, phone number as well as a short curriculum vitae. The notice on the participation in the workshop will be sent on September 9, 2010.

#### WORKSHOP PERIOD

**November 11— 5, 2010**

Arrival: Sunday, October 31, 2010

Departure: Saturday, November 6, 2010

