



Creative Services for the Arts

PROPOSAL:

International Year of Light 2015

Lead Body for the IYOL : Institute of Physics, London

April 2014

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Dorian Kelly trading as Illuminati asserts the moral right to be identified as the author of this paper.

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THE PROPOSAL:

The proposal covers four main areas, designed to work together to create a cohesive and comprehensive offer.

In addition to these, satellite events will take place as and where suggested and possible.

- 1) An Opening Ceremony and a Closing Event.
- 2) A Touring Roadshow
- 3) Commercial Trade Show and mini conference
- 4) "Starlight" and astronomical display / planetarium and telescoping
- 5) A multicultural celebration revolving around Diwali, Festival of Light in Trafalgar Square and nationwide
- 6) The International Event

It is envisaged that the first two items be largely funded to the tune of approximately £1.8 million by either Barclaycard or by Vodafone or a similar company. This will pay for an experience production management company such as Walk the Plank Ltd to manage the project in its entirety.

1) THE OPENING AND CLOSING EVENTS

THE OPENING EVENT: This will be simultaneously offered in London, Cardiff , Edinburgh and Liverpool, at 9.00- 12.20 am on New years Eve, and will consist of a concert of music on the subject of light followed by a pyrotechnics and lasers display.

It is hoped that BBC or ITV will pick up on this as part of their New Year offer

THE CLOSING EVENT Will be lower key and comprise a large scale projection event on New Years Eve 2015/16, hopefully streamed live to other cities via the NT Live system or similar. It will be on the National Theatre Tower and on the Tate Liverpool.

2) THE ROADSHOW

It is proposed to provide a covered structure of high design approximately 40 metres wide by 20 metres deep. The structure is internally divided into sections, and certain areas are fully lined to be as light-tight as practicable. On the outside front elevation of the structure is a pixelLED screen which is capable of being programmed with a variety of realistic and abstract images. The structure is lit from two towers with fixed and intelligent lights, gobos and projectors.

In front of that is a **“Light Garden”**, This has outdoor illuminated artworks on a small scale, depicting range of light technologies, lamps, optical fibres, electroluminescent sheets and wires, UV sensitive materials and so on, formed into a kind of “Garden” mounted in what looks like soil, Built into this are lasers delivered by optical fibres which can be programmed to provide a beam-based laser show. The centerpiece of this garden is a huge sculptural work made from a

light frame supporting large pieces of Dichroic filter with beams of light intersecting the filters. The “Tree” revolves, making the shifting branch patterns and changing colours most hypnotic. There is also a water feature which is lit by coloured strobes which can create amazing slow-motion water illusions. If there is a suitable lake then projection onto sheets of water would be possible.

The structure is approached through a covered canopy which acts as a reception area and as a light barrier. Immediately to the right is **THE LIGHT LAB**: an area devoted to showing and demonstrating the whole range of lighting technology. The centerpiece is a large optical bench with light sources, ray boxes, lenses, prisms, beamsplitters, dichroic filters and other items. Then there are areas devoted to Optical Fibres for display and for data transmission, Electroluminescent sheet and electroluminescent wire, Oleds, Bioluminescent and ultra Violet technologies. In another area are laser cutters and other laser manufacturing technologies. There are experts on hand to interpret the exhibits

Some of the interactive items include:

- Tackling a smoky maze of lasers as you try and weave and duck your way across a room, dodging lasers without setting off alarms.
- Painting with light, creating colourful creations using an infrared paint brush and virtual canvas.
- Experimenting with lenses, mirrors, prisms and light.
- Freezing a shadow on the wall. What shape shadow will you make? Catch it before it fades away.
- Make yourself taller, shorter, wider or thinner with the hall of mirrors
- Examine a painting under different light sources, incandescents, CFLs, Laserlight, LEDs, candlelight etc and discover the differences.

Through a door is a ***Colour Field room*** which consists of white walls washed with pure coloured light, in a hazed atmosphere beyond which is the ***artworks area***. There is room for about six to eight major lighting artworks, which fulfill and double function: to provide a wow factor and to show what might be possible. There are a number of light artists of international stature who can provide works, chosen in public competition.

Beyond that is the ***hands-on lighting design room***, where a theatrical lighting rig is provided complete with controllers and a large table. Any visitor or group of visitors can book a half hour slot and having had the system demonstrated, can create effects for themselves and see things like additive colour mixing in operation.

Then we come to the ***small cinema*** – a stage for demonstrators, a screen for films and slides and seating for 50. An experienced presenter will hold demonstrations regularly to school and other groups.

On the way out we pass an ***information area***, of stalls and signs with takeaway materials

The structure will be sited on the South Bank initially, for a period of three weeks, then it will tour to parks in Bristol, Glasgow, Liverpool, Manchester and Cardiff for three weeks each.

At each venue, the tent will be open for about eight hours from two in the afternoon until ten at night. From two until four is designated for schools and pre-booked groups. After that it is open to all-comers. Entry is free.

3) The Commercial Trade /Roadshow

On the same site as the above is a big top in which is a trade show / exhibition set up by major lighting manufacturers to show the best of British innovation in the lighting and photonics industries. It also has an arena / conference / demonstration area where subjects such as “New Directions in Lighting” and “A Career in Photonics?” can be discussed.

It is expected that this will be fully funded by the participants, and therefore does not feature as a cost in the spreadsheets below.

4) “STARLIGHT”

On the same site there is a dome which is set up as a planetarium. If possible and practical a touring telescope set up would be added to this. It also house a major photography exhibition.

5) THE FESTIVAL OF LIGHTS- centred around Diwali in Trafalgar Square

There is an existing Festival of Light s which takes place in Trafalgar Square every October, which largely consists of music, and an Aarti – a ceremony with candles. I would add to that two things: A light show with projections on Trafalgar Square and permission and tides permitting two large raft platform barges towed down the Tames for one mile: The first barge has a huge illuminated structure with an aerial light show, and the second consists of a programmable lighting show / display .

Along the bank, commercial operators will wish to provide Lightsticks and LED wavers. It should be possible to bespoke an LED revolving unit waver at a low unit price to display the IYOL logo.

6) THE INTERNATIONAL ELEMENT

It is to be stressed that this is an International event: So invitations will be made to collaborators worldwide to come to Britain to perform and produce spectacular lighting events,

During the year, it is hoped that a swapped event will take place between the UK and Lyons.

I have contacts with the display lighting industry in Finland, and they have expressed a possible interchange.

International specialists in Stage Lighting design will give presentations on a small scale version of "Showlight" the international prestige event -TBC

OTHER POSSIBILITIES

Individual art galleries Such as Oxford Museum of Modern Art, the Cornerhouse Manchester, Firstsite Colchester etc., throughout the UK to hold at least one lightworks exhibition during the year.

An Education pack will be distributed electronically to all schools and colleges.

THE COSTS: Main Touring venue

The cost of this is broken down as follows. Please bear in mind these are largely guesstimates. They do not include the costs of the commercial trade roadshow, or lighting manufacturers to set up and staff their own exhibition units in the big top.

	.£ 000
Hire of structures inc interior partitions and outbuildings	200
Erection, dismantling and transport of structures , Rigging and electrics and IT	100
Venue hire costs	20
Equipment hire, lighting video, sound, staging, safety, tables chairs	400
Technology equipment- part loan, part hire	50
Consumables,	20
hotels and transport, meal allowances	200
Electricity, water, and other consumables	30
Artists fees 6 x 3000	18
Major artwork costs, dichroic tower	22
Major artwork costs, Water features	18
Minor artwork costs budget 1000 x 6	6
Video content	46
Marketing and advertising	140
Teaching materials and education packs	26
Fees, graphic designer, website designer	16
Fees Event Director	22

Fees Site manger (3 months work)	12
Fees Chief technician and assistant (3 months work)	18
Fees interpreters and gallery assistants x 4 (3 months work)	20
Security, people and fencing, First aid	50
Insurances, licences, PRS, etc	70
Launch costs, London	12
Launch costs Provinces	12
Sponsor Branding	80
Security compound costs	40
Management fees	80
TOTAL	£1,908,000