

# ‘Impact on your senses’

interviewed by: Michiel de Boer (Moesasji)

**In June, Ronald Ramakers succeeded Eric Boselie as Managing Director of GLOW. With his roots in theatre, lighting technology and management, Ramakers seems a perfect fit for the job. His aim is to help the festival evolve into an even deeper experience combining art, technology, science and Eindhoven culture effectively together.**

Ramakers: “I came into contact with the GLOW organization because of their interest into one of my art works. During our conversations I was asked if I would be interested in the position of Managing Director. I didn’t have to think long to accept. This job brings all my working experience and interests together. Now I can contribute to a sound organization of one the greatest festivals in the world and have a chance to work on the artistic side as well. I feel like a director in a light play!”

## Program

In ten years, GLOW has evolved into a mature light festival for a wide audience. In 2015 around 750.000 visitors, young and old, enjoyed the lighting spectacle. Ramakers: “That is a starting point you have to respect. We do that by trying to find a proper balance in the programming. A mix of accessible art works, light shows, installations and projections, is located in the city centre. At the TU/e Campus we program GLOW Next, a more

experimental, innovative area. I have no doubt both ‘program lines’ will impress on their own side of the spectrum. And equally important, with the great number of visitors we will also bring more ‘ease’ in the route. Several hospitality squares function as resting points for the visitors. Giving you time to process your experiences. You will need that!”

## Experiment

“In all honesty, I think this year’s edition will be amazing. At certain points, the art works will stretch the boundaries of perception. The project ‘Exploding Wire’, for example, is genius. This is an installation that mimics a lightning strike. Running an immense load of energy through a thin copper wire. In a ‘big bang’ the matter will be vanished. It is a transformation of material, an impact on your senses. Fascinating! I am very happy with the involvement of many TU/e students and scientists in the program. It brings new tech and scientific approaches to the light art stage. I’m surprised to see that there is sort of mutual drive to create new things. A lot of the 2016 works are realized by collectives of people. Resulting in very pure installations. Great!”

## Develop

“Of course our aim is to keep developing. To leave standard practice and start endeavours that will reveal new ground. In this perspective art shows interesting parallels with science. The



Ronald Ramakers

scientist works in an area that is similar to the field where the artist gathers his inspiration. On top of all the measurements, calculations and analysis, at a certain point you have to choose, do I go right or left? This is merely an intuitive choice and a good scientist will know or feel what direction promises the best results. I am curious in which way lighting technology and lighting art will evolve. And in what respect they will influence one another. There is a tendency to further reduce energy consumption of light and controlling ever smaller ‘parts’ of light. And also data science is entering lighting technology. Developments that can provide interesting outcomes for the world and for future editions of GLOW.”

## The Story

“To me every piece of art has a time frame in which it has effect. Many GLOW visitors have seen great examples of lighting technology already. But in the end that is not what it is about. We want to challenge the artists to search for new ways of using technology to tell their story. That’s why it is so important for Eindhoven to participate in GLOW. To explore the boundaries together. I am curious to see how the audience will respond to the works at GLOW 2016. Will people talk about the technology behind the projects? The scientific angles? The artistic message? And for the TU/e: does the art process provide inspiration for the daily practice of scientists?”