

## **The Signal and Sensorium festivals are organizing the first edition of the international conference Signal Forum**

**It will bring an astrobiologist from NASA, an expert from CERN and the artists who lit up the Empire State Building with video mapping**

The Signal Festival - festival of Digital and Creative Culture is expanding with a new European creative forum for those who want to be future-ready. The Signal Forum has been created in collaboration with the Slovak Sensorium Festival and will offer lectures, workshops and accompanying activities on 11th and 12th of October 2024, bringing together professionals from the fields of art, science and technology. The Signal Forum will bring 15 internationally renowned speakers, including 11 acclaimed experts such as NASA astrobiologist Michaela Musilová, founder of "Arts" at CERN Ariane Koek, the performative pair of programmers from Foxdog Studios and the Paris-based creative studio Superbien, which creates creative projects for global brands. The main theme of the conference, which will take place at the Centre for Architecture and Urban Planning (CAMP) during the Signal Festival, is linked to this year's twelfth edition with the concept Ecosystems 02: Quest.

The Czech Signal Festival and the Slovak Sensorium Festival have joined forces to open a new creative forum for Europe. "Signal Forum continues our long-standing mission for the Signal Festival, which is to connect contemporary art, science and technology. This naturally led us to collaborate with the Bratislava-based and friendly Sensorium organization. Cooperation with them has become a logical extension of our activities. Through this partnership, we want to create a new platform that will connect artists, scientists and technology experts and allow them to share innovative ideas and experiences," says Martin Pošta, Signal Festival director, and Lucie Dubačová, curator for Sensorium. The partnership has connected the two projects in terms of content and visitors, enabling a new platform for networking and education to form.

The conference programme will feature presentations by professionals from the fields of science, art and technology. For example, Signal Forum will welcome astrobiologist and marsonaut Michaela Musilova, who directs space-related research at institutions around the world, including NASA and the European Space Agency. As a crew commander, she has led over thirty simulated missions to Mars and the Moon, the most to date. She is the pioneer of the Astro Crown Earth project. This combines expeditions to the highest mountain on each continent with scientific research, educational activities and documentary filming. Michaela Musilová also works at the International Space University (ISU).

Other first-year speakers include world leader, curator and writer Ariane Koek. This inspirational speaker has a reputation as a visionary and agent of change. She has received international recognition for her interdisciplinary work in the fields of art, science and technology. She founded and directed the Arts at CERN programme, which promotes dialogue between artists and physicists at the European Organization for Nuclear Research.

The interdisciplinary environment, which encompasses fields as diverse as science, art and culture, is also linked in the work of Mark Geary. He focuses on strategic idea generation at the Google Arts & Culture lab as head of creative projects. He routinely makes creative use of advanced technologies

and interactive digital platforms. He will also talk about his work with creatives from Superbien, a creative studio that is one of the world's leading producers of innovative multimedia experiences such as the video mapping for the Empire State Building. Based in Paris, he has collaborated with international brands and institutions. Superbien has created video installations for Dior, Lancôme and Peugeot among others.

The founders of Foxdog Studios are programmers, but have also become award-winning performers. In their comedy shows, they allow the audience to control interactive games. The Edinburgh Fringe Theatre Festival sold out their interactive show Robo Chef, where robots prepared hot dogs. British newspaper The Guardian called Foxdog Studios' ideas "ingenious technological wizardry".

In addition to interesting lectures, the two-day Signal Forum at CAMP includes a workshop with Superbien Studio, with whom participants will learn how to use AI in the future of entertainment in the preparation of a futuristic musical. The accompanying programme will offer events such as Meet Market. The networking event is attractive for professionals and companies looking to network with artists and creative technology specialists. The organizers are also planning networking soirees that will allow personal meetings with artists, speakers, performers, partners and the Signal Forum and Signal Festival team.

Those interested in attending Signal Forum can choose from three ticket packages for the conference and accompanying activities: the Basic Pass, Explorer Pass and Premier Pass, priced from CZK 1,690 to CZK 4,090. Tickets for workshops are available separately. Certain types of tickets also grant access to the Signal Festival, which from the 10th to 13th of October will offer a programme created by renowned international and Czech artists from the fields of light design, visual and digital art, artificial intelligence, as well as conceptual art. Directly in CAMP, where the Signal Forum conference is being held, there will be an installation by one of the speakers, the Italian artist Quayola, who uses technology in his works to explore tension and balance.

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**The conference partners are:**

Signal Festival, Sensorium Festival, IPR Prague, CAMP, TrendBrews, TedX, Wired, CzechCrunch

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**About Signal Festival:**

*Signal is a festival of digital and creative culture. It brings together contemporary visual art, urban space and modern technology. It has become the most visited cultural event in the Czech Republic. The programme consists of renowned international and Czech artists from the field of visual art and light design, Signal Festival is one of the largest producers of contemporary art in the country. It supports the youngest Czech artists and organises accompanying programmes for the professional public, students and children. Signal Festival 2024 will take place from 10 to 13 October 2024.*

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*Official partners: Pražská plynárenská*

*Premium partners: ZDR Investments*

*General Media Partner: Česká televize*

*Main festival daily: Deník N*

*Main media partners: Český Rozhlas, JCDecaux, Respekt*

*VIP Partner: Forbes*

*Media partners: CzechCrunch, Art&Antiques, CZECHDESIGN, Refresher, Prague Morning,*

*Partners: glo, PrusaLab prototype workshop of Josef Průša, Technologies of the Capital City of Prague, Prague 1, Prague 2, Kunsthalle Praha, CAMP, Freshlabels*

*Official transporter : DPP*

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