

# Brightness falls on Orchard Road

Set your sights on the razzle-dazzle of digital and interactive art in the shopping hub next week

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A suspended aerial LED light sculpture outside the posh Mandarin Gallery. An interactive light and music creation that will bring the front steps of Paragon Shopping Centre to life.

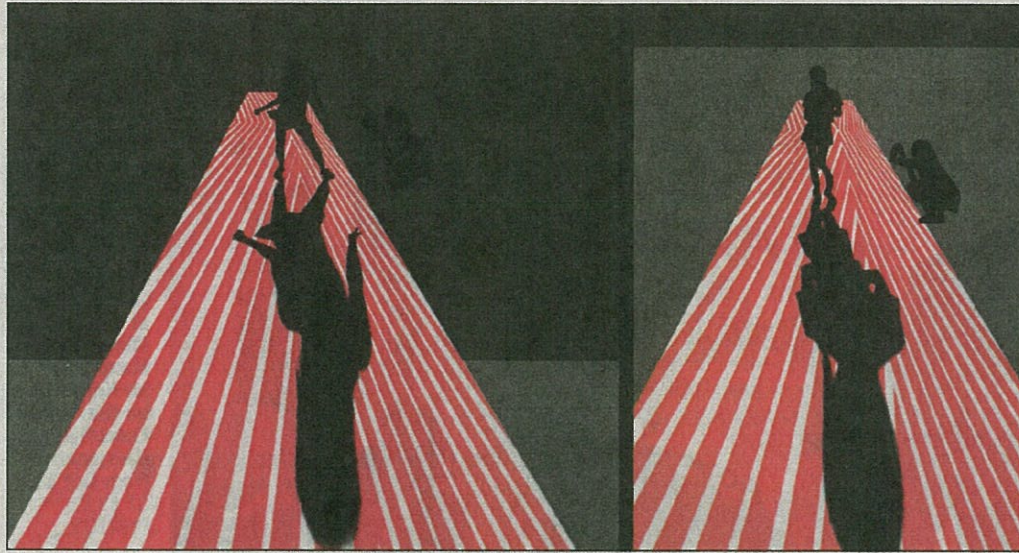
An animated video installation in one window of Tangs Orchard will tell the story of how the retail company was set up.

These are just some of the interactive new media and digital art installations that will brighten up the Orchard Road belt from Sept 17.

They are part of Digital Nights 2010, a 10-day visual bonanza by European and Singaporean digital artists.

Mr Frederic Chambon, project manager of the event, says: "Visitors of all ages and backgrounds will be able to interact with the artworks, designed to envelop the senses through stimulating visual and digital technology."

Installations can also be seen at the Singapore Art Museum in Bras Basah



**This installation, A Red Carpet For Orchard Road, by Spanish digital artist Tom Carr will be on display at the walkway in front of Ngee Ann City. PHOTO: TOM CARR**

Go to [www.europeanseason.com](http://www.europeanseason.com) for more information about the events in Encore! The European Season in Singapore.

Road and Sculpture Square in Middle Road.

And there will be an iPhone-based sound walk and interactive game trail created by French art collective MU. Follow the trail and you could also win a trip for two to Paris.

Digital Nights is an adaptation of Nuit Blanche or Sleepless Night in French, an annual all-night arts event in many major

cities in Europe. It will kick-start Encore! The European Season in Singapore.

Into its third year, the annual event was the brainchild of France's former ambassador here, Mr Pierre Buhler, and was established to raise the profile of all European events, productions and artists in Singapore.

Encore! is organised by the European Chamber of Commerce and European cul-

tural institutions such as the Goethe Institut, the Italian Cultural Institute, the British Council and the Alliance Francaise. It helps promote European arts and cultural performances by supporting presenters of these events with sponsorship, marketing and publicity.

At a press conference at The Fullerton Hotel yesterday, some of the upcoming attractions under the Encore! banner

were announced. They include the 26th French Film Festival, which starts at the end of the month, and the National Museum of Singapore's Pompeii: Life In A Roman Town 79CE exhibition, which opens next month.

Mr Holger Standertskjold, head of the delegation of the European Union to Singapore, says: "We hope to make Encore! a permanent feature in Singapore's cultural calendar."

This sentiment was echoed by French ambassador Olivier Caron and Italian ambassador Anacleto Felicani.

Austria will be represented by the Vienna Boys' Choir, which is performing at the Esplanade Concert Hall on Oct 8. Spanish flamenco dancer Eva Yerbabuena will present Lluvia, a dance performance at the Esplanade's da:ns festival on Oct 12 and 13. Orphei Drangar, a choral group from Sweden, will also be performing at the Esplanade Concert Hall on Oct 21. These are just a sampling of the diversity of cultures that can be expected at Encore!.

Spanish dancer-choreographer Antonio Vargas, who will be organising Flamenco Cantata, a flamenco festival at Chijmes hall on Oct 23 and 24, says: "The support from Encore! is fantastic. They made the festival possible. Without them, I wouldn't be standing here today."

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