Light as a Storyteller

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PRISMA FESTIVAL – ARTISTIC CONTENT
Narrative of the City

1. how to find the right narrative in a turbulent digital age?

2. who is listening the message?

3. how to spread the story around?
Light Festival as a Mean

1 untold stories

2 approaching both mainstream and professional audience

3 citizen participation
PRISMA – Art | Light | Tech

1. linked to 2027 European Capital of Culture Candidacy

2. aim to create the most international and the most creative light festival in Portugal

3. capacity building and boost of creative industries
ARTSHIFTERS from Czech Rep

1. experience with middle-sized cities
2. 5/10 installation tailor made for Aveiro
3. stories of Aveiro told by international artists
4. involvement of local scene
rarely used public space | Aveiro treasures – tiles, Mondrian Colors, patterns & tiles, from stone to salt
rarely used public space | involvement of schools and other musicians | wide public participation
light pollution | minimalistic approach | beauty of art | analogue and craft at first
thank you | obrigado | děkuji

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