

Light+Art presents  
**Submergence**

# Ocean Of Lights

In 2008 the artists 'Squidsoup' began to explore the creative possibilities within a pre-produced 3D LED grid. *Ocean Of Lights* is a research project that examines all works exploring the possibilities of creating creative content within such a grid.

Using an existing system allowed the collective to focus on the production of visual content within that 3D grid. As each light point can be addressed individually and directly, real time interactions can be generated. This is how immersive light landscapes were build including the audience as key factor of the artwork.

Several visual artists from around the globe are exploring the world of 3D light grids. Squidsoup's research results established the division of such installations into two categories: 'Object Cubes' and 'Penetrables'. The essence of this division is that 'Object Cubes' are to be seen from the outside and 'Penetrables' generate walk-through experiences.

Both ways offer various creative possibilities and unveil an unique artistic experience. The installation SUBMERGENCE – introduced to you on the following pages – is an interactive 'Penetrable' installation.

# SUBMERGENCE

SUBMERGENCE is a large scale interactive artwork based on the 3D grid described before.

8.064 individually controllable LED points are suspended from a false ceiling forming a complex three-dimensional grid covering approx. 8m depth and 4m height. The installation is designed to be flexible enabling the artists to creatively react to local circumstances such as the architecture and overall size of a venue.

The artwork generates a walk-through experience. Stepping into this magical world full of lights, the audience fuses with the environment and explores intense feelings of presence and movements within physical space.

SUBMERGENCE transforms space into a hybrid surrounding where virtual and physical worlds coincide.

Motion-tracking sensors capture the behaviour of the perceiver, that thereby directly influences the colour and shapes generated within the grid. As the light technique is not fragile, touching and playing with the lights becomes part of the experience. There are no boundaries or rules to be followed – everybody is invited to an individual journey inside an endless ocean of lights.

If desired, additional tools such as swings, seats or mattresses can be arranged within the setting.

Especially the interplay of visuals and music, complements the artwork and offers a multi sensorial experience to its guests.

‘Tales of the eight thousand and sixty-four lights’



# SUBMERGENCE

Submergence follows a storytelling screenplay which is divided into four sequences. Each sequence is about 5 minutes long creating a coherent piece with increasing tension leading to a final climax:

Lanterns very slowly moving orbs of light inhabit the space, suspended in mid air. Approach them however and they move away and eventually vanish.

Divided Space creates two volumes of negative space, divided by a moving plane. When entered, the divisions dissolve, leaving a trail of illuminated space wherever you are.

Swarm fills the space with myriad flying lights that are attracted by your presence. With more than one person in the space, they are no longer sure of where to go, and often change their mind about who they wish to be near.

Ecstatic is sheer experience – feel the light as it intensifies in an explosion of colours.

## Production note:

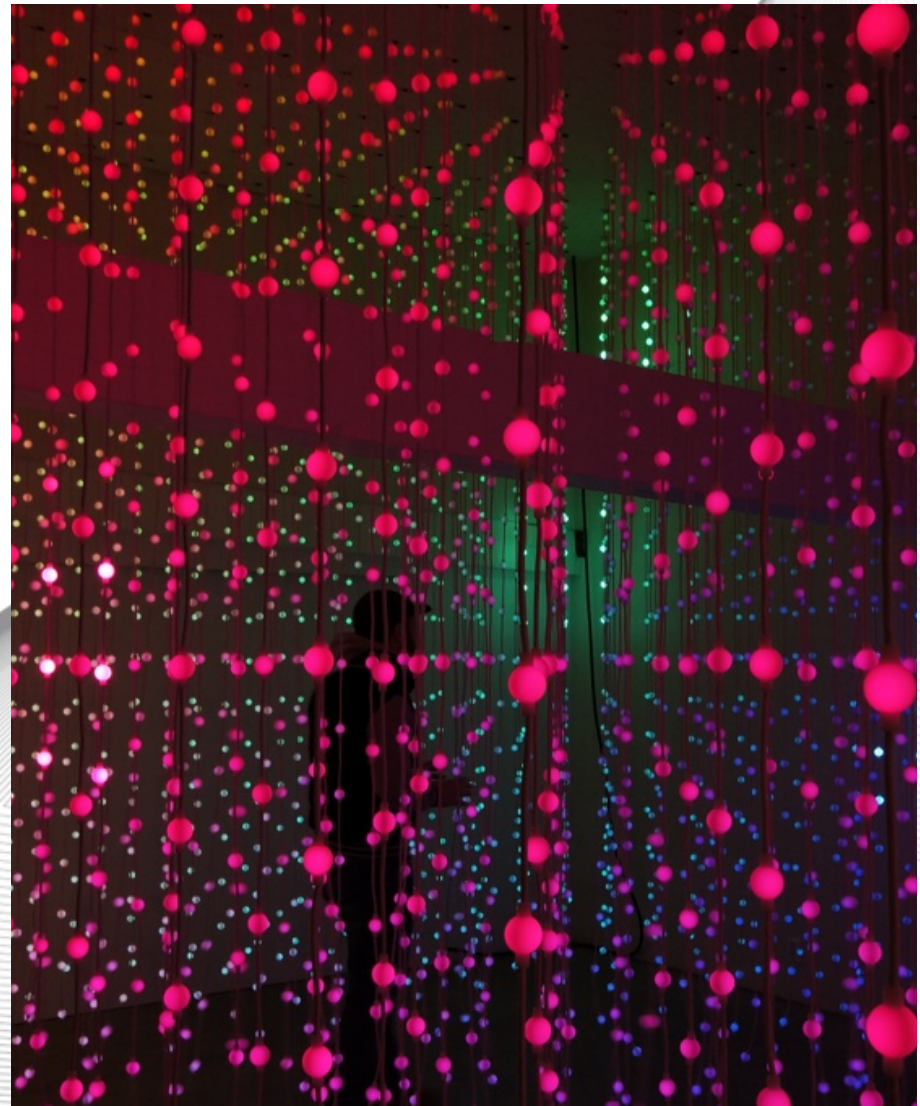
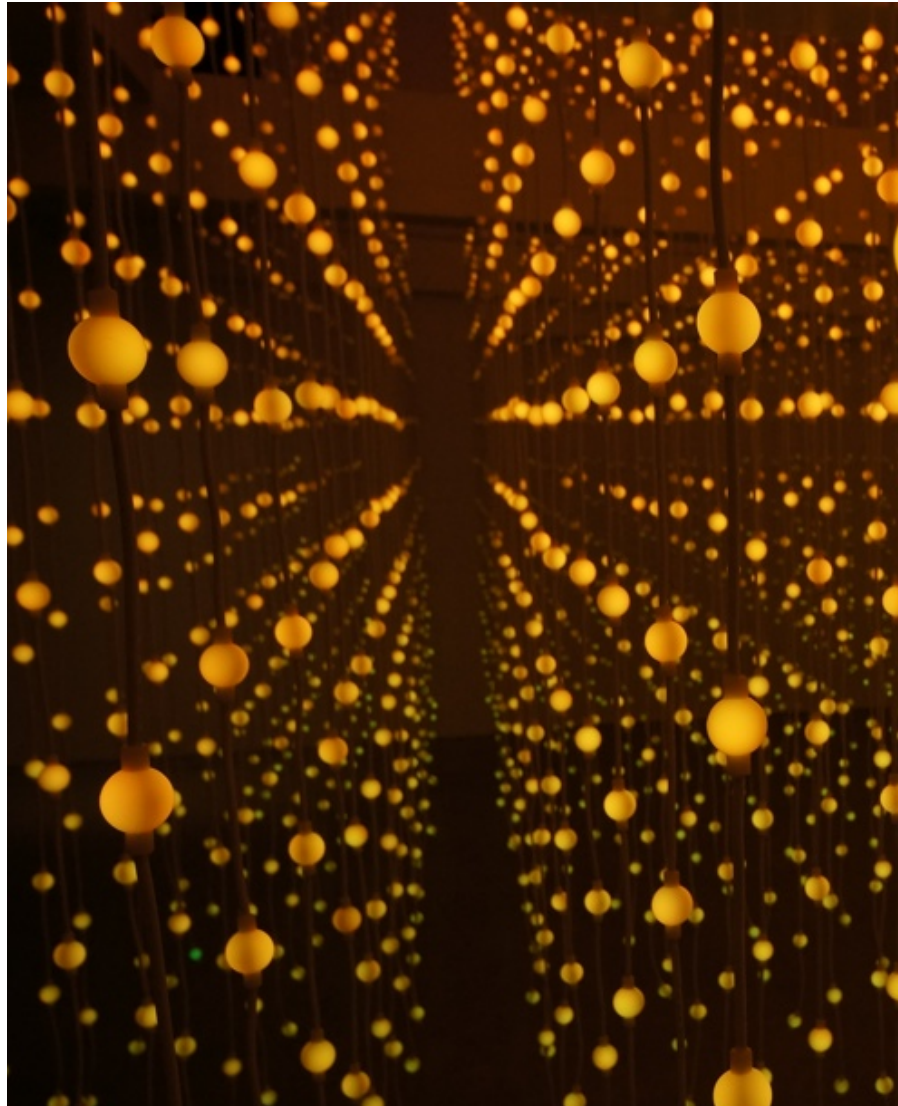
The artistic implementation of the artwork SUBMERGENCE requires the set up of a false ceiling within the venue. The light chains will be connected behind the ceiling hiding cables and additional technique (specific information about the construction details will be given upon demand and within the technical rider).

# SUBMERGENCE





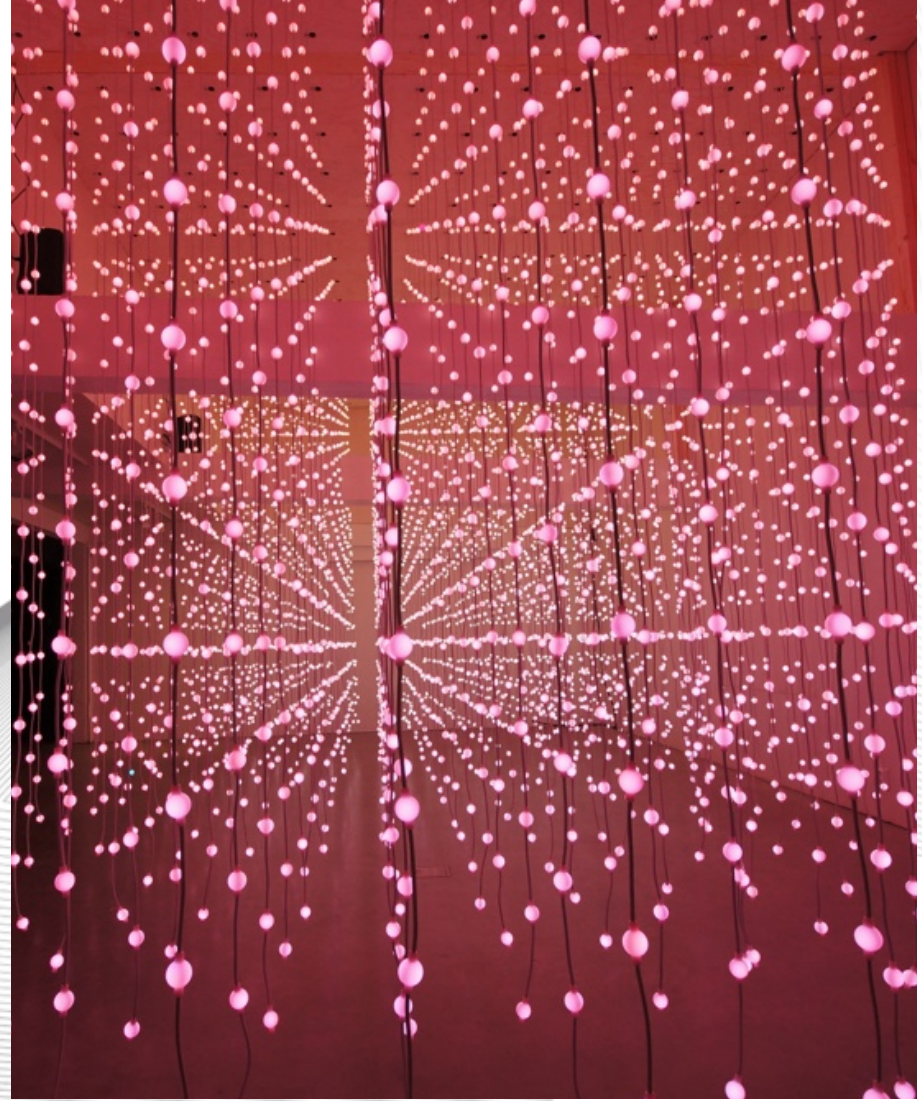
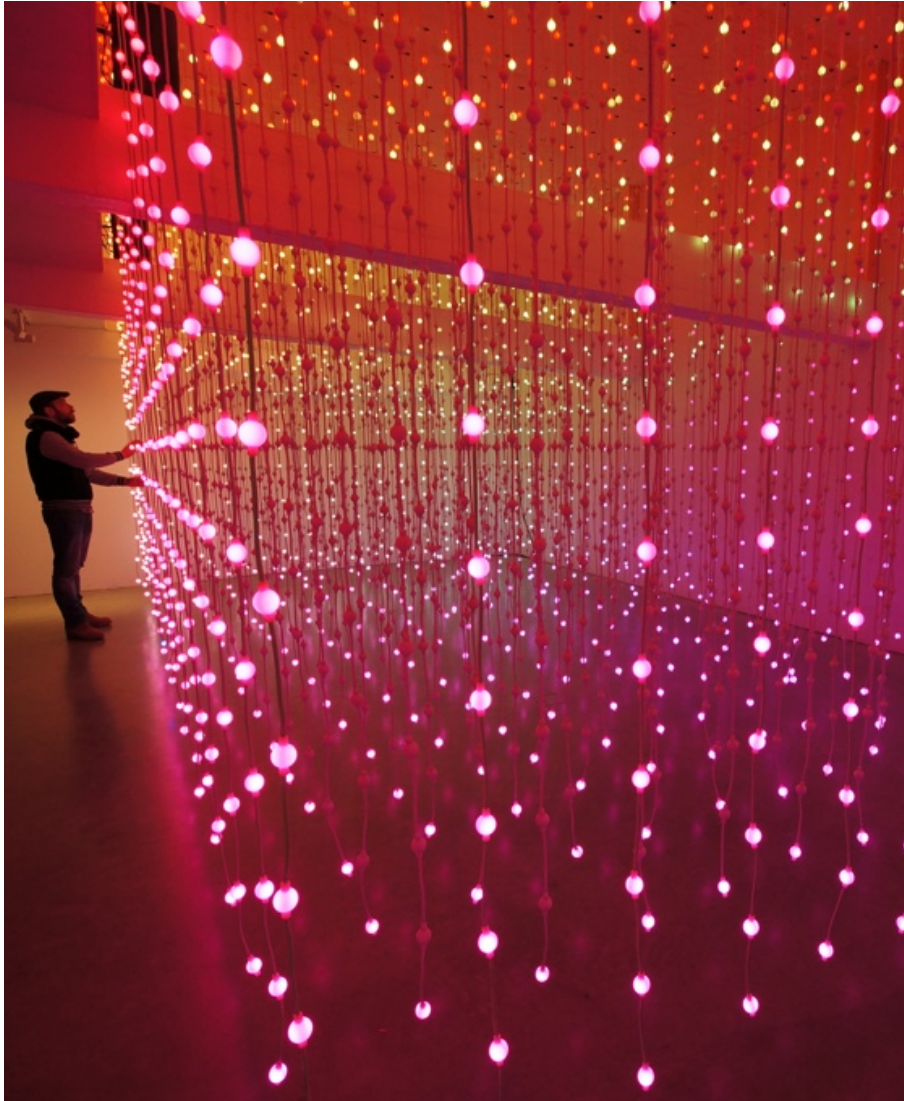
# SUBMERGENCE





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# The Artists

Squidsoup is an international group of artists, researchers and designers working with digital and interactive media experiences. The collective unites the artists Anthony Rowe, Gaz Bushell, Chris Bennewith, Liam Birtles and in specific cases also Ollie Brown for music. The artists live and work in UK, Norway and New Zealand.

Their work combines sound, physical space and virtual worlds to produce immersive and emotive headspaces where participants can take active control of their experience. They explore the modes and effects of interactivity, looking to make digital experiences where meaningful and creative interaction can occur.

Their 3D experiences have been shown at numerous festivals, seminars and galleries around the world:

Mapping Festival – Geneva 2013

Ars Electronica Festival – Linz Austria 2010

SIGGRAPH – Los Angeles 2001 & 2010

Glastonbury Festival – Glastonbury 2010

Kinetica Art Fair – London 2010

ISEA – Belfast, Northern Ireland 2009 & Nagoya, Japan 2002

The V&A – Late at the V&A, London 2008.

# The Artists

Recognition includes:

Core77 Design Awards – award recipient 2013  
Architecture Now Interior Awards – finalist in 2013  
Prix FILE LUX (Interactive Art) – honorary mention in 2010  
International EMMA for Best On-line Art – 2000  
BAFTA nomination (Interactive Arts) – 2002.

Grants, project commissions and collaborations from (among others):

Royal Shakespeare Company – 2010/11  
Technology Strategy Board – 2008 & 2009  
Oslo School of Architecture and Design – 2009-2011  
ETHZ/Horao – 2008  
Future of Sound – 2007  
Cyberonica – 2006-2008  
Arts Council England – 2003 & 2005  
NESTA Futurelab – 2002-2007  
Cornerhouse – 2003  
Watershed Media Centre – 2002 & 2004 & 2005  
Mobile Bristol – 2004.



# Balestra Berlin

Balestra Berlin acts as the access point through which interested parties interlink with the herein presented light artists Squidsoup. As agents our services include the selection of contemporary light projects, customization of the installations, project management (development, consulting, preparation, contracting & accounting) as well as the onsite production for their clients.

Feel free to contact us for any rental requests or if you need further information or materials.

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