



# Light as a Storyteller

Jiri Suchanek, ARTSHIFTERS  
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

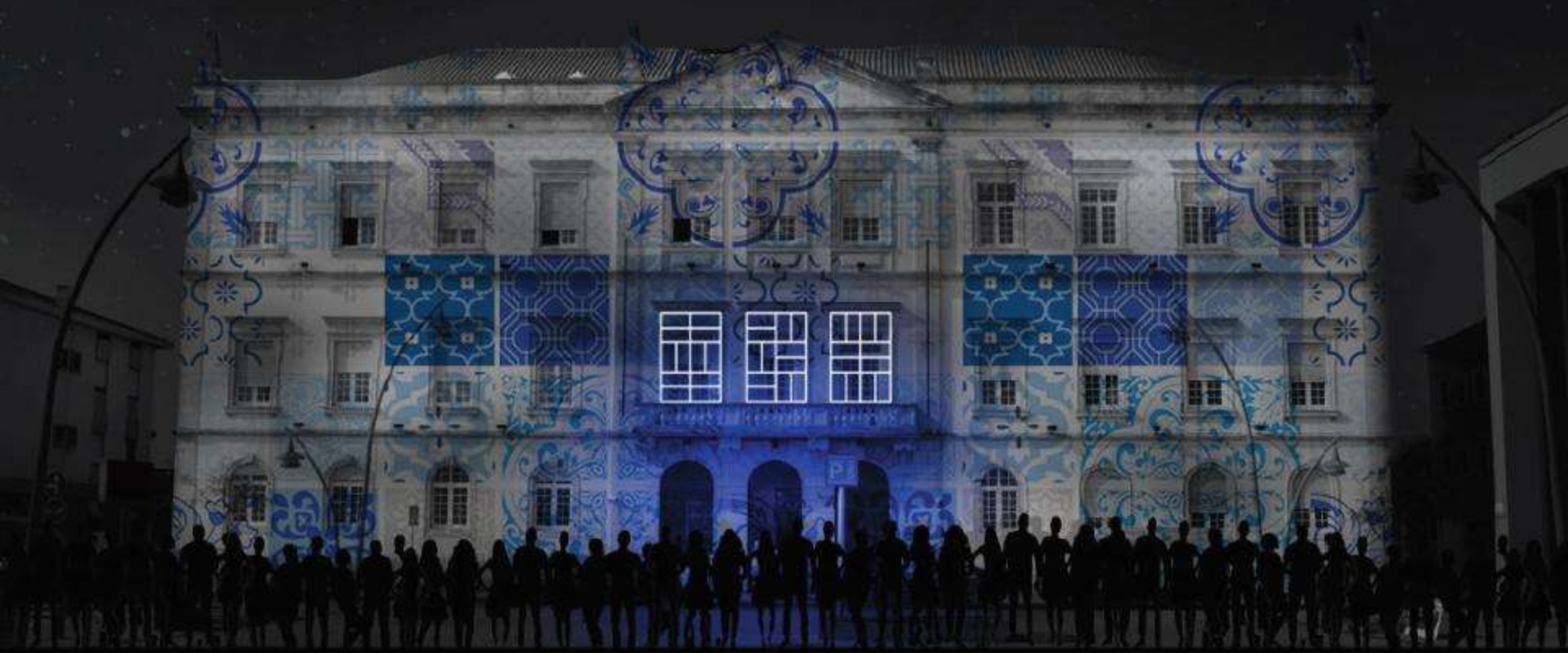
- 1 untold stories
- 2 approaching both mainstream and professional audience
- 3 citizen participation

# PRISMA – Art | Light | Tech

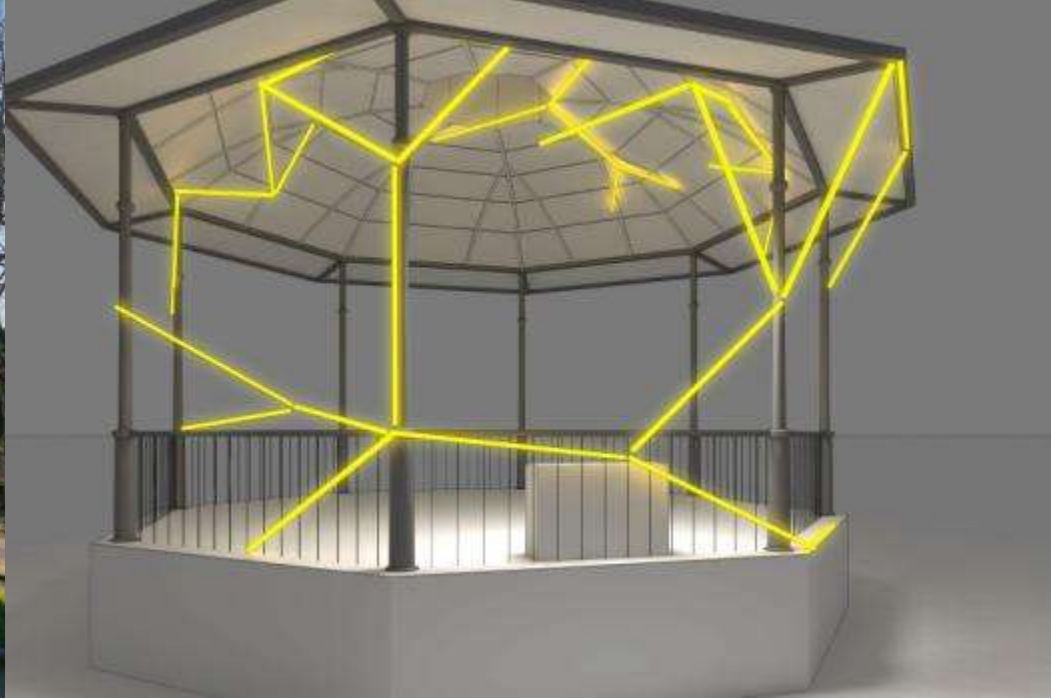
- 1 linked to 2027 European Capital of Culture Candidacy
- 2 aim to create the most international and the most creative light festival in Portugal
- 3 capacity building and boost of creative industries

# 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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