

LUBEC 2022

ISIE

TERZO PANEL

**La sperimentazione creativa digitale
per l'innovazione dell'industria della cultura**

Kunstkraftwerk Leipzig
A museum for immersive art
- Art and Creativity: Work in progress -

Markus Loeffler
Lipsia, Germany

Kunstkraftwerk - „ART POWER PLANT“

The plant was constructed in 1853 to produce gas for street illumination.
Since 1900 it was used to produce electricity for the tram and
In 1964 it was modified to produce steam for local house heating.
In 1992 it was shut down as the coal pits around Leipzig were closed.
For 20 years it was left untouched
In 2012 we bought it and transformed into a place for art and culture.





2012
Before the
transformation

Our Motivation

We want to create a space for innovative forms of art and culture which enable encounter beyond usual conventions.

We experiment with new formats and technologies crossing boundaries between disciplines.

We address visitors from all levels of the society.

We undertaken the adventure as private entrepreneurs.

Immersive Art Installations

In 2016 we decided to specialize in immersive art installations.

We have two halls with 1700 qm wall and floor surface each.

We equipped them with 48 projectors and a sound system.

We have a network of international artist groups (many in Italy).

We have created own productions.

Since 2016 we have had over 400.000 visitors.

Open 4 days/week

Gianfranco Iannuzzi

(Paris, Venice)



HUNDERTWASSER Experience (2016)



(A) A novel access to history of art

In 2018 we decided to show the Renaissance in Leipzig

Two shows

Renaissance Experience (2018)

Giants of the Renaissance (2019)

Concept:

**Presentation with a dramatic and emotional story board
with specially composed music**



RENAISSANCE experience

FLORENZ UND DIE UFFIZIEN

DEUTSCHLAND PREMIERE IN LEIPZIG
AB 20. JANUAR 2018

Centrica Florence





GIANTS OF THE RENAISSANCE(2019)

(Gianfranco Iannuzzi)



Immersive Installation
LEONARDO DA VINCI
RAFFAEL
MICHELANGELO





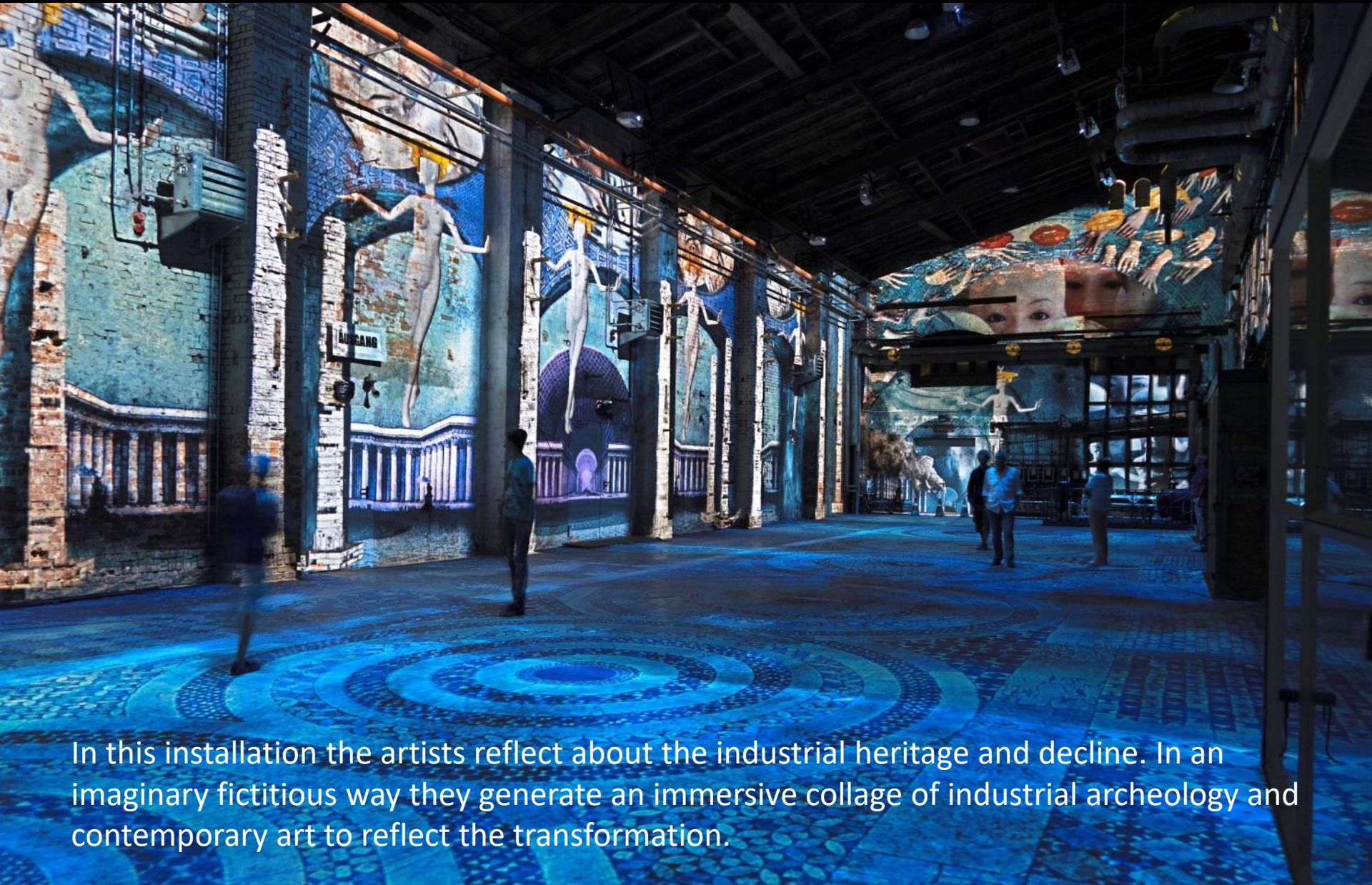
VAN GOGH EXPERIENCE 2020

Massimiliano Siccardi

(B)
**Telling
the story
of industrial history**

3 installations

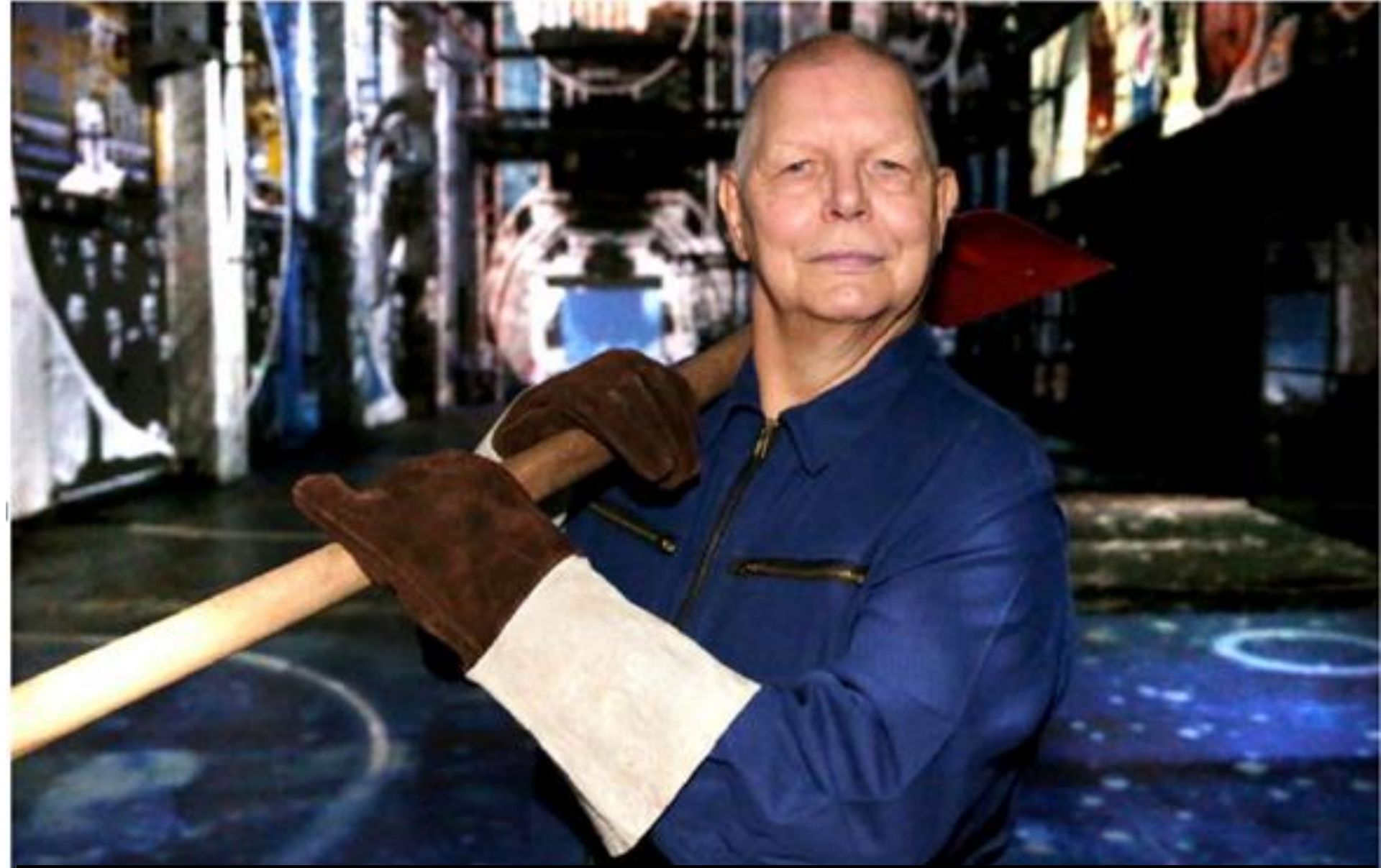
WERK in Progress 2016 (Ginevra Napoleoni)



In this installation the artists reflect about the industrial heritage and decline. In an imaginary fictitious way they generate an immersive collage of industrial archeology and contemporary art to reflect the transformation.

WERK in Progress





A former worker is our eye witness
„Coal to Art“

MULTIMEDIALE IMMERSIVE 360° SHOW

Boomtown

Leipziger Industriekultur



September 2020



MULTIMEDIALE IMMERSIVE 360° SHOW

Boomtown

Leipziger Industriekultur

Industrial history

Leipzig became a center of a dynamic industrialisation 1870-1930. The boom was followed by stagnation after the war and a collapse after the friendly reunification of the two Germanies. Bookprint, textile production, machine production once having international relevance disappeared.

Together with historians from the University of Leipzig and five historical archives we searched for photographic or graphical material and scanned them. Thanks to a grant by the city of Leipzig we could create the first immersive show on industrial history in Germany



Started in Sept 2020

(C)

Visual concerts

3 productions

Immersive Concert

Bach's Goldberg variations for string trio and dance performance



BACH

VARIATIONS ON VARIATIONS

a multy-immersive experience

THE FAKE FACTORY
IMMERSIVE ART EXPERIENCE



(D)

Cultural heritage

- our biggest challenge so far -

TÜBKE MONUMENTAL PROJECT

The Great Circle

Markus Loeffler, Luisa Mantovani

Franz Fischnaller, University of Turin

Antonella Guidazzoli, Silvano Imboden, Daniele De Luca, Maria Chiara Liguori, VisitLab-Cineca, Bologna

Marco Capellini, Paolo Rocco, Centrica, Florence

Steve Bryson composition, San Francisco





„THE SIXTINA OF THE NORTH“



THE EARLY BOURGEOIS REVOLUTION IN GERMANY

also known as the Peasants' War Panorama, that depicts a circular panorama of the battle of Frankenhausen, fought on 15 May 1525 during the German Peasants' War

created by Werner Tübke

Creation of New. Conservation of the Old.

Das Monumental Panorama is perfectly suited for high resolution scanning.
This is the best way to obtain a deep insight into the overwhelming details of over 3000 characters placed in this huge painting and to unravel the stories.
The digital documentation will be suitable for restauration purposes too.



Werner Tübke

One of the most important
East German Painter

* 30. Juli 1929 in Schönebeck (Elbe)

† 27. Mai 2004 in Leipzig



“TÜBKE MONUMENTAL”

The painting, located in the Panorama Museum in Bad Frankenhausen, Germany, is one of the largest monumental panorama oil on canvas painting dome in the world. It spans 14 metres by 123 metres (1,700 square meter canvas), with more than 3000 characters with 75 key scenes. It was created between 1976 to 1987 by one of the founders of the Leipzig School, the East German painter, Werner Tübke, recognized as one of the most important East German artist and one of the most controversial painters of the second half of the 20th century.





The woman of the seven vices



The boat of craftsmen who will go nowhere



The fountain of wisdom and humanism





the whale which carries Jonas and destruction





THE GREAT CIRCLE

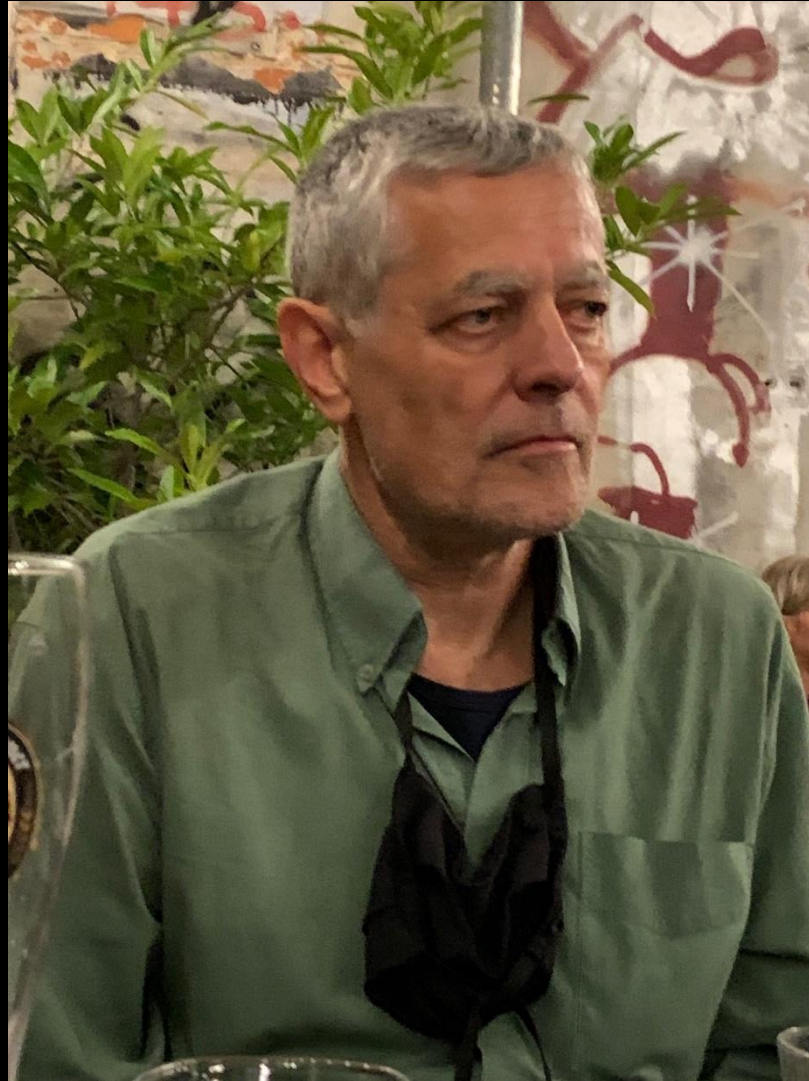
An Hommage of Werner Tübke

Created by

Franz Fischnaller

Cineca (computer graphics and animation)

and Steve Bryson (composition)



Franz Fischnaller

Selected scenes



CINECA



LEONARDO
SUPERCOMPUTER PRE-
EXASCALE

I SUPERCOMPUTER
CONTRO IL CORONAVIRUS

#IORESTOACASA

LEONARDO SUPERCOMPUTER PRE-EXASCALE

Leonardo è il nuovo supercomputer che proietta l'Italia verso il calcolo per la ricerca e l'innovazione tecnologica di classe exascale.

SCOPRI DI PIÙ

LEONARDO



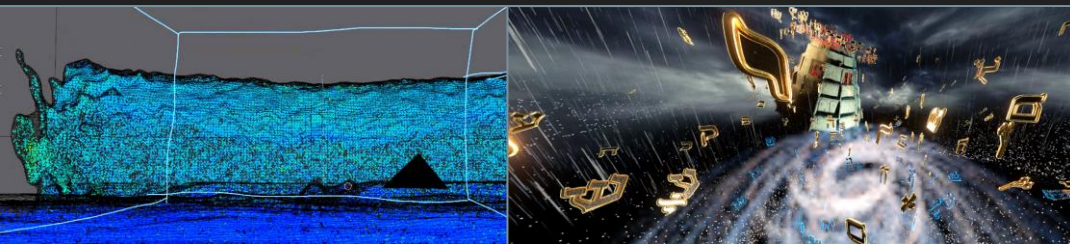
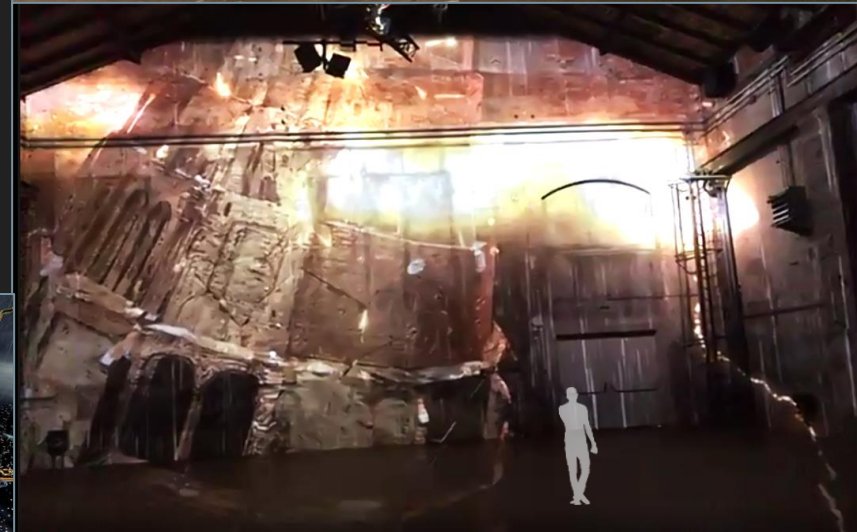
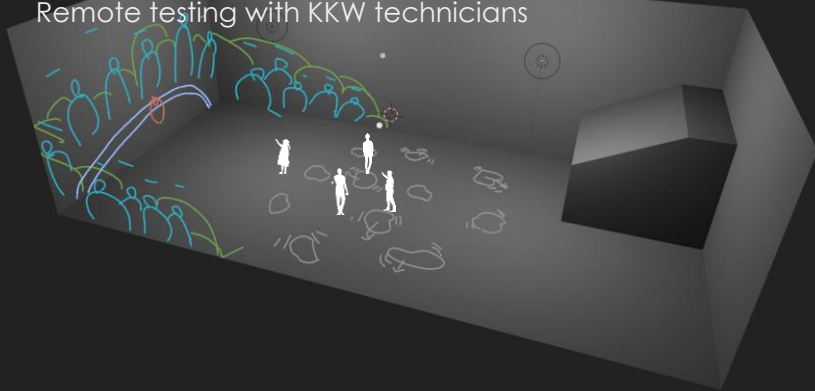
Visual Information Technology lab
visitlab.cineca.it

A cross-disciplinary environment:
HPC Facilities, open source frameworks,
Computer Graphics tools for Research and
Communication

Antonella Guidazzoli, Bologna

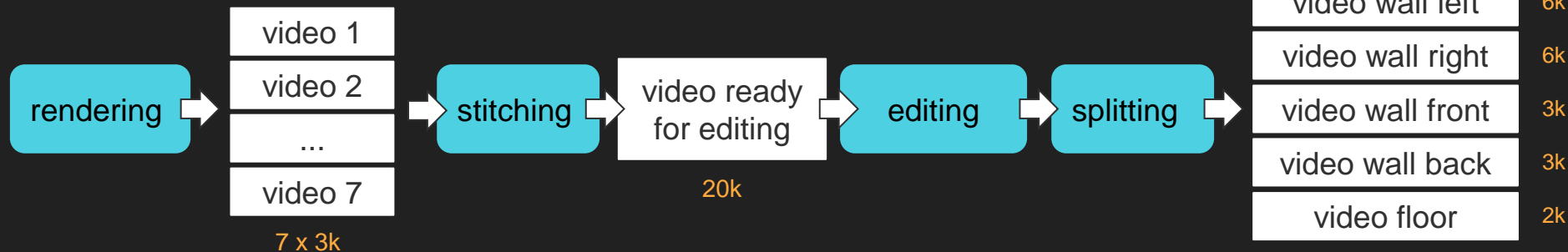
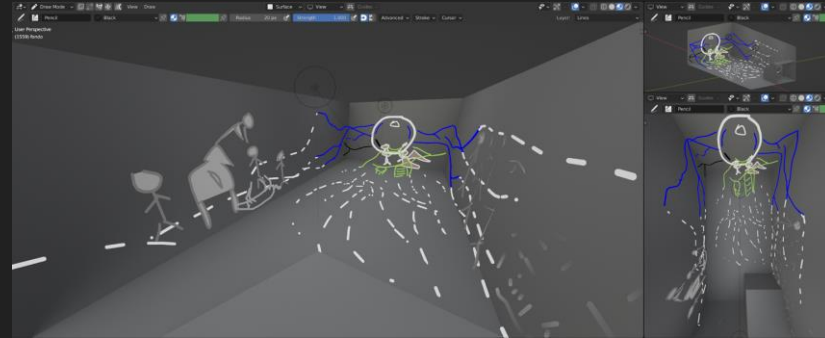
Production Workflow

- 100 % Smart working
- Team and workflow distributed over 4 different countries and under the artistic lead of **Franz Fischnaller**
- **Screenplay**
- **3D Storyboarding** over a simplified model of the exhibiting space
- **Special effects, simulations and animations**
- Rendering and editing on graphic workstations with opens source sw
- Remote testing with KKW technicians



Cineca Visit Lab contribution

- Hosting of project data
- Collaboration at the creation of the **Screenplay**
- **Storyboard 3D**
- **Special effects, simulations and animations**
- Technical expertise:
 - Creation of a 360 degree system with **7 virtual cameras**
 - “Custom” solutions for rendering





The fountain of wisdom



Funding

- Private donations
- Foundation of the East German Sparkasse

Percezione nelle medie

- «Come il Panorama di Bad Frankenhausen, il circolo di image di Lipsia supera l'idea borghese che il museo debba essere tranquillo e che gli spettatori debbano incontrare le opere individualmente. No! Non sono loro ad assorbire l'arte, ma è l'arte ad assorbire loro in un atto di esperienza collettiva.»
- «Il principio trasgressivo dell'immersione provoca lo spettatore errante, ed è qui che **l'idea di estetica** torna alle sue origini, proprio nel medium medializzato dell'arte, che è il modo in cui è stata intesa fin dal XVIII secolo: Estetica come forma di cognizione sensuale. Le cose silenziose escono da se stesse e si fanno sentire. E si apre uno spazio emotivo in cui il percepito e il percepente si incontrano giocosamente.»

Experience Made

- Audience is broad (all age groups and backgrounds, regional)
- Many different stories are possible and find an interested audience
- The production of a good content is time consuming
- and needs good teams (we have several in our network)
- The quality of the content matters
- The audience likes additional mediation formats
- We encourage requests to show our productions in other locations
- We experiment with mobile immersive spaces

Summary

- Kunstkraftwerk Leipzig is an innovative experimental museum for immersive multimedia art
- We provide novel access to cultural and historical heritage
- We are curious to enter into new cooperation projects

Thank you for your attention

Questions in italian welcome



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