

**This year, Signal Festival will present two videomappings. For the first time, it will illuminate the Old Town Hall Tower and return to the beloved Basilica of St. Ludmila.**

The 13th Signal Festival, which will take place from October 16 to 19 in Prague, will offer visitors two videomappings. For the first time in the history of the festival of digital and creative culture, a videomapping will also take place on the tower of the Old Town Hall. The Italian studio Mammasonica has created a monumental projection called **OVERLORD** especially for this unique location. After three years, the popular format is also returning to the Basilica of St. Ludmila on Náměstí Míru, where the Spanish studio V.P.M. will present a projection called **ITERATION** (The Endless Rhythm of the City). Both video mappings will be accessible free of charge. The Signal Festival will also launch ticket sales on August 19, which will open access to the paid part of the festival, Signal **INSIDE**. It will present installations inside remarkable locations in the center of Prague.

Videomapping is one of the most popular formats at Signal Festival. As part of the thirteenth edition, visitors can once again look forward to **two projections**, which will be available to view completely free of charge. For the first time in the festival's history, video mapping will bring the **Old Town Hall tower** to life. The nearly 70-meter-high landmark will provide a canvas for the monumental projection **OVERLORD**, which explores the tension between the world of data and emotions. The projection, which will be shown on two neighboring walls, was created especially for the town hall tower by the Italian creative studio **Mammasonica**, whose works demonstrate how the identity of a place can be transformed in a sensitive yet radical way.

After three years, a videomapping art piece will once again transform the facade of **St. Ludmila's Basilica** on Náměstí Míru Square. Under the title **ITERATION** (The Endless Rhythm of the City), it will explore themes of dynamic urban change, with futuristic architectural structures intersecting with the historical geometry of the church facade. The projection is made unique by the use of lasers for the first time at this location. It was created by the V.P.M. studio, which is among the absolute leaders in audiovisual art in Spain. The international program of this year's Signal Festival is being created thanks to the support of the **PPF Foundation**, and its complete form will be announced at a **press conference on September 2**.

In addition to its free program, Signal Festival will once again offer a paid section called **Signal INSIDE** in unique locations in the center of Prague. This section will reveal a hidden layer of the festival with a more intimate atmosphere. Visitors will not only be observers, but often direct participants in the artworks. Signal INSIDE will also delight lovers of the videomapping format with its large-format immersive projection. In total, this zone will offer **seven light installations** in architecturally distinctive interiors.

Those interested can purchase tickets in the early bird drop at a discounted price starting August 19. This year, this offer is limited to **1,000 tickets**. A one-day ticket can be purchased for as little as **CZK 290**, and a festival pass for **CZK 390** will ensure convenient access to Signal INSIDE throughout the festival. Those who want to enjoy the most comfortable festival experience will appreciate the VIP admission for CZK **1,690**. VIP benefits include skip-the-line access, a **Mercedes-Benz VIP** shuttle, and admission to the official **Afterparties** presented by glo™.

Signal Festival is the largest showcase of digital and creative culture in the Czech Republic. Every year, it attracts hundreds of thousands of visitors to the city center. The thirteenth edition will take place from October 16 to 19 and will once again feature both publicly accessible installations and a paid section as part of **Signal INSIDE**.

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### **About Signal Festival:**

*Signal is a festival of digital and creative culture. It combines contemporary visual art, urban space, and modern technology. It has become the most visited cultural event in the Czech Republic. The program features renowned foreign and Czech artists from the fields of visual art and light design. Signal Festival is one of the largest producers of contemporary art in the Czech Republic. It supports the youngest Czech artists and organizes accompanying programs for professionals, students, and children. It cooperates with a number of foreign festivals and cultural institutions. Signal Festival 2025 will take place from October 16 to 19, 2025.*

More information on: [signalfestival.com](http://signalfestival.com)

Facebook: [facebook.com/SignalFestival](https://facebook.com/SignalFestival)

Instagram: [instagram.com/signalfestival](https://instagram.com/signalfestival)

Organizer: Signal Creative

Main partners: Skupina ČEZ, Mercedes-Benz, Kooperativa

With support of: Hlavní město Praha, Ministerstvo kultury ČR

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Official partners: Pražská plynárenská, Allwyn, Sephora

Premium partner: ZDR Investments

*General media partner: Česká televize*

*Main festival journal: Deník N*

*Main media partners: Český rozhlas, JCDecaux, Refresher*

*VIP Partner: Forbes*

*Media partners: CZECHDESIGN, Respekt, [Expats.cz](http://Expats.cz), Heroine, Wired, [Heyfomo.cz](http://Heyfomo.cz)*

*Technological partner: Panasonic CONNECT*

*Partners: glo, allegro, NIVEA, Jack Daniel's, Maybelline New York, Palladium, PrusaLab prototypová dílna Josefa Průši, Praha 1, Praha 2, Technologie hl. m. Prahy, Ministry of Culture Taiwan, Taipei Economic and Cultural Office Prague, IPR Praha, CAMP, Národní galerie Praha*

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