



## PRESS RELEASE

### **Luminale 2018: Peter Feldmann, Chief Executive of the City of Frankfurt, assumes sponsorship**

*Frankfurt am Main, 5 January 2018*) Luminale gets celebrity support. Peter Feldmann, Chief Executive of the City of Frankfurt, has taken over sponsorship for the BIENNALE FOR LIGHTING ART AND URBAN DESIGN in March 2018. At the same time the city is actively participating in Luminale e.V., whose aim is to promote and organise the festival long-term.

“The new concept is enjoying an absolutely excellent response from artists all over the world and in city society. The opening to social questions is sharpening our city’s profile as a pioneer of modern urban development”, explains Feldmann.

A total of some 120 projects and campaigns are currently on the starting blocks in the five festival categories of Art, Solutions, Study, Community und Better City. The category of art in particular is attracting great attention on the international lighting-art scene. “We have had applications in this field of the highest artistic quality”, explains Isa Rekkab, director of the Luminale project office. Moreover, the new concept has motivated many institutions to take part in Luminale for the first time. These include ATELIERFRANKFURT e.V and the Westend Synagogue.

#### **Premiere: Alte Oper to appear in a new light**

The Alte Oper in Frankfurt City Centre will also be celebrating its Luminale premiere. Here the Italian design studio Karmachina will be making the facade of the famous concert hall shine forth in a new light. A ten-minute video-mapping show will tell the history of the Alte Oper in five chapters – from its foundation in the nineteenth century, to its destruction in the Second World War, until its rebuilding thanks



to an action group of Frankfurt's citizens. An innovative 3D sound system will support the multimedia experience.

The installation at the Alte Oper is just one of several attractive projects on the LIGHT WALK, which will be at the very heart of Luminale. It will link the arenas in the city centre on a pedestrian way to form a large gallery of lighting art. The route will stretch for about 3.5 kilometres in the centre of the city.

Once again in 2018 the European Central Bank will be taking part in Luminale. The facade of its main building will serve as a projection area for a mapping projection, inspired by street art and graffiti, by the Bremen artists' collective Urbanscreen.

The Nikolaikirche at Römerberg 11 will also be participating. Here Simone Rduch, a designer from Trier, will be presenting her installation entitled "Five."

In Hall 414 (Gwinnerstrasse 42) the Frankfurt photographer Natalie Färber will be showing her photographic project entitled "in motion", which visualises the sequential movements of an improvising jazz musician while playing.

### **Background information on Luminale**

With around 200,000 visitors, Luminale ranks among the biggest events in Frankfurt and the Rhine-Main region. The festival of light is held concurrently with the international Light + Building trade fair every two years. Messe Frankfurt founded Luminale in 2002 and has promoted and supported the festival extensively since then. Next year, from 18 to 23 March, Luminale will have a new concept. Frankfurt and Offenbach will not only be the settings for lighting art but also the focus of the festival. Luminale is being positioned as the BIENNALE FOR LIGHTING ART AND URBAN DESIGN with the aim of generating impulses for cities as attractive, future-oriented locations and creative hubs at the interface of art, technology and urbanity.