

PROMOTION & MEDIA GUIDELINES

You are about to host a luminarium and this document aims to give you some guidelines for how to make the most of hosting a luminarium in terms of promotion and media.

A luminarium is very photogenic and offer exceptional promotional potential. They are successful in attracting good media coverage. It is not unusual to have a front-page photo on a national daily. TV news reportage is common as well as occasional live broadcasts.

PROMOTIONAL PRINT AND WEBSITE

Our AoA Brochure and Promoters Info will guide you in preparing your promotional supports.

The Architects of Air website www.architects-of-air.com should be mentioned in any program and on the website of the event.

Information that should be included in the program and on the website are:

- Architects of Air - 'Name of the luminarium' – Luminarium – Designed by Alan Parkinson – www.architects-of-air.com
- Text presenting the luminarium experience
- The admission price
- The admission time. Ex: 10.00 - 19.00 (last admission) - would mean last admission at 19.00 for a final closing at 19.20.
- That the luminarium is accessible to wheelchair users and people with mobility difficulties
- That children under the age of 16 must be accompanied by an adult (maximum 4 children per adult)

All information and publicity should be submitted to Architects of Air for approval before it is sent to print or put online. It should be sent to: mado@architects-of-air.com

PHOTOS

High definition photos are available for each luminarium. The visitors take many of our photos. We have the rights to use these photos for promotional purpose, but have committed to mention the name of the photographer wherever it is used. Each file is therefore named with the name of the structure and the name of the photographer, so we do ask you to mention their names when possible.

VIDEO PRESENTATION

Many videos are available to include in the promotional material. Links can be sent for downloading on request.

Shorter and longer films or slideshows are available. Whether you wish to set up a link on your website, or whether you want to use some footage for your general festival promotional

video, we will send you the links to these videos. The videos exist in lower resolution for your website and in higher resolution for broadcasts.

You can view or link to all the videos and films from the following page:

<http://www.architects-of-air.com/media.html>

THE BOOK – ‘THE MOST BEAUTIFUL’ BY ALAN PARKINSON

In June 2013, Alan Parkinson published **The Most Beautiful**. The book takes the reader on a journey; from its beginnings as a community project to its worldwide presence today, attempting to demonstrate the connection people have with the structures. There are detailed explanations of each luminarium, covering design, plans and inspiration, alongside quotes and many photographs taken by both visitors and professionals. The book can be used as a promotional tool and can be ordered by clicking the following link.

<http://www.architects-of-air.com/the-aoa-book>

PRESS CALL AND MEDIA REQUESTS DURING THE EVENT

A luminarium is a spectacular installation. We suggest you organize a Media Call on the ‘get-in’ day once the luminarium has been safely erected.

A luminarium is a great opportunity to draw the attention to your festival and Architects of Air will support the promoter when the luminarium can help to promote the event.

Architects of Air needs to be informed and consulted for any TV and filming requests.

When these are directly aimed at promoting the event or Architects of Air, AoA will need to be informed in order for the Exhibition Managers to be prepared to welcome the crews and guide them around the luminarium.

When the requests are about using the luminarium as a background for a TV show or photo-shoot not directly related to the event or Architects of Air, Architects of Air requires to be consulted and needs to give approval.

It is strongly recommended to invite media inside when the luminarium is open to public, as the images will talk for themselves when footage shows visitors experiencing the luminarium.

SOCIAL MEDIA

FACEBOOK

Architects of Air create a page for each event on its Facebook page, it is recommended to either link to this page or to create your own event page. This will enable visitors to post their comments, photos and videos and contribute to spreading the word.

Architects of Air Facebook page:

<http://www.facebook.com/pages/Architects-of-Air/100555823335741>

TWITTER

We are introducing the use of the #aoa across all platforms, please could you use this # when talking about us.

<https://twitter.com/ArchitectsofAir>

INTERVIEWS

Interviews can be arranged prior to the event with Alan Parkinson, founder and designer of Architects of Air or onsite with the exhibition managers.

SOME KEY HISTORICAL INFORMATION AND KEY WORDS TO DESCRIBE THE EXPERIENCE

Founder, designer and artistic director Alan Parkinson first started experimenting with pneumatic sculptures in the 1980s and has since developed his own language of form in this plastic medium.

Alan Parkinson's involvement with inflatable structures began on a Nottingham community project in 1981. He designed and built his first luminary in 1985, with the aid of Probation Service offenders. In 1990 he created 'Eggopolis' which was the first of his luminaria to be shown outside Nottinghamshire. In 1992 the community project closed down and Architects of Air was formed.

Alan Parkinson's intention is to stimulate visitors to a sense of wonder to the beauty of light and colour, and create an environment where the visitors experience is influenced by their own relation to space.

Alan describes his intention as an 'Architect of Air' in the following terms:

"What motivates me to design is the fact that I continue to be struck by the beauty of light and colour found in the luminaria. These structures nurture an awareness of a pure phenomenon that gently cuts through everyday conditioned perceptions and awakens a sense of wonder in people"

The pneumatic form has a simple purity that echoes that of the light it contains. It has been Alan's work to explore what is possible within the laws of pneumatics to develop an architectural aesthetic capable of doing justice to the beauty of the light in the luminary.

Since 1992 Architects of Air, a Nottingham based company, has built 21 luminaria, made over 600 exhibitions, and toured in 38 countries in 39 countries where over 2 million visitors have immersed themselves in the luminous world of Architects of Air.

Some key design information

- A mix of engineering and design
- Inspired by Islamic, Gothic cathedrals and Modern architecture
- Inspired by geometrical shapes
- Inspired by natural shapes: soap bubbles, plant and cell structures
- Like working with modern form of stained glass.
- The translucent coloured PVC filters the natural light that then reflects onto the silver opaque PVC Silver to create a space filled with subtle hues
- Hand made by a team of 5 workers during a period of 4 months

Some key words to describe the experience

- A sense of wonder
- Phenomenon of light
- Anyone of any age or background can connect with it

- Unique /monumental / giant
- Inflatable architectural walk-in sculpture
- Half the size of a football pitch
- Sensory experience of light, colour and sound
- Immersed in light and colour
- Cavernous domes, tunnels and pods
- A luminarium contains lights like an aquarium would contain water
- Transported into another world – Forget the outside environment
- Great for people with disabilities
- Visitors are invited wander, to lie down, to sit down and enjoy the ambience and the space
- It's an spectacular intervention into the urban environment
- An organic environment
- A transformative experience
- Has an energizing effect on children and a calming effect on adults

Examples of the visitor's perception of the luminarium experience

- Walking through a stained glass window
- Felt like in a live painting
- Very organic, like being inside a human body
- Felt like being inside a spaceship
- A child asked if this is what heaven looks like
- Somewhere between a womb and a cathedral
- Felt like a worm dream

GENERIC PRESENTATION TEXT

From the Guggenheim in Spain to the Sydney Opera House in Australia, the monumental and interactive walk-in sculptures of *Architects of Air* and designed by Alan Parkinson, have astounded audiences across the globe. In 2013 Architects of Air is celebrating 21 years of touring in 39 countries.

The luminarium offers a dazzling maze of winding paths and soaring domes where Islamic architecture, Archimedean solids and Gothic cathedrals meld into an inspiring monument to the beauty of light and colour, and where visitors can happily loose themselves.

The installation awakens all the senses, creating a sense of wonder and enchantment for all ages. Visitors are transported and immersed into an amazing world of light and subtle and saturated hues, for a unique sensory experience, and brings visual art in places where you wouldn't expect it.

It is a paradox that such a stimulating environment can simultaneously be so calming and comforting. Many people find the Luminarium a place for rest or meditation.

MORE SPECIFIC INFORMATION ABOUT THE DIFFERENT LUMINARIA

LEVITY II - Built in 2005. The ceiling of the centre chamber of Levity II is particularly beautiful - translucent blue points in a swirling geometric pattern on a soft red ground make this the most mosque-like of domes. The three outer domes are based on an adapted dodecahedron where the seam lines as fluid map contours to define the shape. The Red Tree of Levity II is a dome with luminous central trunk and branches. It is often the dome where one finds a large number of people sitting around the trunk, centring on its radiance,

as people might sit around a communal fire.

AMOCOCO - *Amo* (Spanish 'I love') **coco** (abbreviation of Alan's son Nico)

Built in 2008. Amococo is the most labyrinthine luminarium, featuring as it does 86 triaxial domes and 71 pods that together create a complex of pathways where the visitors may happily lose themselves. Amococo's common visual motif is the 'oculus' – an ovoid window that allows light to gently diffuse into the domes. This is most strikingly effective in the cupola of the central dome where the ceiling resonates with iridescent rainbow hues.

MIRAZOZO - *Mira* (Spanish for 'look!') **zozo** (abbreviation of Alan's daughter Zoe)

Built in 2010, Mirazozo makes extensive use of an 'illuminated seam' feature where luminous seam lines create a scintillating lattice of light. The pattern of these neon-like strips induce the viewer's gaze to shift between different perceptions of the same view – an effect one encounters in the contemplative geometric surface design of Islamic art and architecture.

MIRACOCO - *Mira* (Spanish for 'look!') **coco** (abbreviation of Alan's son Nico)

Built in 2011. Its distinctive element is in the rendering of the domes. The dodecahedral domes follow a geometry made more precise by the increased use of reinforced restraints to define the structure. The working of the illuminated seams enhances the sense of structure. Miracoco's Centre Dome is yet more voluminous than any previous dome we have built. It is a monumental structure, redolent of the Lotus Temple of India, that features spiral lattices to create a display of scintillating points of light on a field of iridescent hues.

EXXOPOLIS– Built in 2012, the name acknowledges Eggopolis, Architects of Air's first luminarium, the 'gg' having been replaced by 'XX' to refer to the 20th luminarium design and the 20th anniversary of the company. Exxopolis is the first structure to incorporate new tent and airlock designs and features new designs for all the major domes. The principal dome – the Cupola - was inspired by the circular space of the Chapter House of Southwell Minster. In partnership with Lakeside Arts Centre, Nottingham community groups made the intricate 'stained glass' windows of the Exxopolis Cupola that were based on a tiling design by Sir Roger Penrose.

PENTALUM – Built in 2013 Pentalum is, as the name suggests, a luminarium based around the form of the pentagon. Even the functional entrance units of the tent and airlock have a pentagonal plan. The solid evolution of the pentagon – the dodecahedron – has long been a base form for explorations of geometry in seam patterns. In Pentalum the exploration takes the form of imposing Schlegel patterns, which are themselves 2-dimensional projections of dodecahedrons. The five-sided theme is also applied to the Tree structure but the principal dome, the Cupola, will be seven-sided in order to create an imposing structure that revisits the Islamic muqarnas dome for inspiration.

CONTACT FOR MEDIA AND PROMOTION

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