

GENIUS LOCI WEIMAR

www.genius-loci-weimar.org

Short Movie Club, online (Auszug), 13.05.2020, <https://shortmovie.club/genius-loci-weimar/>



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Genius Loci Weimar

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Genius Loci Weimar: Video Mapping – Immersive & Barrier-free

It can be said that a person lives in an artificial environment. Since some time, the physical environment has been supplemented by the digital environment, if no substitution has taken place. In other words, the virtual world has become a reality. And we are dealing with multilayers and metaphors of this reality. In this regard, the dynamics of contemporary video art forms are of particular attention. We are curious about what the Genius Loci Weimar team thinks about it. It is an exciting and significant festival of videomapping that takes place in Weimar every year. The festival offers many features not only for the audience but it suggests opportunities also for directors and artists.

Video mapping – immersive & barrier-free

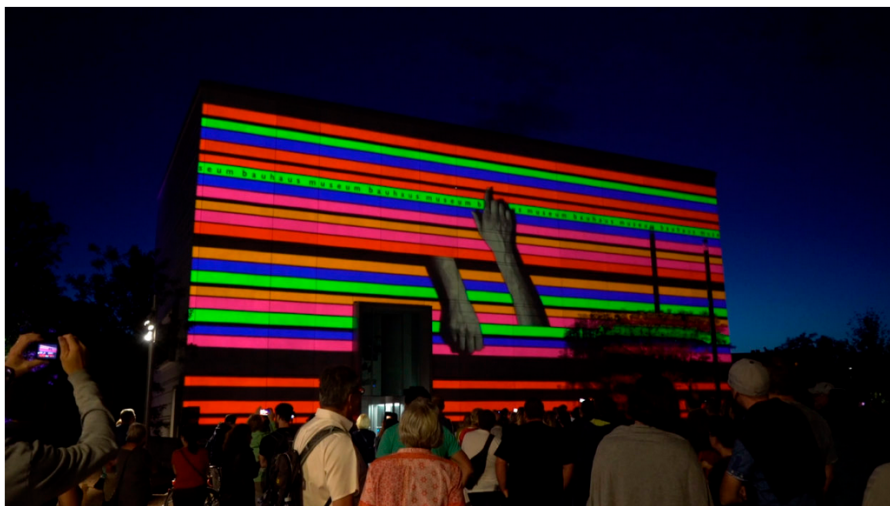
Video mapping festivals are becoming increasingly popular. But which **characteristics** could explain the growing popularity of this comparatively young format?

One factor certainly is the potential of video mapping to give public performances an **event character** and to make them a **collective experience**. The format is able to show exciting audiovisual media art and to remain in the viewer's memory as a holistic experience. Holistic because it allows the audience to immerse themselves in the performance on several sensory levels in its overwhelming and at the same time **ephemeral** form.

In addition, the format is usually open for viewers in public space and does not necessarily depend on learned cultural practices. It is open to **all ages and all milieus** and thus represents a (in the cultural sense) **barrier-free** accessible art form. This characteristic can also contribute to the popularity of the format.

... there is some disbalance between the number of films and festivals. Especially it relates to prestigious festivals and festivals without submission fee. My 10-years experience tells me that not all worthy films can be selected quite possible because of huge disproportion for submitted and selected films. So the festival's rejection is not always an attitude to your film or its estimating. Also, I'm not sure that "the best of the best" way is applicable to art. That is why we try to invite all participants that can come to Minsk and show their film and discuss in the context of an artist and his creative work.

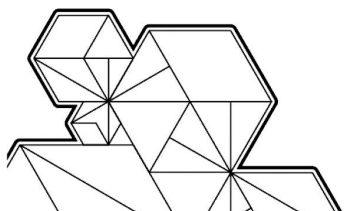
Aliaksandr Martyniuk
The author of idea



An interactive projection "The Shape of Sound" (Vimeo)

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