

Press Release, May 2009

LIGHTSOUND:
Innovative project focusing on public spaces within the Capital Region and Region Sealand

The European Regional Development Fund has just granted 8.845.000 DKK. to the innovative public space project **LIGHTSOUND**. Ten municipalities and six additional partners are involved in the three-year project, where public spaces provide the framework for creative innovation within light, sound and multi-media. Businesses, artists and urban planners are involved with the implementation of the project.

The increasing relevance of public spaces

Public spaces have, in our day, become a vital element in municipal development strategies. Acknowledgement of the relevance of public spaces is emphasised by the increasing involvement of urban planners, architects, designers, citizens and artists.

Lively and active public spaces are an important factor when developing a new city. Experience gained from sound and light projects carried out in, for example, Ørestad, shows that light and sound are fantastic tools when city spaces and life are to be accentuated and made more attractive, says Administrative Director of **CPH City & Port Development, Jens Kramer Mikkelsen**.

The potential of the experience economy

In the long run, **LIGHTSOUND** will be involved with developing municipal experience economy strategies as well as supporting creative businesses, which will help maintain the capital's potential as a creative region. The concrete public space projects will simultaneously contribute to developing methods and knowledge about how our public spaces can become more lively and attractive as experience spaces.

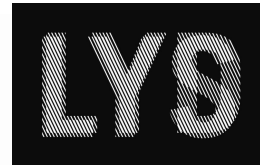
The Chairman of Vækstforum Hovedstaden, Jørgen Christiansen, sees a huge experience economy potential in **LIGHTSOUND**: *LIGHTSOUND will contribute to strengthening and branding the capital region as an innovative and creative experience centre. It will help promote business development, as the public space projects will attract liberal businesses and the service industry to the region. Business that we, to a large extent, will depend on in the future.*

Development of LIGHTSOUND

LIGHTSOUND is an offspring of **METROPOLIS** - a new festival for urban art and performance, which develops ideas in laboratories and presents actual public space projects. **Copenhagen International Theatre** launched the project in 2007 and the next festival will take place in August 2009. Copenhagen International Theatre acts as project manager for **LIGHTSOUND** and has developed the project in collaboration with a number of municipalities, under the umbrella organisation 'Creative Cities Copenhagen Area'.

22 public spaces Æ in August 2009 and February 2010

The **LIGHTSOUND** project is created as an interdisciplinary collaboration between the municipalities of: Albertslund, Gribskov, Hvidovre, Helsingør, Herlev, Høje-Taastrup, Frederiksberg, Køge, Roskilde and Copenhagen and project partners: CPH City & Port Development, Juul|Frost Architects, Seelite, MOTO and Wonderful Copenhagen. 22 public spaces have now been selected in cooperation with the 10 municipalities and project partner, CPH City & Port Development. The temporary public space installations and projects will be realised in August 2009 and February 2010.



Development of public space projects

Artists, designers and architects have been working on the development of projects in selected public spaces since June 2008. Agreements have been made with local collaborative partners, where the artists, designers and architects have drafted long-term plans with the municipalities. Architect **Helle Juul**, from project partner, **Juul|Frost Architects** sees great strength in local collaboration: *“LIGHTSOUND focuses on the growing interest in how public spaces can stimulate local cohesion and the demand that public spaces should reflect a changing world. A world that relates to hybrids where multi-media and communication both challenge our performance ability and provide new creative involvement opportunities.”*

Artists involved in the project include, among others: Softhook Design (UK) who will use multimedia to create an interactive art installation in Hedehusene and a wind sail project for Ørestad’s large city park, designed by Jes Vagnby (DK).

Educational perspective

A comprehensive education program, running parallel to the public space projects, provides creative businesses and municipalities working with light, sound and multi-media the opportunity to take part in workshops and seminars. The Chairman of the **LIGHTSOUND** steering committee, Jens Hall-Andersen (Head of Department, Culture and Leisure, Frederiksberg Municipality) sees great potential in the project’s educational aspect: *“This project poses a great challenge to the participating municipalities as they need to incorporate creativity in not only cultural policies but also in urban planning and business policies. LIGHTSOUND is a prototype for a new kind of project, where experiences are directly linked to innovation and development.”*

The LIGHTSOUND press conference will take place on 12 June 2009

LIGHTSOUND programme will be presented to the public on 12 June 2009.

Read more about the project at www.lyslyd.com

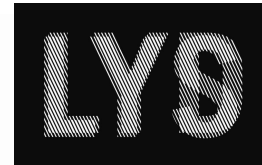
Contact

For press photos, interviews with the project partners or artists involved, please contact Communications Coordinator, Karen Toftegaard, Copenhagen International Theatre on +45 2298 6743 or kt@kit.dk.

With kind regards

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Facts about **LIGHTSOUND**:

Business development, education and experience project

LIGHTSOUND is a three-year, regional business development, education and experience project with the overriding goal to strengthen and brand the Capital Region and Region Sealand as innovative and creative growth and experience centres. The project will motivate and give business growth and micro businesses new skills and opportunities to develop beyond local standards. This will be achieved by creating links and new alliances between creative businesses, artists and the business, culture and urban planning departments within the various municipalities.

22 public space projects

The implementation of 22 concrete public space projects and events will stimulate participating businesses and municipalities to enter into an innovative fusion between business, culture and urban development. This takes place in the form of a practical competency development program, which strengthens growth conditions for knowledge-based and creative businesses.

A long-term goal is to create a network within the light and sound field, which could lead to the establishment of an innovative and business-oriented academy for the sector. Furthermore, it is intended that the public space projects will become a recurring and characteristic cultural event.

Innovative links

Innovative links between the business world, art and culture make up the core of the experience economy - one of the most important current growth areas. The experience economy focuses on municipal business strategies and the regional events strategy, which aim to create international focus on the Capital Region as northern Europe's most attractive metropolis in 2015.

LIGHTSOUND will create exciting and dynamic public spaces through an innovative process, which will attract new business and talents from the various branches, increase citizen involvement and local identity, as well as attract tourists to the city. The project will also assist the municipalities in strengthening and developing the framework conditions for creative businesses.

The project is structured around four parallel strategies and areas of contribution:

- Knowledge and network strategy
- Public spaces development strategy
- Events strategy
- Communication strategy

Project partners:

Copenhagen International Theatre acts as project manager for **LIGHTSOUND**.

The following municipalities participate in the project: Albertslund, Gribskov, Hvidovre, Helsingør, Herlev, Høje-Taastrup, Frederiksberg, Køge, Roskilde and Copenhagen.

Additional partners:

CPH City & Port Development, Juul|Frost Architects, Seelite, MOTO and Wonderful Copenhagen.

In addition, there are various network partners consisting of enterprises within light, sound and multi-media, as well as a number of Institutes of research and education.

Funding

The **LIGHTSOUND** project runs from 1 April 2009 to 30 September 2010. The European Regional Development Fund has just granted the project funding, to the value of 8.845.00 DKK. Further funding consists partly of cash contributions and financing from the 10 participating municipalities and additional partners and, partly of contributions from Region Sealand and the Capital Region's cultural funds. The project's overall budget is DKK 17,690,000.

The project is a continuation of a pilot project initiated during Metropolis Laboratory 2008 (Metropolis: Light and Sound), which was also funded by a grant from The European Regional Development Fund and contributions from the Capital Region, Region Sealand and the project partners. The pilot project's overall budget was DKK 4,380,000.