

Press Release
October 12, 2021

Signal Festival has arrived. The ninth year will present the greatest projection in its history in the Industrial Palace.

Signal festival is back after two years. The ninth year of the festival of digital and creative culture will take place from October 14 to 17, 2021 in Karlín and the Old Town of Prague also for the first time in Holešovice. It will present fifteen installations in the streets of Prague and six installations in augmented reality in Karlín. The opening of the festival will take place on Thursday, October 14 at 7:00 pm on Karlín Square, where the Church of Cyril and Methodius will be lit with the videomapping by the German studio Weltraumgrafik. The popular videomapping is free of charge for the visitors as well as most of the other programme.

The organisers of this year's festival were preparing it for an unexpectedly long time. For last year was cancelled due to the governmental restrictions only eight days before its beginning. Therefore, the ninth year of the festival offers a lot of news. The main festival topic is entitled Plan C. The artists address the issues of ecology, sustainability and the relationship between humans and the earth in their artworks. They also look back to the pandemic, in which they found the opportunity to be a better person. Artist Milena Dopitová, visual experimenter Jiří Černický and designer duo Vrtiška and Žák are among the most distinctive Czech names. Indeed, videomapping, the most-visited part of the festival's programme, won't be missing.

"I'm so happy we're back. It reminds me of our beginnings, when we were preparing the first year for a few years. Signal Festival 2021 presents a lot of surprises. Partly, we're moving to Holešovice to brand new locations and we'll introduce a great 3D projection onto the Industrial Palace, whose size has no parallel. As in the past years, most of our programme is free of charge for the visitors, which we can afford also thanks to our great partners. Without them we wouldn't have survived last year's hard times. We appreciate their kind support very much", says **Martin Pošta**, the director of the festival.

One novelty is a **monumental 3D projection by the Spanish audiovisual studio Onionlab**, which is among the world's pioneers in the field of videomapping. The artwork *Superar* will turn the interior of the Industrial Palace on Prague Exhibition Grounds into an unexpected experience. It is the biggest projection Signal Festival has ever presented.

"Signal Festival is a great opportunity to show to the visitors the uniqueness and variety of Prague Exhibition Grounds in the most pleasant form - as entertainment. Video projection in the Industrial Palace will be spectacular because of the structure itself. Also, it is one of the events in which we celebrate this year's 130th anniversary of Prague Exhibition Ground and symbolically a little farewell before the reconstruction of the palace", says **Tomáš Hübl**, the chairperson of the board of directors of Prague Exhibition Grounds.

The opening of the ninth year of Signal Festival will take place on Thursday, October 14 at 7:00 pm on Karlín Square in the presence of Zdeněk Hřib, the mayor of Prague, and Lubomír Zaorálek, the minister of culture. The visitors may look forward to the **popular videomapping on the Church of Saint Cyril and Methodius by the German studio Weltraumgrafik**. The projection called *Wind* is abstract and hypnotic. It responds to the world's pandemic, but it perceives it as an opportunity and a

challenge to do things differently and better. The wind is understood by the artists as a symbol of change and uncertainty, we don't need to be afraid of.

The Karlín route is accompanied by a virtual exhibition Signal AR. A set of six artworks in augmented reality functions only in daylight. It is available daily from 8:00 to 7:00 pm. To see the installations in augmented reality, you need to download a new app of Signal Festival, now available at [Apple Store](#) and [Google Play](#). The app will also offer the complete programme and information about safety and security.

The entrance to most of the installations is free of charge. The visitors need to buy tickets for only three paid installations on the main programme. They are located in the Industrial Palace (A 3D projection), Prague Planetarium and Hauch Gallery. The entrance to indoor installations is allowed only with a respirator and a green pass. The visitors can buy their Signal Pass on spot for CZK 300 or a family ticket for CZK 800. You can buy a single ticket for CZK 100 on spot to see the 3D projection in the Industrial Palace. By purchasing the tickets, the visitors support the creation of unique artworks and the exhibiting artists.

About Signal Festival:

Signal is a festival of digital and creative culture. It brings together contemporary visual art, urban space and modern technologies. It has become the most visited cultural event in the Czech Republic. The programme is created by renowned international and Czech artists from the field of light design, visual and digital art, artificial intelligence and conceptual art. The festival likes to educate itself and its visitors. It connects the historical backdrop of beloved Prague with the latest technologies and contemporary social issues. Signal Festival is one of the largest producers of contemporary art in the country. It supports the youngest Czech artists and has been behind the creation of more than eighty original installations created uniquely for the festival. It provides accompanying programmes for children, professionals and students. It cooperates with a number of international festivals and cultural institutions.

The 9th Signal Festival will take place from October 14 to 17, 2021.

Every day from 7 :00 pm to 12:00 pm

For more information visit www.signalfestival.com.

Application: www.signalfestival.com/download

Facebook: www.facebook.com/SignalFestival

Instagram: www.instagram.com/signalfestival/

Acknowledgements:

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Partners:

The City Hall of Prague, Czech Ministry of Culture

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General media partner: Czech Television

Main media partner: Czech Radio, Reflex, JCDecaux

Festival newspaper partner: Deník N

Media partner: Czechdesign, Art & Antiques, Prague Morning

Partners: Praha 1, Praha 8, Praha 7 art district, Výstaviště Praha, Pre, Capital City Technology

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