

Interview mit Hendrik Wendler, Les Nouveaux Riches, 24.07.2025

<https://www.les-nouveaux-riches.com/interview-hendrik-wendler/>



GENIUS LOCI WEIMAR

Interview. Hendrik Wendler

We spoke with Hendrik Wendler, founder of the GENIUS LOCI WEIMAR Festival. He shared how storytelling in video mapping has changed over the past decade, and how important is the festival's connection to powerful historical locations. This year's edition takes place from September 5 to 7, 2025, in Weimar, Germany.

INTERVIEW: KRISTINA DESKA NIKOLIĆ

published on Juli 24, 2025



Bauhaus-Museum by Latenter Raum © Henry Sowinski, Genius Loci Weimar 2023

You founded the festival thirteen years ago. I'd love to know more about you. Are you originally from Weimar?

I'm from the South of Germany. My family has strong ties to engineering and de-