



FESTIVAL #7

VIDEO MAPPING

2024 Région Hauts-de-France

- Inherent tensions of the field:
 - Artistic potentials and ideals vs. technological demands and economic realities
 - Spectrum: artistic authorship - collaborative approaches - corporate professionalization
 - How do models of production (public, private, self initiated, open calls, competitions, educational, etc.) shape results?



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- _ Research & study on trends and markets
- _ Creating opportunities / working with what is already there

- _ Building as = monument / objects



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- _ Permanent installations and their future(s)
 - New writings: series? loops? decorative aspects?
 - New job profiles perspectives



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- Sound as integral part of the experience
- No established “language of sound for video mapping” yet?



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- giving voices in public space
- “mediating” other perspectives
- potential of collective experiences



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- _ Diversity, visibility and inclusiveness
WomenWorkingWithProjection
-> Topic of next ILO online Meeting: 17.4.
- _ Global perspectives
Re-appropriation and renewal of “Western technologies”?



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- Role of technical aspect / innovations?
- Where is the AI?
- Responsibility of shaping audio visual environments of the future



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_ Responsibility as artists curators and cultural professional
and publics

