

From 15 to 17 June

## IED participates in the 30th anniversary of Sónar+D with a creative response to the climate emergency in the festival's renewed Project Area



The Design School exhibits **Slow Light**, an interactive lighting installation that works without electricity, raising awareness about our energy consumption.

Conceived by Interior Design, Graphic Design, Product Design, and Motion Graphics and Video students from IED Barcelona, the proposal invites the visitors to discover the playful possibilities of light while recovering the values of a slow life.

This year, Sónar+D, the international meeting of art, science and digital culture that explores how creativity changes the present and imagines new futures, focuses on the impact of AI in the arts and the response of artists to the climate crisis, among other issues.

Raising awareness about our energy consumption while inviting us to play with light and recover a more sustainable, leisurely and inclusive lifestyle. This is the triple purpose of **Slow Light**, an interactive light installation that works without electricity and which, following its successful run at Llum BCN, lands at **Sónar+D from 15 to 17 June**.

Conceived by **IED Barcelona Interior Design, Graphic Design, Product Design, and Motion Graphics and Video** students, it is a minimal-consumption installation based on group interaction. Slow Light works without electricity: it is people who bring it to life by focusing the flashlights of their mobile phones onto the elements that form it. In this way, the creative proposal aims for the public to discover light and play through the installation, but at the same time, to be aware of their responsibility as energy consumers and of their power to change things when they act collectively.

Slow Light is part of Sónar+D's interest in exploring the response of artists to the climate emergency, among other topics. It will be one of the more than 80 projects (from talks to audiovisual conferences, including masterclasses and tech shows) planned within the Project Area, the festival space where the general public can interact with proposals by creators, companies, start-ups and institutions.

### **Travelling into the universe**

Currently, light pollution caused by artificial lights prevents us from seeing the stars in the night sky. Slow Light is a circular structure that aims to counteract this effect, offering different lighting effects that invite us to visualise constellations that are beyond our sight.

Upon accessing the installation, visitors scan a QR code that redirects them to a web link from which they can download a musical rhythmic base that will accompany them throughout the experience. This sound was created by **Motion Graphics and Video** students, and it adapts seamlessly as more viewers activate it, creating a soft and enveloping atmosphere.

Then, visitors can turn on the flashlights on their phones to illuminate the end of one of the eight tubes of the different modules that comprise the proposal, and see how these, just like telescopes, project different light effects when illuminated that represent the stars and constellations, and their distances from Earth. They are constellations that change depending on the number of participants interacting with the installation, thus turning the visitor into the creator of the experience.

Through the tubes, the evolution of the life of a star is staged. Each tube works independently, but when all visitors activate them at the same time, you can see this evolution as a whole: from its birth to its death.

### **Slow light, slow life**

The proposal, whose graphic identity is reflected with a star formed by the tubes that represent the telescopes and the use of primary colours (white, black, fuchsia and yellow), also invites visitors, in a play on words with its name, to recover a philosophy of slow life: quiet, discreet, ethical, honest and inclusive. To this end, the installation has been carried out using only recycled and/or rented materials, in a bid to almost completely reduce any type of waste.

Moreover, the tubes are located at different heights, with promoting the inclusive participation of all visitors in mind, demonstrating, once again, that we are all necessary participants and can all contribute to driving change.

## About Sónar+D

Sónar+D is the international meeting of art, science and digital culture that explores how creativity changes the present and imagines new futures. Since 2013, this anti-disciplinary event has brought together leading artists, technologists, creative people, musicians, designers, thinkers, scientists, entrepreneurs, makers and hackers in Barcelona to participate in a carefully curated programme of talks, masterclasses and tech shows with the aims of inspiring and networking.

For thousands of professionals and curious general public from more than 100 countries, Sónar+D offers a unique, open and relaxed environment, where they can discover new groundbreaking jobs and opportunities, learn new skills and showcase initiatives. Three fruitful days of talks, demos and workshops, shows, live concerts, exhibitions, immersive and interactive experiences and meetings with different communities.

## Project Area

This new area is presented as the large square of Sónar by Day, the ideal point for the general public to interact with Sónar+D. It is established as a collection of exhibition spaces to present completed or ongoing works by creators, companies, startups or institutions. The Project Area proposes projects in different formats, to touch, see, listen to or interact with all kinds of audiences, whether general or specialised.

## About IED

The Istituto Europeo di Design (IED) is the largest education network in the creative field — design, fashion, the visual arts and communication — with 11 schools in Milan, Barcelona, Cagliari, Florence, Madrid, Rio de Janeiro, Rome, São Paulo, Turin, Bilbao and Como.

More than 130,000 students have graduated since its opening, and every year it welcomes 10,000 students from all over the world. IED is committed to educational initiatives and practices related to a corporate reality, and has established over 1,000 business agreements during its 50-year history.

In its more than 20 years of experience, the IED Barcelona headquarters, located in the Gràcia neighbourhood, has consolidated its position as one of the reference training centres in design, and is officially recognised by the Government of Catalonia as a Higher Education Centre for Design.

Its educational offer, taught in English and/or Spanish, includes a Bachelor's Degree in Design, with specialisations in Product Design, Interiors, Transportation, Fashion, and Graphics, as well as a range of different pathways. The School also offers Bachelors of Arts (Honours) degrees awarded by the University of Westminster, IED Diplomas, and Master's, Postgraduate, Specialisation and Summer courses, as well as tailor-made training for companies and professionals.

IED Barcelona stands out for its innovative approach, addressing strategic design hand in hand with companies, as well as for its multicultural and interdisciplinary nature. It attracts 1,000 students of more than 100 different nationalities each year.

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