



World's largest video art installation premieres in Lincoln

The global premiere of the world's largest interactive video art installation called Under Scan has come to Lincoln, where it will stay for 10 days.

The University of Lincoln campus at Brayford Waterfront hosted the global premiere, when Under Scan was unveiled at 6pm on Friday 25th November, 2005.

Created specially for the East Midlands by Mexican-Canadian contemporary artist Rafael Lozano-Hemmer, Under Scan will bring a stunning new interactive art experience to the city, and put the region on the map for hosting internationally significant visual arts work.

Under Scan has been commissioned by the East Midlands Development Agency (emda) in association with other regional partners including Arts Council England, East Midlands.



Rafael Lozano-Hemmer

World Premiere

- Its world premiere was at the Rotunda, in front of the University of Lincoln building at Brayford Campus, Brayford Waterfront.
- It will remain in place for 10 nights until Sunday 4th December, from 6pm until midnight, and then tour the region, stopping off at Leicester, Northampton, Derby and Nottingham.

It's a free, outdoor video art installation in which the public become the stars of the show in a huge interactive shadow-play. People walking in the night-time Under Scan area will find unexpected people appearing in their shadows, as video-portraits of local people (including some 200 people filmed in Lincoln over the summer) are projected into the shadows.

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Lincoln University's Jez Ashberry, Press and Media Relations Manager.

As well as shining a spotlight on the city of Lincoln, Under Scan is helping to mark the massive programme of cultural activity in the region, including major new capital developments. In recent years, Lincolnshire has benefited from the impact of major arts and cultural projects such as The Collection, Drill Hall and the Usher Gallery in Lincoln and The Hub in Sleaford.

Ross Willmott, emda board member with responsibility for Under Scan, said: "In recent years, more than £100 million has been invested in developing new facilities within the East Midlands' cultural quarters, bringing major economic benefits including jobs creation, increased inbound cultural tourism and the wide-ranging impacts of urban regeneration of our cities."

"This unique new artwork will shine a bright spotlight on the region and its vibrant cultural quarters. It demonstrates our commitment to encouraging innovative approaches to public space and, as a hi-tech installation, reflects our strengths in science and technology."

Councillor Donald Nannestad, City of Lincoln Council Portfolio Holder for Leisure, Sport and Culture said: "We are proud to be hosting the world premiere of a major, free, visual arts project. This is a unique opportunity for local people to experience a very special video arts installation on their doorstep."

Donald continued: "It is fitting that Under Scan is helping celebrate cultural regeneration, as Lincoln's Cultural Quarter has been transformed with capital developments in recent years."

University of Lincoln's Jez Ashberry, Press and Media Relations Manager, said: "Under Scan will bring new visitors to the campus and help place the university, as well as the city, onto the map nationally and internationally. Its installation on the site of our award-winning campus buildings will highlight the regeneration of this part of the city, which has been architecturally and economically transformed."

The commissioning of Under Scan aims to help drive cultural tourism, strategically boost economic development, and put the region on the map for hosting internationally significant new visual arts work. Development of Under Scan will also include the potential for provision of around £200,000 of capital equipment for use by the region's artistic community.



Body Movies from Linz in Austria