



view it

A RED CARPET FOR ORCHARD ROAD

Where: Walkway outside Ngee Ann City, 391 Orchard Road
When: Tomorrow until Sept 26, 7.30 to 11pm
Admission: Free
Info: www.digitalnights.sg

Tom Carr, who creates plywood sculptures (like the one in the photo), will kick-start Digital Nights 2010 with his outdoor light installation, **A Red Carpet For Orchard Road**. ST PHOTO: AIDAH RAUF

Red Carpet for all

Spanish artist Tom Carr wants everyone to pose and feel like a celeb on his digital light installation

eunice quek

Orchard Road denizens: Are you ready for your close-ups?

The shopping belt transforms into a wonderland of lights tomorrow. Digital Nights 2010, a 10-day digital light extravaganza, will flag off there with Spanish artist Tom Carr's digital light installation, *A Red Carpet For Orchard Road*, which bathes the pavement outside Ngee Ann City in red and white lights.

At 7.30pm each night, until Sept 26, 12,000-lumen lights mounted on two specially built, 5m-tall columns will project patterns on the ground and on the columns themselves. The projections will appear and disappear, constantly evolving to engage audiences.

Barcelona-based Carr, 54, famed for his light installations and outdoor scul-

tures in the Spanish city, says *A Red Carpet* is not complete until passers-by interact with it.

Calling Orchard Road the Champs-Élysées of Asia, referring to the glamorous shopping avenue in Paris, he says: "I want people to feel like stars on a red carpet. When they participate and take photographs, then my work is complete."

He takes pride in seeing his art and the spectator intertwined – even if only for a fleeting moment.

The digital artist, who is also a professor at the Escola Massana art school in Barcelona, says: "I love working with light as it is ephemeral. When it is present, it is beautiful and we enjoy its fragile presence while it lasts."

With his digital light works usually displayed indoors, using external lights for the first time here have proved to be a challenge. While worried about whether the weather will affect his installation, he remains confident that it will be a hit for locals and foreigners alike.

This is the first time the digital light festival is being organised and it is an adaptation of *Nuit Blanche*, or *Sleepless Night* in French, an all-night event in major cities across Europe. The \$1-million

festival, part of the *Encore! The European Season in Singapore*, is organised by MADE In Singapore, a subdivision of publishing company ZoMedia.

Other light installations along Orchard Road include a suspended aerial light sculpture, 48x48, by French art collective Visual System, at Mandarin Gallery; an interactive light and music creation, *Dancing With Frequencies*, on Paragon Shopping Centre's front steps by local artists Zulkifli Mahmud and Charles Lim, and an animated video installation called *Bumpit!* by French artist Bertrand Planes in the window display of Tangs Orchard.

The festival is spread over seven venues, including the Singapore Art Museum and Sculpture Square in Middle Road. Admission is free for all events.

Excited about his debut in Singapore and Asia, Carr hopes audiences will experience his works the way he enjoys Singapore. He says: "I can't pinpoint what I like most about Singapore. It is the totality of different experiences such as meeting people or feeling the heat of the weather, that makes it complete. This is how I want people to enjoy my work, as a whole experience built on different levels." euniceq@sph.com.sg