Beat: Arts

GLOW 2023 Illuminating Eindhoven

Beyond with 'The Beat'

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USPA NEWS - Eindhoven, a city known for its innovative spirit and technological prowess, is about to once again immerse itself in a mesmerizing display of light and artistry during GLOW 2023. This annual light art festival, which has grown to be broader and more ambitious than ever, is set to captivate audiences from November 11 to 18. GLOW, renowned for pushing the boundaries of artistic expression with light, will not only light up the heart of Eindhoven but extend its luminous embrace to neighboring municipalities, including Geldrop-Mierlo, Waalre, Best, and Oirschot, in a collaborative effort to strengthen the identity of the Brainport region.

The Beat: Uniting Communities Through Light

In a departure from previous editions, GLOW 2023 introduces the theme of 'The Beat.' This theme is not only a call to rhythm and movement but also symbolizes the pulse of the city, the dynamic interplay among its residents, and the life they share. It's a celebration of what makes Eindhoven, Eindhoven.

Collaborating with surrounding municipalities, GLOW is set to transform the entire region into a state-of-the-art creative atelier, transcending the city's boundaries. This ambitious expansion symbolizes a strong sense of unity among these communities, creating an inclusive space where culture and recreation meet the diverse needs of people, both young and old.

The Region as a Meeting Place

The involvement of neighboring municipalities in GLOW was initiated in the spring of 2019. The aim was to enhance social cohesion and improve the quality of life for current and future residents, focusing on culture and recreation. In regions where synergy in larger metropolitan areas is often lacking, GLOW, as an accessible festival, has stepped in to foster a sense of belonging and community in the villages of the region.

Light Art for Everyone

Together with the municipalities of Eindhoven, Geldrop-Mierlo, Waalre, Best, and Oirschot, Eindhoven247, and the artist collective Ocubo, GLOW is crafting captivating works of light art that connect with the surrounding villages. These projections reflect the unique identity of each village in their own way, telling stories of residents, histories, and anecdotes. GLOW becomes a platform to showcase and unite the strength and identity of all these municipalities, forming a regional and comprehensive projection on the iconic Catharinakerk in Eindhoven, which serves as the birthplace of the festival. This collective art promotes the enjoyment of culture and recreation in the region and is accessible to everyone, regardless of age.

Student Initiatives

GLOW continues to encourage student-led light art initiatives. Some of these initiatives are showcased in the Anne Frankplantsoen. During the Preview night, three student groups presented their designs. These included the 'plastic soup,' symbolizing ocean plastic pollution, 'GLOWBLE' – a 3.5-meter sphere that captures and animates sounds from the environment, and the 'Eye of the Storm.' Additionally, there is a student initiative that projects an AI interactive light show on the LED screen of the Groene Toren.

The Route

The GLOW 2023 route is designed to take visitors on a journey through Eindhoven, offering a fresh perspective of the city to both

newcomers and longtime residents. While the route is slightly shorter than in previous years, spanning 5 kilometers, it is well-marked with (light) signals for easy navigation. Some of the highlights along the route include the 18 Septemberplein & De Emmasingel (ASML), Grand Mix GLOW: a deepfake project on the Wilhelminaplein (Inook), a community participation project in the Prins Hendrikstraat & Heilige Geeststraat (Jaap van den Elzen), a celebration of 100 years of Elzent in the Elzentlaan and the Bilderdijklaan (Cindy Lo and Studio Toer), the Catharinakerk (Har Hollands & The Rotaryclub), where the regional project with surrounding municipalities culminates, and the Paterskerk (Hugo Vrijdag & all elementary school children). Looking ahead, GLOW has hinted at a grand immersive light experience set to take place in the Philips Stadion in 2024.

'The Beat' is Everywhere

The Preview night showcased that 'The Beat' is everywhere in Eindhoven. The city pulses with life, from its grandest squares to its narrowest alleys, and GLOW is ready to illuminate them all. In 2023, GLOW brings 'The Beat' to life in every corner of the city.

'The Beat' not only encapsulates the rhythm of Eindhoven but also emphasizes the idea that GLOW is light art for everyone. As Ronald Ramakers aptly puts it, "The Beat is the heartbeat, the rhythm of GLOW. Walking is done step by step, in a rhythm that everyone follows. GLOW is light art by and for everyone because everyone is equal."

With 'The Beat' as its guiding rhythm, GLOW 2023 promises to be an unforgettable experience, uniting communities, celebrating culture, and illuminating the essence of Eindhoven. This festival is not just a display of light; it's a celebration of life, art, and unity in one of the most innovative regions of the world. So, mark your calendar for November 11-18, 2023, and come experience 'The Beat' of Eindhoven like never before.

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