

● LUMINALE 2020  
↳ PRESSEMELDUNG

Frankfurt am Main  
10.3.2020

## "Species Extinction" at the I.G. Farben Building of the Goethe University

### A visually stunning production "Facing Extinction" - supporting events with scientists from the Goethe University and the Senckenberg Society for Nature Research

The number of species forever disappearing from this earth is increasing apace and mankind is responsible. Our resource-destroying conduct with nature has accelerated this extinction by a factor of 100 to 1000. This is the conclusion of the Global Assessment Report, to date the most comprehensive international study on species conservation, published by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) of the United Nations. According to the report, out of the world's estimated eight million animal and plant species, around one million are threatened with extinction.

FACING EXTINCTION, an artistic installation on the facade of the I.G. Farben Building on the Westend Campus, has a double statement: on the one hand, its unique motifs present us with the wonders of nature and, on the other, confront us with the inconvenient truth behind the images. At one moment, nature shows itself in all its splendor and diversity and the next, it dissolves before our very eyes. Suddenly, artificiality and algorithms invade the natural - symbols of rapid technological progress and thus contributing to the catastrophe, yet, at the same, a convenient means of concealment. The parallelism of nature and culture, the tension between technology as cause and, concurrently, as opportunity for change, form the conceptual framework of this art installation.

Oscar-winning director Louie Psihoyos ("The Bay", "Racing Extinction") and photographer Joel Sartore (founder of the National Geographic project Photo Ark) provide their material for the visually stunning production FACING EXTINCTION. The project is in keeping with the tradition of the 'Racing Extinction' series on iconic buildings such as the UN Headquarters and St. Peter's Church in the Vatican. The installation for the I.G. Farben Building of the Goethe University is the first project of its kind in Germany.

The facade projection is achieved by the Berlin design office m box. Partnering the project, which was developed in cooperation with the Senckenberg Society for Natural Research, is the Okeanos Foundation for the Sea and the Goethe University.

For the premiere of the installation **FACING EXTINCTION**, the Goethe University and the Senckenberg Society for Natural Research present:

**Panel discussion on "Biodiversity"**

**Thursday, 12.03.2020, 6 pm**

Casino, Campus Westend of the Goethe University  
with

**Prof. Volker Mosbrugger** (Senckenberg Society for Natural Research)  
**Prof. Sven Klimpel** (Dept. of Fachbereich biosciences, Goethe University)  
Dr. Anne Hardy (Moderation)

followed by

**7:30 pm presentation of FACING EXTINCTION video installation**

To conclude the Luminale 2020, a panel discussion on the consequences of biodiversity loss and the possibilities of counteracting it will pick up from the theme of the video installation:

**Luminale 2020 / Talk FACING EXTINCTION**

**Sunday, 15.03.2020, 12:30–1:30 pm**

Instituto Cervantes, Staufenstr. 1, Frankfurt  
with

**Prof. Katrin Böhning-Gaese** (Senckenberg Biodiversity and Climate Research Center  
and the Goethe University Frankfurt)  
**Dr. Marion Mehring** (Institute for Social-economic Research)  
**Dieter Paulmann** (Okeanus Foundation for the Sea)

Commenting on the partnership with the Luminale 2020 and **FACING EXTINCTION**, Professor Manfred Schubert-Zsilavecz, Vice President of the Goethe University's Third Mission, said: "Together with the Senckenberg Society for Natural Research, we, at the Goethe University, have a focus on biodiversity research that is of global importance. We are delighted that we have now been able to provide the Luminale 2020 with the largest possible projection surface for this significant theme and hope that our two events will draw more attention to this existential problem of humanity, and again bring it to the forefront of society.

## Documentary Film "Racing Extinction" in Luminale TALK

"Racing Extinction", the film by award-winning documentary filmmaker Louie Psihoyos, whose images were used for the installation "Facing Extinction", among others, can be seen at 11:00 am on Sunday, March 15th, 2020, as part of Luminale TALK on the theme of (urban) nature in the Festival Center at the Instituto Cervantes (former America House).

With shocking and unsparing images, the director draws attention to the worldwide extinction of species in his film of 2015. He talks to scientists, environmental activists, engineers and journalists, uses a hidden camera to track down the trade in endangered species and works on specific projects for the conservation of species. The documentary paints a comprehensive picture of the current situation and makes it clear that man, as both perpetrator and victim, is, at the same time, the one who can still save species diversity.

Further information: ↳ [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 Light + Building, the festival of lights has become one of the biggest cultural events in Frankfurt and the Rhine-Main region. Since 2018, as a biennial for light art and urban design, the Luminale has pursued the aim of creating a popular, artistic and high-quality program, as well as making a sustainable contribution to urban design. The city thus becomes not only a stage, but also the object of the festival. Projects that address urban visions at the interface of light, architecture, technology, ecology and social interaction in the city, or with its history and culture, make this tangible - accompanied by interdisciplinary dialogue on related issues. The Luminale 2018 presented 150 light productions in Frankfurt and Offenbach and attracted almost 250,000 visitors. The heart of the Luminale in the urban space is the Light Walk, linking places accessible by foot into a city tour and a public gallery of light art. The 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 – Biennial for Light Art and Urban Design  
12–15th March, 2020

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