

**CALL
LUMINALE
STUDY**

CLOSING: 3rd NOVEMBER 2019

luminale

**BIENNIAL FOR
LIGHT ART
AND
URBAN DESIGN**

**12 – 15 MARCH 2020
FRANKFURT
AND OFFENBACH**

About the Luminale

Since 2002, the Luminale has been held in Frankfurt and Offenbach at two-yearly intervals. Originally established by Messe Frankfurt as an accompanying event to Light + Building, with around 250,000 visitors and 150 projects, the Biennial is, today, one of the largest and most significant cultural events in the City of Frankfurt and the Rhine-Main region.

As **Biennial for Light Art and Urban Design**, since 2018, the Luminale has pursued the goal of creating a popular and high-quality program in terms of both art and content, as well as making a sustainable contribution to urban design. Thus, the city is not only a stage, but a major component of the festival itself. Projects that contend with urban visions of the future at the interfaces between light, architecture, technology, ecology and social interaction in the city, accompanied by transdisciplinary dialogue on the associated issues make this a tangible experience.

The Luminale is presenting its **program in five categories**: selected positions of thematic light art in **CURATED**; lectures and talks with renowned experts in **TALK**; projects from universities and other educational institutions in **STUDY**; as well as projects that, with unique spirit, deal freely and experimentally with light and city outside the curated area in **COMMUNITY**. Finally, the **BETTER CITY** section is dedicated to all projects that will be permanently preserved in the city and thus contribute to the sustainability of the Luminale.



Thematic Focus 2020 – DIGITAL ROMANTIC

For the first time, the Luminale has set itself an all-embracing theme and is inviting participants from all categories to be inspired by the DIGITAL ROMANTIC in their project development and to look at the city and its venues with this theme in mind. Although this thematic focus is not mandatory, it is intended as a suggestion or possible intellectual basis in the concept development.

Why have we chosen this theme? While it is especially light as medium and material (of art and urban design) that unites the paradox inherent in the term “Digital Romantic”. Light seems (maybe better than any other) an appropriate medium to tackle the issues of interaction and significance of the digital and the Romantic.

In the coming year, when the German Romantic Museum in Frankfurt/Main is due to open, we are looking for connections between the Romantic era and the current digital revolution. With industrialization on the rise, society in the 18th century became more science-oriented and ambitious. Much suddenly became tangible, phenomena once deemed mysterious could be explained – yet the urge to rationalize and standardize led to a “disenchantment of the world”, as Max Weber noted – and thus to its de-poetization. Romanticism emerged as a kind of counter-movement: its representatives opposed to purely vested interests, the pursuit of profit and an uncritical faith in progress. It was the dawn of a new era in which science and the arts, philosophy and poetry interfused, against the Rule of Reason.

The logo for Luminale, featuring a yellow square on the left and the word "luminale" in a white, lowercase, sans-serif font on a dark blue background.

Thematic Focus 2020 – DIGITAL ROMANTIC

Today, as in the 18th Century, that feeling of disenchantment is burgeoning once again. Is a new Romanticism the answer to the objectification of man by the digital and can the digital be romantic – or can the Romantic or Romanticism be digital? Or is the digital merely a medial vehicle for romantic content?

Where are the places of retreat for the digital generation, and what does that say about our society? Where do we find safe havens for fantasy and dreams? Romanticism thrives on the intangible, the incomprehensible, the overwhelming – is there anything in the digital world that fascinates us, something that – despite its apparently clear binary structure – takes us beyond the bounds of our imagination? These and many other questions can be linked to our thematic focus for 2020.

We want to show that light art can not only transform surfaces, but also unfold its effective power subcutaneously. By creating unknown places, opening perspectives and revealing layers of meaning that were previously hidden. We want to explore whether light can also create places beyond the real world often perceived as chaotic, demanding and, not rarely, overwhelming. And also ask whether we need these places at all? Is digital the solution to conveying and reinterpreting (forgotten) analogue content? Can new images be created in the mind to counter the flood of endlessly incoming content? Does light art rapidly wear off as a staged event, or does it fulfil a yearning for the true, the beautiful, the good?

see also: <https://luminale-frankfurt.de/en/news/digital-romantic/>

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The Category STUDY – Guidelines for project proposals

With **STUDY**, the Luminale's focus is on creative new generation talent, offering the opportunity to present new perspectives, ideas, research or study results on the theme of light and the city.

Who can take part?

Students and learners in all study and subject areas at schools, colleges, universities or academies, and naturally in cooperation with their teachers, are cordially invited to participate.

Possible Venues:

Locations for individual projects are generally **arbitrary** in the urban areas of Frankfurt and Offenbach. In principle, it is down to the participant to coordinate with the users and owners; the possibility of use should be clarified before projects are submitted.

Selected projects in the centers of Frankfurt and Offenbach are to be connected on a **Light Walk** to form a circular walking route. In principle, projects from the **COMMUNITY** category can also be integrated into the Light Walk should the Luminale Advisory Board be in favor.



The Category STUDY – Guidelines for project proposals

Possible Formats:

The artistic format of a project proposal is basically arbitrary, however light as medium and/or material must play a key role.

Possible are e.g.

- Illuminations (e.g. architectural and landscape lighting, stage-like productions of locations);
- Works with classic light sources (e.g. neon, light bulbs, LED, OLED);
- Creative use of existing light sources;
- Interactive works;
- Light art objects/sculptures (e.g. holograms, kinetic objects, etc.);
- Video mappings;
- Performances with light;
- Exhibitions related to the themes of the Luminale;
- Works dealing with the interplay of light/lighting and the city;
- Presentation of scientific works, study or research results, material and prototype development;
- Communication and film projects;
- Guided tours, talks, workshops.

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The Category STUDY – Guidelines for project proposals

Excluded are:

- fireworks
- drone ballet p
- ure product presentations
- Projects that have already been presented at previous Luminale events
- Projects that are already permanently installed

Works that have already been shown at other events (e.g. lighting festivals) can only be submitted if they relate to the themes of the Luminale. Existing works, video works and films intended for the screen can only be submitted if they have a clear reference to the subject of light.



Thematic reference

Light and **city** are the all-embracing themes of the Biennial for Light Art and Urban Design. Thus, Frankfurt and Offenbach are not only the venues but also the theme and key component of the Luminale itself. For 2020, the Luminale is offering a further point of contact for artistic works with the **thematic focus “Digital Romantic”**.

Projects in the **STUDY** category can thus deal with such issues as:

- **Aspects relevant to the urban design** of Frankfurt and Offenbach. Fundamental issues of urbanity can also be addressed here. Likewise such topics as Smart City, Green City, mobility, Safe City, urban coexistence and much more.
- **DIGITAL ROMANTIC** as the main theme of the Luminale 2020. We are seeking projects that examine ways of reconciling the digital with Romanticism in the city and how or where a "new" Romanticism characterizes the city and the urban space.
- **Specific locations** in Frankfurt or Offenbach (site-specific projects). Possible starting points here could be the architecture, character, history, or future of a location.

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Evaluation of Project Proposals

The Luminale-Team will formally review and evaluate all project submissions and informs the participants when the project is accepted in the Luminale program.

If the venue or location of the project can be integrated into the route of the Light Walk, we will present the project submission to our interdisciplinary Advisory Board. Based on the submitted concept and the plausibility or feasibility of its technical implementation, together with the Board, we shall decide whether the project will be included in the Light Walk.

LUMINALE ADVISORY BOARD

David Brüll

Festival Director NODE Forum for Digital Arts,
Frankfurt am Main

Philipp Geist

Lighting Artist, Artistic Director Lichtkunst Weilheim

Markus Häfner

Director Public Relations Institute for the History
of Frankfurt, Frankfurt am Main

Andrea Jürges

Deputy Director Deutsches Architekturmuseum,
Frankfurt am Main

Matthias Wagner K

Director Museum Angewandte Kunst,
Frankfurt am Main

Hendrik Wendler

Festival Director Genius Loci, Weimar

Peter Zizka

Designer and artist, Frankfurt am Main und Berlin

Project submission

This Call and the General Conditions attached hereto explain the possibilities and conditions for participation in the Luminale's **STUDY** category. Students and learners at universities, colleges, universities of applied sciences, academies and schools are cordially invited to take part, naturally also in cooperation with their teachers.

We would also welcome news about locations, as well as organizers, sponsors, promoters and patrons, who would like to support an artistic work and are seeking a creative partner.

Projects can only be submitted via the **Expression of Interest (EOI)** online form on the **Luminale homepage**.

Project submission – How it works:

1. Open the EOI on the Luminale website: www.luminale-frankfurt.de;
2. Fill in the information required;
3. Upload the EOI, together with the additional information and requested in the EOI. Upon successful registration you will receive a confirmation of receipt;
4. The submitted project will be reviewed by the Luminale-Team and, in the case of locations on the Light Walk, also by our Advisory Board.
5. The Luminale Office will notify the participant;
6. Upon project acceptance and final clarification of financing and permits, participant shall receive a project agreement, specifying details of production, communication, rights of use, etc.



What is to be included with the project submission?

The information/materials requested in the online Expression of Interest (EOI) form should include the following:

1. **Project outline** with a description of the underlying concept;
2. **Technical description:** Description of the technical implementation/presentation form and the structures/equipment required. Technical drawings can be attached and uploaded as PDF files;
3. **Brief biography** of the artists and creative individuals involved;
4. **Budget** and financing details with a breakdown according to the items listed in the EOI;
5. **Reference projects** (if available, brief description or links);
6. **1–3 Visualizations/sketches** of the proposed project as upload:
Resolution 300 dpi; max. size 1 MB pe in jpg format jpg.

DEADLINE for project submissions: **3rd November 2019**

Please contact study@luminale-frankfurt.de with any questions.



General Terms and Conditions

Please read this section carefully, as it is an integral part of this Call.

§ 1 Character of the Event

The Luminale is a festival for everyone in a cosmopolitan, tolerant city – a festival of friendly and peaceful encounter between young and old, visitors from abroad and the region, the city residents, people of different backgrounds and faiths. Accordingly, all and any works, the contents of which glorify violence, or are discriminatory, or explicitly sexual or pornographic in nature, shall be excluded.

The Luminale reserves the right to exclude any projects or project partners from participating in the event, should they freely consider the content of the project, or the entrepreneurial or institutional purpose, or background of the project partner, not in conformity with the general character of the festival. There is no right of participation.

The great number of visitors in the densely built-up inner city requires considerate, respectful cooperation, which also includes a moderate noise level. The requirements of the city authorities regarding music and volume are thus to be observed.

§ 2 Financing

Responsibility for the financing of a project lies solely with participants, who can, however, be supported by their own sponsors or patrons. For more on this, see §3.

For the first time in 2020, the Luminale will have a small production budget to cover the overall costs of the event. However, the budget for the event is very tight and, like every festival, the Luminale is seeking partnerships, patrons and project sponsors. This does not entitle participants to claim remuneration for their work.

In individual cases, the Luminale team can assist in the search for a suitable partner or sponsor.

§ 3 Project Partners and Patrons (Sponsors)

The participant shall inform the Luminale about his or her sponsors and ensure that they shall not use the Luminale as a platform for product advertising or other corporate promotion – except for neutral references to their supportive status.

The Luminale reserves the right to exclude sponsors from participation in the event should the Luminale team, according to its free assessment, consider the sponsor's business purpose or institutional background inconsistent with the objectives and interests of the Luminale, or should the Luminale entry have a purely commercial context.

The Luminale will publicize the commitment of the project partners and sponsors on its website and in its program booklet. All relevant details hereto shall be stipulated in a project agreement between the Luminale and the participant.

General Terms and Conditions

§ 4 General Obligations of the Participant

The projects are to be presented, or made accessible to the public, respectively, every evening from approx. 7:30 to approx. 11:00 pm during the course of the four-day festival.

All installations must be planned and implemented with visitors and technology in mind, so that they can withstand adverse weather conditions (wind, rain, snow, hail). Operation and maintenance of the installation must be secured and ensured for the entire duration of the Luminale. Participants warrant that they will rectify any installation defects. Any necessary technical certificates must be obtained by the participants themselves and submitted to the Luminale team upon request.

The participant must provide the name of a contact person who will be available on site. The Luminale does not provide any insurance coverage for participants during preparation, assembly, the actual event and dismantling. It is incumbent upon the participant to take out the appropriate liability insurance.

Projects in Frankfurt

Projects in the public space require a permit for special temporary use, which can be obtained from the Office for Road Building and Development (ASE – Amt für Straßenbau und Erschließung), for installations in the green areas, from the Green Area Office (Grünflächenamt). Certain types of installation may require the involvement of such other authorities as the Environmental Office (Umweltamt), the Road Traffic Office (Straßenverkehrsamt), or the Monument Office (Denkmalamt). The Luminale supports participants in the approval process.

Participants must, themselves, apply to the authorities for any official permits that may be required, or fill out the respective forms and submit them to the Luminale team. The signed and executed applications in bundled form, shall then be handed in to the corresponding authorities by the Luminale team. Participants are obliged to fully comply with all and any obligations imposed by the authorities. No fees for municipal permits shall be payable by Luminale participants.

Projects in Offenbach

The central point of contact for all matters and permits concerning the Luminale in Offenbach: Wirtschaftsförderung der Stadt Offenbach am Main
Herrnstr. 61, 63065 Offenbach am Main
Tel. +49 69 8065-2392, Fax +49 69 8065-2054
Email: kreativwirtschaft@offenbach.de
Internet: www.offenbach.de/luminale

§ 5 Services provided by the Luminale

The Luminale teams offers participants the following support: in seeking suitable locations for an artistic work, in obtaining official permits and approvals for temporary works for the duration of the Luminale; by providing free electricity connections and power points for approved projects in the public space in Frankfurt am Main.

Should participants require services in Frankfurt, the Luminale team will assist in finding suitable and inexpensive local suppliers. The Luminale supports outstanding project ideas in the search for suitable partners for financing; there shall, however, be no obligation or entitlement in this regard.

General Terms and Conditions

§ 6 Communication

The Luminale will present and publicize all officially confirmed projects on the project page of the Luminale website: www.luminale-frankfurt.de. Once the project has been confirmed in the festival program, it will be posted on the Luminale Facebook page and included in the program brochure. The editorial deadline stated in the project agreement is to be observed by all participants. Entries submitted beyond this deadline shall be excluded from publication in the Luminale media. The program brochure will be published approx. 1 week before the event.

The Luminale shall promote the event through local media (print, radio, online, TV, posters). Should there be media interest, the Luminale shall, with the artist's consent, organize interviews for national and international reporting. During the course of press releases, press conferences and media partnerships, the Luminale may highlight individual artistic works. There shall be no obligation or entitlement in this respect.

Participants shall inform the Luminale team about their own communication and media activities with regard to their Luminale projects. They hereby warrant that they will only report on such projects upon confirmation of their acceptance into the official Luminale program.

§ 7 Exploitation Rights

The participant remains the owner of all rights of use or exploitation to the artistic works. With the submission of his or her project, the participant hereby warrants that he or she is the creator/owner/copyright holder of the project and that the work does not violate the rights of any third party. In this regard, the participant warrants to indemnify the Luminale and its partners against any third-party claims. Any necessary licenses, e.g. for image, video, text and sound material used in the artistic work, must be obtained by the participant at his or her own expense.

The participant hereby grants the organizers and any partners and media associated with the Luminale a simple, cost-free, unlimited and unrestricted right to use the work, including the right to lecture, perform and present the work.

Without need of further consent, participant hereby grants the Luminale, its sponsors, media representatives, photographers and film teams, permission to photograph and film the artistic work, produce videos and to use such in all and any media without time or geographical limitation, as well as online, in the context of reporting or publicizing the Luminale. The aforementioned right shall also apply

to such materials, e.g. sketches, renderings, illustrations, photographs, etc., which the Luminale participant provides for communication purposes. Upon confirmation of the project's inclusion as official Luminale entry, such materials may be used by the Luminale and its sponsors and partners for communication and marketing purposes in print, press releases and online.

Participant hereby warrants that illustrations or video recordings of the project may also be included, free of charge, in documentary films or later publications about the Luminale.

Should the participant present his or her work at other festivals or events at a later date, the work's debut on the occasion of the Luminale 2020 shall be clearly indicated.

General Terms and Conditions

§ 8 Data Protection

As a rule, registration of a Luminale project is conducted via the application or registration form on the Luminale homepage and is only possible with the entry of personal data. During the course of registration, participants hereby agree to the storage and use of such data within the context of the festival. This data will be treated with care and only used for internal contractual processing and communication and not transmitted to third parties.

By registering, the participant agrees to be informed about the event via the Luminale newsletter. The participant may at any time object to this in writing or per e-mail after the end of the event.

§ 9 Sundry

The Luminale will conclude a Project Agreement with all officially-confirmed participants, stipulating all relevant details of production, communication, exploitation rights, etc. The conditions of participation as set forth herein shall be part of this Project Agreement.



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ANMELDUNG:

<https://luminale-frankfurt.de/m/call/>

RÜCKFRAGEN:

study@luminale-frankfurt.de