

LIGHT.MOVE.FESTIVAL
FESTIVAL OF KINETIC ART OF LIGHT



MEDIA REPORT

Photo: Kaczmarkiewicz_Kozłowski



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10-12/10/2014

www.lmf.com.pl

MISSION AND OBJECTIVES OF FOUNDATION

„Lux Pro Monumentis” Foundation is non-governmental organization gathering the lovers of Łódź, it’s architecture and cultural heritage, new technologies and various possibilities they are bringing. Łódź is the city with a huge social and cultural potential, which allows for realization of creative activities. This is why one of the first challenges taken by the Foundation was creating an event, based as much on the architecture, as on the art of light. In 2011 Foundation brought up to live the Light. Move. Festival. Łódź.

MISSION OF FESTIVAL:

- Open, free artistic and cultural event organized yearly in public spaces of Łódź, where the first roles are played by the architecture, light, music and color.
- Opening the citizens and festival guests for the riches of modern world’s culture, its diversity and tones.
- Presentation of arts and crafts created by artists and light designers who decided to make the light, color and sound their main art force.

OBJECTIVES of FESTIVAL

1. Turning the Festival into the flag artistic and cultural event of international dimension.
2. Developing the Festival as an event promoting the modern urban life style.
3. Spreading access to the culture and proclaiming the cultural heritage.
4. Spreading knowledge about new and ecological lighting technologies.
5. Revitalization of the place and society through the open and free art activities.
6. Cooperation with the environment of local activists, creative industry, and young artists from Łódź, Poland and all over the world.
7. Presence on Polish and international Media.
8. Gaining new partners and sponsors for further development of Festival.
9. Educational activities and contests connected with the role of light in the surrounding public spaces, economy, urban planning and modern technologies.



LMF 2014 - ATTENDANCE:

- over **350 000** guests visiting the festival during the last edition;
- over **100** artists and light designers from Poland, France, Germany, Hungary and Great Britain;

LMF 2014 - ACHIEVEMENTS ON-LINE:

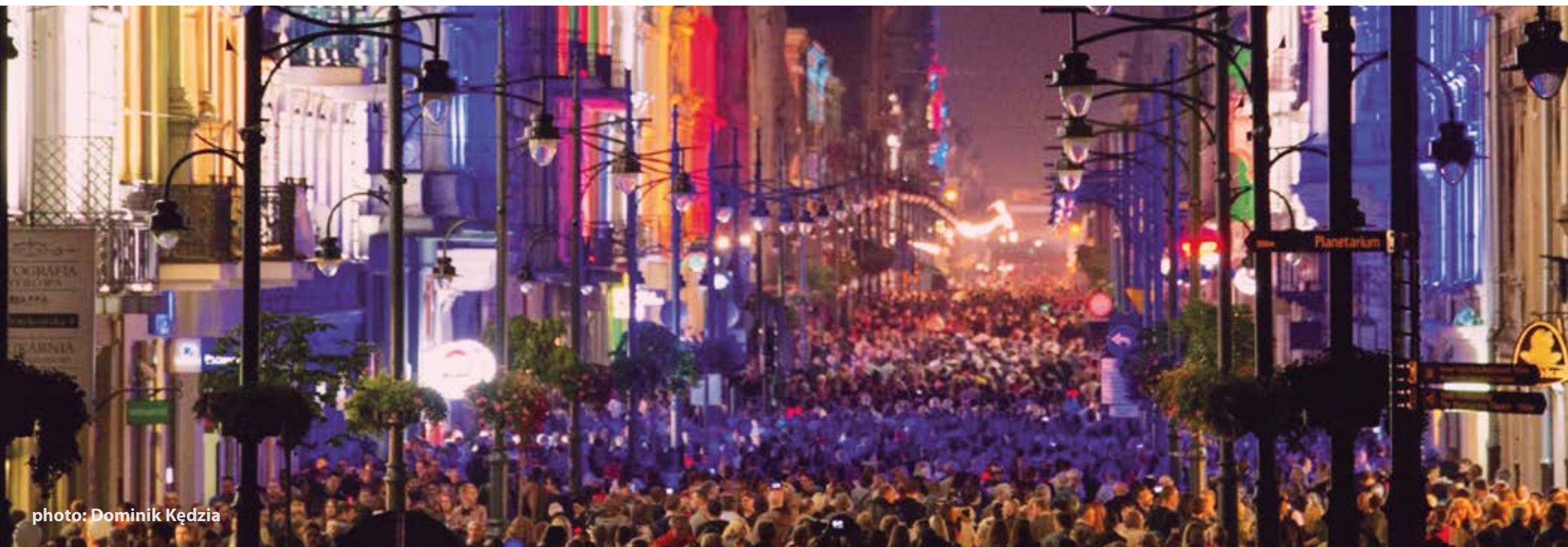
- **4,5** million of Internet searches;
- over **17 000** active fans on Facebook;
- over **6 000** pictures tagged with #lightmovefestival;
- over **5 000** videos from last edition on YouTube;
- **223 000** visits on the official festival web page;

MEDIA

- Advertising Value Equivalent of **856,829,00 zł**;

LMF 2014 - PROGRAM IN NUMBERS

- **40** artistic architectural illuminations of buildings;
- **18** concerts in the unique arrangements and localisations;
- over **30** laser shows;
- **7** video projections of large format at the facades of **10** buildings, including **4** projections on 3D mapping technique;
- **2** artistic performances based on 3D mapping technique
- **15** artistic lights installations and projects;
- **1** conference;



The number of LMF participants is **DOUBLED** every year.

Comparing to the 1st edition, total increase of audience 2014 is **677%**

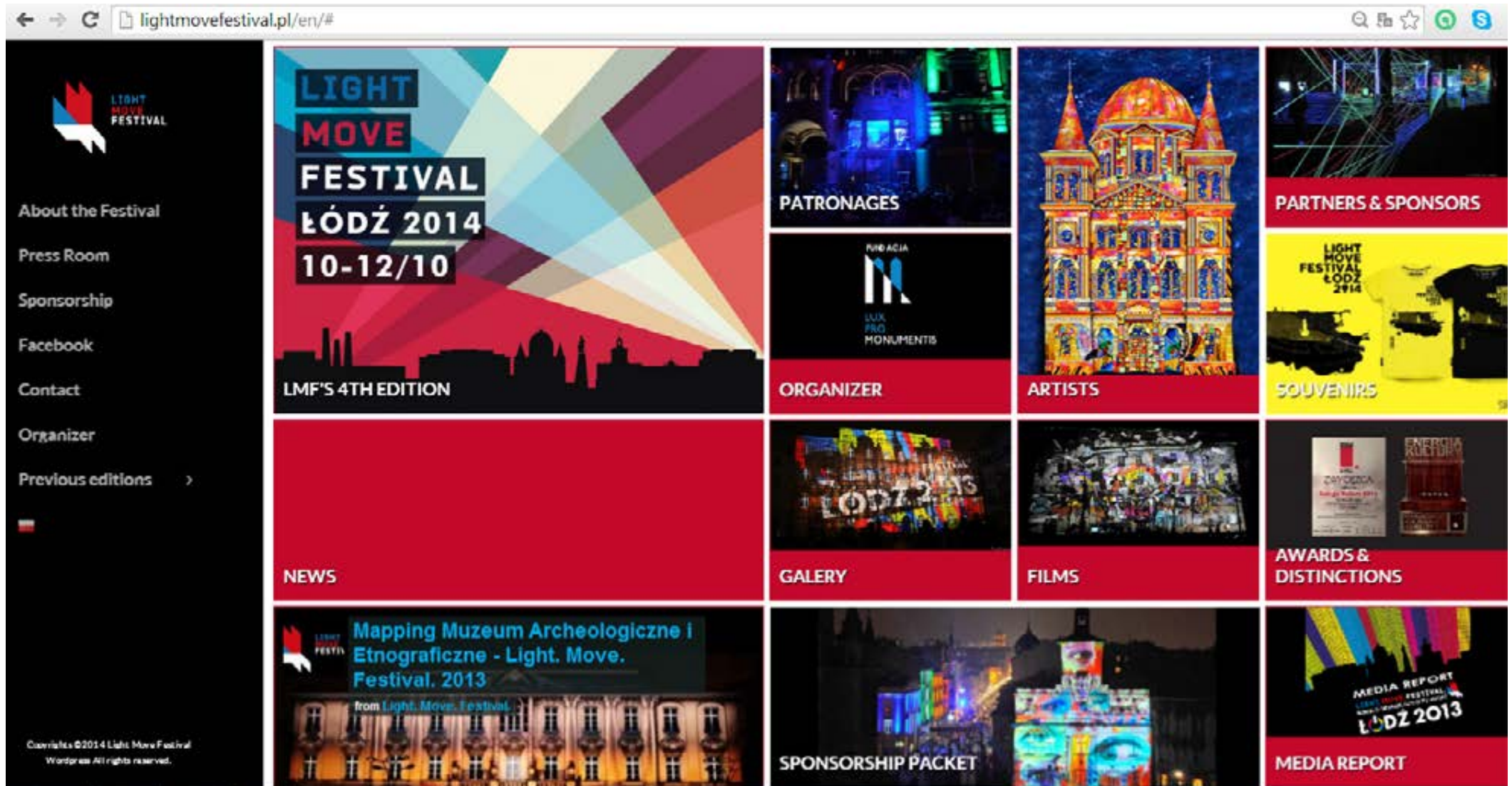
2011  45 000

2012  97 000

2013  200 000

2014  350 000





TOTAL ON-LINE SEARCHES ON 1-14/10 : 4 421 294

TOTAL VISITS ON 10-12/10: 222 300,0

NEW USERS: DURING THE 4th EDITION **76%** OF WEBSITE USERS WERE NEW.

INTERNET : WEBSITE

FACEBOOK:**Over 17 000 fans****Over 6 000 pictures tagged with
#lightmovefestival on Facebook**

#lightmovefestival	4,086
#miastoswiatla	1,443
#lightmovefestival2013	419
#lightmovefestival2014	310

YOUTUBE:**Nearly 13 000 videos from all editions of LMF
Over 5 217 videos from the 4th edition of LMF****INSTAGRAM:****Over 4 000 photos from Festival.**



photo. Paweł Romanowski



photo. Łukasz Czarnecki



photo. Kosma Nykiel

LIGHT.MOVE.FESTIVAL
FESTIWAL KINETYCZNEJ SZTUKI ŚWIATŁA
THE MAIN PARTS OF PROGRAM



photo Kaczmarkiewicz_Kozłowski



photo. Tomasz Brodecki

PRESS CONFERENCES, OFFICIAL FESTIVAL OPENING

Foundation organized 3 press conferences proclaiming the Festival, engaging the most important partners artists and organizers of Festival.

The Official Festival Opening and Gala took place on the 10th of October 2014 with attendance and presence of Voivode, Marshal of Voivodeship, City Mayor, Director of National Center for Culture, President of Voivodeship Fund of Environmental Protection and Water Management in Lodz, President of Philips Lighting Poland and the Artistic Creator of LMF.



photo. Katarzyna Jędruszek



photo. Łukasz Czarnecki



photo. Katarzyna Jędruszek



photo. UMŁ

photo: Kaczmarkiewicz_Kozłowski



photo: Kaczmarkiewicz_Kozłowski



photo: Piotr Kamionka



photo: Kaczmarkiewicz_Kozłowski

CONCERTS IN THE UNIQUE ARRANGEMENTS AND LOCALIZATIONS

Jazz concert "In the light of windows... Jazz is Freedom" –

- Michał Unibarniak and the band

Violin concert "In the light of windows..."

French music concert "Little Paris Landscape"

Classic concert "Trio mosso"

Jazz concert "The magic of light and color"

Choirs concerts "The magic of light and color"

Visual concert "Futurelight"

Electro concert "Electric Eel"



LARGE FORMAT VIDEO PROJECTIONS / 3D AND 2D MAPPING

- 7 video projections of large format on 10 buildings, including 4 projections on 3D mapping technique.



photo: Rafał Stępień



photo: Kosma Nykiel



photo: Łukasz Czarnecki



photo: Kaczmarkiewicz_Kozłowski

ARTISTIC INSTALATIONS

- 15 artistic installations around the Festival Area during the 4th edition of LMF



photo. Łukasz Czarnecki



photo. Kaczmarkiewicz_Kozłowski



photo. Kaczmarkiewicz_Kozłowski



photo. Kaczmarkiewicz_Kozłowski

PARADES



photo. Piotr Kamionka



photo. Kaczmarkiewicz_Kozłowski



photo. Kaczmarkiewicz_Kozłowski

ARCHITECTURAL AND ARTISTIC ILLUMINATIONS

- **40 tenement houses illuminated with the use of ecological lighting LED solutions by PHILIPS**



photo. Kaczmarkiewicz_Kozłowski



photo. Piotr Kamionka



photo. Kaczmarkiewicz_Kozłowski



photo. Kosma Nykiel

INSTALLATIONS WITH MAPPING 3D

- 3D mapping composed with live dance act and dedicated moving scenography
- Ecological installation with use of garbage and 3D mapping

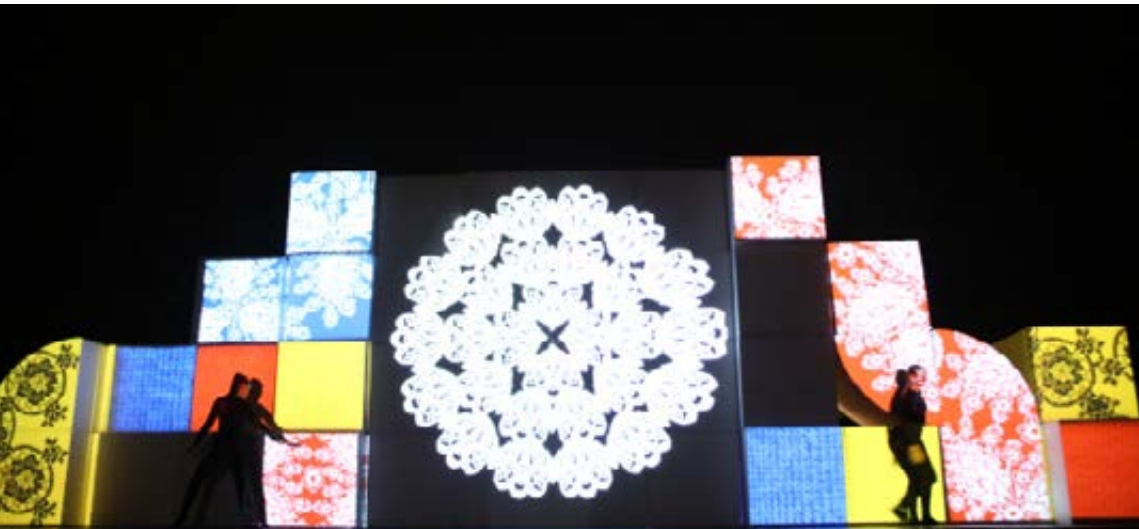


photo. Łukasz Czarnecki

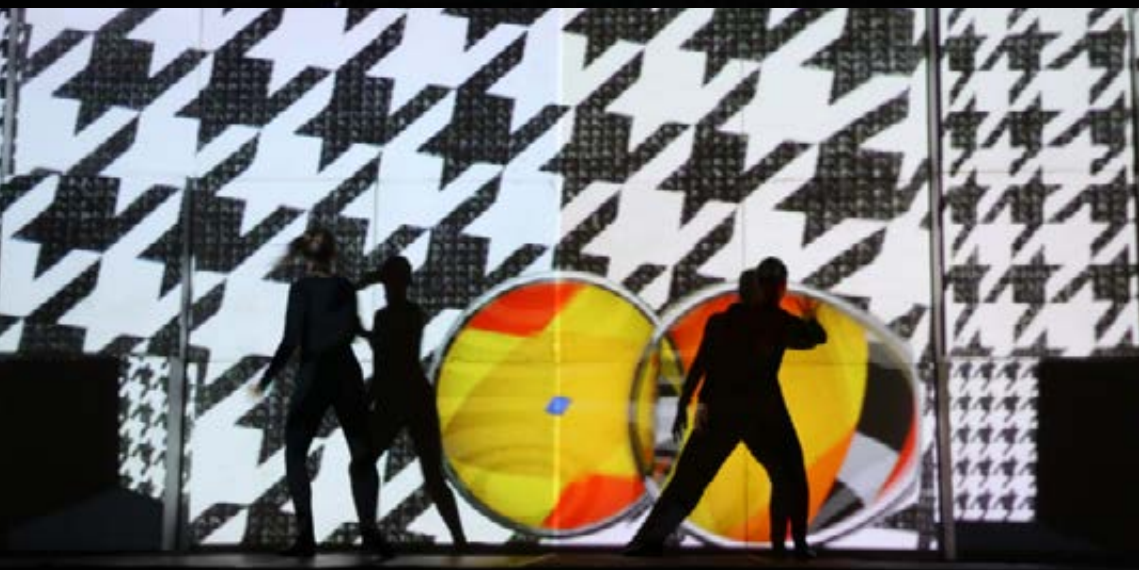


photo. Łukasz Czarnecki



photo. Kosma Nykiel



photo. Kosma Nykiel



photo.Kaczmarkiewicz_Kozłowski



photo. Michał Ludwiczak



photo.Tomasz Brodecki



photo.Kaczmarkiewicz_Kozłowski



photo. Piotr Kamionka



photo. Katarzyna Jędruszek



photo. Kaczmarkiewicz_Kozłowski



photo. Paweł Romanowski

CITY IMAGE CREATION



photo. Piotr Kamionka



photo. Rafał Stępień



photo. Łukasz Czarnecki



photo. Łukasz Czarnecki

FESTIVAL GALA**French music concert "Little Paris Landscape"**

by Agnieszka Greinert with the band

"Spacetime"

multimedia project including original composed soundtrack, 3D mapping video projection, and dedicated live dance act.

Settlement of contest for light installation organized for the post-secondary students.



photo. Bielecki Art



photo. Łukasz Czarnecki

WYSTAWY TOWARZYSZĄCE

ANDRZEJ MIASTKOWSKI VEL EGON FIETKE
„PLANET SHIELDS”

WARSZTATY DLA DZIECI

„ŚWIET(L)NE ROZGRYWKI ART AKCJA SWIETLICA!”
WORKSHOPS FOR KIDS



photo. <http://magazynszum.pl/>



photo. <http://magazynszum.pl/>



Łódź zmienił(a) zdjęcie w tle.
10 października



Lubię to! · Dodaj komentarz · Udostępnij 178 3 17 udostępnień



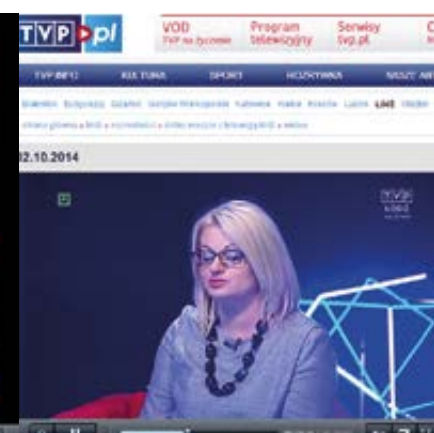
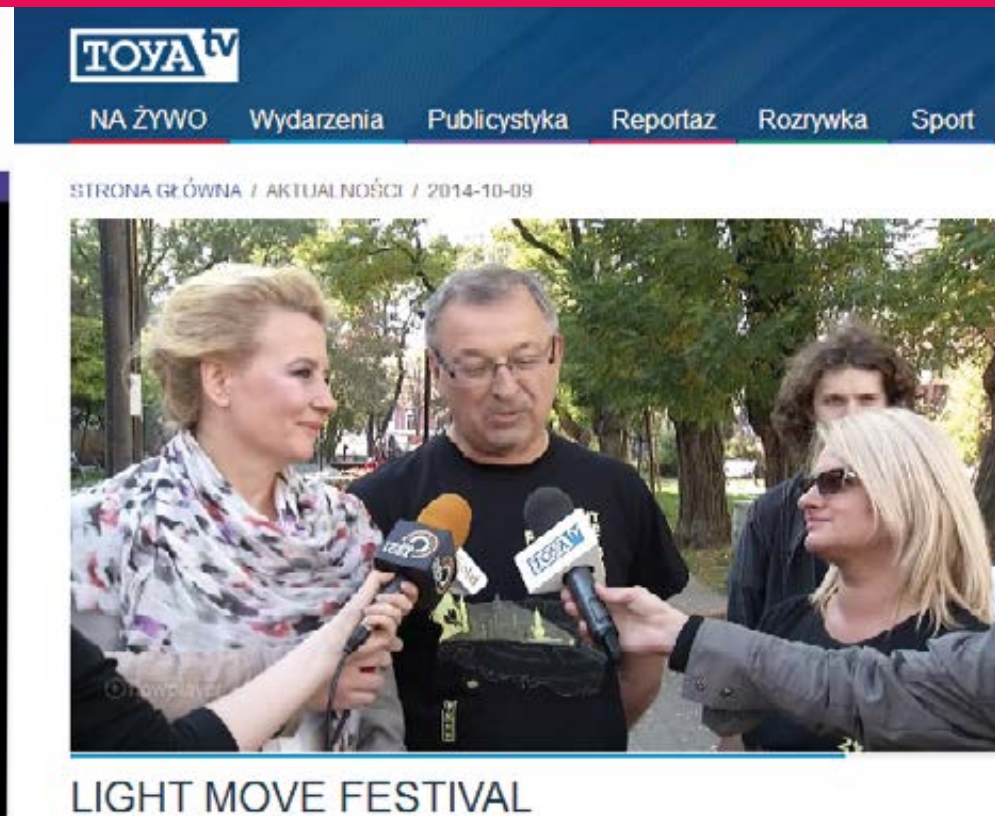
MAIN PARTNER - SELECTED PROJECTS





STRATEGIC PARTNER, PATRONAGE
 4 ADVERTISING, 3 ARTICLES , MEDIUM EFFORT: 502 000 copies.

TYGODNIK
ANGORA PRZEGLĄD
 PRASY
 KRAJOWEJ
 I ŚWIATOWEJ



PATRONAGE - SELECTED PROJECTS



www.zetgold.pl/Polecamy/Radio-ZET-Gold-poleca-LIGHT-MOVE-FESTIVAL-2014

radio ZET Gold

TERAZ GRAMY
PAT BENATAR
LOVE IS A BATTLEFIELD

POGODA
11°C

WYBIERZ MIASTO

SLUCHAJ

SPRAWDŹ CO GRALISMY

RADIO - PROGRAMY MUZYKA - POLECAMY KONKURSY

wiadomosci.radiozet.pl/Kultura/Galerie/Lodz-Festiwal-Swiatla-Light-Move-Festival

radio ZET Gold

TERAZ GRAMY
September
Cry For You

KANALY MUZYCZNE
ZET 80

SLUCHAJ

SPRAWDŹ CO GRALISMY

programy muzyka wiadomości wideo konkursy polecamy

Radio ZET Gold poleca: LIGHT. MOVE. FESTIVAL 2014!

lista przebojów

46.
lista przebojów Radio ZET Gold

LISTA WIELKICH PRZEBOJÓW!

Głosuj

GALERIE

Łódź: Festiwal Światła "Light. Move. Festival" ()

Sobota, 11 Października 2014

Galeria: Łódź: Festiwal Światła "Light. Move. Festival" - (7 zdjęć)

Najważniejsze

- Są kary za brutalną interwencję Straży Miejskiej w Szczecinku
- Poślę i strzały w Elblągu. Ranni trzej policjanci
- Siemoniak: Komunistyczni generalowie nie zasługują na Powążki
- Piloci Lufthansy znowu zastrajkują. Sprawdź, czy Twój samolot poleci

PATRONAGE : SELECTED PROJECTS

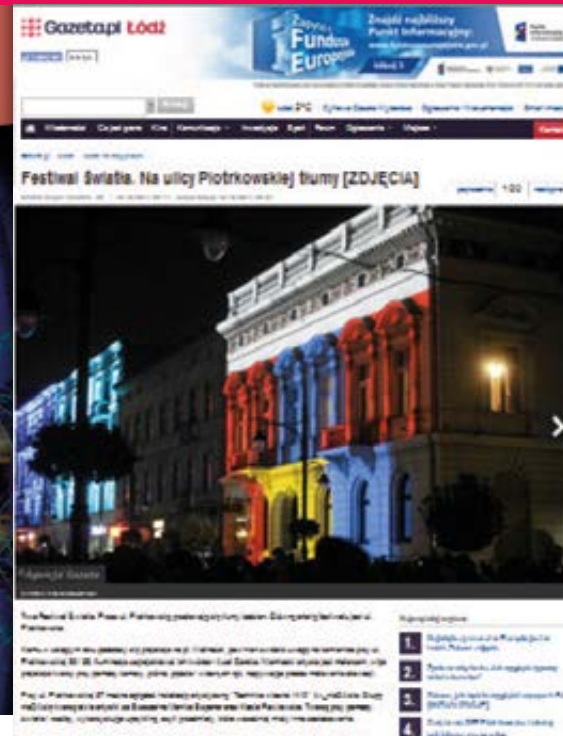


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PATRONAGE - SELECTED PROJECTS

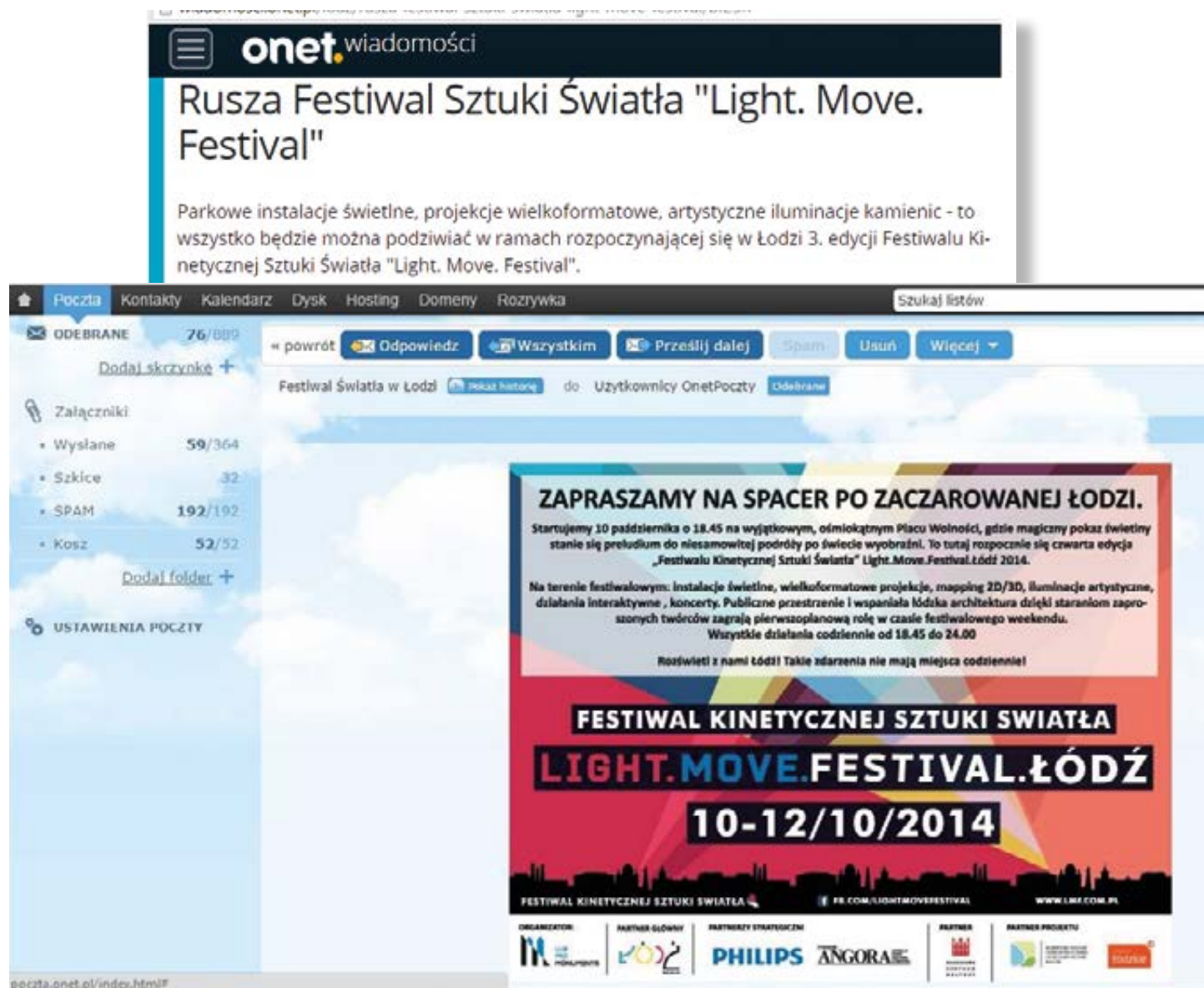
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PATRONAGE : SELECTED PROJECTS



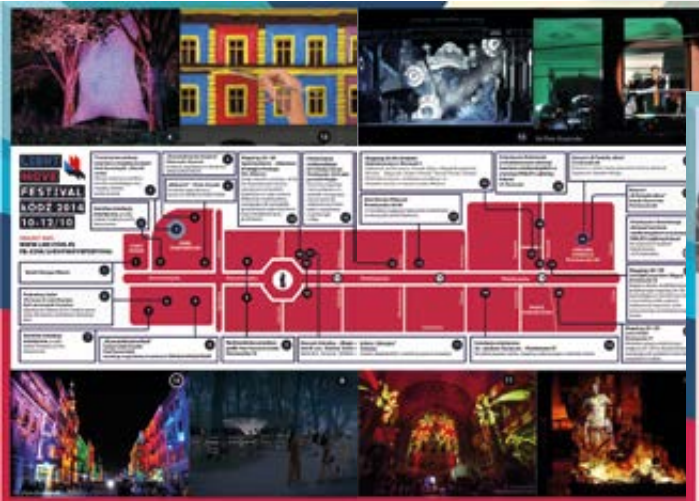
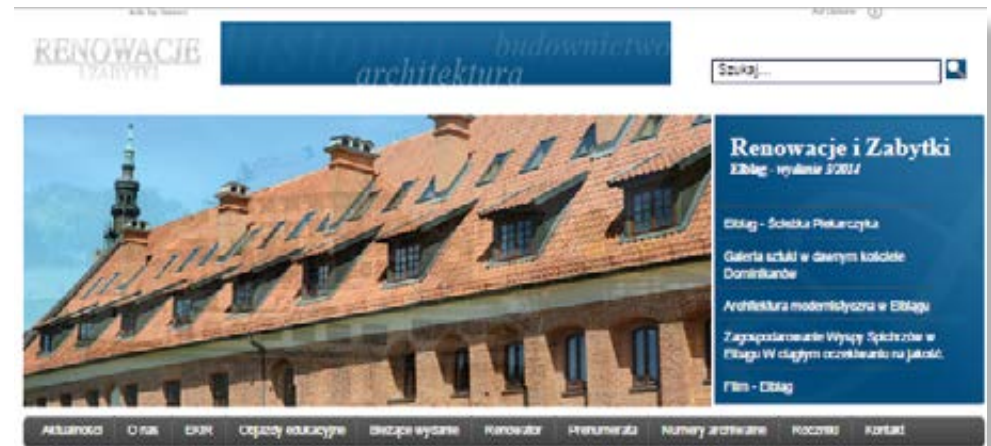
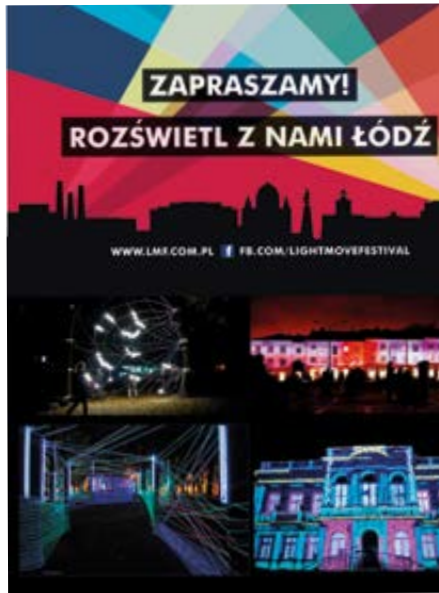
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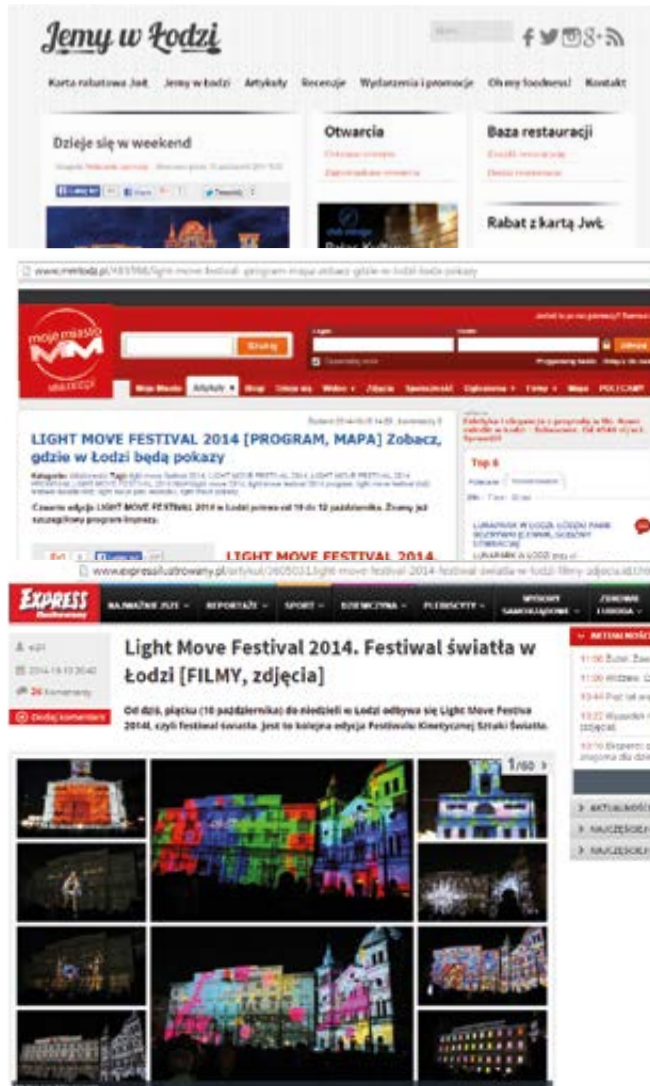
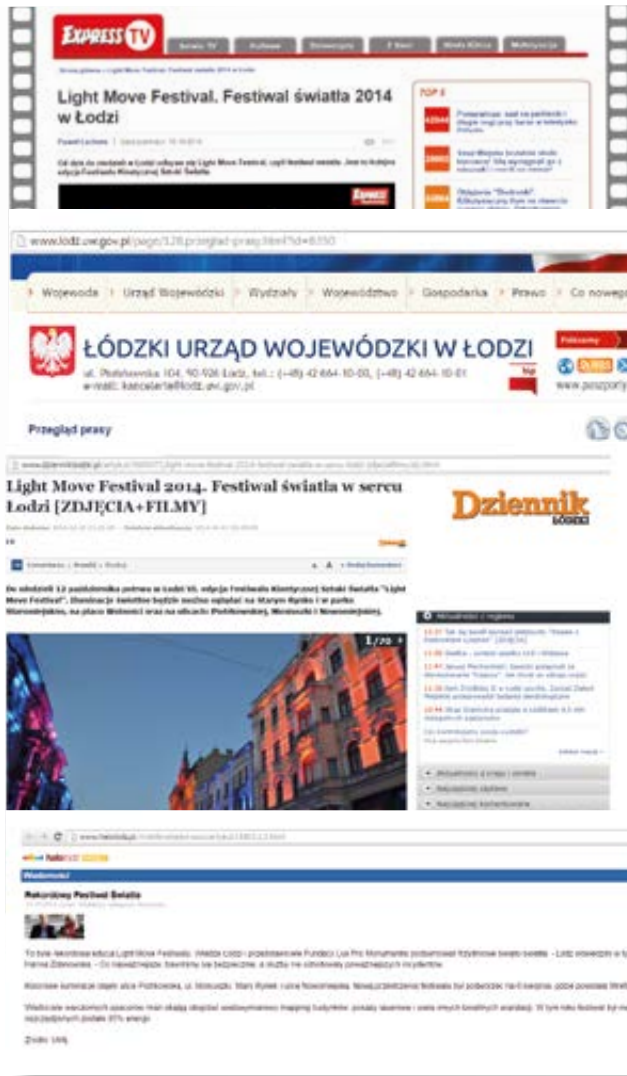
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PATRONAGE : SELECTED PROJECTS



INTERNET : SELECTED PROJECTS



INTERNET : SELECTED PROJECTS



