

GLOW 2021: more dynamic and spacious than ever

Over 580.000 people visited this year's GLOW "Moved by Light" 2021. An impressive number, especially in this time of uncertainty. A time when GLOW has had to turn off the lights a day earlier due to the new Covid measures announced by the government at yesterday's press conference. Nevertheless, visitors still had 7 days and nights to admire this year's inspiring event across four different locations in and around the city of Eindhoven.

Larger than ever

"We are incredibly proud that this edition of GLOW - spread across the entire city - was able to take place thanks to the close collaboration with artists from home and abroad. We have worked together with the municipality of Eindhoven and other key partners to make this event a great success. GLOW 2021 was bigger than ever. About 35 light artists from home and abroad have created some of the most inspiring and innovative light exhibits ever seen at GLOW.

Another new challenge was the enlarged exhibition area spread over four sites and two satellite locations, in and around the city. The intention was to give both visitors and the incredible light installations more space. To make this year's event more corona compliant and allow more parts of the city to participate. Visitor flows were well controlled but this didn't detract from the experience, "People were transported by the exhibits, they were literally moved by the light" said Ronald Ramakers, Director of GLOW.

Although the expansion to the new locations was a challenge at times, we can definitely say GLOW 2021 was a very successful edition. Local residents and visitors (from far and wide) were surprised, thrilled, challenged and inspired. This year's light art was often referred to as "breathtaking".

Highlights

A huge favourite was the 'Dutch Footprint' created on the Ketelhuisplein. The impressive turnout, on November 8, of children with their homemade flower lantern made of waste generated a lot of publicity across The Netherlands.

During GLOW 2021, the children walked a route of 5 hectares with their homemade lanterns - this is the size of the 'footprint' of an average Dutch resident. Together with the television programme 'Het Klokhuis' (The Apple Core), the children showed the impact of people on the earth.

Another 'must see' was Domus Luma at the Paterskerk. With the awesome projection, light and laser show on the outside and the Wish Factory on the inside. Strijp-S and -T attracted a huge volume of visitors. One of the favourites was Firefly Field. The abstract dragon PING, by Gijs van Bon, was adapted in honour of the construction of the Nanjing Pavilion. Traditionally a dragon is seen as a protector in Chinese mythology, so it stood proudly above the building to carry out its task.

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Another example of co-creation was the development of the installation, "Drop of Light", again by artist Gijs van Bon working with various ASML engineers. The city gates -Porte Celesti by Valerio Festi (located throughout Eindhoven, including the Airport) can still be visited until the beginning of January 2022. These also proved very popular with the public. Other key festival highlights included the Carbon Arc and Ode to Light, which were located on De Caai - the former Campina site).

Crowe Talent Award

The student projects on the site of the Technical University were also very well attended. A jury of light and art professionals announced that the Wayfinding & Storytelling project was the winner of the Crowe Talent Award - Special Jury Prize. In addition, there's the Crowe Talent Audience Award. Visitors could vote for one of the seven student projects, placing up and coming creative talent in the spotlight. The winner of the audience award will be announced this Monday, November 15th.

Looking ahead to 2022

The theme "Moved by Light" turned out to be a topic that captured the essence of these challenging times. A period that requires an extra dose of resilience from everyone.

We have no time to rest on our laurels as we're already busy with plans GLOW 2022 which will take place from November 12 to November 19, 2022.