

● LUMINALE 2020  
↳ PRESSEMELDUNG

Frankfurt am Main  
6.4.2020

The Luminale shines digitally

After the Biennial for Light Art and Urban Design had to be cancelled just before the opening, the Luminale is now offering a virtual tour of the countless light art projects under [#luminaledigital](https://twitter.com/luminaledigital).

Over the last 18 months, the Luminale 2020 was planned with passion and dedication, actively supported by numerous stakeholders and eagerly awaited by many visitors. All festival productions were completed as planned for the opening day of the Biennial for Light Art and Urban Design, when the festival had to be cancelled at very short notice due to the current situation.

Even three weeks after the planned start of the Biennial for Light Art and Urban Design, public life is still massively restricted. The subject of digitality is therefore taking on a whole new dimension and we would like to take advantage of this:

Even though the Luminale was not able to light up the cities of Frankfurt and Offenbach this year, the light festival is now offering a virtual view of the countless light art works and installations under the hashtag [#luminaledigital](https://twitter.com/luminaledigital) on [www.luminale.de](http://www.luminale.de) and all the Luminale's digital channels.

For many of the artists photographed and filmed their works, projects and art during set-up or dress rehearsals. In addition, the Luminale photographers took numerous pictures during the press tour on the eve of the planned opening day.

One of the projects to remain is the AR-App "Sunbeams", part of the virtual reality installation "Sunshowers", by Marija Avramovic und Sam Twidale. The fairytale installation was designed to transfer a scene from Akira Kurosawa's cult film "Dreams" into the digital age. The Sunbeams AR App is an extension of this installation, which allows the characters to act in the urban space or, alternatively, now in the living room. The App can be downloaded at <https://sunbeams.land/>.

For further informationen: ↳ [luminale.de](http://luminale.de)

## About the Luminale

Since 2002, the Luminale has been held in Frankfurt every two years. Originally initiated by Messe Frankfurt in close cooperation with the exhibiting industry of the Light + Building, the light festival

is now one of the biggest cultural events in Frankfurt and the Rhine-Main region. Since 2018, the Luminale, as a biennial for light art and urban design has pursued the goal of creating a popular and, at the same time, artistically and contextually high-quality program and to make a sustainable contribution to urban design. The city thus becomes not only a stage, but also the subject of the festival. Projects that deal with urban visions in light, architecture, technology, ecology and social interaction in the city or with its history and culture make this tangible – accompanied by an interdisciplinary dialogue on related issues. The Luminale 2018 presented 150 light productions in Frankfurt and Offenbach, attracting almost 250,000 visitors. The heart of the Luminale in the urban space is the Light Walk. A city walk and a public gallery of light art, created by places that can be reached on foot. Luminale e. V. was founded in June 2017 as a non-profit organization to promote and organize the Luminale as a biennial for light art and urban design.

## Press contact

Luminale – Biennale für Lichtkunst und Stadtgestaltung  
12th–15th March, 2020

Katja Bund  
E-Mail: [presse@luminale.de](mailto:presse@luminale.de)  
T +49 (0) 172 3469 252  
↳ [luminale.de](http://luminale.de)