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1,000 FACES TO LIGHT UP CONCRETE PLAZA

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People have a chance to star in videos as part of a £1 million art installation which will have its global premiere in Lincoln.

Mexican installation artist Rafael Lozano-Hemmer is creating a piece to be shown in the plaza in front of the University of Lincoln's Brayford campus.

The artwork, entitled Underscan, will feature projections of light which will cast the shadows of passersby onto the ground.

And Mr Lozano-Hemmer wants to film 1,000 short videos of Lincolnshire people to complete the installation.

"As people walk through the plaza they will cast shadows," he said.

"Then a robotic camera mounted on top of the university will track them.

"As it tracks them, short video clips of local people will be projected on to their shadows.

"The videos will be filmed so it will appear that the person in the shadow will be looking up at the pedestrian."

Mr Lozano-Hemmer will be filming Lincolnshire people for the video clips in the Usher Gallery on Saturday, August 6 and Sunday, August 7.

The piece will open at the university on Brayford Wharf, but after ten days it will move around Leicester, Nottingham and Derby, before going off on the international art exhibition circuit.

The £1 million project is funded by the East Midlands Development Agency.

"I want something that is really interactive, that people can get involved in and that will get them talking," said Mr Lozano-Hemmer.

"It will all be powered by the world's largest projector, which is usually only used for massive sports events like the Olympics

"It will be mounted on a 20m high tower we are building in front of the university.

"It is 12,000 watts and it will flood the entire area with a bright, white light.

"I've never been keen on artworks that are all about museums and curators and 'do not touch' signs, I like my art to be more interactive and this piece really is, because without the people walking through there is nothing."

The artwork opens on November 25 and runs until December 6, to coincide with the Christmas market.

"Lincoln has been chosen as the place where the artwork will be unveiled, because it had so many of the requirements and we wanted to tie a cultural event in with the Christmas market," said Emma Jones of the Leicester based group ArtReach, which is managing the project.

"I think that it will attract a lot of interest because it really is the first of its kind."

Lincoln city councillor Neil Murray said people in the city would enjoy the event.

"The Lincoln installation will provide an exciting and thought provoking event which will help to demonstrate the city's commitment to public art and also illustrate our ambition to promote a diverse cultural experience for residents.

"We are delighted to work with EMDA on a project which we hope will boost our profile within the east midlands region, as well as nationally and internationally, by working with such a highly regarded artist as Mr Lozano-Hemmer."