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thesis project / proposal / draft one
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WHAT

My objective this year is to create (design and develop) a live audio-visual performance, focusing on light, projected or as illumination source to create an experience of immersion. More specifically, I'm interested in developing the scene/space onto which the performance will take place. Furthermore, I will also be designing and developing the content that will be projected, along with the script/scenario for the progression of the performance. The ultimate goal is to create a performance space in which the audience is immersed, thus allowing me to play with their sense of perception.

WHERE WHEN

A second part of the project is a documentation of the performance. This documentation is supposed to take a more elaborate form in order to be suitable individual presentation, when the performance can not take place. At the moment it is envisioned to include models, making-of footage, a more thorough look into how and why the project was made, all along with a video that documents the performance itself.

ABOUT

The driving agent behind the content of the performance is the notion of dreams. The reason why I picked dreams is because in describing them I was using similar keywords/characteristics that I found in describing my projection work; for example, both deal with focus and "out-of-focus", clear and unclear. From these initial keywords, I have developed questions, interests that further relate to my visual work, and the goal is to connect these two topics, through the specifics, in order to create a feeling of immersion.

WHAT?!

More specifically about this feeling of immersion, my goal is to make the audience feel as if they are dreaming - and not to visualize a dream in the way cinema does.

WHY WHY WHY

In my previous work, I have often worked with bands, in creating branding for them. Another key aspect of my work is developing one concept across multiple mediums, this is specifically exemplified in my work with a not-for-profit company I run in Toronto, Canada, where the design, or rather the creative wrapper is applied to across all the elements of the product - poster, advertising strategy, program, theme and so on. (*annex here an example.*) Following this idea, my work with bands, especially when it comes to albums, usually stopped at only developing a visual identity for an album, but I strongly believe that this visual identity could be expanded, for example, to the album release tour, more specifically to the concerts themselves but adding visual work in the form of projection. This is one of my interests moving forward, and through this project, I am intending to come to grasp with the intricacies of developing the visual end of a performance.

In my research I have also come across one quote, that stirred my interest even more in regards to the possibilities of live performance. It says “[the] transmission from the live to the mediated to the live that continually effects the interruption and contamination of separate ‘works’ to produce ‘spontaneous’ and unintended outcomes.” (Multi-Media: Video-Installation-Performance, 17)

To clarify even further, projection has been a growing interest that I have been especially developing in the last few years. In the last year I worked on a video installation that dealt with space and its perception, that was a very rewarding project, but also helped me recognize my interests in projection. In addition, I have been more aware of similar artists and projects, specifically that work with light, across multiple mediums.

HOW

More specifically (the performance, the stage/screen)

// clarify that i’m also projecting footage/images.

Methodology

Timeline

WHO WHAT WHERE WHEN... ABOUT

- post-cinema/expanded cinema

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// notes

present something in color. (advertising). actual film is in black and white. person does not remember what they saw.

Nam June Paik - Afterlude to the Exposition of Experimental Television (essay, 1963)