

PRESS RELEASE Eindhoven, November 2021

## **GLOW 2021 starts: Discover the city through light art Moved by Light**

The renowned Dutch light art festival GLOW is presenting a wide variety of stunning and on-trend exhibits this year. The event will take place from November 6-13. Contrary to previous years, the installations and light artworks will take place at four different locations in and around Eindhoven. The size of these 'exhibition zones' are limited and will only be accessible with a valid corona vaccination QR pass in combination with an identity card.

### **More places to discover**

The theme of this year's 2021 edition is 'Moved by Light', which literally encourages people to physically 'move through the light'. As well as the city centre, more artwork by national and international light artists can also be found on the TU/e campus, Strijp-S/Strijp-T and De Caai (the former Campina factory site). By utilising several locations, the GLOW organisation has aimed to anticipate corona measures and be completely covid compliant, not the easiest of tasks as plans had to be drawn up back in January 2021. By increasing the number of key locations to four, GLOW visitors will have ample opportunity to keep their distance from each other. Moreover, thanks to this broader spread, there is far more space to view all the light artworks well.

### **GLOW crosses the city limits for the first time**

This edition of GLOW has two satellite locations. Hugo Vrijdag's well-known sunflowers are placed at the Roosdonck Mill in Nuenen. While over at the High Tech Campus in Eindhoven, a light and water show is being created by the French company, Aquatique Show. This is a truly impressive work created on a huge scale and consisting of dozens of illuminated fountains. The 3Beam project will also be on display on the same site which boasts a 16-metre-long light tunnel.

### **The wow factor**

What are the highlights you can expect this year? Well there's a poetic projection with lights and lasers by artist Yann Nguema. This will be shown in the newly renovated Paterskerk (now known as Domus Dela). Or there's the incredibly impressive 'Carbon Arc' by Ivo Schoofs. A gigantic searchlight from the Second World War projects a bright beam of light over the surface of the city's canal. In addition, the German artist Daniel Margraf transforms the large dairy hall on the Campina site into a colourful environment, producing beautiful effects and images. At Strijp-T -near the Gloeilamp Plantsoen- Studio Toer has created a 'Firefly Field', a wonderfully enchanting light installation of hundreds of luminous flying 'points' that brilliantly mimic the movements of natural fireflies.

The TU/e Campus is also a 'must see' thanks to the unique project 'The eye of Atlas'. Artist Philip Ross makes use of the indoor light of the Atlas building and has designed a moving, all-seeing eye. In addition to this work, there are a number of different projects visible at this location which have been created and curated by the students. Their participation has resulted in some fascinating and innovative light art objects.

# GLOW EINDHOVEN

The work 'Porte Celesti' by the Italian artist Valerio Festi will be very special. He has designed gates of light at twenty locations in the city. What is special is that the gates, including one at Eindhoven Airport, will remain in place after GLOW, until the beginning of January.

## **Footprint**

On the Ketelhuisplein, Hugo Vrijdag has covered and coloured the entire floor and surrounding buildings with flowers. The starting point of this is awareness of the annual footprint - which an average Dutch person leaves behind - in full size. Local primary school pupils have been deeply involved in this work and created the exhibit together with Hugo. The sea of flowers is a huge, ever changing collage created by students. In addition, they have been making their own flower lanterns for several weeks prior to the exhibition opening. GLOW has requested that all the children bring their flower lanterns to Ketelhuisplein on Monday 8 November, in order to draw enough attention to this important subject. Dutch Children's TV programme, "Het Klokhuis" (The Apple Core), will film the primary school pupils as they walk the perimeter of the footprint. If you have a lantern (and haven't already) then please register via [jijmaaktglow.nl](http://jijmaaktglow.nl).

## **NOTE FOR EDITORS**

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