

## ISE and Llum BCN at ISE 2025



Integrated Systems Europe (ISE) and Llum BCN announce their continued collaboration for the fourth consecutive year, bringing together the best of technology and artistic innovation. This partnership will be showcased at ISE 2025, held from February 4-7 at Fira de Barcelona Gran Vía, where attendees will get an exclusive preview of the mesmerising light installations of Llum BCN 25.

From February 7-9, 2025, Llum BCN will transform Barcelona's Poblenou neighbourhood into a luminous canvas of art and technology. The annual festival, organised by Barcelona City Council, will feature light installations from 15 professional artists and creators, as well as 17 universities. The imaginative range of installations will include contemporary art, design and architecture, technology, and lighting design, turning the streets, squares, buildings, and parks into unmissable works of art. This year's edition includes the chance to see artistic projects by photographer and conceptual artist Joan Fontcuberta, film director and scriptwriter Isaki Lacuesta, and the set designer, light artist and creator Laura Clos, Closca. More than 240,000 visitors saw the 2024 edition of the Llum BCN.

Visitors to ISE 2025 will have the unique opportunity to immerse themselves in the

enchanting world of Llum BCN 25 even before the official start of the festival. Alice Labourel (pictured above), a French Art Director and Artist known for her innovative fusion of visual storytelling and new technologies, will showcase her extraordinary piece, "A Tiny Bead of Pure Life," on Thursday, 6 February, at 18:30 on the award-winning South Access Welcome Screen at the Fira de Barcelona Gran Via. With her background in architecture and ballet, Labourel masterfully blends drawing, 3D modeling, mythology, and nature to create works that bridge the physical and virtual worlds.

"A Tiny Bead of Pure Life" is a mesmerizing 15-minute animated journey through surreal, abstract landscapes inspired by nature. Its slow, reflective pace unveils intricate details and tiny creatures, inviting viewers to ponder the minuteness of life. Inspired by Virginia Woolf's novella *The Death of the Moth*, this work transforms the seemingly insignificant actions of small beings into profound lessons about existence. This preview of Llum BCN 25 is a rare artistic experience, but the light arts festival itself is an exceptional reason to extend a stay in Barcelona after visiting ISE 2025. Don't miss the chance to witness spellbinding performances and celebrate the city's vibrant cultural life.

Mike Blackman, Managing Director of ISE, comments, "The collaboration between Llum BCN and Integrated Systems Europe represents a thrilling union of creativity and technology, showcasing how art and innovation can seamlessly intersect. Llum BCN, Barcelona's renowned Light Arts Festival, transforms the urban landscape into a mesmerising spectacle of artistic ingenuity. Meanwhile, as the world's premier AV and systems integration tech show, ISE gathers trailblazing technology and industry visionaries all under one roof. Together, we are building a bridge that connects the art and AV communities, pushing the boundaries of possibility and creating unforgettable shared experiences. I am especially excited to welcome Alice Labourel and her extraordinary artwork to ISE 2025. This partnership epitomises the synergy between art and technology, offering a stage for visionary creators to inspire and captivate, while deepening the bond between ISE and Barcelona's vibrant cultural scene."

Maria Güell Ordis, Llum's Art Director, adds, "Our goal is to transform the urban landscape into a luminous canvas of artistic creativity and technical and audio-visual innovation that both delights and challenges the audience. Each installation is a unique expression of imagination and innovation, pushing the boundaries of what light and art, together with the help of technology, can achieve."

ISE 2025 promises to be the most dynamic and engaging show yet, with a host of new initiatives and features, an expanded and more easily accessible content program, as well as the unveiling of Hall 8.1 accessed via the conveniently located North Access point.

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