



**Edwin van der Heide transforms  
the atrium of Azkuna Zentroa with ‘Elevated Projection’,  
an installation of light and sound, thanks to Iberdrola's  
support**

- **This audiovisual composition is part of Iberdrola Week and will be open to the public until 2 April between 20:00 and 23:00**
- **In this piece the Dutch artist explores the relationship between sound and the three-dimensional image**

***All the audiovisual material is available on the following link:***

**<https://www.iberdrola.com/sala-comunicacion/>**

**Bilbao, 24 March 2017.** Starting today, and until 2 April, the audiovisual composition ‘Elevated Projection’ by the artist Edwin van der Heide (Hilversum, 1970), will transform the Azkuna Zentroa Atrium of Cultures each evening. The piece is sponsored by Iberdrola and will be open to the public between 20:00 and 23:00 (admission free).

In ‘Elevated Projection’, light plays with the architecture of space whilst creating new structures and experiences within it. Multiple lasers and a thin layer of smoke will create shapes and make light tangible, producing a changing and three-dimensional environment which the public can penetrate.

This work of art is part of LSP (Laser Sound Performance), a series of pieces in which Edwin van der Heide explores the relationship between sound and three-dimensional image by means of laser projections onto smoke. The artist creates complex relationships between light and sound within a space. The work thus has bodily, almost



tangible, qualities, evolving before the eyes of the spectator, who is immersed in constantly changing surroundings.

Edwin van der Heide (Hilversum, 1970) is an artist and researcher in the fields of sound, space and interaction. In his piece he expands the concepts of composition and musical language in spacial, interactive and multi-disciplinary directions. Van der Heide places his audience at the centre of his pieces and challenges them to actively explore, interact and relate with them.

The Dutch artist has exhibited his pieces at prestigious museums and festivals such 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 (San Francisco), FILE (Brazil) and SONAMBIENTE (Berlin).

### **Iberdrola Week**

The presence of Edwin van der Heide's work at Azkuna Zentroa is part of Iberdrola Week, which will end on 31 March with the company's General Shareholders' Meeting at the Euskalduna Conference Centre in Bilbao.

Iberdrola is thus once again showing its commitment to spreading culture and art, and particularly ground-breaking art, as it also did, for example, by supporting the Salamanca *Festival de Luz y Vanguardias* (Festival of Light and the Avant-Garde), the first edition of which in 2016 also featured a piece by the Dutch artist.



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