

## **Make Llum BCN'24 'Destination for Innovation' at ISE 2024**



Prepare for an electrifying fusion of artistry and technology as Integrated Systems Europe (ISE), the unrivalled global hub for professional audio-visual (pro AV) and systems integration, announces its third-year sponsorship of the dazzling Llum BCN'24 light arts festival. Transforming Barcelona into a luminous masterpiece from 2 - 4 February, Llum BCN'24 promises an immersive journey into the realms of contemporary art, technology, and cutting-edge lighting design and is a programme of the Institute of Culture of Barcelona and Barcelona City Council.

As ISE celebrates its 20th anniversary edition during the week 30 January to 2 February 2024 at the Fira de Barcelona Gran Via complex, on Friday, 2 February, the streets of Barcelona's Poblenou neighbourhood, including the innovative 22@ tech hub district, will come alive with illuminated masterpieces crafted by internationally acclaimed artists. The canvas will also feature captivating projects from the city's leading architecture and design schools, creating a spectacular tapestry of light and creativity.

Mike Blackman, Managing Director of Integrated Systems Events, declared, "We're thrilled to collaborate once again with the extraordinary Llum BCN, a visual symphony showcasing the magical union of art and technology. It perfectly mirrors the theme of ISE 2024 - 'Your Destination for Innovation', offering attendees a mesmerising glimpse into the intersection of technology and artistic brilliance right here in Barcelona."

Esteve Caramés, Head of the Cultural Programmes Direction at the Barcelona City

Council Institute of Culture added: "The LLUM BCN festival wants to be a meeting point between artistic creativity and technical and audio-visual innovation; ISE brings together the leading global industries in this sector, and for us it is an opportunity to connect with the most innovative trends and learn from the latest technical possibilities at the service of talent and artistic creativity."

The Llum BCN'24 festival includes 46 light installations: 13 installations by international and local artists, 17 installations from the university schools of architecture and design of Barcelona, and in the +Llum category, 11 installations of the Off Llum alternative circuit and 5 installations of other collaborations. The festival's centerpiece is a captivating presentation by the acclaimed British studio United Visual Artists (UVA), titled 'Patterns and Recognition: A Composition in Three Parts by United Visual Artists.' Curated by José Luis de Vicente and Maria Güell, the presentation includes three groundbreaking installations: Silent Symphony, Vanishing Point, and Present Shock. These installations seamlessly blend new technologies with traditional media, such as sculpture and performance, to explore the conceptual frameworks and natural phenomena shaping our cognition.

Taking the festival from the vibrant streets to the heart of the show floor, ISE invites visitors to a riveting Tech Talk on Wednesday, 31 January (16:20-17:00) at the ISE Show Floor Stage in Hall 4. This free-to-attend event offers an exclusive preview of the festival's projects, technology, light, and projections. Dive into the inspiration behind each stunning installation and witness the convergence of innovation and artistry.

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