

# £1m LIGHT SHOW TO LURE TOURISTS



## Temporary show visits five cities

**D**ERBY'S Market Place will be transformed by a £1m light show for 10 days next year.

East Midlands Development Agency (Emda) is funding the extravagant exhibition at a cost of £20,000 per day.

The organisers hope the show will bring tourists flocking to the city.

Emda has spent £200,000 on the equipment needed for the display, which will see the shadows of people walking through Derby's Market Place projected onto a giant screen containing colour images of 1,000 people from across the region.

A further £285,000 will be spent on transport and staging for the show and an undisclosed fee has been paid to the Mexican artist who came up with the idea.

Derby is one of five towns and cities in the region which will host the exhibition.

Some critics have branded the exhibition a waste of money but Emda claimed it would "greatly enrich our cultural quarters" and attract tourists and investment.

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# Will shadow play put city in the spotlight?

## Art show to boost the tourist trade

**F**OR 10 days next year, Derby will become the focal point of a £1m art exhibition designed to boost tourism in the East Midlands.

The shadows of people walking across the Market Place will form a backdrop for colour images of 1,000 people from across the region in a project undertaken by the East Midlands Development Agency.

The exhibition, dubbed Under Scan, will also feature in Nottingham, Leicester, Lincoln and Northampton. Derby's turn will come between February 24 and March 5.

An Emda spokesman said that the exhibition would help bring tourists to the East Midlands.

He said: "This exhibition will be something that both visitors and local communities can enjoy and learn from, and will greatly enrich our cultural quarters."

"Public reaction is, of course, important but the most important indicator will be economic."

"We'll evaluate how this exhibition has raised the standing of our creative industries internationally and whether it has generated new business opportunities for those industries."

Derby resident David Sheppard (54), of Britannia Court, was less enthusiastic. He said: "It's a total waste of money. It's not going to achieve anything. There have got to be better ways to spend £1m."

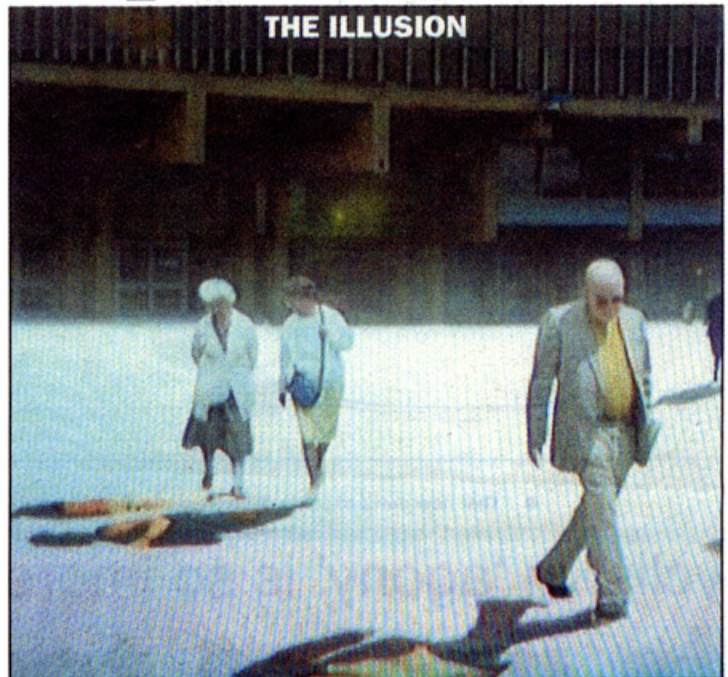
Emda, which was set up in 1999 to develop the region, receives about £150m in funding each year, the majority of which comes from the Department of Trade and Industry. The European Regional Development Fund also finances projects.

The art exhibition will illuminate the entire Market Place and 14 computerised sensors will pick up people as they walk past.

These sensors will follow the individuals and project images of 1,000 people from across the region in their



THE REALITY



THE ILLUSION



● **LIGHT BRIGADE:** Rafael Lozano-Hemmer (left) – the Mexican artist whose video installation art piece will feature in Derby's Market Place in 2006. Above is how it should look and, far left, the images are filmed at Derby Dance Centre.

by David Walsh

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shadows.

The images that will be projected were being filmed at Derby Dance Centre, in Chapel Street, yesterday and today.

Equipment alone has cost Emda £200,000, while it will £285,000 on transport and staging.

It has already spent £225,000 on developing the computer software that will be used and paying Mexican artist Rafael Lozano-Hemmer, who came up with the idea.

● **What do you think? Write to Opinion, Derby Telegraph, Meadow Road, Derby DE1 2DW or e-mail [opinion@derbytelegraph.co.uk](mailto:opinion@derbytelegraph.co.uk)**

### 'BOLD AND BRAVE'

LEADER of Derby City Council Chris Williamson said he was in favour of the project and looking forward to seeing it come to life.

He said: "They're not asking for money from the city council so there will not be any contributions from council taxpayers."

"If this is going to promote the city and the region as a whole then it's something to be applauded, particularly if it results in bringing people in to the city."

"It's also welcome as something that will promote the cultural quarter that we are seeking to develop in Derby."

"It's a bold and brave step."

### 'WHAT RUBBISH'

CHRIS Woodward is a committee member for Derby Heart, a heritage group set up to oppose Derby City Council's Connecting Derby project to complete the inner ring road.

He is also a critic of Quad, the £9.9m visual arts and media centre planned for Corporation Street.

Mr Woodward (60), of Crompton Street, Derby, said: "This seems a lot of money to spend considering what the scheme is."

"When you hear that our council had to scratch around to fund Quad, it's disappointing to hear that lavish funds can be made available for projects like this."