

video mapping festival #1

VIDEO MAPPING SEMINARY

Thursday 22nd and Friday 23rd of March

Arenberg Creative Mine (Salle LEAUD), Wallers-Arenberg

The Video Mapping Festival offers a two-day seminary in Arenberg Creative Mine, dealing with a state of play of the discipline. Round tables, case studies, conferences, technical demonstrations will form the pattern of the event, in order to depict video mapping from every angle.

From the order to the writing, including the technical conception and the screening, video mapping requires a panel of knowledge and skills that we will try to grasp through these exchanges.

For the occasion, around thirty international specialists (artists, developers, researchers, journalists, technicians, local authority representatives...) will speak about their experience of these innovative and attractive projects. At the crossroads of the arts, technologies and communication, video mapping is continually developing and enters unexpected activity fields!

Technical display stands will be accessible during the seminary, as well as a convivial networking space.

Organised by Rencontres Audiovisuelles and the DeVisu laboratory of the University of Valenciennes and Hainaut-Cambrésis, with the support of the European Union, ERDF programme (European Regional Development Fund), Hauts-de-France Region, and Urban Community of La Porte du Hainaut.

Thursday 22nd of March

9:45 am / Departure from Lille (Lille Flandres Train Station) by bus to Arenberg Creative Mine

Meeting point: Rue des Canoniers, in front of the MESHS.



Skullmapping, *Le Petit Chef* - Round table 1

11:00 am / Round table 1: Video mapping and new writings

As an introduction, this first round table will discuss the rising of new writing techniques in video mapping.

From its early start in 1969 with productions like *Haunted Mansion* by Walt Disney, followed by the works of Hans-Walter Müller or Michael Naimark to name but a few, artists have experimented every type of video projection on volumes, transforming the technical tools into an artistic discipline of its own.

Video mapping can also be part of a wider system of broadcasting in the film sector, live performances, video games or even contemporary arts. In a nutshell, its status is undisputable nowadays.

Using 2D, 3D or live-action technique, creators reshape the reality of a surface and animate what is motionless. This is appealing to audiences who are fond of new experiences.

From visual work to storytelling, projects are multiplying and present solid writings.

For this first round table, we will thus try to discover how video mapping serves artistic intentions.

Duration: about 1h30

With :

- Moderator: Xavi Bové (Spain), artistic director of the International Mapping Festival Girona, artist
- Sergey Baryshnikov (Russia), marketing director at Sila Sveta
- Philippe Dolfus (France), director of the Centre Culturel de Rencontre Les Dominicains
- Joseph Lefèvre (Canada), director of the residencies and creation, founder and coordinator of SAT[Mixsessions] at the Société des arts technologiques [SAT]
- Filip Sterkx and Antoon Verbeeck (Belgium), artists of the Skullmapping collective

12:30 pm / Buffet

2:00 pm / Conferences

In the form of short conferences, three researchers will share their thoughts on video mapping. A way to think further and to open the seminary to freer approaches.

Duration: about 1h



With the researchers Nicolas Lissarague, Marine Thebault and Philippe Useille, from the DeVisu laboratory of the University of Valenciennes and Hainaut-Cambrésis.



Ocubo, *Virtual Aquarium* (Portugal) - Round table 2

3:00 pm / Round table 2: Video mapping and interactivity

By nature, video mapping is a collaborative art. It was built by way of the researches and experimentations of visual artists, video makers, musicians, engineers, developers or theoreticians. By exploring varied application fields, video mapping is more and more linked to interactivity matters.

Contributors of this second round table will discuss research, innovation, and prototyping, which allow the production of creations to keep getting more astonishing.

What new language is appearing, and what are those works that are evolving according to their environment? When picture and sound are shaped by a spectator or a performer's gesture, it is a whole field of creation that is opening to new dogmas.

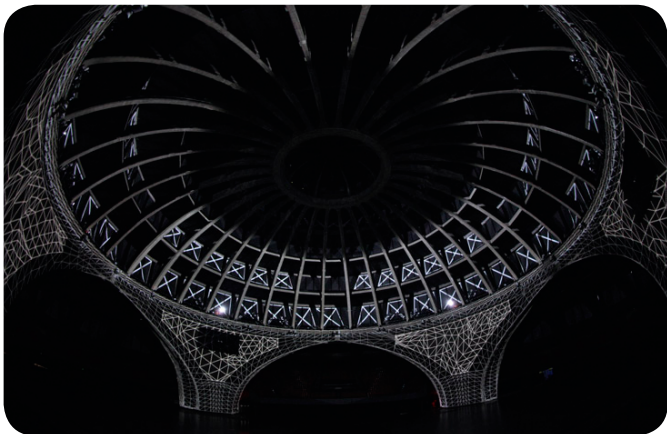
The participants will also try to define the new status of the audience in these works with mobile structures and storytelling.

Duration: about 1h30



With :

- Moderator: Xavi Bové (Spain) artistic director of the International Mapping Festival Girona, artist
- Anne-Laure George-Molland (France), lecturer at the University of Montpellier 3
- Vincent Houzé (France), artist
- Nuno Maya (Portugal), visual artist and co-founder of Ocubo
- Antoine Meissonnier (France), developer at Anomes



Romain Tardy and Thomas Vaquié, *O (Omicron)*, Hala Stulecia, Wrocław (Poland) - Round table 3

5:00 pm / Round table 3: Video mapping and sound creation

Heir of the vjing in the world of electronic music, video mapping shares fraternal bonds with sound creation.

The artists who have assimilated, in particular through film-making, the co-construction sound/image, offer mature and complex creations.

Visual artists and musicians work hand in hand to bring effective and sensory storytelling to the audiences.

Far from being a mere sound packaging, the sound design is a central element of video mapping. From a spectacular to an immersive experience, including 360° writing, let's focus on this two-headed creation.

Duration: about 1h30



With :

- Moderator: Laurent Catala (France), journalist specialised in digital arts and cultures
- Yohann Bernard (France), sound designer at Start-Rec
- Julian Holscher (Germany), artistic director at Urbanscreen
- Thomas Vaquié (France), musician and composer, notably in AntiVJ

6:30 pm / Buffet

8:00 pm / Departure from Arenberg Creative Mine by bus to Lille
(Lille Flandres Train Station)

8:30 pm / Reception at L'hybride, Lille

A moment of conviviality and encounters, presentation of a video mapping on a model created by Studio Glowarp (Italy) as part of an international residency organised during the Video Mapping Festival.

Friday 23rd of March

9:00 am / Departure from Lille (Lille Flandres Train Station) by bus to Arenberg Creative Mine

Meeting point: Rue des Cannoniers, in front of the MESHS.



iMAPP, International Video Mapping Competition, Bucharest (Romania) - Round table 4

10:00 am / Round table 4: Video mapping, a cultural and tourist influence tool

Unavoidable backers, there are many urban communities that organise video mapping projects. As it attracts crowds, this discipline allows territories to shine, during particular events or in a permanent way.

Elected representatives, technicians and artists work together on attractive projects that highlight the cultural, patrimonial, economical, tourist and political strength of these communities.

Why choose video mapping as a medium? How do projects come to life and develop?

What are the stakes for these projects?

So many questions guests will try to answer using their experience. Let's focus on an innovative media tool.

Duration: about 1h30



With :

- Moderator: Xavi Bové (Spain) artistic director of the International Mapping Festival Girona, artist
- Henri Didonna (France), director of L'Autre Canal in Nancy
- Gilles Flouret (France), project manager, City of Lyon, Fête des Lumières
- Tamás Vaspöri (Hungary), co-founder of Maxin10city Studio in charge of the International Video Mapping Competition for the City of Bucharest
- A representative of the Sharjah Light Festival (United Arab Emirates)

11:30 am / Conferences

In the form of short conferences, three researchers will share their thoughts on video mapping. A way to think further and to open the seminary to freer approaches.

Duration: about 1h



With the researchers Claisse Bardiot and Daniel Schmitt from the DeVisu laboratory of the University of Valenciennes and Hainaut-Cambrésis, and Bruno Monpère, director of the Chambre de Métiers et de l'Artisanat of Tarn-et-Garonne.



Studio Glowarp, *The magnificent adventure of a "fragment"*, Block N XLVI Parthenon north frieze in augmented reality - Round table 5

12:30 pm / Buffet

2:00 pm / Round table 5: Video mapping and heritage

From projections on monument to intimist laid-out images, video mapping turns out to be an efficient tool for the enhancement of heritage. Urban communities, historical centres, or museums are project promoters that aim at revealing and interpreting traces of History, and rebuilding their link with audiences through video mapping. How do these projects make digital artists, craftsmen, historians cross paths? In between communication, mediation and creation, let's focus on the new formulas that blow the dust off the notion of heritage.

Duration: about 1h30



With:

- Moderator: Alexandra Georgescu Paquin (Canada), researcher and professor at the University of Barcelona for the International Campus of training in tourism, hotel trade and gastronomy
- Philippe Ligot (France), president and associate of Athem - Creation and scenography workshop
- Donato Maniello (Italy), founder and artist of Studio Glowarp, and Valeria Amoretti (Italy), anthropologist and archeologist
- Albert Sierra (Spain), head of communication for the Catalan Agency for Cultural Heritage, lecturer

3:30 pm / Case studies

After having tried to establish a state of play of production, creation, and screening of the discipline, let's talk about specific examples! In the form of a conference, three representatives of cultural projects will expose their experience in the staging of concrete video mapping projects.

Duration: about 1h30

With:

- Franck Bodin (France), researcher at the TVES laboratory, University of Lille, urban-planner geographer
- Karol Rakowski (Poland), initiator of the Omicron project at the Centennial Hall in Wrocław
- A representative of the Sharjah Light Festival (United Arab Emirates)



Euranim, Workshop video mapping, Fête de l'anim' 2016 (France) - Round table 6

5:30 pm / Round table 6: Report on the Euranim project

Euranim is a project carried by a cultural operator, Rencontres Audiovisuelles, and five European animation schools, funded by the European Union, Creative Europe - Larger scale Cooperation, and it aims at making students in animation from European animation schools aware of video mapping.

After three years of activity, Euranim ends in 2018. This round table is the opportunity to revisit the project and draw up a first report.

www.euranim.eu

Duration: about 1h15

With representatives from Rencontres Audiovisuelles and from the five partner schools: Howest (Belgium), MOME Budapest (Hungary), Plymouth College of Art (United-Kingdom), The Animation Workshop / VIA University College (Denmark), Turku University of Applied Sciences (Finland)

6:45 pm / Departure from Arenberg Creative Mine by bus to Lille (Palais des Beaux-Arts)

7:30 pm / Opening cocktail of the Video Mapping Festival

Palais des Beaux-Arts, Lille

8:00 pm > 1:00 am / Video mapping tour, Lille

Discover 15 video mapping: Lille Opera House, Îlot Comtesse, Canal Saint-Pierre, Méert, Voix du Nord, Rue de Béthune, Place de la République, Palais des Beaux-Arts, Sciences Po, Natural History Museum, L'hybride, ENSAM, Porte de Paris, Lille Flandres Train Station
Loop screening from 8 pm to 1 am



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

Fares / 2-day package

Includes : access to all the round tables + 3 meals (Thursday noon and evening, Friday noon) + travel by bus from Lille + opening cocktail of the Festival

Regular fare: 80 euros

Student fare: 50 euros (with a valid supporting document)

Subscriptions before March, 12th, 2018 through the [online subscription and payment form](#).



VIDEO MAPPING FESTIVAL #1
March > September 2018
Hauts-de-France Region
www.videomappingfestival.com



DE VISU



Co-funded by the European Regional Development Fund of the European Union.

