

Signal Festival celebrates Earth Day. *The Room of Change* installation follows the transformation of planet Earth in the last 20 years

Signal Festival is coming back to the public space of Prague. In honour of the International Earth Day, Výstaviště Holešovice hosts *The Room of Change*, an installation by the Italian studio Accurat, which tracks environmental changes on planet Earth. The festival thus continues the line of pressing environmental topics it started last year. The installation will be open from 22 to 28 April 2021, always from 12.00 to 24.00, on the [Brussels Road in Výstaviště](#), near the new playground. After months of uncertainty, the organisers are thus launching regular year-round activities, which will culminate in the festival in October.

It was April 22, 1970, when over 20 million people came together in various places across the United States to demonstrate for a healthier environment. The event was so well received that it gave birth to an international environmental holiday, which gradually came to be celebrated around the world as Earth Day. Its aim is simple yet complex - to make society more concerned about the coexistence of man and nature. This is what the Signal Festival has been trying to do for over a year now, and this year it continues to develop its thematic environmental line. Earth Day is today the largest secular holiday, celebrated annually by more than a billion people across continents, regardless of their origin, faith or nationality.

Signal Festival will celebrate it this year in the Prague Exhibition Grounds. It is here that the temporary installation **The Room of Change** by the Italian studio **Accurat**, originally created for the 22nd edition of the Italian Triennale Milano, which was dedicated to the theme of Broken Nature, will open on 22 April at 12.00. Signal Festival has updated and adapted the artwork to be exhibited in a public space with the support of the **Italian Cultural Institute**.

*"We are extremely happy to be able to return to the streets, or in this case the park. Signal Festival this year will be different than ever before. No one dares to predict now what the situation will be like in the fall, what will be possible and what will not. That's why we've also prepared a number of smaller events for this year, such as the Earth Day celebration. We have a lot of plans. But I have to admit that we can't wait to meet the festival goers. The Czech cultural scene has taken a beating in the last year. People miss the arts. So we had to take the first possible opportunity to loosen up and go into the public space," says Signal Festival director **Martin Pošta**.*

The installation *The Room of Change* traces the changes on planet Earth. Firstly, through the projection of images from the NASA archive that record the planet's changes over the last 20 years, and secondly, through a data tapestry illustrating how our environment has changed over the last few centuries.

By combining different data sources depicting the world from a global as well as local and individual perspective, the artwork tells the stories of people and the changes in our environment over time. The research and design are deliberately done with the human individual in mind - the data represents real life, a snapshot of the world at that particular time. Changes in the state of the world are tracked through a range of global data such as world population, average temperature, disease rates, energy consumption and so on.

In addition to the large-scale global phenomena that are recorded in broad strokes on the visual wallpaper or tapestry, we also look at individual specific stories that represent the consequences of these large-scale phenomena, such as the disappearing Aral Sea, the decline in life expectancy in Cambodia during the civil war, or the rapid change in South Korean exports from indigenous agricultural products to new high-technology. Data determines everything. They are the organising principle of the whole motif of schematic patterns, which, however, at first glance looks like a pleasingly naive tapestry. But the poetic tapestry, like the striking NASA images, depicts a ruthless change.

Accurat is an international studio dedicated to data research, design and innovation. Based in Milan and New York, it has a team of 35 scientists, analysts, designers and developers who creatively combine cutting-edge design with all kinds of data to create specific intelligent solutions with perfect user interfaces. The installation, which you will see as part of the Signal Festival 2021 activities, had a successful premiere at Triennale Milano in 2019.

The installation will be accessible on Brussels Road, near the new playground area of Výstaviště Praha, every day from 12.00 to 24.00 until 28 April 2021.

About Signal Festival:

Signal is a festival of digital and creative culture. It connects contemporary visual art, the urban space and modern technologies. It has become the most visited cultural event in Czechia. The programme consists of renowned foreign and Czech artists from the field of light design, visual and digital art, AI and conceptual art. The festival enjoys educating itself as well as its visitors. It combines the historical backdrop of beloved Prague with state-of-the-art technologies and contemporary social issues. Signal festival is one of the greatest producers of contemporary art in our country. It supports the youngest generation of local artists and originated the creation of over seventy installations that were created especially for the festival. It organizes side-events for children, professionals and students. It cooperates with numerous foreign festivals and cultural institutions.

More information on www.signalfestival.com

Facebook: www.facebook.com/SignalFestival

Instagram: www.instagram.com/signalfestival/

Earth Day Partners: The installation was created with kind support of the Italian Cultural Institute in Prague.

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Contact for media:

Nikola Lörinczová, nikola.lorinczova@piaristi.cz, +420 605 560 277

Michaela Hečková, michaela.heckova@piaristi.cz, +420 732 972 007

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