

Digital Urban Forest

by Creatmosphere

part of the Molten Festival 2011



www.creatmosphere.com

Saturday 26 November to Saturday 3 December 2011

Each night from 4pm to 10pm

Press Release

Forest of Light Grows in Barking Town Square

For one week only, a forest of light will help transform Barking Town Square, East London.

The Square will play home to two unique lighting installations called Barking Illuminations which are part of Molten Festival. The displays will transform the Square using jaw-dropping and interactive light-art.

An empty shop in the Bath House building will 'grow' its very own Digital Urban Forest, while the Town Square and the Town Hall will become unrecognisable. The installations will transform the Square each night, from Saturday 26 November to Saturday 3 December as part of the Molten Festival.

The dazzling forest of light, officially called Digital Urban Forest, is by the cross-genre art studio Creatmosphere, while Town Squared is produced by the technical students from Central School of Speech and Drama.

Creatmosphere, who have produced light-art projects internationally, will transform an empty shop into the Digital Urban Forest. The Forest will emulate the glistening beauty of the natural world and expand the Town Square's tree lined street into a canopy of light and sound. The Digital Urban Forest combines lighting and projection effects, video mapping and generative digital content to transform the square into an ever-changing imaginary landscape.

Laurent Louyer of Creatmosphere describes the site-specific work: "The Digital Urban Forest was inspired by the natural reflections and shadows of the tree-lined Square (in Barking) into the glass-fronted retail space. We wanted to bring some of the outside world inside and create a digitally generated forest that responded to the scale, layout and architectural structure of the building.

"In terms of light sources and controls, the installation uses analogue to the latest digital technology, bringing a mix of the best to create this imagined and surprising landscape. Prepare for the unexpected as passersby encounter the four seasons unfolding in light over the course of the week. Make sure to return to see how the forest changes."

Running for 8 nights, the reactive digital forest illuminates the rhythmic qualities of the natural world within the urban landscape by carving an immersive pathway through the seasons. As each day passes the magical organic habitat flourishes and grows casting on new light on the street. If you look closely, a glimpse of the unexpected may be found.

Town Squared by Central School of Speech and Drama will make visitors to the familiar environment of Barking Town Square see it in a new light as lighting designer Alastair Noonan and lighting students from Central School of Speech and Drama transform the Square and Barking Town Hall with their innovative, colour-changing lighting design.

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The free art installation opens at 5pm on Saturday 26 November and will be on each day from dusk until 10pm until Saturday 3 December, when the Molten Festival closes with a finale performance of Hydromania, a live show with human water fountains, opera and fireworks from Avanti Display.

Barking Installations are part of the week-long Molten Festival, based in Barking and produced by Remarkable Productions on behalf of London Borough of Barking and Dagenham.

Editors notes:

Barking Installation and the Molten Festival are events by London Borough of Barking and Dagenham, produced by Remarkable Productions.

Lighting installations are currently being installed and it is possible to set-up an on-site visit and to interview the team from Creatmosphere. Image attached are from previous work by Creatmosphere at: 1. Light Waves, Ipswich, Suffolk (shortlisted for Lighting Design Awards). Photo credit to James Newton.

The lighting installation will feature in the town centre in addition to Barking's Christmas lights, which will stay on for the Christmas period (which the lighting installation is temporary).

Creatmosphere has recently found out that their latest project Light Waves, a large-scale, interactive light, sound and video installation for Ipswich waterfront has been shortlisted in the special projects category for the Lighting Design Awards 2011/12. Running each night until September 2013, this semi-permanent scheme adds a new dimension to a neglected part of the Ipswich waterfront.

Barking Illuminations is part of the Molten Festival and has been funded by The Outer London Fund. The Fund's objective is to strengthen the vibrancy and growth of high streets and their environs. These are the parts of London where the public life and the everyday economy is focused. These places can range from local parades of shops to major town centres.

For more information on the Outer London Fund visit:
www.london.gov.uk/priorities/business/economy/investing-future/outer-london-town-centres

For more information on the Molten Festival visit www.moltenfestival.org

For more information on Creatmosphere visit www.creatmosphere.com

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