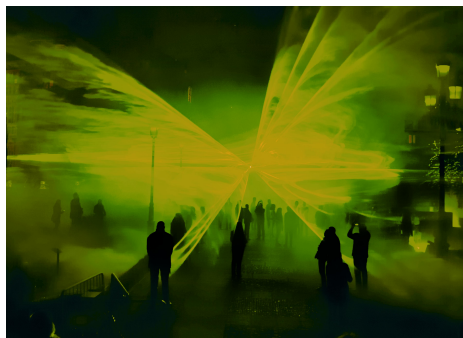


## ***Elevated Projection***

### **Edwin van der Heide at the Iberdrola Space in Azkuna Zentroa**



#### **PRESS RELEASE**

- ∨ Introduction
- ∨ The Artist: Edwin van der Heide
- ∨ The Work: *Elevated Projection*
- ∨ The Space: Atrium of Cultures

<b>Dates and Times</b>	From 24 <sup>th</sup> March to 2 <sup>nd</sup> April from 8:00pm
<b>Place</b>	Atrium of Cultures. Azkuna Zentroa, Bilbao.
<b>Admission</b>	Free Admission
<b>Web</b>	<a href="http://www.iberdrola-arte.es">www.iberdrola-arte.es</a>
<b>Facebook</b>	Iberdrola
<b>Twitter</b>	@iberdrola
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**Introduction**

The audio-visual composition 'Elevated Projection' by the artist Edwin van der Heide will transform Azkuna Zentroa's Atrium of Cultures every evening from the 24th of March till the 2nd of April. Geometric forms form the basis for a complex development of the space. The work creates a three-dimensional interplay of light and sound. By using a thin layer of smoke the light of multiple lasers becomes visible and tangible for the audience. The composition plays with the existing architecture of the atrium while creating and proposing new structures and experiences within the space. The pillars in the space play an important double role in the work. First of all, the light is caught by them and throwing shadows in the space. Besides that, they are used to move the lasers along them, all the way up to the ceiling, and down close to the audience. 'Elevated Projection' not only takes place within the space of the atrium but also projects on its surrounding floor, walls and ceiling. The audience is challenged to immerse themselves in the work, explore the space and engage themselves with the different perspectives.

Elevated Projection is part of the LSP series, a line of works in which Edwin van der Heide explores the relationship between sound and 3D image using laser projections. The artist creates complex relationships between light and sound within a space. The work presents bodily and almost tangible qualities and develops before the eyes of the public.

Edwin van der Heide's presence at Azkuna Zentroa is part of Iberdrola's strong commitment to culture, especially avant-garde artwork. Iberdrola has demonstrated this commitment among other actions via its support of the Salamanca Avant-Garde and Light Festival, whose first edition in 2016 also exhibited a piece of work by Edwin van der Heide.

## The artist

Edwin van der Heide (Hilversum, The Netherlands, 1970)

Edwin van der Heide graduated from the Institute for Sonology at the Royal Conservatory in The Hague in 1992. He is a multimedia artist, composer and researcher in the field of sound, space and interaction. He lives and works in Rotterdam, The Netherlands.



He extends the terms composition and musical language into spatial, interactive and interdisciplinary directions. His work comprises installations, performances and environments. The audience is placed in the middle of the work and challenged to actively explore, interact and relate themselves to the artwork.

He has presented his work at renowned museums, festivals, galleries and music venues as SMAK - Ghent, Ars Electronica Festival - Linz, Stedelijk Museum - Amsterdam, V2\_'s DEAF - Rotterdam, ICC - Tokyo, NAMOC - Beijing, Transmediale - Berlin, SONAR - Barcelona, Taipei Fine Arts Museum, SFMOMA, FILE - Brazil, SONAMBIENTE - Berlin, Art Basel Parcours Night and Donaueschinger Musiktage.

Besides running his own studio, Edwin van der Heide is part-time assistant professor at Leiden University (LIACS / Media Technology MSc programme ) and was a lecturer (1995-2016) at, and co-head (2014-2016) of, the ArtScience Interfaculty of the Royal Conservatoire and Royal Academy of Art in The Hague . He was Edgard Varèse guest professor at the Technische Universität Berlin (2009), won the Witteveen+Bos Art+Technology Award 2009 for his entire body of work. He was an invited artist and guest professor at Le Fresnoy, studio des arts contemporain in France for the year 2011-2012.

His vast curriculum and a selection of his numerous collective and individual exhibitions would be difficult to summarise here. Therefore, we are referring you to his web: [www.evdh.net](http://www.evdh.net)

## The Work

### *Elevated Projection*



*Elevated Projection*, the work shown at the Iberdrola Space of Azkuna Zentroa, is part of the Laser Sound Performance (LSP) series. It is a research trajectory which explores the relationship between sound and three dimensional images by means of laser projection.

In 1815 Nathaniel Bowditch described a way to produce visual patterns by using a sine wave for the horizontal movement of a point and another sine wave for the vertical movement of that point. The shape of the patterns depends on the frequency and phase relationship of the sine waves. The patterns are known as Lissajous figures, or Bowditch curves.

LSP interprets Bowditch's work as a possible starting point to develop relationships between sound and image. Since sine waves can also be used to produce pure (audible) tones, it is possible to construct a direct relationship between sound and image. Frequency ratios in sound, de-tuning and phase shifts can have a direct visual counterpart.

Although theoretically all sounds can be seen as sums of multiple sine waves, music in general is often too complex to result in interesting visual patterns. The research of LSP focuses on the subject of composing signals that have both a structural musical quality and a time-based structural visual quality. Different relationships between sound and image are used throughout both the performance and the installation form.

By combining audio with visuals the spatial perception of sound is often being reduced because of the two-dimensional nature of the image versus the three-dimensional nature of sound. However, by means of lasers, it is possible to create three-dimensional changing environments that surround the audience.

In “Elevated Projection”, the image is generated by projecting a laser on a thin layer of smoke. Image and sound originate from the same real-time generated source in the computer. This results in a performance where image and sound play equally important roles. The environment challenges the audience to change their perspective continuously.

## **The Space**

### **Azkuna Zentroa Atrium of Cultures**

The Atrium of Cultures is the very heart of Azkuna Zentroa as well as its largest space with an area of 610 m<sup>2</sup> and a height of 16 metres. Moreover, it is the place where we can contemplate the 43 columns which support the 3 buildings comprising the centre. On entering the Atrium of Cultures we submerge ourselves in our journey through the cultural and geographical diversity which has influenced humanity’s evolution. The 43 pillars symbolise the millions of columns and infinity of cultures, architectures, wars and religions which have criss-crossed man throughout history.

The materials chosen to make the pillars is yet another journey through the history of raw materials. First of all, the oldest like marble, brick, wood and bronze were chosen. Next, cement and steel as a testimony to modern times; and finally the use of 2 elements used for centuries, although virtually unknown, were proposed, namely Lecce stone and glazed terracotta.

There is no established order for this journey. However, some say it starts from the Sun Screen located in the highest part of the space, and which will be turned off as an exception while Edwin van der Heide’s work is displayed. The fact is that each and every one can provide their own vision, establishing their own itinerary to awaken their capacity to invent stories.

The only rule when arranging these sculptures was not to place side by side columns of a similar material or style, so each could fairly boast their own importance and relevance. This journey is an opportunity to reflect on the importance of art in our lives, even when unaware of it.

## **Appendix**

### **Selected Exhibitions and Festivals:**

- Sonar Festival, Barcelona, Spain, 2002
- Ars Electronica Festival, Linz, Austria, 2004

- Audio Frames, Lille (cultural capital of europe), France, 2004
- Nuit Blanche, Paris, France, 2005
- 7th Elektra Festival, Montreal, Canada, 2006
- Sonambiente 2006, Tesla, Berlin, Germany, 2006
- Code Blue - Beijing International New Media Arts Festival, Beijing, China, 2006
- DAF Tokyo 2006 (Digital Art Festival Tokyo), Panasonic Centre, Tokyo, Japan,
- Centrum Kunstlicht in de Kunst / Centre Artificial Light in Art, Eindhoven, The Netherlands, 2006-2007
- Estuaire 2007, bianual festival from Nantes to Saint Nazaire, base sous-marine, Alveole 14, LIFE, Saint Nazaire, France, 2007
- Art Centre Nabi, Seoul, Korea, 2007
- Stedelijk Museum, Amsterdam, The Netherlands, 2008
- Synthetic Times, National Art Museum of China, Beijing, China, 2008
- SMAK, Ghent, Belgium, 2008
- Tabakalera, San Sebastian, Spain, 2009
- Museo Nacional Centro de Arte Reina Sofia, Madrid, Spain, 2009
- Club Transmediale, Berlin, Germany, 2011
- NAMOC, Beijing, China, 2011
- Le Fresnoy, Tourcoing, France, 2012
- MUTEK, Montreal, Canada, 2012
- ZKM - Zentrum für Kunst und Medientechnologie, Karlsruhe, Germany, 2012
- FACT, Liverpool, UK, 2013
- Shanghai Electronic Music Week, Shanghai, China – National Museum of Modern and Contemporary Art, Taipei, Taiwan, 2013
- Mies van der Rohe Pavilion / Sonar Festival, Barcelona, Spain, 2014
- SKAN II, Skanu Mezs (European Capital of Culture), Riga, Latvia, 2014
- Ground Moscow, Moscow, Russia, 2015
- Art Basel, Parcours Night, 2015
- Spring Attitude, MAXXI Museum, Rome, Italy, 2015
- Schwingungen – Schwebungen, University Library Bonn / Beethoven Foundation, Bonn, Germany, 2015-2016
- Festival de Luz y Vanguardias, Salamanca, Spain, 2016
- Radio Forest - Nahal Ein Kerem, Jersusalem, Israel 2016

**Selected Awards**

- 1st price Art Future, Taipei, Taiwan, 2000
- Honorary mention, Transmediale, Berlin, 2001
- Honorary mention, interactive art, Ars Electronica Festival, Linz, Austria, 2001
- 1st price, new media, Split Filmfestival, Split, Croatia, 2006
- Witteveen en Bos kunst en techniek oevreprijs, 2009
- Best Practice Rozet, Virtueel Platform, 2012
- Sound Artist of the City of Bonn, Beethoven Foundation Bonn, 2015