

# ISE 2025 Multimedia Artist Quayola



Italian digital artist Quayola's Creative Keynote presentation on 5 February at 15.30 will give ISE visitors fascinating insights into his groundbreaking projects, including the mesmerising 'Arborescent' projection mapping experience on Casa Batlló, which takes place on 1 and 2 February as the next edition of ISE kicks off in Barcelona. Celebrated for his pioneering fusion of technology and art, Quayola will also present his artwork 'Promenade' on Tuesday, 4 February at 18.30, on the Fira de Barcelona Gran Via's award-winning South Access Welcome Screen, providing both the citizens of Barcelona and ISE visitors with another chance to witness his extraordinary creative talents in action.

"In Arborescent, I aimed to identify, catalog, and digitally reconstruct a variety of tree species. I am interested in studying their growth systems and understanding how they respond to artificial stimuli." Quayola explains. "Casa Batlló's façade becomes the physical/digital space upon which simulations take root, as architectural elements become anchors for generating botanical geometries, lines, and points that determine the plants' growth structure."

ISE is again partnering with Casa Batlló to present a stunning projection mapping show on the historic Barcelona landmark. After previous mappings by Refik Anadol in 2023 and Sofia Crespo in 2024, Casa Batlló has once again invited a renowned artist to transform Gaudí's iconic façade into a canvas for an exclusive work inspired by the architect's creative vision.

Quayola's work is a testament to the transformative power of audiovisual (AV) technology in the creative arts. His keynote will explore the creative journey behind

the Casa Batlló projection mapping, a project that seamlessly blends artistic vision with cutting-edge technology to create an immersive experience. The artist explains: "My keynote presentation at ISE 2025 will explain the inspirations and methods which shaped 'Arborescent'. For me, the creation process is as significant as the final piece, often serving as a documentation of my journey. Discussing the crucial relationship between the physical and digital worlds in my art, I will share insights from my unique expeditions to capture natural phenomena, which inspire my digital creations. By showcasing examples of my work, both digital and physical, I aim to illustrate the seamless transition between these realms. Additionally, I will touch on my explorations in sculptures, robotics, and other artistic endeavours, emphasizing the importance of technology in enhancing and expanding creative expression."

The Casa Batlló project and his artwork at the Fira South Access Welcome Screen exemplifies how AV technology can be harnessed to push the boundaries of creative expression, offering audiences a unique and engaging visual journey. Quayola's work has been performed and exhibited in many prestigious institutions worldwide including V&A Museum, London; Park Avenue Armory, New York; National Art Center, Tokyo; UCCA, Beijing; How Art Museum, Shanghai; SeMA, Seoul; Palais de Tokyo, Paris; Ars Electronica, Linz; Sonar Festival, Barcelona and Sundance Film Festival. In 2013, Quayola was awarded the Golden Nica at Ars Electronica.

Mike Blackman, Managing Director of Integrated Systems Events, adds: "We are delighted and proud to be able to support Quayola, his art, and the technological approach he represents at the Casa Batlló event. His keynote will provide invaluable insights into the creative process behind his spectacular digital artworks. Both performances will showcase AV technology in all its beauty, helping to connect the city, its inhabitants, and visitors to the magic of our AV community. It will be stunning, and I look forward to seeing it."

ISE 2025 takes place 4-7 February 2025, at the Fira de Barcelona Gran Via and continues to be the premier event for professionals in the AV and systems integration industries, providing a platform for showcasing the latest innovations and trends. Quayola's participation with three elements underscores the event's commitment to exploring the intersection of technology and creativity, highlighting how advancements in AV technology can inspire and enhance artistic endeavours. Join us to experience firsthand the fusion of art and technology that is shaping the future of creative industries.

Register Today: Registration for ISE 2025 is now open. Early registration is advised to ensure plenty of time to arrange any necessary visas. To secure your pass, visit the website below.

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