

9 November 2015

Perth and Guangzhou to interact in virtual real time

The City of Perth is sharing screens in real time between Guangzhou (Guangdong Province, China) and Perth, in a project titled 'Peoples Screen' – a video installation using a variety of digital environments merging scenes of both cities in a virtual world.

This is the first time this installation has occurred in Australia, following successful runs of the project between Berlin, Germany and Riga, Latvia (titled: *Occupy the Screen*, 2014) and for the UK's BBC Village Screen at the Glastonbury Festival (*Picnic on the Screen*, 2009).

Lord Mayor Lisa Scaffidi said audiences in each city will be able to interact with one another and participate in impromptu public performances.

"We are thrilled to be hosting 'Peoples Screen', which has been commissioned by Public Art Lab Berlin for the Connecting Cities network partners – Northbridge Piazza and the Guangzhou Light Festival," Ms Scaffidi said.

"Perth and China share a unique and close relationship, so it's fantastic to see an event combining multimedia art, technology, and cultural interaction, occurring between our City and Guangzhou."

Developed by artists and researchers Paul Sermon and Charlotte Gould from the University of Brighton, UK, the 'Peoples Screen' is happening simultaneously at the Northbridge Piazza and Guangzhou Light Festival, China between 15 - 29 November from 7pm.

The artists Charlotte Gould and Paul Sermon said the installation adopts a playful and open approach to public urban video screens to create a truly interactive 'People's Screen'.

"The way it works is we take live oblique camera shots from above the screens in each location, where each audience is situated on large blue ground sheets. Linked via a live video-conference connection, the audiences are brought together on screen using 'blue-screen' chroma-key video mixers," Sermon said.

Gould commented, "As the merged audiences start to explore this collaborative shared space, they discover the ground beneath them as it appears on screen, locating them in a variety of surprising and intriguing anamorphic environments. These digital backgrounds directly reference their social and cultural setting, containing converged scenes of Perth and Guangzhou in a ludic virtual world."

"We were inspired by 3D street art and computer games, and the historic films of Lumiere contemporaries Mitchell and Kenyon, whose films of Edwardian public crowds in the 1900's present striking similarities to the way we've seen audiences react to our own urban screen interventions."

WHAT'S ON LISTING

'PEOPLES SCREEN' GUANGZHOU LIGHT FESTIVAL
15 - 29 November, 7pm – 10pm (Wed 7pm – 8:30pm)*

Bridge time and space as Guangzhou, China and Perth, Australia cross in real time for the 'Peoples Screen'. Who will you see? What will you do? Come along and be part of this virtual space. 'Peoples Screen' has been commissioned by Public Art Lab Berlin for the Connecting Cities Network partners Guangzhou Light Festival and Northbridge Piazza.

FREE | visitperthcity.com | 08 9461 3368

* No screening on Saturday, 21 November.

ARTIST BIOGRAPHIES

Paul Sermon

*Professor of Visual Communication, School of Art, Design and Media, University of Brighton, UK
www.paulsermon.org*

Paul Sermon joined the College of Arts and Humanities as Professor of Visual Communication in the School of Art, Design and Media in 2013. Paul was previously Professor of Creative Technology at the University of Salford and has worked for over 20 years as an active academic researcher and creative practitioner, primarily in the field of interactive media arts. Having worked under the visionary cybernetic artist Professor Roy Ascott as an undergraduate Fine Art student at the Newport School of Fine Art in the mid 1980s, Paul Sermon went on to establish himself as a leading pioneer of interactive media art, winning the prestigious Prix Ars Electronica Golden Nica in Linz, Austria, shortly after completing his MFA at the University of Reading in 1991. An accolade that then took Paul to Finland in the early 1990's to develop one of the most ground breaking telepresent video installations of his career, Telematic Dreaming in 1992. This early success then led to an invitation by Professor Jeffrey Shaw to undertake a residency at the internationally renowned ZKM Centre for Art & Media in Karlsruhe in Germany, where he produced his second ISDN videoconference installation Telematic Vision in 1993. Whilst living in Berlin from 1993 to 1999 Paul Sermon then took up the post of Dozent at the HGB Academy of Visual Arts in the former East German city of Leipzig and from here he went on to develop a portfolio of interactive telepresent video installations and telematic encounters that he continues to exhibit internationally. Paul moved back to England in 2000 to take up a post at the University of Salford as well as becoming an honorary Professor for the MA Media Art Histories at the Danube University Krems, Austria and continues to visit and contribute to this programme once a semester.

Dr Charlotte Gould

*Principle Lecturer School of Art, Design and Media, University of Brighton, UK
www.charlottegould.org*

Charlotte Gould has developed a number of web-based interactive environments that explore user identity and the notion of a floating narrative. She is currently developing location specific work in which the user becomes an active participant in the narrative and explores methods of user driven content. The work seeks to identify a counter culture, and provide an alternative aesthetic that questions the predominance of digital realism and explores the conventions and politics of embodiment in multi-user virtual environments. Through her work she encourages creative play and looks at the way the audience can experience the urban space through telepresent technology. She has undertaken illustration and animation commissions from a range of companies including the BBC and Manchester Art Gallery. Charlotte received her PhD in Interactive Works for Urban Screens: A practice based study into building new ways of engaging communities in urban space through interactive artworks for urban screens from the School of Arts & Media, University of Salford in 2015. She graduated with a BA Honours Degree in Graphic Design from Chelsea School of Art in 1990 and was awarded an MA in Creative Technology from the University of Salford (2003). Charlotte Gould is Academic Programme Leader for Visual Communication in the School of Art, Design and Media at the University of Brighton.

**Artist interviews available upon request. Issued by Rachel Davison, City of Perth,
rachel.davison@cityofperth.wa.gov.au | 08 9461 3432**