

Impossible

LIGHTWEIGHT PRESS PACK

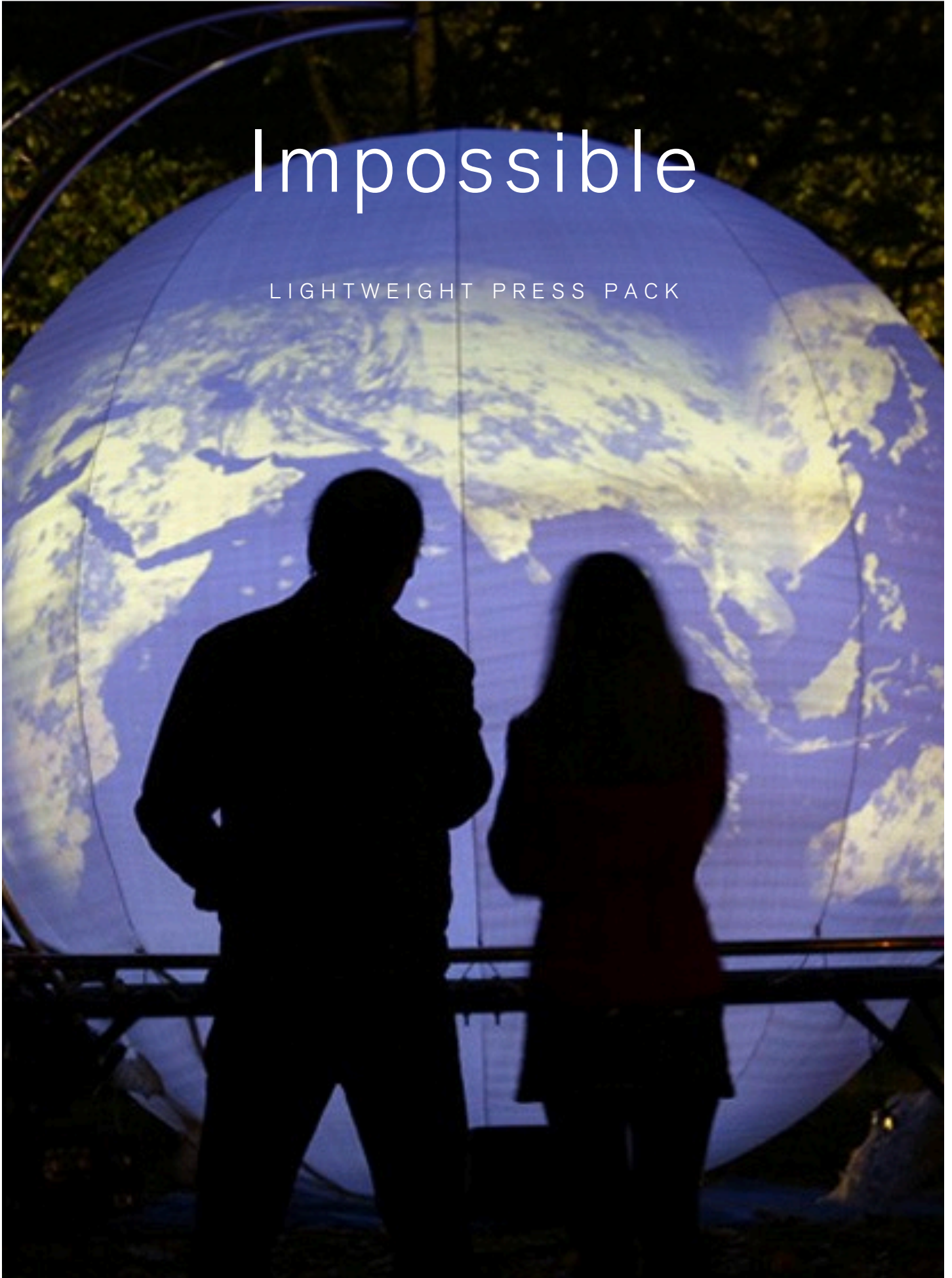


PHOTO: KIPPA MATHEWS

LIGHTWEIGHT AT ILLUMINATE YORK

About Impossible

Based near Huddersfield in West Yorkshire, Impossible is well known for its unique digital installations, from a giant interactive story book to a weightless translucent globe, hilarious talking heads, animated winged faces or archive images where the audience become the people in the picture.

Over the years the company has created engaging, stand out installations for civic events, arts, illumination, science, literature and music festivals, including, Chatsworth House, Greenwich+Docklands International Festival, The British Library in London, Berlin Festival of Lights, Henley Festival and many more.

For more information go to: www.impossible.org.uk

or call Chris Squire

Creative Director

07870 832185

LIGHTWEIGHT: <https://vimeo.com/103330810>

LightWeight is a 4.5 metre tall translucent sphere, created by Huddersfield-based arts organisation Impossible. It's guaranteed to grab an audience's attention not least because of its size and intrinsic beauty. Hidden projections create luminous pictures and face-recognition technology captures the faces of the audience and projects them onto live animation which spins magically around the surface of the globe.

"Magical and mesmerising ... almost hypnotic" – audience member

Credits

Chris Squire: Concept, direction and delivery
Spencer Roberts: Coding
Nick Sparks: Coding
Bryan Tweddle: Design and construction
Ian Broscombe: Construction
Debbie Cunliffe: Air bag sewing
Daniel Weaver: Music

An original installation

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