

Press release  
18<sup>th</sup> October 2021

## Signal Festival attracted crowds of people again. The augmented reality exhibition will continue throughout the year

Signal Festival is back after a two-year hiatus. The ninth edition of the digital and creative culture festival, which took place from 14<sup>th</sup> to 17<sup>th</sup> October in Karlín, Holešovice and Staré Město, also introduced a new route in augmented reality. More than 20,000 people experienced the virtual artworks in just four days via a mobile app. The Signal AR project, which the festival developed in collaboration with Brainz Immersive and bicepsdigital studios, continues to progress. The existing six augmented reality artworks will be complemented by more in the future.

The ninth edition of Signal Festival focused on environmental issues, sustainability and the relationship between humans and planet Earth. The main theme of the festival was Plan C. Compared to previous years, the festival focused more on conceptual digital art that managed to provoke critical thinking and debate.

*"We are of course delighted by the huge attendance, but we are equally appreciative when we can stir up discussion and stimulate critical reflection through the selected artworks or festival theme. The Signal Festival is one of the most visited cultural events in the Czech Republic, which brings with it a whole range of challenges. I would also like to thank our loyal partners, thanks to whom we are constantly trying new formats such as the Signal AR project, which has met with unexpectedly great interest from people,"* says festival director **Martin Pošta**.

The Karlín route was complemented by the virtual exhibition Signal AR. The six works in augmented reality are still available and work best in daylight. To view the installations in augmented reality, you need to download the new Signal Festival app, available on the Apple Store and Google Play.

Signal Festival will celebrate its 10th anniversary next year. It has a number of birthday surprises in store for its fans, including a big video mapping event and a return to some popular locations.

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For more information visit [www.signalfestival.com](http://www.signalfestival.com)

App: [www.signalfestival.com/download](http://www.signalfestival.com/download)

Facebook: [www.facebook.com/SignalFestival](http://www.facebook.com/SignalFestival)

Instagram: [www.instagram.com/signalfestival/](http://www.instagram.com/signalfestival/)

### Acknowledgements:

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### Partners:

Project partner: Pražská plynárenská

Supported by: Magistrate of the Capital City of Prague, the Ministry of Culture CR

Main partner: Mercedes-Benz, Kooperativa, World of Tanks

Official partner: Pražská plynárenská, PlayStation, De'Longhi

*General media partner: Czech Television*

*Main media partner: Czech Radio, Reflex, JCDecaux*

*Partner of the festival journal: Deník N*

*Media partner: Czechdesign, Art & Antiques, Prague Morning*

*Partners: Praha 1, Praha 8, Praha 7 art district, Prague Exhibition Centre, Pre, Technology of the Capital City of Prague*

*Official carrier: Official Transport Authority of Prague*

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