

# SIGNAL



Annual Report 2023

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## Introductory word

Dear friends and partners of Signal Festival,

I am thrilled to express, on behalf of our entire team, our heartfelt gratitude for your trust and support during this year's festival. The 11th edition of Signal Festival surpassed our wildest expectations, establishing new benchmarks in artistic creativity. With 22 awe-inspiring installations, we not only broke our previous records but also broadened our creative boundaries more than we ever imagined. The media spotlight on us was unprecedented this year, with over 600 features, including international media attention, highlighting the global resonance of our endeavors.

We at Signal Festival are deeply grateful for this success, fully aware that it could not have been achieved without your invaluable contribution. Thank you sincerely!

Experiencing the fulfillment of a successful endeavor is immensely rewarding, and we are currently basking in that joy. However, rest assured, we are not resting on our laurels. Plans for the 12th edition of the festival are already underway. We are exploring avenues to enlarge its scope and are excited about launching new initiatives, such as the year-round digital art space, Signal Space. There's a plethora of extraordinary work ahead, and I would be delighted to share more about our upcoming ventures with you personally.

We highly value each partnership and are constantly seeking ways to enhance these collaborations, infusing fresh vitality into our joint endeavors. Your insights and feedback are vital to us, enabling continuous improvement and growth in our festival partnerships. We are committed to maintaining open channels for dialogue to foster collective growth.

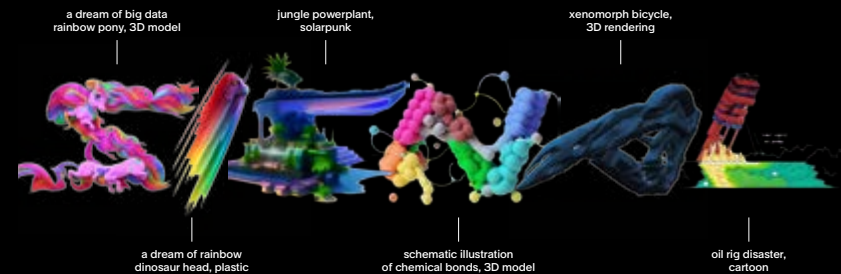
Once more, I extend my deepest thanks for your ongoing support. I eagerly anticipate another year of triumphs at the Signal Festival, achieved jointly with your collaboration.

Martin Pošta  
director of festival

## Visual identity



mosaic of motifs



text assignments (prompting)

explore  
→eco  
systems  
12-15/10  
2023

typography

The visual identity of Signal Festival was developed by designer Jan Brož and typographer Jan Novák. Using artificial intelligence tools - Stable Diffusion and Runway.ml, they developed the letters of the Signal logo into a spectrum of motifs illustrating the theme of ecosystem exploration. The individual motifs are thus designed to reflect the diversity and breadth of the festival's curatorial concept. The resulting mosaic is a glimpse into a multiverse of ecosystems existing side by side in different styles, scales and time. The selected letters were then animated using AI. Prompting (text input to the generator) in this case replaced the graphics software, which is only used for post-production.



## Programme of Signal Festival 2023

The eleventh edition of the festival launched a new three-year theme called **Ecosystems**. The first part was subtitled **Explore!** This concept expresses the belief that visual art is one possible way of exploring the world.

The festival presented top artists from different parts of the world, such as international artists **Rafael Lozano-Hemmer**, **Sofia Crespo**, **Flightgraf studio** and Czech artists such as **Dagmar Šubrtová**, **Kateřina Šedá** and **Michal Rataj**. The collaboration with partners such as **Laterna magika** and **Kunsthalle Praha** contributed to a diverse programme and the creation of a wide network.

With the new project **Satellites**, the festival drew attention to quality permanent realisations in public space. The festival again supported young Czech artists through two competitions in cooperation with the companies **Pražská plynárenská** and **Průša Lab**.



Together with a number of accompanying events, the festival programme in 2023 thus approached the format of a multi-genre platform, which we believe appealed to a very wide spectrum of visitors.

**Pavel Mrkus**  
Head Curator





## What did Signal Festival look like?

**4**

routes  
(centre / holKa / satellites / AR)

**50+**  
artists

**96**  
volunteers

**7**

accompanying programme

**22**  
installations

**2**

videomappings

**53 045**

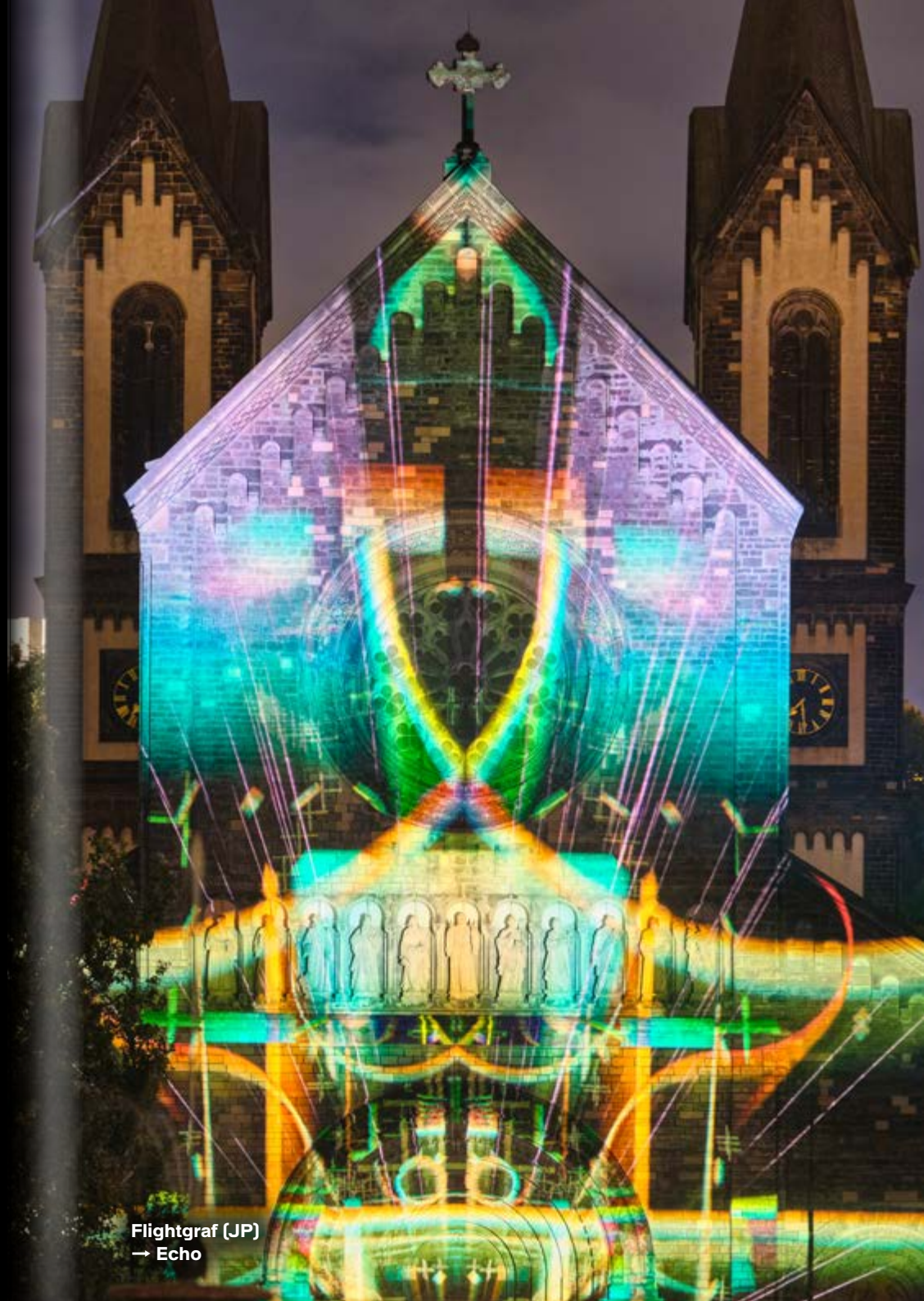
total number of visits to the gallery zone

**13 657**

tickets sold



## Gallery of installations



Flightgraf (JP)  
→ Echo





**Irregular (CA)**  
→ As Water Falls



**Václav Mlynář & MONUMENT Office (CZ)**  
→ Puddles



**Kateřina Šedá (CZ)**  
→ Pacific Prague Trail





Rafael Lozano-Hemmer (MX/CA)  
→ Thermal Drift



Playmodes (ES)  
→ Horizon





Ksawery Komputery (PL)  
→ FLUX 2023



Laterna magika (CZ)  
→ Emotional memory





András László Nagy (HU)  
→ Luminary Glyphs





Jan Kaláb (CZ)  
→ Irideus Bulla



3dsense (CZ)  
→ Signal Playground: Rainbow





Michal Rataj, Jan Trojan & Dragan Stojčevski (CZ)  
→ Immersed by the Sound



Lunchmeat Studio (CZ)  
→ The Grief of Misfit Cathedrals





Entangled Others (PT/NO)  
→ Sediment Nodes



Dagmar Šubrtová (CZ)  
→ Axis Mundi



## Supporting young art

This year, we continued our efforts to support young artists. We organized an open call for both emerging and established artists in the fields of digital art, animation, motion design, and the intersection of technology and creativity.

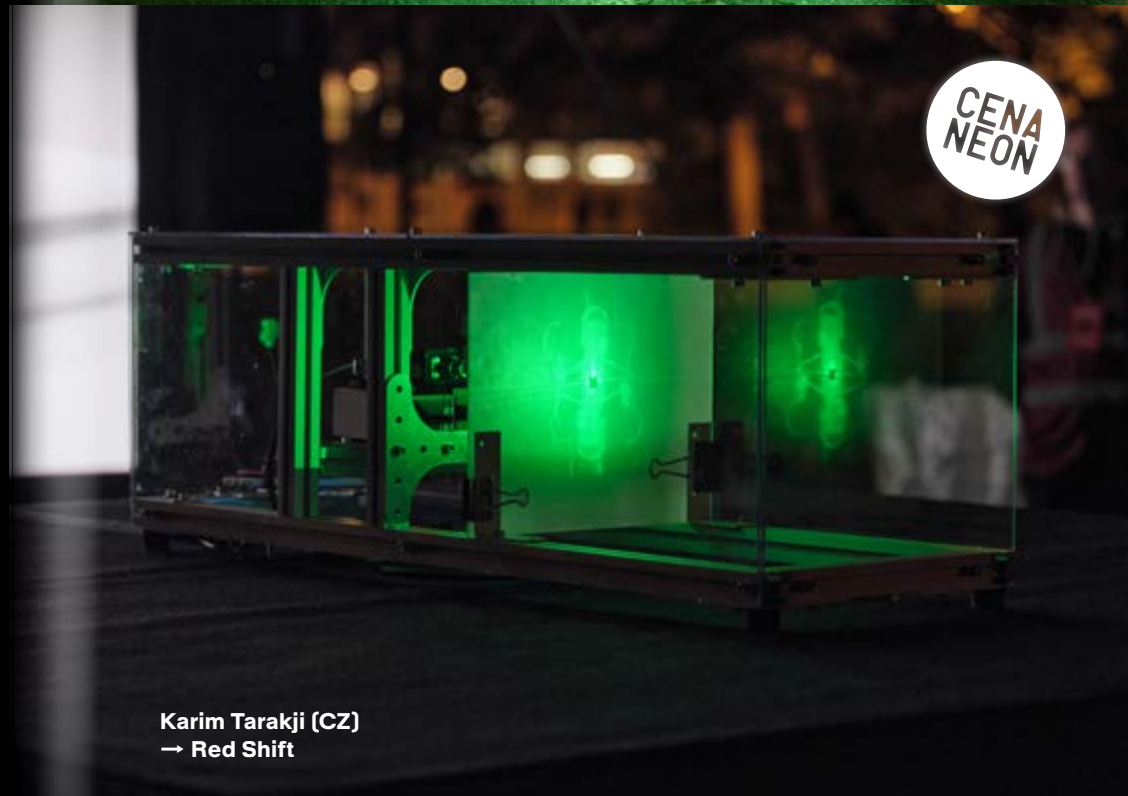
Our Signal Calling open call, held for the fourth consecutive year in collaboration with the creative workshop PrusaLab, attracted a total of 25 projects this year. Students and professionals from various technical backgrounds showcased their creative proposals. The winning project, „Nexus,“ was created by the artistic duo Lukáš Dřevjaný and Luboš Zbranek. This installation algorithmically grew over time and space of Karlín Barracks. The digital moss was developed in collaboration with David Minařík, Michal Mitro, and sound designer Maurício Lobo. PrusaLab’s prototyping workshop provided the resources, technology, and experienced mentors needed for the project to come to life. The individual modules include a small control unit created through 3D printing, and the branches are made of engraved plexiglass that distributes light across the object’s surface. „Nexus“ illuminates itself and its immediate surroundings.

In the past, Signal Calling has also given rise to installations such as „Reflexion“ by Adam Cigler and Petr Vacek, „Living forest“ by Kateřina Blahutová, and the object „Hydra“ by the artistic trio Ondřej Drahoukoupil, Vítězslav Plavec, and Filip Zeman. The journey of the artworks doesn’t end with the presentation at the Signal Festival. These works have been showcased at festivals in Rome, Metz, Dubai, Reykjavik, Seyðisfjörður, and Pilsen.

The Neon Prize has been organized since 2021 in partnership with Prazska Plynarenska. The goal of this initiative is to support innovative artistic projects focused on contemporary digital technologies. This year, the winning piece was „Red Shift“ by artist Karim Tarakji. The laser projection utilized the properties of molecular-based materials and with the help of nanostructures, opened up new possibilities for laser projection.



Lukáš Dřevjaný, David Minařík, Michal Mitro,  
Luboš Zbranek (CZ/SK) → Nexus



Karim Tarakji (CZ)  
→ Red Shift



## Satellites

The Satellites project expanded the Signal Festival beyond the main festival routes this year. Signal Satellites introduced permanent objects in public spaces that utilize digital tools, modeling, and construction. The ambition of this project is to highlight permanent art installations in public spaces and extend beyond the festival's duration. During the 4 days of the festival, 3 objects came to life with special audiovisual projections. However, visitors can still explore them throughout the year.

The eight-meter-tall sculpture „Aerial“ made of high-strength concrete by multimedia artist Federico Díaz, is located in the Bořislavka Centrum area. During the festival, it was complemented by the video projection „Concrete Layers“ by artist Jan Hladil and musician Jonáš Rosůlek. The individual compositions served as the basis for the title of the vinyl record „Concrete Layers,“ released on this occasion.

Another satellite included in the festival map was the kinetic object „VISTA MARS“ by Czech artist Jiří Příhoda, who operates at the intersection of sculpture, object, and architecture. The object is located in the public space of the Rustonka administrative complex in Karlín, featuring an exterior 360° video projection of the Martian landscape with real footage from NASA.

We also drew attention to the iconic work of Zdeněk Sýkora, „Cladding of the Four Ventilation Towers of Letná Tunnel.“ The black-and-white structure by one of the first Czech artists to use computer-generated visual language for artistic creation was brought to life during the Signal Festival by audiovisual artist David Vrbík through his laser projections.



Jiří Příhoda (CZ)  
→ Vista Mars



Zdeněk Sýkora, David Vrbík (CZ)  
→ Tiling of the ventilation towers  
of the Letenský tunnel in Prague



Federico Díaz (CZ)  
→ Concrete Layers



## Accompanying programme

Discussions, lectures, workshops, performances or exhibitions – that's the accompanying programme of the Signal Festival. This year, we let visitors peek behind the scenes of the creation of individual works, introduced group exhibitions, offered performances in St. Nicholas Church, and organized a workshop in collaboration with Kunsthalle Prague. The accompanying programme kicked off the festival week on Monday, October 9, and some of its parts continued even after the festival.

The panel discussion Signal Talks with the subtitle „Ecosystem of Public Space“ took place at Kunsthalle Prague, featuring art historian Pavel Kappel, who delved into the work of artist Zdeněk Sýkora. Author Jakub Pešek and curator Iva Polanecká discussed the exhibition „The Grief of Misfit Cathedrals,“ part of the Signal Festival programme located at Kunsthalle Prague. Festival's main curator Pavel Mrkus talked about the curatorial concept and working with public space. The discussion was hosted by Tereza Willoughby.

The subtitle of the second part of Signal Talks was „Creator's Ecosystem,“ held at H40 Space at Holešovická tržnice. Artist Kateřina Šedá spoke about a new project created specifically for the Signal Festival that is about to be completed in the following year. Artist Marek Šilpoch introduced the exhibition „ELEKTROSALON: From the Rave to the Gallery,“ and visual artist Jiří Příhoda, artist Jana Bernartová, and sculptor Pavel Korbička discussed their work within and outside of the Signal Festival.

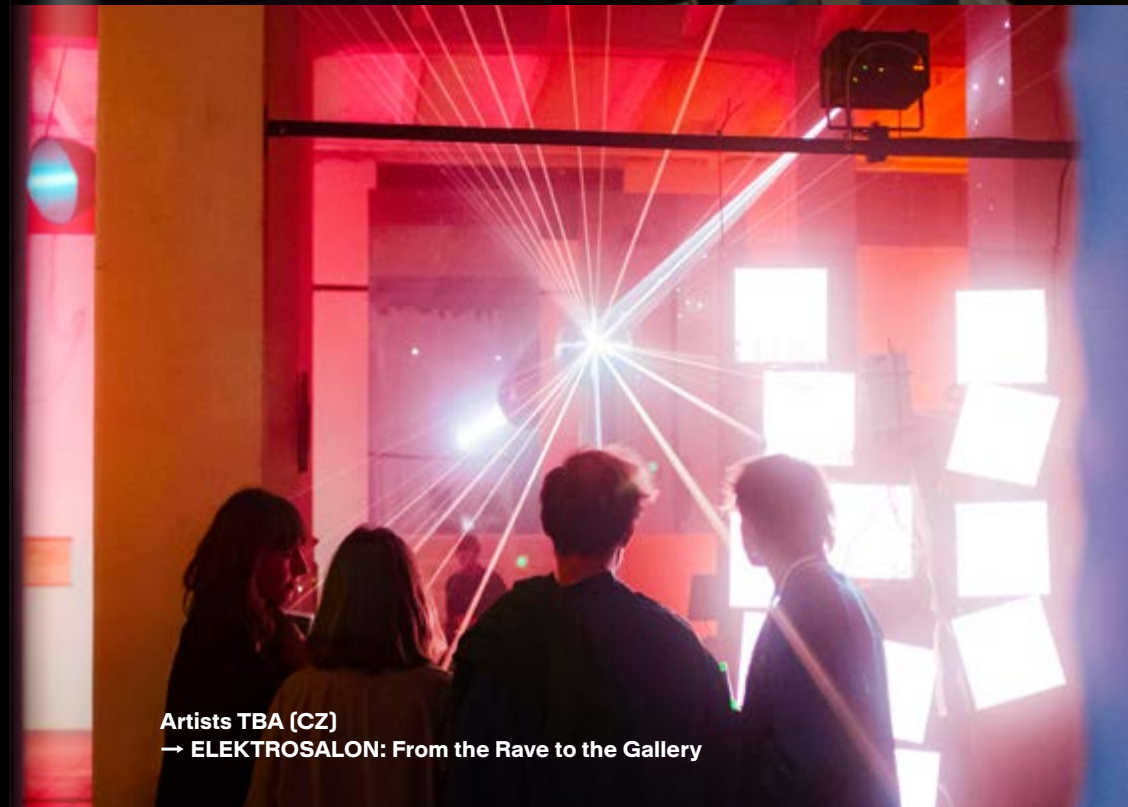
Two group exhibitions were also part of the accompanying programme. „ELEKTROSALON: From the Rave to the Gallery“ showcased works of several artists who started as visual makers or lighting designers in the music clubs and rave scene. The exhibition was created in collaboration with The Chemistry Gallery. The group exhibition by OxCollection, titled „SYNESTHETIC IMMERSION,“ presented eight leading artists working in the field of new media. Signal also presented an audiovisual performance „VEKTROSKOP,“ subtitled „Ecosystem as a Game with a Non-Zero Sum.“ For children and adults, a 3D scanning workshop was prepared at Kunsthalle Prague on Sunday.



**VEKTROSKOP**  
→ series of audiovisual performances (David Vrbík, Beata Hlavenková, Petr Nikl ad.)



**Signal Talks**  
→ Creator Ecosystem  
→ Public Space Ecosystem



**Artists TBA (CZ)**  
→ ELEKTROSALON: From the Rave to the Gallery

## Signal in numbers → Marketing

**2 733 063**

Number of views

**45 398**

Number of users

**56 000**

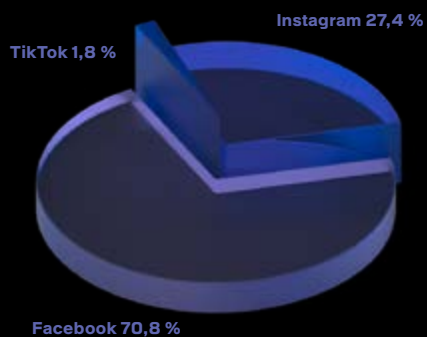
Facebook followers

**23**

Influencers at the festival  
with reach 2 132 210

**21 700**

Instagram followers



**1 213**

LinkedIn followers

**6 784 004**

Number of views | META & TikTok

**107**

CLV

**2 620**

MHD

**52**

Posters

**87**

Other formats

Web & App

Source: ZoomSphere, Meta Business Suite  
Some & Digital

OOH

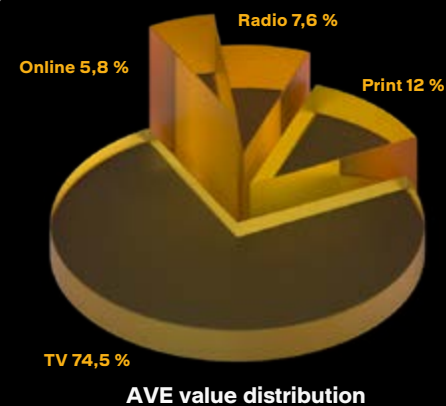
## Signal in numbers → Marketing

**693**

Media outputs

**188 MIO**

AVE Media Value



AVE value distribution

**28**

TV  
outputs

**483**

Online  
outputs

**95**

Press  
outputs

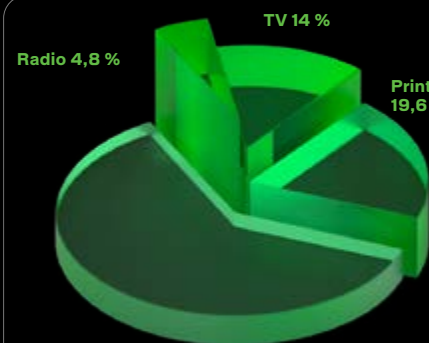
**87**

Radio

**3**

Podcasts

Source: MONITORA  
PR & Media



PR Outreach distribution

**71 830 181**

PR Outreach

**13x**

Advertising

REFLEX

DENÍK

Forbes

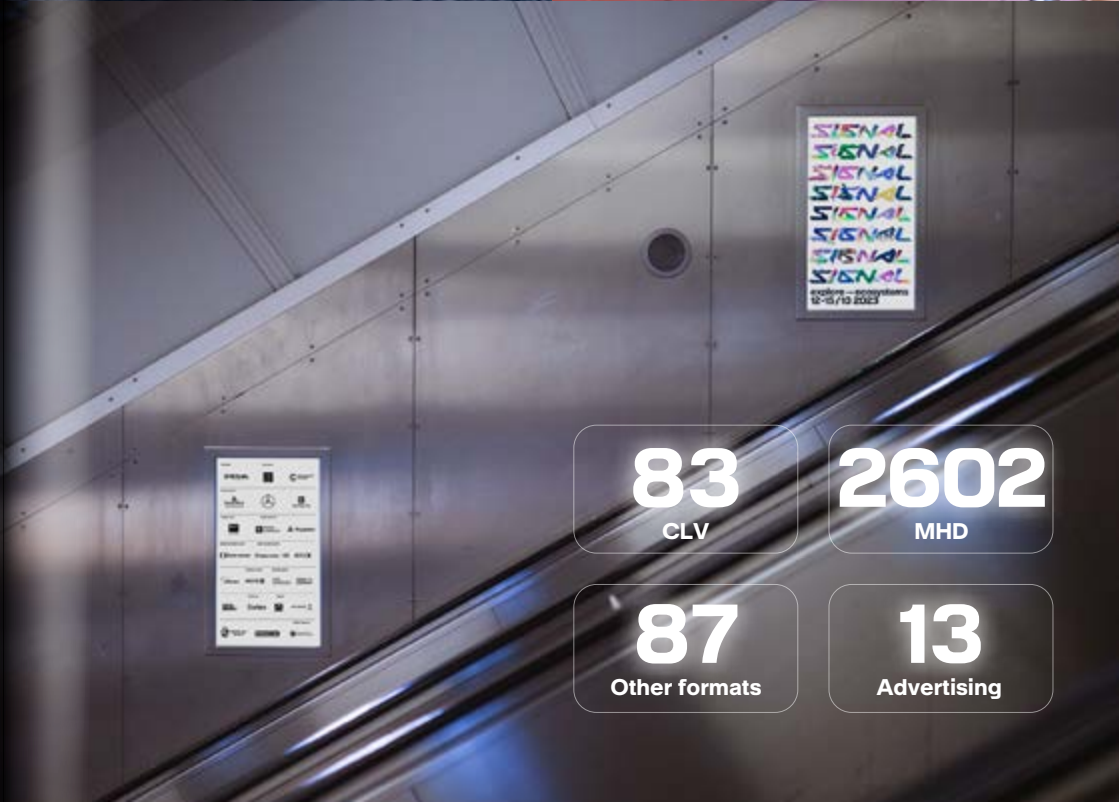
ART  
ANTIQUES

RESPEKT

metro

Advertising





83  
CLV

2602  
MHD

87  
Other formats

13  
Advertising



## Digital & Social media

**931 658**

Facebook reach

**1 140 035**

Instagram reach

**6 254 004**

total number of impressions (META)

**50 000+**

interactions

**140 000**

video views on Facebook

**384 000**

reel views on Instagram

Zdroj dat: ZoomSphere, Meta Business Suite



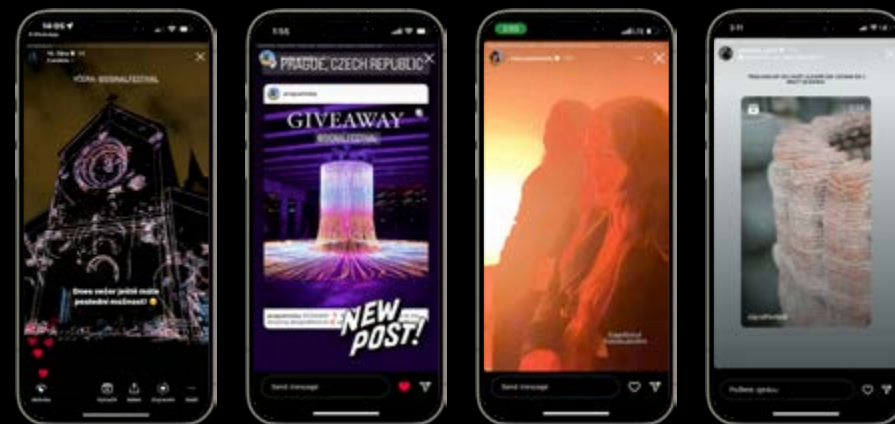
## Influencers

The total numbers of influencers who have shared Signal Festival content:

**23**

Total number of followers:

**2 137 210**



Selected:

<b>Ekateryna Rycheva</b>	<b>@praguetoday</b>	<b>243k</b>
<b>Jan Černý</b>	<b>@jansociete</b>	<b>30,5k</b>
<b>Kristýna Selmi</b>	<b>@kristyna_selmi</b>	<b>75,1k</b>
<b>Pavína Louženská</b>	<b>@pavlina_speaks</b>	<b>15,3k</b>
<b>Gabriela Heclová</b>	<b>@gabgab_gabi</b>	<b>206k</b>
<b>Anna Šulcová</b>	<b>@anasulcova</b>	<b>945k</b>
<b>Eva Decastelo</b>	<b>@decasteloeva</b>	<b>163k</b>



## Web

Overall website views:

# 2 733 063

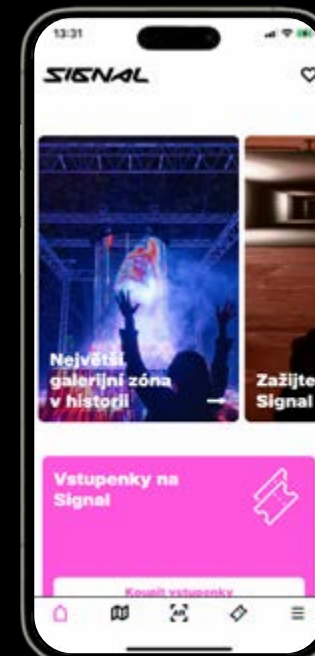
Unique visits during the festival:

# 573 329

## App

Total number of users on the Signal app:

# 92 581



**SIGNAL APP**  
signalfestival.com/download





## Newsletter

18

newsletters

23 837

followers

30,4%

average open rate

## PR & Media

188 MIO Kč

AVE Media Value

693

media outputs

28

TV

95

Press

483

Online

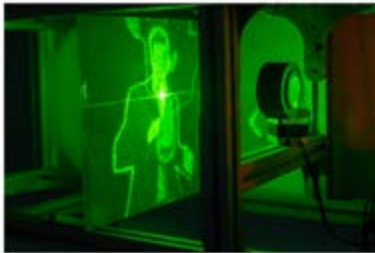
87

Radio

### ZÁRNÉ MOMENTY MLADÉHO UMĚNÍ

Děvenou vjzvu Signal Calling, spolupořádanou s **PraxaLab**, **aretechvirova** **Olina Josefa Průhá**. Jeho výtvarná instalace **Neous**, algoritmicky rostoucí v čase a prostoru. Autor projektu, který zvládá v směřování open callu Signal Calling, jsou **Lukáš Dřevěný** a **Leboš Zbránek**, původní koncept s nimi vytvořili ještě Michal Měro a David Minařík.

Vítězem **Geny Neo** se stal **Karim Tarakú**. Ten ve svém díle **Aty** švihl pomocí nerovnoměrně používané ne nutně hry a záberu v práci, výjimek, tvorbě i každodenním životě. Platorem soutěže je **PraxaLab slymárenská**.







Signal Festival nabízejí i permanentní videomappingy

Kdo víc jede v Dozimetru



Jedenáctý ročník Signal festivalu opět rozsvítí pražské budovy

Praha zase patří světlu. Signal Festival 12. - 15. 10. 2023. Předplat si Deník N se slevou 50% pro studenty.



Labo na suchu: Hladná kůže kvítí porole

Signal Festival startuje. Náměstí Republiky obsadil Jan Kaláb

Signal rozsvítí Prahu i díky návštěvníkům. Nový dílo chystá Kateřina Šedá



ZAČÍNÁ SIGNAL FESTIVAL

V Praze začíná jedenáctý Signal festival. Letos se v novém konceptem vrací do Karlína

Jak uchopit světlo? Signal Festival objevuje v pražských ulicích nové dimenze

Signal Festival 2023 opět rozsvítí Prahu. Co čekat od letošního ročníku



u: Vytvořil jsem monstura

Světěk světa. V Praze začal 11. ročník Signal festivalu

OBRÁZEM: Fantastické obrazy i iluze. Signal festival nabídl v Praze 20 instalací

Signal Festival se blíží

Signal Festival poprvé s dětskou zónou

Do Braník za kulturu Opravují ulici Národních hrdinů

Signal. Dvě trasy a dvacet festivalových lokací

Projekt Satelity na Signal festivalu vyrobí stávající díla v ulicích

12. Prohlášení jedenáctý ročník Signal Festivalu

EURO-CZ SPOLUZAKLADATEL SIGNAL FESTIVALU: JSME TAKOVOU VSTUPNÍ BRÁNOU DO SVĚTA EMĚNĚ, MODERNÍ TECHNOLOGIE DO NĚJ BEZESPORU PATŘÍ

Obec Ostrov slaví 520 let

Kdo má rozhodnout o budoucnosti průmyslových staveb? Přesně to se monumentální instalace







## Collaboration as the key to success

For us, collaboration is a crucial pillar and a source of inspiration, whether it's institutional, media-based, or commercial. Thanks to these collaborations, we can continually improve the festival's programming and bring contemporary art to more audiences not only across the Czech Republic but also internationally.

We've built on long-term partnerships and forged new ones. In collaboration with the multi-genre and multimedia ensemble of the National Theatre, Laterna Magika, we presented the project „Emotional Memory“ by director Tereza Vejvodová to audiences in the newly reconstructed building of the Prague City Museum. We included the exhibition „The Grief of Misfit Cathedrals“ by Lunchmeat Studio in the festival's gallery zone at Kunsthalle Prague. In collaboration with the Academy of Performing Arts (HAMU), we showcased a sound installation by Michal Rataj and Jan Trojan, complemented by an object from Dragan Stojčevski, created in honor of the 100th anniversary of Czech Radio. The installation was placed in the Church of the Holy Saviour and accompanied by live performances. The group exhibition „ELEKTROSALON: From the Rave to the Gallery“ was included in the accompanying programme and created in collaboration with The Chemistry Gallery. We also collaborated with OxCollection and included the group exhibition „SYNESTHETIC IMMERSION“ in the programme.

We aim to build long-term collaborations, even outside the timeframe of the Signal Festival. We partnered with the City Gallery of Prague (GHMP) and organized the project „Saint Lucia“ which took place from December 12 to 13 at Troja Castle. We presented a quartet of artists working in the fields of digital and light art, illuminating the longest night of the year.

We also have long-term collaborations with several media partners who regularly write about us and assist in communicating with the public. Czech Television traditionally serves as a patron for installations related to supporting young art and video mapping. With Czech Radio, we created a sound installation and with Deník N, we've been crafting the festival diary for several years, including a printed festival map. Other noteworthy media partners include Reflex, JCDecaux, Forbes, Art&Antique, Czechdesign, CzechCrunch, designboom, Refresher, and many more.

Without our commercial partners, making the festival happen would be challenging. Many of them have been supporting us for an extended period, collaborating on customized installations and marketing activations. For the second year in a row, the festival's international programme has been established thanks to the PPF Foundation. Together with Prazska Plynarenska, we organized the Neon Prize for young creators. PrusaLab provides technological and prototyping support for installations in the Signal Calling initiative, and other partners like the ČEZ Group, Mercedes-Benz, Kooperativa, or PlayStation proudly patronize our installations.



Signal Festival & GHMP  
→ St. Lucia



Signal Festival & Mercedes-Benz  
→ videomapping



Siemens  
→ eQube





## Signal Creative Linking technology & innovation

We have extensive global experience in brand experience and activation of innovative, conceptual and visual installations. We have been shaping multi-dimensional story activations and campaigns for many years and have demonstrated the ability to deliver unique solutions, seamlessly combining technical expertise with artistic finesse in the execution of projects. We create unique environments and installations for iconic brands, major events, short and long term concepts, pop-up and roadshow activations and digital art. We also focus on cutting-edge video mapping, motion experiences and lighting and audiovisual experiences.

To learn more, visit [www.signalcreative.io](http://www.signalcreative.io)





Your support of Signal Festival has an impact on the development of digital arts in the Czech Republic. Thank you for your continued support and we look forward to further collaboration, full of creativity and innovation.



# Partners

## Organizer



## With support of



## Main partners



## With support



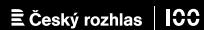
## Official partners

## General media partners



## Patrons of installations

## Main media partners



## Festival journal

## VIP partner

## Media partners



## Technology partners



## Partners

## Partners



Městská část  
Praha 8



Dopravní podnik  
hlavního města Prahy



MEET  
ME 23

signalfestival.com



**Signal Festival 2024**

**Date: 10–13 / 10 2024**

**Theme: Ecosystems 02: Quest**

**[signalfestival.com](http://signalfestival.com)**

