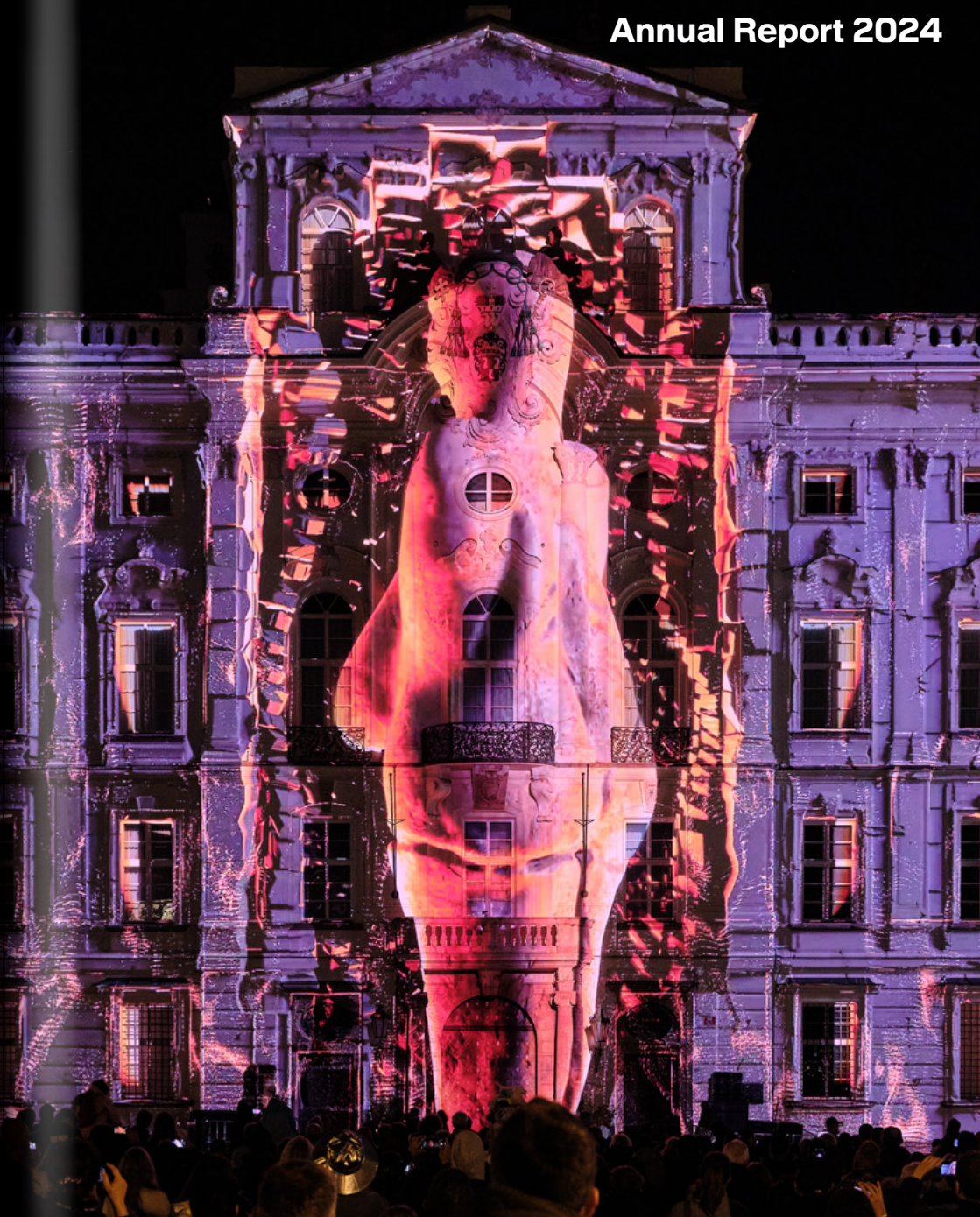


# SIGNAL

Annual Report 2024



## Contents

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**Opening remarks**

---

**Signal Festival 2024 Programme**

---

**This year's programme in numbers**

---

**Gallery of installations**

---

**Accompanying Program**

---

**Collaboration as a Source of Inspiration**

---

**International Conference Signal Forum**

---

**Curatorial programme**

---

**Visual Identity**

---

**Signal Festival in Numbers**

---

**European Projects**





## Opening remarks by the festival director

Dear friends and partners  
of the Signal Festival,

On behalf of the entire Signal Festival team, I would like to express my sincere gratitude for your trust and support during the preparation and execution of the 12th edition of Signal Festival — a unique platform at the intersection of art, technology, and public space. The year 2024 marked a significant milestone for the festival, bringing numerous new developments and taking us closer to our vision. In the following pages, we proudly highlight this year's key achievements and innovations.

This year, we prepared a total of 22 installations for the public, which for four days transformed Hradčany and the centre of Prague into a unique open-air gallery. The media response was enormous, and more than 800 performances reflected not only the artistic quality, and the accessibility of interesting locations, but also the importance of the festival for the cultural scene. To further develop our mission, we have expanded Signal Festival to include several key innovations.

This year, we presented a total of 22 installations to the public, transforming Hradčany and the centre of Prague into a vibrant open-air gallery for four days. The festival generated a significant media response, and over 800 individual performances showcased not only the artistic quality of the works but also the accessibility of unique locations and the festival's importance to the cultural landscape. To further develop our mission, we have expanded Signal Festival to include several key innovations.

For the first time, the opening ceremony was held at one of Prague's most iconic locations—Hradčany Square, within the Archbishop's Palace. This elevated format highlighted the festival's prestige and drew attention to its unique placement within the grounds of Prague Castle.

We launched the inaugural Signal Forum, a two-day conference bringing together experts, creatives, and innovators. Discussions explored topics spanning

art, science, technology, and creative methodologies, underscoring the importance of such a platform. Signal Forum has laid the foundation for future editions and further dialogue in these fields.

This year also marked the launch of our foreign curatorial programme, made possible through the support of the PPF Foundation. We welcomed 12 curators from 8 countries, offering them the opportunity to immerse themselves in the Czech art scene. During their visit, they explored 7 selected studios of Czech artists, including those of Petr Pufler and Lukáš Dřevjaný, leading to exciting new opportunities such as Dřevjaný's confirmed participation in the Barcelona Llum Festival. These curatorial visits represent an important step in opening the Czech art scene to an international audience and fostering collaborations with global institutions.

In 2024, we made significant progress with Signal Space, a new gallery dedicated to digital and immersive art. By year's end, we secured the opportunity to realize this project at the Old Town Market Hall, with plans to open the space in the first half of next year. Signal Space will provide a permanent venue to celebrate and explore new media art.

This year, we achieved a record number of collaborations. Each project demonstrated the power of partnership, enabling us to achieve ambitious goals, introduce innovative concepts, and uncover new venues. Signal Festival remains a platform not only for contemporary art but also for meaningful dialogue between culture, technology, and society. The 2024 edition of Signal Festival reaffirmed our shared ability to push boundaries, innovate, and create lasting value well beyond the festival itself. Your support continues to be instrumental in turning our vision into reality, and we look forward to welcoming you to another groundbreaking year in 2025.

Martin Pošta and the  
Signal Festival team



## Signal Festival 2024 Programme

The twelfth edition of the festival continued its three-year curatorial concept titled *Ecosystems*. We continued to explore the connections between nature, technology, society and culture, which make up our world and surround us. This year's theme, *Quest*, followed the first instalment, *Explore*, and focused on art installations inspired by research and the mapping of contemporary phenomena. The concept of *journey*, a timeless artistic theme, lies at the heart of countless narratives and serves as the key to solving both personal and collective crises. It is also a powerful metaphor for self-discovery. This year, Signal Festival embarked on a journey into the uncertain realms and overlooked corners of our civilization, which is inevitably surrendering to its own technological evolution. Together with artists, who possess a unique sensitivity and reflective capacity, we explored phenomena that are subtly transforming the paradigm in which future generations will learn to live.

This year's *Quest* consisted of four chapters. The first chapter, *Machinery Missionaries*, introduced, for example, the London studio *United Visual Artists* with their new exhibition project *Strange Attractions* at *Kunsthalle Praha*. Another work we included in this chapter was the large-scale projection *Effets de Soir* by the Italian artist *Quayol* at *CAMP*. The second chapter, *Deep Travellers*, featured, for example, the work *Silent Echoes* by the American sound art pioneer *Bill Fontana*, in collaboration with the *Ars Electronica* festival, which echoed the silent bells of the burnt-out cathedral in Paris, the sound of which, together with the projection,

was heard in the Baroque refectory of the Dominican monastery. This chapter also featured a video mapping by the artistic duo *Desilence* at the Municipal Library or a performance combined with a projection by the National Theatre's *Laterna Magica* troupe at the *Clam-Gallas Palace*. The third chapter, *Into the Universe*, brought the work *ORB* by Spanish studio *SpY* from the Egyptian pyramids to *Prague Castle*, and *Dimensional Sampling*, a dynamic LED object by progressive Chinese-American artist *Cao Yuxi*, to *Old Town Square*. This chapter also featured the Czech artist *Jiří Příhoda*—situated at the intersection of sculpture and architectural installation—integrated seamlessly into the spaces and gardens of the *Sternberg Palace*. Thanks to the cooperation with the *National Gallery Prague*, we were also able to place an interactive video projection referring to the constant overload of information, prepared by *Michael Bielický* and *Kamila B. Richter*, in another palace, the *Schwarzenberg Palace*. The fourth chapter, *Play*, transformed the *Archbishop's Palace* with a video mapping by the young Czech digital artist *Filip Hodas*, and filled the *Riding Hall of Prague Castle* with a projection of *Coded Tapestry: Prague* by the Korean artist *Seohyo*, in which she used creative coding to play out the motifs of Prague's structures. As part of our support for young art, we also organized this year's open call *Signal Calling* in collaboration with *PrusaLab*, *Josef Průša's* prototype workshop. Thanks to this, we were able to present the work of *Kryštof Brůha* and the transmedia sculpture *Audire Fluctus* on the *Piazzetta of the National Theatre*.

# This year's programme in numbers



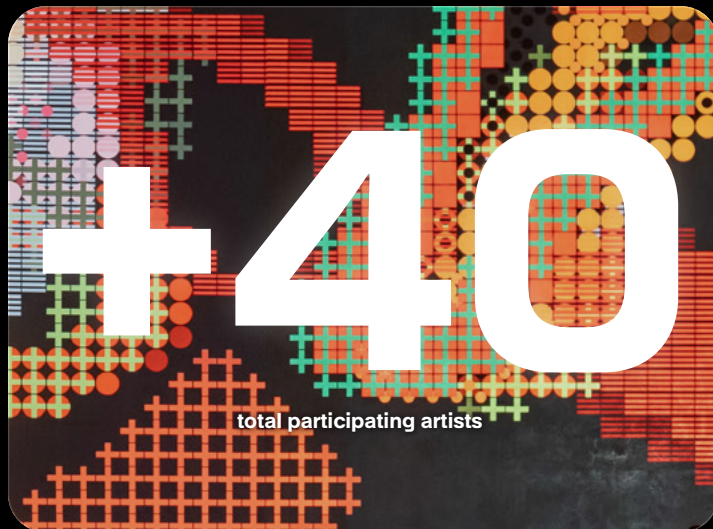
**2+1**  
routes: Hradčany & Centrum + AR in Karlíně

**2**  
video mappings

**7**  
new locations

**7:8**  
international : domestic artists

**2**  
guided tours with the artist and curator  
Seohyo: Coded Tapestry & Jiří Příhoda: Capriccio, UAPs, Karbola



**+40**  
total participating artists



**22**  
installations: 15 programme installations, 2 partner installations, 5 AR installations

**2**  
off-programme events

The Red Pill exhibition at Trafo Gallery

Pražská plynárenská Stage at Karlovo náměstí

Prague Castle

National Gallery Prague

National Theatre: Laterna magika

CAMP (IPR Praha)

**+10**  
domestic programme collaborations

**2**  
days of Signal Forum Conference

Ars Electronica

Ramon Llull Institut

**2**  
foreign programme collaborations

## Where Did Visitors Explore at This Year's Signal Festival?

This year, Signal Festival invited visitors to explore two distinct routes, including the newly introduced Hradčany Route. Thanks to a pivotal collaboration with the Administration of Prague Castle, the festival expanded to incorporate the Hradčany area and its iconic landmarks. The second route, Centre, guided attendees through familiar festival locations in the heart of Prague. Together, the two routes featured seven brand-new locations, including the Southern Gardens and Riding Hall of Prague Castle, the Baroque Refectory of the Dominican Monastery, and the Park of National Awakening in the city centre.

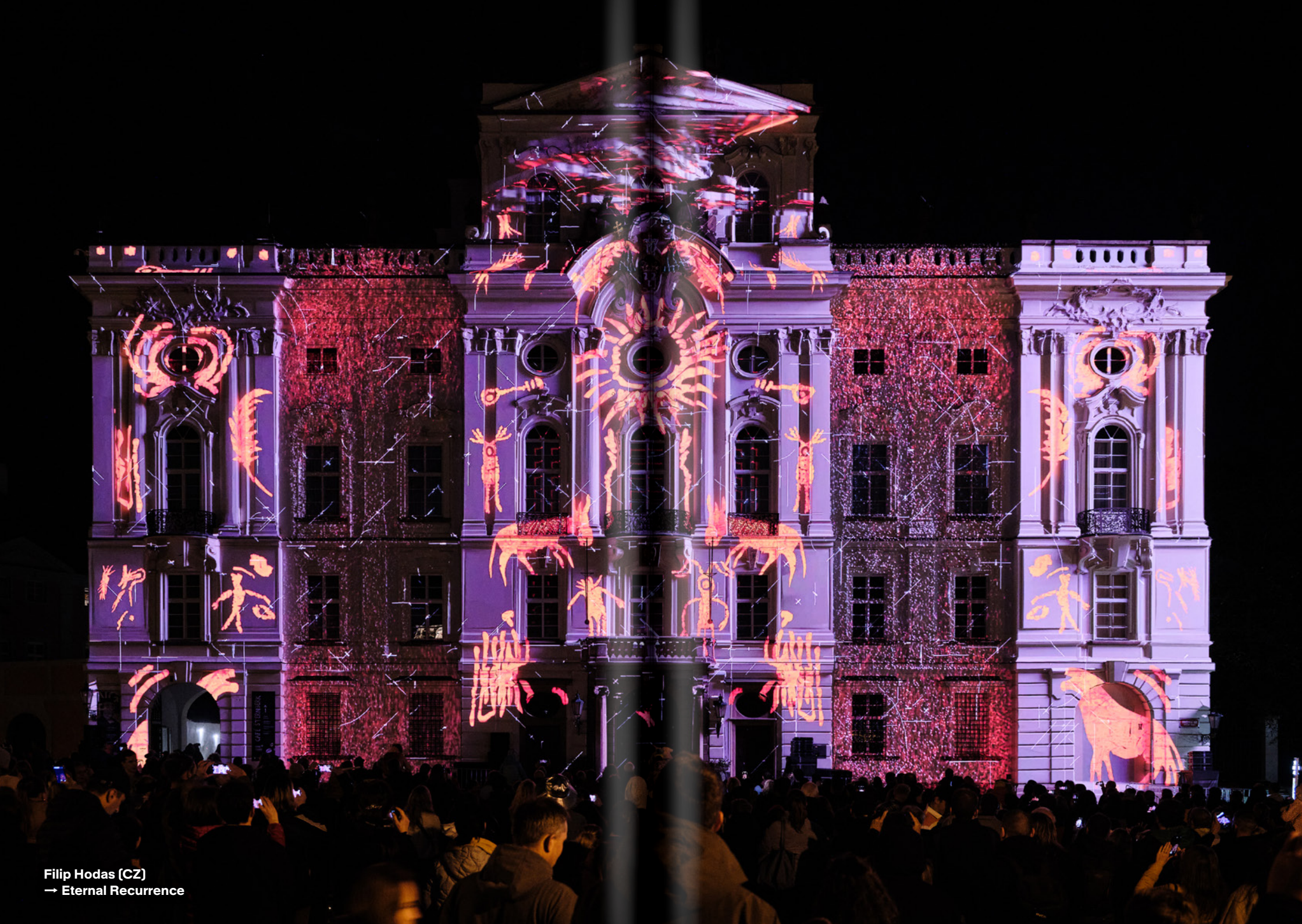
The Hradčany Route showcased six festival points and highlighted the unique architecture and history of the area. Visitors began their journey in the Prague Castle Riding Hall and proceeded to the Archbishop's Palace

at Hradčany Square. Thanks to this year's collaboration with the National Gallery Prague, installations were also featured in the Sternberg Palace and Schwarzenberg Palace. The route continued through the Southern Gardens of Prague Castle and concluded at Kunsthalle Praha, offering a memorable combination of art, history, and modernity.

A long-standing part of the festival, the Centre Route included nine locations across Prague's Old Town and New Town. Starting at Old Town Square, the route led visitors to Mariánské Square, where they explored installations at the Clam-Gallas Palace and the Baroque Refectory of the Dominican Monastery. The journey continued through the Piazzetta of the National Theatre and Charles Square, culminating in the indoor and outdoor spaces of CAMP.



Seohyo (KOR)  
→ Coded Tapestry: Prague



Filip Hodas (CZ)  
→ Eternal Recurrence



Jiří Příhoda (CZ)  
→ Capriccio, UAPs, Karbola



Michael Bielický & Kamila B. Richter (CZ)  
→ Columbus 2.0





SpY (ESP)  
→ ORB



United Visual Artists — UVA (GB)  
→ Strange Attractions



Cao Yuxi [CHN]  
→ Dimensional Sampling



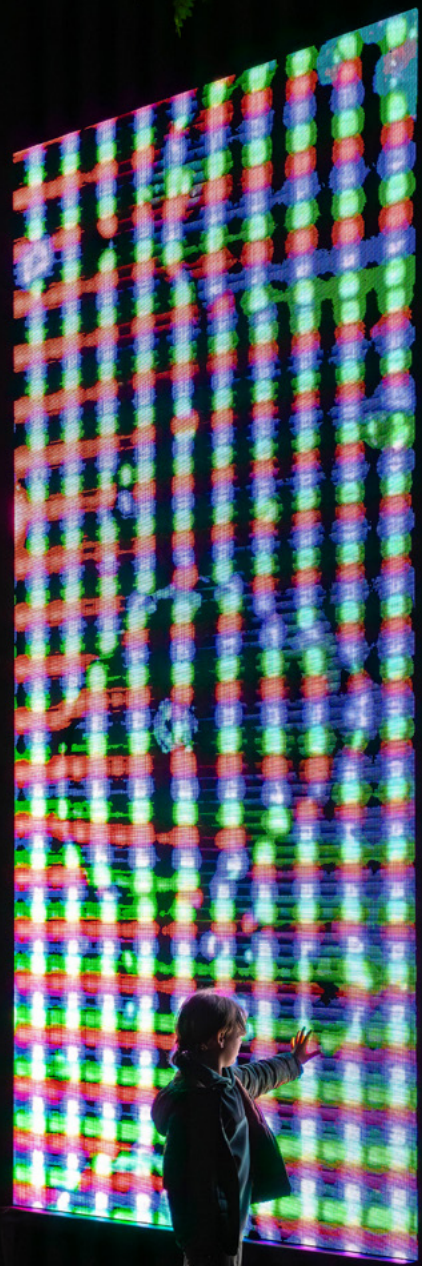
Desilence [ESP]  
→ The Rhythm of the Ocean



Laterna magika (CZ)  
→ Iron Horse: Fractured



Bill Fontana (US)  
→ Silent Echoes: Dachstein



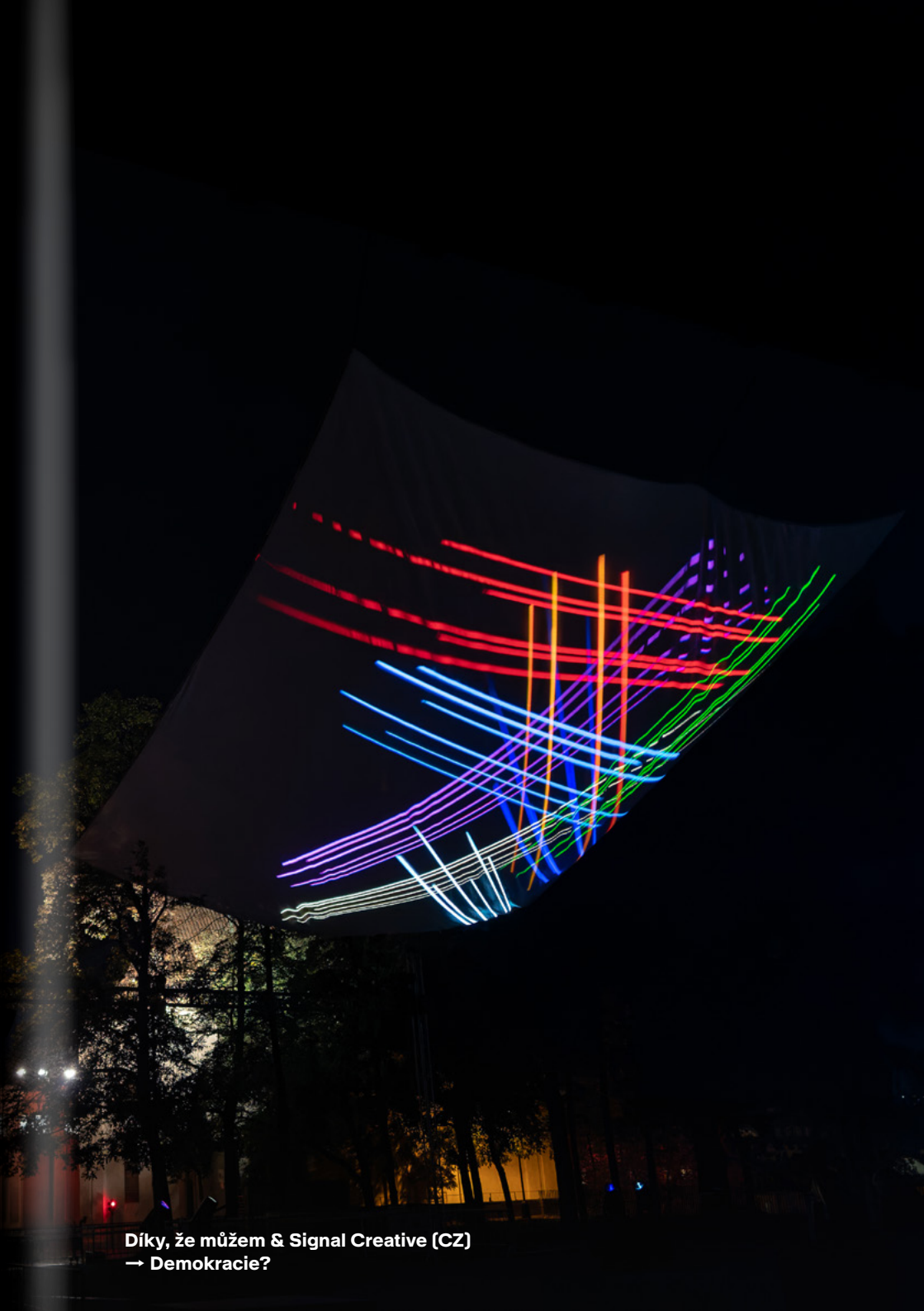
Jana Bernartová (CZ)  
→ Vidím všude tekuté krystaly



Kryštof Brůha (CZ)  
→ Audire Fluctus



Petr Vacek a Adam Cigler (CZ)  
→ Reflexe



Díky, že můžem & Signal Creative (CZ)  
→ Demokracie?



Quayola (IT)  
→ Effets de Soir



Jan Hladil & NobodyListen (CZ)  
→ glo™ DIALOG



Monument Office & Signal Creative (CZ)  
→ MERCEDES-BENZ: AURA

## Accompanying Program

As part of its accompanying program, Signal Festival hosted a group exhibition in collaboration with Trafo Gallery in Holešovice. Curated by Pavel Mrkus, the festival's chief curator, the exhibition featured works by selected Czech artists exploring light technologies. Their creations were inspired by geometric and physical principles as well as the constructivist tendencies in Czech art. Jiří Suchánek visualized sound through kinetic light objects. Pavel Korbíčka used light to record and convey intangible movement. Karim Tarakji defined the concept of space through light. Ivo Louda explored virtual light in model scenarios. Richard Loskot used light as a tool to heighten awareness of illusions. Michal Pustějovský, in his

work Nexus, used beams of light to evoke themes of unity, synchronicity, and safety. Petr Pufler, known as the Lightbearer, investigated light in the depths of stone, and Tereza Severová employed light as a tool for creating illusionist drawings.

Another standout feature of the accompanying program was the audiovisual performances held at the Pražská plynárenská stage in Karlovo náměstí. This free programming enriched the festival experience, offering family-friendly entertainment for visitors of all ages, including parents with children. Over two evenings, the stage showcased performances by: Lazer Viking, DJ N'Zym, Zofie Dares, Lišaj & RealityCongress, and DJ Robot.



The opening of the exhibition The Red Pill at Trafo Gallery



Lazer Viking at Pražská plynárenská Stage





## Collaboration as a Source of Inspiration

We could never realize Signal Festival without the support of our many partners from the artistic, business, and social sectors. Over the past 12 years, we have established more than 200 partnerships. Collaboration is the cornerstone of our festival, allowing us to grow, discover new perspectives, and deliver a unique programme for our audiences. Thanks to partnerships with art institutions, media houses, commercial entities, and technology companies, we can continually innovate and expand the festival.

The most significant and ambitious collaboration of 2024 made it possible for our audiences to explore Prague Castle as part of Signal Festival. Even the President of the Czech Republic, Petr Pavel, along with his wife, visited the festival's exhibits, and the Hradčany route became one of the most popular locations. We also worked with National Gallery Prague, Kunsthalle Praha, and Laterna Magika, where we completed the three-year cycle of our partnership.

One of Signal Festival's core values is openness. Each year, we seek themes that align with our principles. This year, we included an installation produced in collaboration with the organization Thanks that we can and Czech Radio. Czech society has lived in a free state for 35 years, and through this artwork, we wanted to send a clear message: Signal Festival stands firmly on the side of democracy.

Thanks to European Union funding, we were able to expand this year's programme to include Signal Forum, a platform for education, a conference, and the main daytime events of the festival.

Commercial partnerships provide us with essential resources while offering new opportunities for creative

expression. Together with Kooperativa Insurance, we prepared an online guide for visitors on social media. Our partnership with Mercedes-Benz enables us to showcase innovative installations that connect art with modern technologies. Technological support is key for us. For five years, we have collaborated with PrusaLab, Josef Průša's prototype workshop. This initiative connects young or emerging artists with technology experts, leading to unique installations that push the boundaries of digital art. Our collaboration with Christie Digital provides us with cutting-edge projection technologies, allowing us to create world-class video mappings and other light installations.

Signal Festival is an integral part of city life and could not exist in its current form without the support of the City of Prague and various city districts. Dozens of other partnerships, both large and small, which could fill pages, are an essential part of this year's edition. We extend our sincere thanks to the representatives of all who contributed.

Jakub Zeman  
Chief Operations Office





## International Conference Signal Forum

For the first time this year, Signal Festival expanded its ecosystem with the educational platform Signal Forum, which filled Prague's CAMP venue over two days. Born from the collaboration between the Bratislava Sensorium Festival and Prague's Signal Festival, Signal Forum brought some of the world's most innovative creative minds to Prague. The conference was designed for anyone contemplating the future and interested in co-creating a sustainable life for the 21st century and beyond. Its primary goal was to connect, inspire, and educate both local and international audiences as part of the largest cultural event in the country.

The conference offered attendees a space for discussions, lectures, workshops, performances, and networking opportunities, including 1:1 meetings with exceptional collaborators and partners from around the world. The Meet Market facilitated personal meetings between businesses, experts, artists, and creative technology specialists, fostering new collaborations.

**Key Speakers Included:** Bartosz Fr ckowiak – Strategic foresight consultant and speculative futures advisor at 4CF The Futures Literacy Company; Michela Magas – Advisor to the European Commission, G7 leaders, and a member of the

Advisory Committee at CERN; Quayola – Italian artist; Irini Mirena Papadimitriou – Co-curator of the conference, cultural manager, and Director of Exhibitions at Diriyah Art Futures; Carlos Bremond – Independent creative technologist, founder of Studio Carlos, and member of Superbien Studio; Mark H. Geary – Representing Google Arts & Culture Lab; Cecilie Waagner Falkenstr m – Award-winning Danish artist pioneering the use of artificial intelligence; Foxdog Studios – Lloyd Henning and Peter Sutton, programmers turned live performers; Saša Spačal – Slovenian post-media artist; Seetal Solanki – Author of "Why Materials Matter: Responsible Design for a Better World", and Head of Community at ON ROAD, a materials translator; Georgina Voss – British artist and educator; Marek Cimbálník and Jan Netušil – From Studio OFICINA; Xin Liu – Multidisciplinary artist and engineer; Ariane Koek – Independent strategic cultural consultant, creative producer, curator, and writer, internationally renowned for initiating the Arts at CERN program in 2009; Michaela Musilová – Astrobiologist, author, and so-called "marsonaut."

The entire project was supported by the Erasmus+ program and the National Recovery Plan.



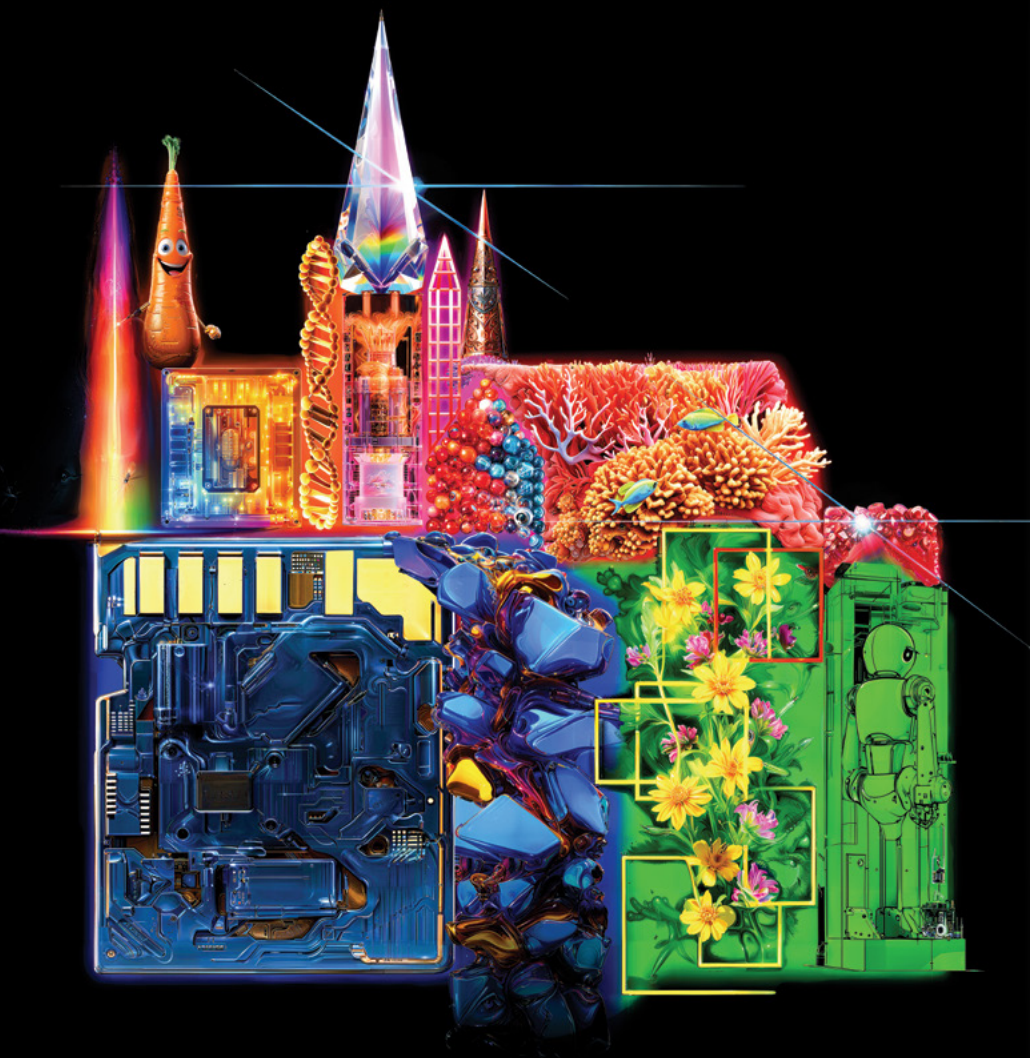
## Curatorial Programme

In collaboration with our partner, the PPF Foundation, we launched a curatorial programme this year for the first time, aimed at fostering connections between Czech artists and international curators. This initiative, featuring studio visits and artist tours during Signal Festival, was designed to facilitate cooperation and promote Czech art on the global stage. By welcoming foreign curators into the authentic environment of artists' studios, the programme sought to enhance the visibility of Czech artists internationally and support the export of their work abroad.

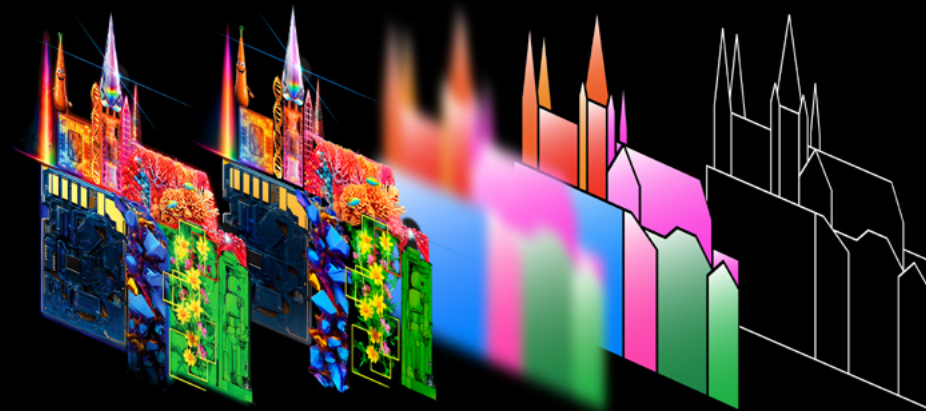
The long-term vision of this initiative is to establish Signal Festival as a mediator actively shaping dialogue and relationships between Czech artists and the global art community.

The event took place during Signal Festival on October 11 and 12, 2024. It welcomed 12 curators from prestigious international festivals and institutions, including Ars Electronica (Austria), MUTEK (Canada), and Videocittà (Italy). The curators visited seven selected studios, where Czech artists presented their work. Participating artists included Křištof Kintera, Federico Díaz, Jan Poš, Kryštof Brůha, and Lenka Glisníková.

# Visual Identity of Signal Festival 2024



The key motive of Prague Castle



Layers of generated images



Logo Element  
(Inpaint input)



Initial Generation  
(Stable Diffusion v1.6)



Enhanced Generation  
(Clarity Upscaler)



Typography

The design pays tribute to the iconic silhouette of Prague Castle, the historical centerpiece of the city. Prague has been our inspiration and partner throughout the whole existence of Signal Festival. Using generative AI, the authors Jan Brož & Jan Novák transformed the silhouette into a detailed mosaic of motifs reflecting the concept and program of the festival.

# Signal Festival in Numbers → PR

# 801

Number of media outputs

45  
TV

552  
Online

96  
Print

108  
Radio

# 2,09 mil.

Number of foreign impressions

# 48,6 mil.

Media reach

# 499,22 mil. Kč

Media value of AVE in CZK

# 202

Number of foreign outputs

# 989 693

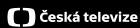
ČT spot reach

# 25 116

iVysílání reach

# 80x

ČRo spot



DENÍK



JCDecaux

RESPEKT

Forbes

ART ANTIQUES

CZECH DESIGN

CZECH CRUNCH

refresher

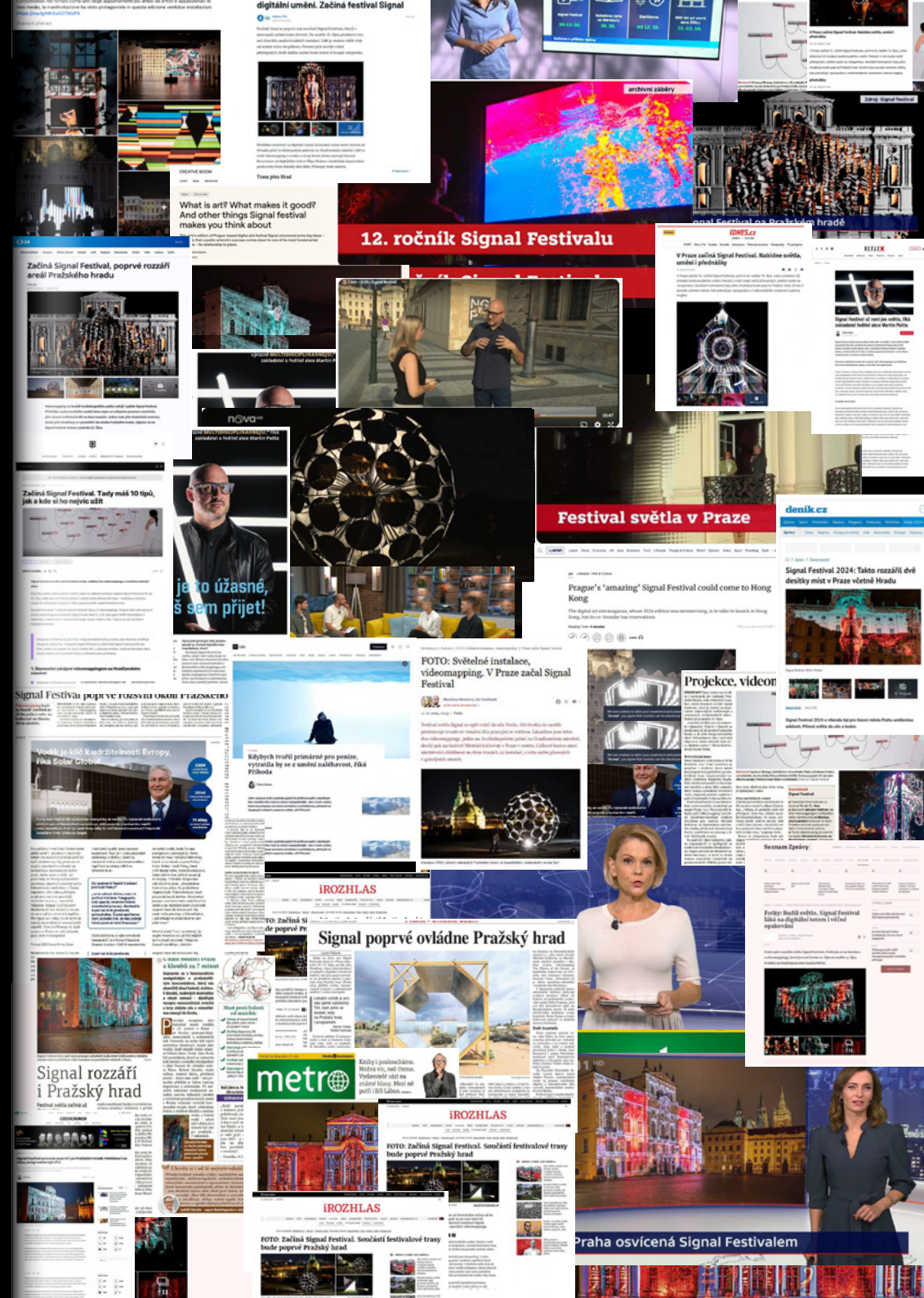
prague morning

expats\_cz

PR & Media (Source: Mediaboard, Determ)

TV & Radio

Media Partners



## Signal Festival in Numbers → Social Media

**4 201 024**  
Number of views

**57 735**  
Number of followers

**660 000**  
Video views

**5 864 912**  
Number of views

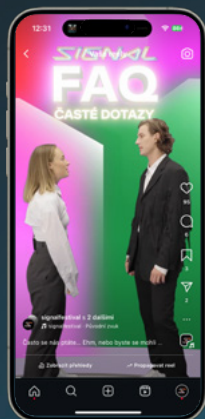
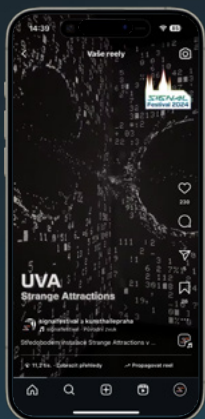
**26 300**  
Number of followers

**878 038**  
Video views

**1 439 387**  
Number of views

**38 371**  
Number of views

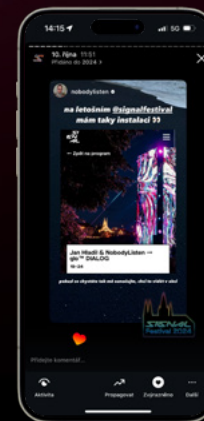
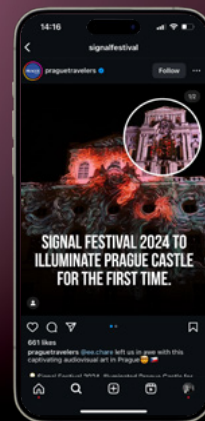
Source: Zoompshere



## Signal Festival in Numbers → Influencers

Number of involved influencers

**25**



Selected:

Prague Travelers	@praguetravelers	340k
Ekaterina Rycheva	@praguetoday	233k
NobodyListen	@nobodylisten	96,8k
Adam Gebrian	@agebrian	52,1k
Martin Lukáč	@martin.lukac	29,6k
Natálie Majvaldová	@nata_liii	25,7k
Terezie Kovalova	@tereziekoval	19,8k
Kristýna Políček	@kristynapolicek	19,1k
Pavlna Louženská	@pavlna_speaks	14,8k
Matěj Paprčíak	@iammatejapaprciak	14,6k
Hana Třeštíková	@hankatrestikova	7,7k

Facebook

Instagram

TikTok

LinkedIn

## Signal Festival in Numbers → Web & Newsletter

# 247 421

Number of unique users on the website

# 25 584

Number of subscribers

# 28,1%

Average open rate

## Signal Festival in Numbers → OOH

# 1 300

Ads in Public Transport

# 219

Digital CLVs

# 13

Advertisements

# 323 000

Audience reach of metro spots

DENÍK 

RESPEKT

Forbes

ART  
ANTIQUES

WIRED



## We are part of European projects

This year, Signal Festival is part of the CO-VISION initiative, a creative mission under the Creative Europe Programme, which focuses on the digital sharing of crucial conservation issues across Europe. The Prague festival has joined the Creative Europe programme alongside eleven other European institutions from the digital arts and culture sphere: the Kikk Festival from Belgium, NTNU University of Oslo and the VIDEOCITT Festival in Rome. But what exactly does this collaboration entail?

### CO-VISION

The CO-VISION programme was designed to engage local audiences in a discussion about natural heritage and its protection. In a time when safeguarding local fauna and flora is often overshadowed by other pressing concerns, this European initiative aims to reinvigorate the conversation—through creativity and innovation. The programme specifically leverages the power of interactive digital festivals, such as Signal Festival, to turn complex conservation challenges into immersive and engaging artistic experiences.

### How will Signal Festival join the debate?

As part of the CO-VISION initiative, Signal Festival is focusing on the Morava-Dyje river confluence in South Moravia.

This unique landscape, featuring floodplain forests, meadows with majestic solitary oaks, and a network of pools and dead-ends, provides refuge for many endangered plant and animal species. The project will culminate in the creation of an artwork inspired by this site, which will premiere at Signal Festival 2025 and be showcased at other European festivals.

### Digital Inter/Section (DI/S)

Signal Festival is also in its third year as part of the DIGITAL/INTERSECTION platform, an international initiative supporting and promoting art in the digital and new media space. In addition to Signal Festival, DI/S includes three other prominent European institutions: the French festival Chroniques from Marseilles, the Belgian Kikk and the Croatian festival Kontejner from Zagreb, alongside partner agencies in Berlin and Montreal. The DI/S project aims to explore new business models for cultural organisations within the digital arts, on a pan-European scale. The aim of this project is to diversify the sources of income for these types of organisations and to promote sustainable, ethical and inclusive economic growth. Another objective is to develop and test innovative business models and recommend tools for other cultural festivals and institutions.





# SIGNAL



Your support of the Signal Festival has an impact on the development of digital art in the Czech Republic. Thank you for your continued support. We are looking forward to further collaboration!

# Partners

Organizer



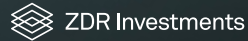
With support of



Main partners



With support



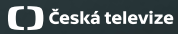
Official partner

Premium partner

General media partner

Main festival journal

Main media partners



Main media partners

VIP Partner

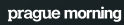
Media partner



Media partner

Technology partner

Partners



Official beer

Partners



Hotel partner

Signal Festival is part of



THE SIGNAL FESTIVAL IS HELD UNDER THE PATRONATE OF THE PRESIDENT OF THE CZECH REPUBLIC PETR PAVEL, THE MINISTER OF CULTURE OF THE CZECH REPUBLIC MARTIN BAXA, THE MAYOR OF THE CITY OF PRAGUE BOHUSLAV SVOBODA THE COUNCILLOR OF THE CITY OF PRAGUE ADAM ZABRANSKY, THE MAYOR OF THE CITY OF PRAGUE I TEREZIE RADOMERSKA AND THE MAYOR OF THE CITY OF PRAGUE 2 JAN KORSSEKA.



**Signal Festival 2025**

**Date: 16 → 19 /10 2025**

**Theme: Ecosystems 03: Solutions**

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