



CANNETO DI LUCE

Flashing lights and sounds to animate nights in Monza

Interactive visual art system: a new way to make art

PRESS CONFERENCE

Thursday 4 December 2008 at 12:00 in the Municipality of Monza conference room.

Speakers: the project creator Arch. Marcello Arosio of AreaOdeon, Youth Programs Assistant Martina Sassoli, Municipality of Monza Urban Improvement Office Assistant Giovanni Antonicelli, Region of Monza and Brianza Development Office Assistant Gigi Ponti.

The AreaOdeon Cultural Association, sponsored by the Municipality of Monza (Youth Programs and Urban Improvement Office) and by the Province of Monza and Brianza Office, developed an urban art initiative that foresees the installation of an interactive visual art system to improve the areas of Porta Castello, 'Urban Center Plaza, Binario 7 Theatre and the newly built entrance to Monza train station.

The project, named Canneto di luce, will provide a multi-coloured dynamic display during the day, but after sunset it will become an imposing composition whose symphonic music and light motion reflects the dynamic night life of the urban area around it. Fifteen polyethylene light rods of different lengths and light colours made by Industrie Polieco-MPB Srl with raw materials supplied by Borealis Italia, and normally used for infrastructural projects, will serve a much loftier function as part of the arts world. The project includes a series of sensors that capture pedestrian and vehicle traffic flows and translate them into light pulses and music. The intensity and harmonic-lights sequencing is managed by a central computer system through a software program capable of translating the movement captured in real-time by the sensors into a dynamic display of lights and sounds. The daily life of the City of Monza will hence be further enriched by the integration of an interactive work of art that changes in real time with the heart beat of the city itself.

Canneto di luce will be unveiled on 14 December 2008 at the Porta Castello in Monza, to coincide with two other initiatives created and promoted by AreaOdeon: TdA - Tratta d'Arte (www.areaodeon.it/ao-tda/AO-TdA-Milano-Como.pdf) which involves several municipalities and seeks to improve the areas along the Milano-Como train line by introducing artwork, and - MiAM Monza in Arte Monza (www.monzainartemonza.org), a multi-year improvement project aimed to bring more art to Monza's urban areas. AreaOdeon has always been committed to public service: the cultural enhancement work the Association has performed ever since it was founded has allowed it to gain the trust of Institutions and further its goal of enhancing art education and implementing urban improvement projects with the active participation of scholastic institutions and citizens alike.

Un impegno, quello di AreaOdeon, mai fine a se stesso: l'Associazione, che con il suo lavoro ha saputo conquistare la fiducia delle Istituzioni, si adopera fin dalla sua nascita affinché istituti scolastici e abitanti del territorio, partecipino attivamente alle iniziative proposte per educare all'arte e alla valorizzazione delle città.

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For additional information www.areaodeon.it/canneto/

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