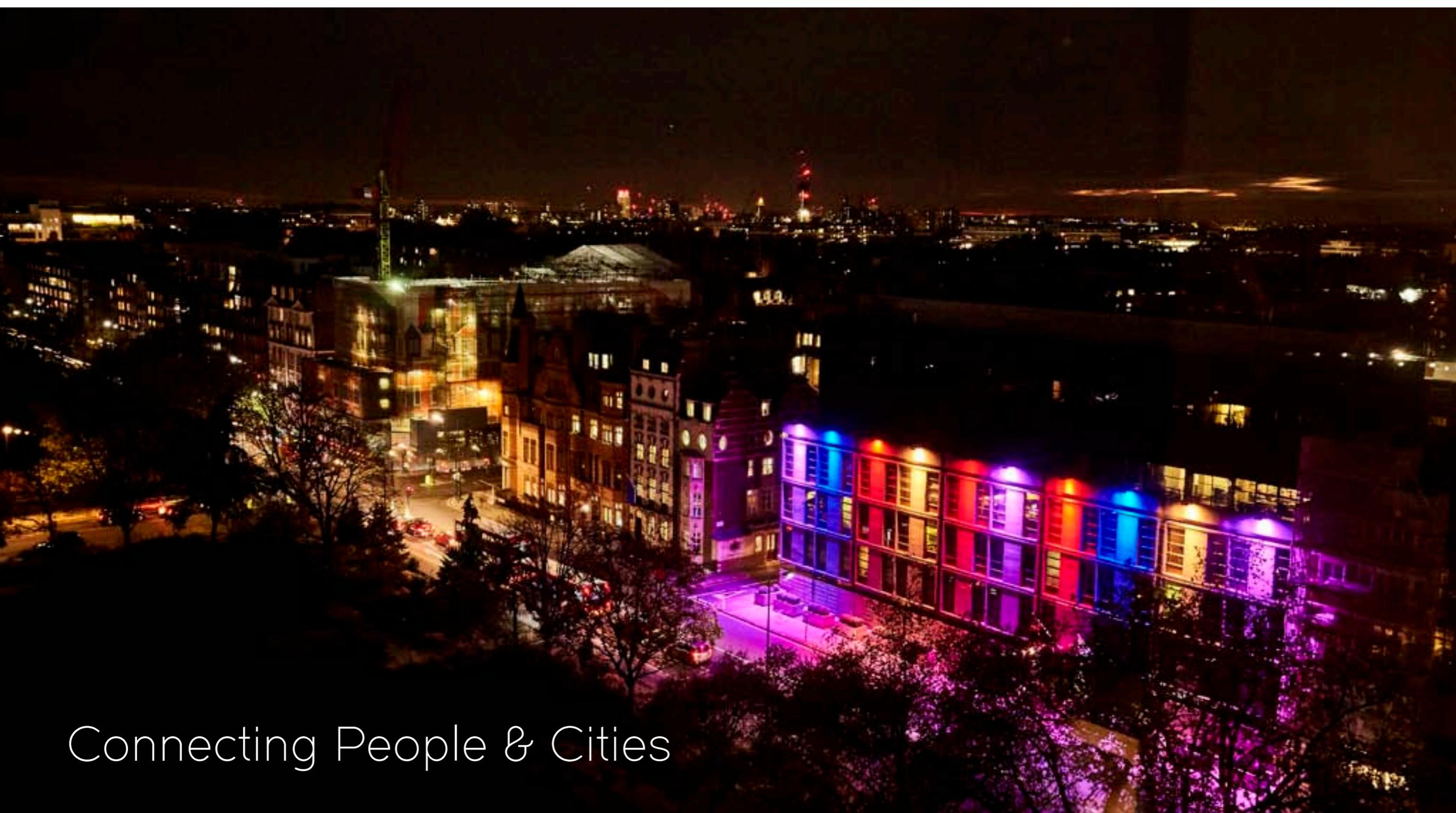
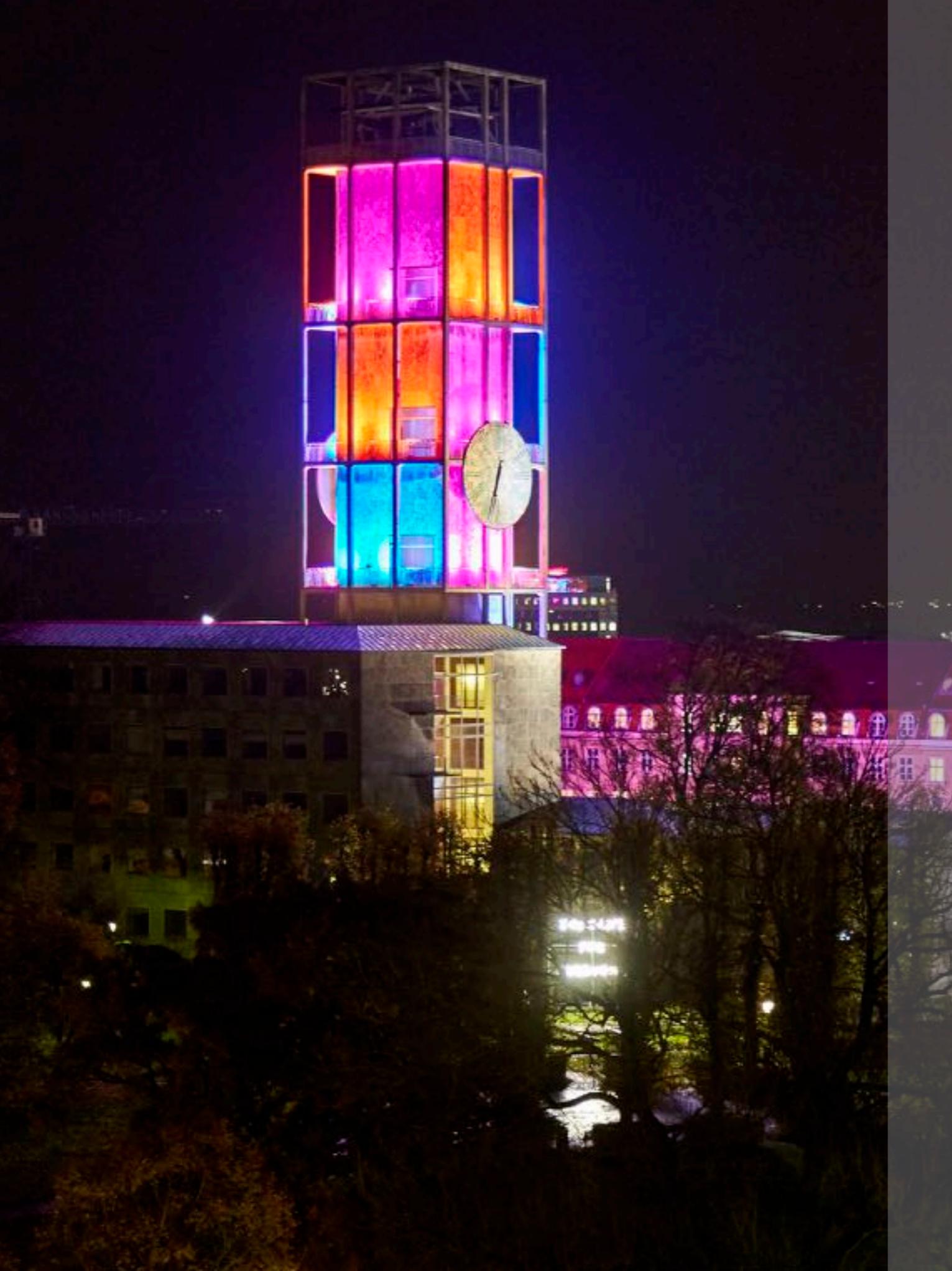


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Connecting People & Cities



We Believe - Aarhus and London, was a major interactive light installation by one of Denmark's leading female artists, Tine Bech. The project connected two iconic Arne Jacobsen buildings, The Embassy of Denmark in London and Aarhus City Hall Tower in Denmark, to celebrate the European Capital of Culture Aarhus 2017.

The project perfectly encapsulated the spirit of European collaboration and cultural exchange.

From a control room on a rooftop in Aarhus members of the public were able to illuminate the architecture of the two buildings. Audiences controlled individual light sections using a series of interactive devices - turning dials, pressing buttons and more, thereby creating a 3D playable structure, so that the two buildings were involved in a symbolic conversation as the audiences interacted. The more people played, the more alive and vivid the buildings became.

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A webcam was placed at the Danish Embassy enabling participants and audiences in Aarhus to follow the interactions on screens in the control room. As people participated in Aarhus, The Royal Danish Embassy in London mirrored the interaction, in a dance of light and colour, becoming a beacon to visualise European dialogue and culture.

Both buildings are power structures and the aesthetics of the control room, as well as access to it, was essential to the project. The conceptual creation of the control room exemplified the projects theme of democracy and citizen creative participation, and the audience's participation was, therefore, at the heart of the project. A control room also elicits thoughts of power, though they are often unnoticed places, or places to which few have access. We Believe invites people to reflect on cultural exchanges between cities and countries.



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The artistic vision of We Believe is to tour to it other cities.

We Believe explores how culture, architecture, technology and participation can intersect to shape the future of our cities. The project doesn't only create a 3D playable interactive system where audiences can connect through play, it invites people to reflect on cultural exchanges between cities and countries.

Visitors & Participants

_art is for everyone, its just that not everyone knows it

The project enabled people to play an active role in the artwork's presentation. Audiences of all ages are able to engage in numerous ways:

1] as participants visiting the control room - an inventive space for people to intuitively interact and actively participate, no matter what their level of knowledge of art or technology.

2] as audiences on the street, seeing the buildings come alive. The two buildings are lit from dusk to midnight, lighting up their surrounding areas and can be seen from afar. Information was also posted around the two buildings, highlighting that citizens control the light installation.

3] as viewers online watching a web camera feed of the two buildings.





Visitors to the control room in Aarhus said:

"It is magic ...just magic"

"It was fantastic and very very beautiful - We Loved It"

"We lit up our City Hall AND the Danish Embassy in London - Wow"

"For a short moment, I was in control of the colouring of the Aarhus City Hall tower AND simultaneously the Danish embassy in London. Powerful experience!"

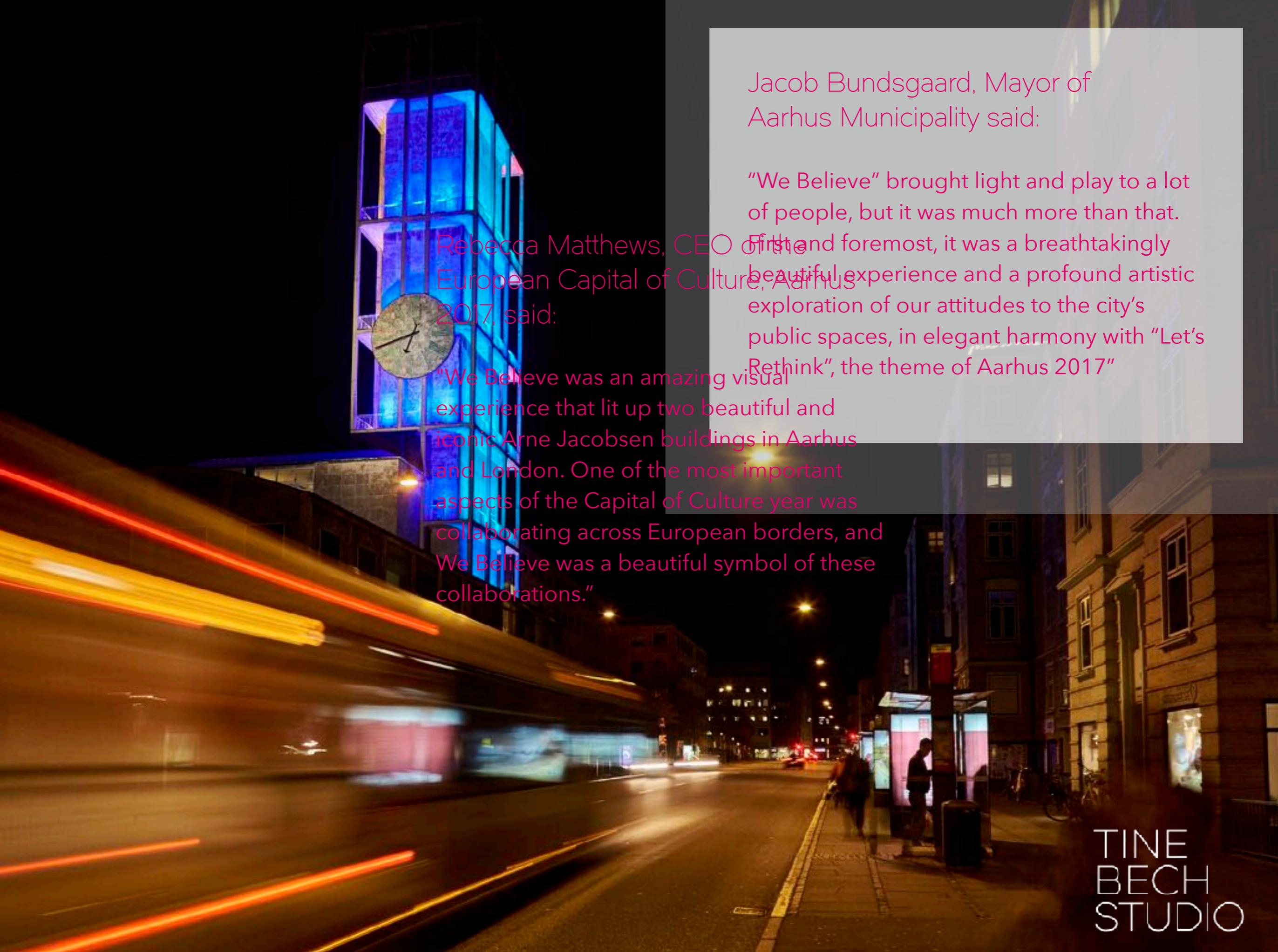
"It's so international"

"We can see it from our home - love it"

"So nice! It should always be like that!!"

"The most original in 2017"

"Can it stay forever, it looks fantastic"



Jacob Bundsgaard, Mayor of Aarhus Municipality said:

"We Believe" brought light and play to a lot of people, but it was much more than that. First and foremost, it was a breathtakingly beautiful experience and a profound artistic exploration of our attitudes to the city's public spaces, in elegant harmony with "Let's Rethink", the theme of Aarhus 2017"

Rebecca Matthews, CEO of the European Capital of Culture, Aarhus 2017, said:
"We Believe was an amazing visual experience that lit up two beautiful and iconic Arne Jacobsen buildings in Aarhus and London. One of the most important aspects of the Capital of Culture year was collaborating across European borders, and We Believe was a beautiful symbol of these collaborations."



Ambassador of Denmark
Mr Lars Thuesen said:

"Thanks to the people of Aarhus and Tine Bech for their 'online illumination control' of our beautiful Embassy building. You showed amazing creativity and caught the attention of the Londoners"

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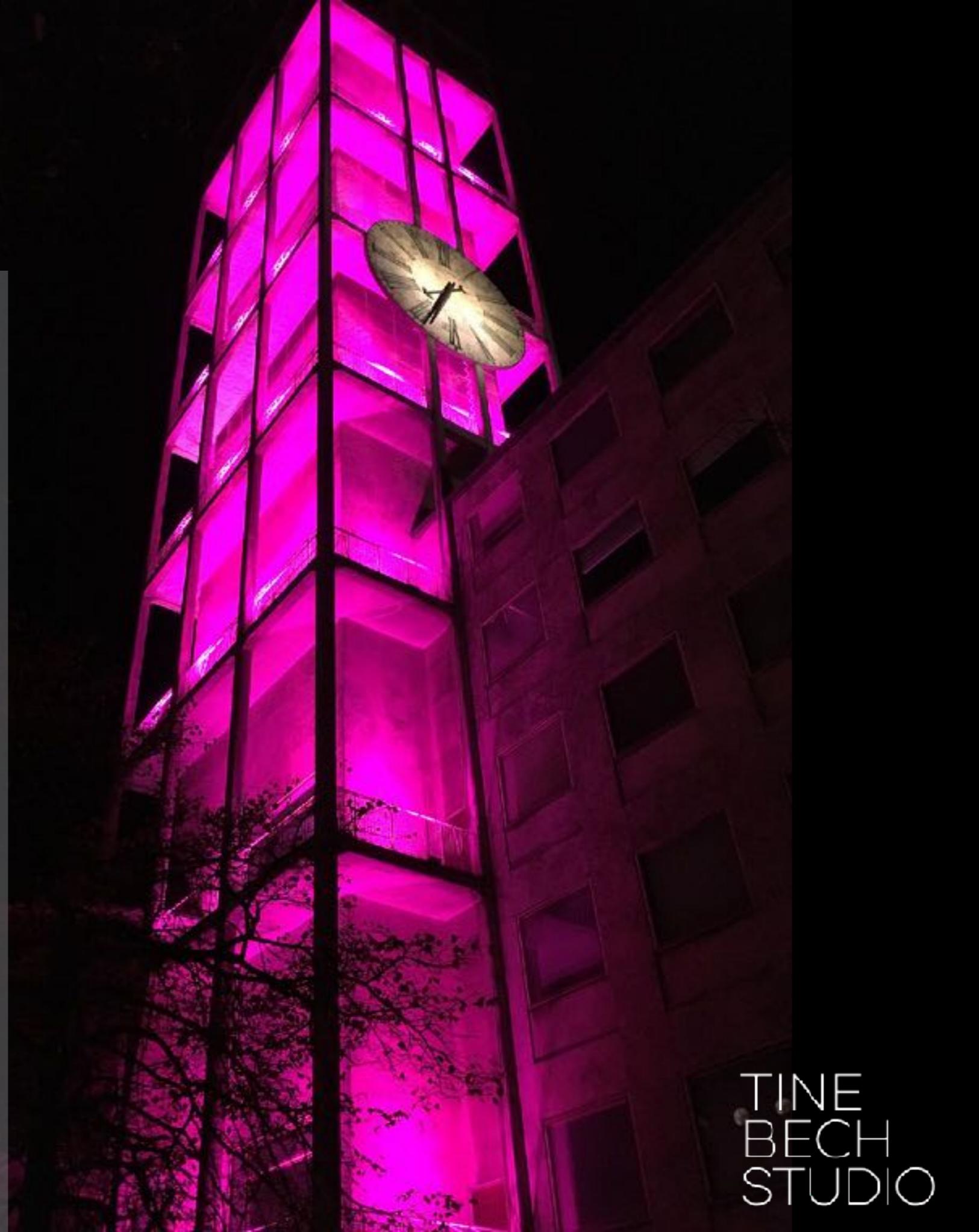


Kristian Thrane, Community Manager, Aarhus 2017 Foundation, said:

“Visitors really enjoyed the projects interactive and playful elements. Couples and friends had fun collaborating together in the We Believe control room. **The project was enormously sharable and was posted in high numbers on Instagram and Facebook - People wanted to show that they had been part of We Believe.** In addition, the project opened up a dialogue about the development and history of the city -both between audiences and with the wonderful volunteers who greeted visitors.”

Annette Damgaard curator and director, The Association Hidden Places, Aarhus Denmark, said:

“The We Believe project was one of the most popular projects during the European Capital of Culture, Aarhus 2017 - it was seen from afar by over 150,000 people (in Aarhus) and lots of people talked about it. The visitors were amazed and proud when they realised they could control the colour & design on Aarhus City Hall Tower in Denmark and The Embassy of Denmark in London - two iconic Arne Jacobsen buildings.”



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Innovation

The combined knowledge from art, interaction design, play theory, electronic engineering, software design, and lighting manufacturing, created a project that connected strangers for a shared moment of discovery and wonder. We Believe was a new and unique development of an innovative information and communication system, which allowed participants in Aarhus to control the facade lights at both Aarhus City Hall Tower and The Royal Danish Embassy in London simultaneously.

Created by Tine Bech Studio, the control room, designed as three retro arcade machines, enabled countless colourful light variations. The control panels generated commands and sent them to a bespoke, encrypted, messaging service, running on a central server. Each lighting location listened for commands on the messaging service and converted them to the required DMX or LED values. If any lighting location lost contact with the messaging service due to network problems, the remaining system would continue to run unaffected and the local system would still be able to process local commands.



Future buildings & spaces

What will our future cities and public spaces be like? Will they allow 'imaginative participation' - quirky behaviour and flexibility - and thereby become spaces that allow wellbeing, innovations and the unexpected? Or, are we developing smart cities and buildings, with visions of efficiency and controlled by regulations above all?

An effective democracy requires not only informed people but also active participation. We Believe future cities will need creative social spaces - in unexpected places - that provide new ways to communicate. After all, a city's or a building's public spaces are fundamentally where people meet. As new technologies emerge, different ways to creatively interact and collaborate arise with them. We are becoming active, participating audiences in our cultural institutions, our public spaces and our cities. Key, however, will be how we ensure these playful interactions are not about our relation to technology, but about creating new ways of experiencing culture.



Support

Created by Tine Bech Studio

Software Tarim

Electronics Engineering Martin King

Photographer Jakob Lerche

Commissioned by the Association
Hidden Places, a European Cultural
Aarhus 2017 project stakeholder

Support

Aarhus 2017 Foundation, The
Municipality of Aarhus, The Embassy
of Denmark in London, Light
manufacture SGM Lights A/S, Light
supplier Vigsø A/S

Photo of artist Tine Bech and The Ambassador
of Denmark, Mr Lars Thuesen.

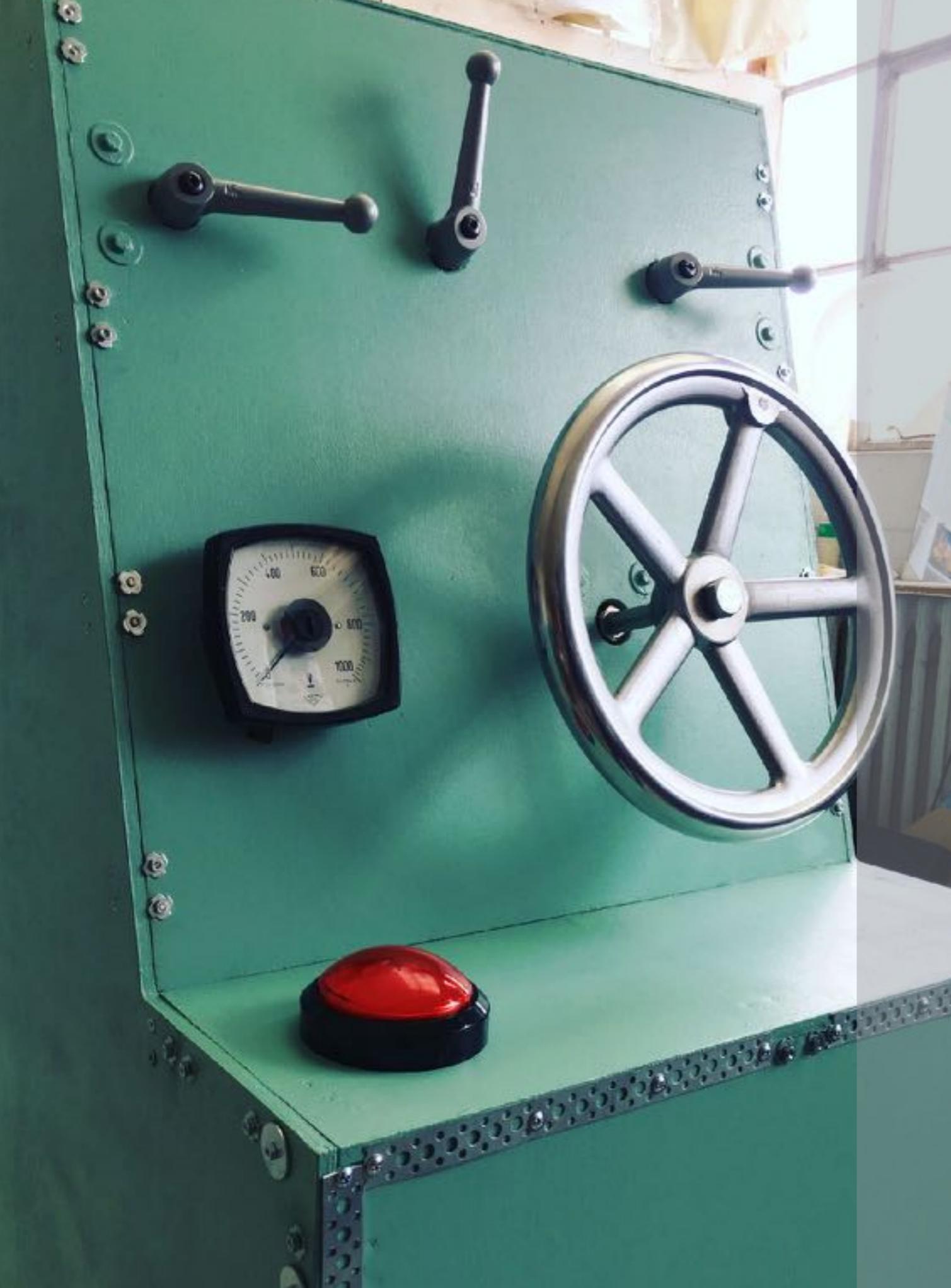




About Dr Tine Bech

With a PhD in 'Play', Tine Bech is a multidisciplinary artist who creates innovative interactive art where participation, curiosity, and communications are essential facets of the experience. Born in Denmark, she currently lives and works in London where she creates innovative interactive projects which excite and inspire people around the world. Her work explores the potential for transforming environments and human behaviour. Despite living in an age which seems to offer unlimited forms of media communication, we still fundamentally crave a human connection, to find expression in community and in dialogue. Tine is interested in how this can be achieved through play, through the creation of a particular environment, and by recognising and exploring the ways that technology has informed our social behaviours.

Tine Bech's artistic vision is to explore how culture, technology and play intersect to shape the future of our cities. "I believe cities need creative collaborative spaces, in unexpected places, that inspire participation and communication," says Tine.



We believe culture creates communities and that art is for anyone and that art belongs everywhere.

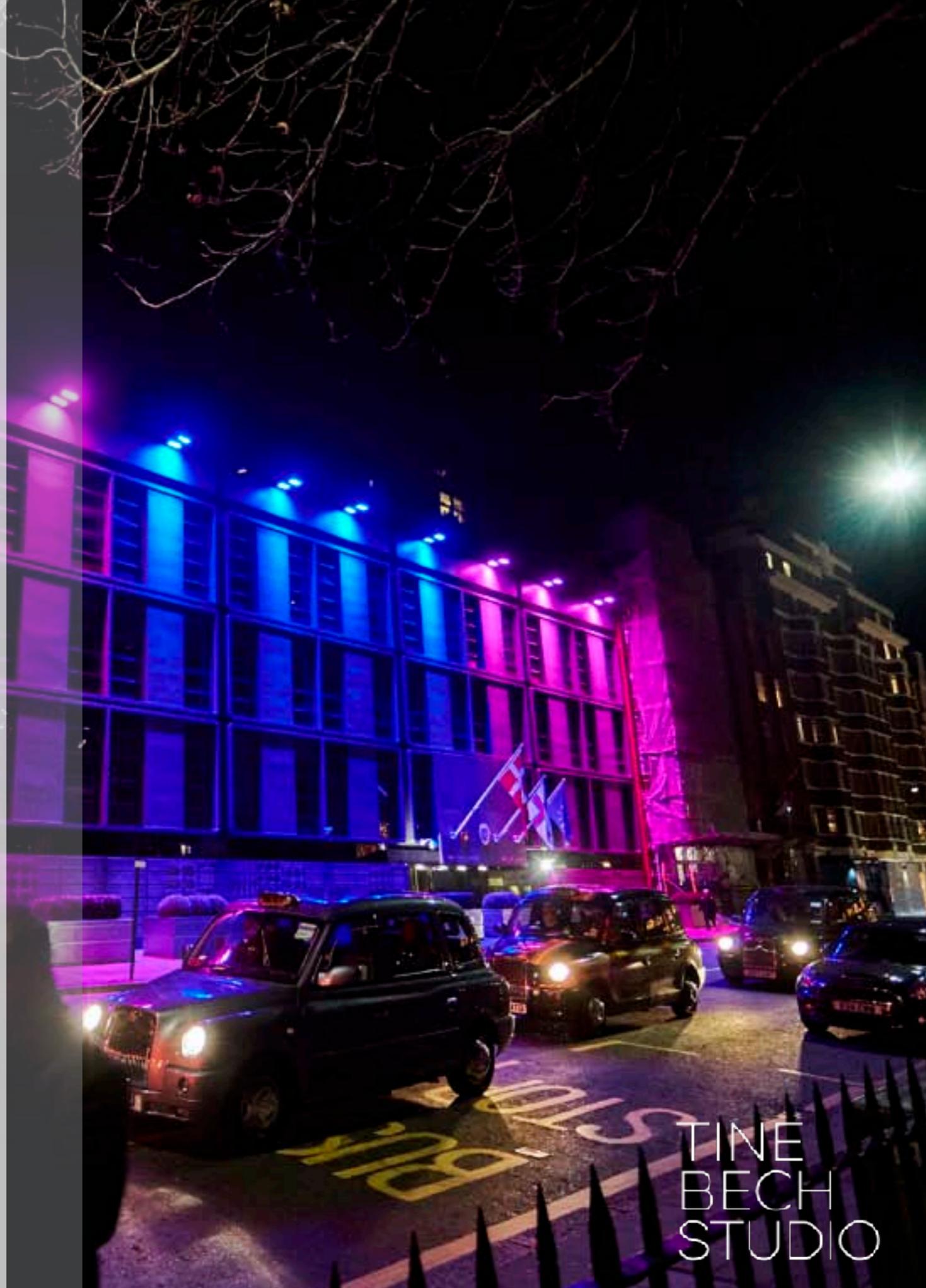
Tine Bech Studio merges art and design with the digital language of technology to create stunning visual projects. Working with programmers, electronic engineers, fabricators, and architects in the creative process, Tine creates projects that place the human experience at the centre of our interactions with space, place and technology. In today's digitally automated world, she contributes to debates about the design and implementation of increasingly interactive and smart environments - including cities and public spaces.

Tine Bech Studio strives to create experiences that consider culture, audience interaction, and physical space. We use technology, play and game making to engage people with each other and with places. Our work fits public spaces, museums and galleries, light festivals, business places, private sector workspaces, and private homes.



Tine's work has been exhibited in public spaces, galleries and at major festivals, transforming urban landmarks in cities around the world. Previous work includes interactive artworks at Aarhus 2017 European Capital of Culture in Denmark and the UK, London 2012 Cultural Olympiad, London Bridge Live Art Festival, Playable City in Recife, Brazil, Shakespeare's New Place in Stratford-upon-Avon UK, Canary Wharf's Winter Light Festival in London, Los Angeles' SIGGRAPH Art Gallery as well as museums such as Israel Museum, Victoria and Albert Museum (UK), The Whitworth (UK), Aarhus Centre for Contemporary Art (DK), China Science & Technology Museum, the Royal British Sculptors' Gallery and more.

In 2015 she was rewarded an Innovate Voucher from the UK Technology Strategy Board and has previously been selected for the Cultural Leadership Programme Method - artists leading through their practice. She is sometimes resident at the leading media innovation lab Pervasive Media Studio at Watershed, and completed a PhD at The Digital Culture Research Centre, University of West England in 2014.



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