

THE BRIDGE PROJECT - HULL 2017

A LANDMARK PROJECT

IN 2017, the Humber Bridge will become the world's biggest ever data display.

We're going to use it to show everything from commissioned art, unique data visualisations of everything from well-being data to the weather and much more besides to interactive and participative projects created with and played by the public.

We'll be making a global digital artistic landmark out of this actual landmark.

How will it be done?

Working with partners we will use innovative new technology to install a state of the art intelligent lighting system on the Bridge made up of LED units which can be controlled individually to vary their colour, brightness etc. and can be linked up to the internet and controlled by a specially created IP control system and interface.

Then we will make this available to artists, data visualisers and (maybe) the public. Over 2017 and into 2018, we will deliver a programme of curated events and artworks which will have a massive visual impact in the local area and make a series of global splashes on social media as they are photographed and streamed live around the world.

The Bridge will have three modes:- Ambient, Interactive and Exhibition

- 1) **Ambient/Data** - the system is fed "live" data which is visualised on the Bridge in a beautiful and arresting way. This could be:-
 - 1) the weather which is coming visualised as colours changing over time
 - 2) the emotional temperature of social media as divined by an algorithm
 - 3) a visualisation of sentiment and wellbeing

There will be a scheduled programme of agreed data feeds and the Bridge interface will be made available to data artists/visualisers to exhibit their interpretation of feeds. When nothing else is happening, this will be.

- 2) **Interactive** - people on location or online can interact with the Bridge and control it by (for instance) joining a team to play a game. A curated programme of commissions will be supplemented by open access opportunities as appropriate.

- 3) **Art Exhibition** - a small number of artists will be invited to develop structured and controlled visual works which take advantage of the Bridge as an exhibition space. Potential partners such as the BFI could collaborate on specific commissions.



The Art and Science of Awe

We are in discussions with San Francisco-based *Illuminate the Arts*, the company behind the Bay Lights Project which illuminates the Bay Bridge. Their team, led by Vanessa Inn, is working with UC Berkeley academics to explore the “Art and Science of Awe” in the context of monumental artworks such as the Humber Bridge Project. We are developing collaboration opportunities with them.

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