

## **Light Waves on the Waterfront**

Interactive light, video and sound installation by Creatmosphere

### **Ipswich Waterfront will come alive on Friday 30th September as Creatmosphere's new interactive lighting project, Light Waves, switches on.**

The project, a combination of light, sound and new digital technologies, has been funded by the Arts Council England and sponsored by Smartest Energy.

The energy efficient Light Waves, using low-energy LEDs throughout, aims to put the Jerwood DanceHouse at the centre of a new, vibrant creative district by lighting-up the familiar space that spans from Stoke Bridge to The Mill. Emanating from the DanceHouse itself, Light Waves shines a new light on the area, by drawing on the latest digital technologies to offer the public a chance to choreograph their own lighting show.

As Creatmosphere Creative Director Laurent Louyer states: "As well as influencing how the colour of the wave of light pulses, the public will also be able to affect the nature of the projected animation and its accompanying soundscape by interacting with the light. The longer the public interact with it, the more they evolve the experience."

Councillor Bryony Rudkin, Culture portfolio holder for Ipswich Borough Council, said: "We are excited to be working with Creatmosphere on Light Waves and are grateful to Arts Council England for funding this project and Smartest Energy for their sponsorship. We hope Light Waves will not only enhance visitors experiences of the Waterfront but benefit local businesses while adding to the town's rapidly developing cultural scene."

Project Sponsor Jo Butlin, Vice-President at SmartestEnergy, which has opened an office in Grafton House, Ipswich, said: "As a fast-growing energy company which is expanding its presence in Ipswich, we are delighted to be supporting Light Waves. The project is a great example of how an innovative approach to energy can create a dramatic visual impact without a significant carbon footprint. It also ties in with our work to support the move to a low carbon economy in the UK through our growing portfolio of renewable energy projects." Light Waves is set to run for two years and will be visible to the public every night from dusk until midnight.

#### **Notes to the editor**

Light Waves has been commissioned by, Suffolk County Council and Ipswich Borough Council in partnership with DanceEast and funded by Arts Council England.

## **Creatmosphere**

Creatmosphere is a cross-genre artistic studio that focuses on the exploration of light and its interplay with art, architecture and space. The work encompasses all aspects of light art, including permanent installations, temporary interventions, interactive projects and bespoke fabrications. Whether the aim is to entertain, inform, communicate, guide or even to simply encourage play, our work revolves entirely around the people who use the spaces we work on, and how their experiences can be enhanced through the use of light, interactivity and technology.

Visit [www.creatmosphere.com](http://www.creatmosphere.com) for more information about the studio and its past and current projects.

*Issued by Creatmosphere & Ipswich Borough Council Press Office*

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