

## Press Release

### Breathing Trees 'planted' by Creatmosphere

(London, November 22 2006) UK based artists of light, Creatmosphere, have been commissioned by Geneva's FESTIVAL ARBRES ET LUMIERES 2006 (Festival of Trees and Light) to create a large-scale immersive outdoor light and sound installation. Called **Breathing Trees**, the piece will transform two enormous purple beech trees in the heart of the city in to living, breathing lungs. The festival runs from 1 December 2006 to 7 January 2007 throughout the city centre.

Founder and director of the company, Laurent Louyer, got the idea for the piece when looking at the trees from a distance; he realised that they perfectly represented giant upside down lungs. He says: *I thought it would be a great to make these incredibly impressive trees come alive and breathe with light. I then decided to add in sound thinking that together, and at this scale, they would provoke feelings and emotions strong enough to make us rethink the basic human condition – on how we're all deeply dependant on what trees give us - oxygen."*

Using LED dimming colour changing technology, the lights will be displayed up from the ground and in both trees to ensure that light is moving all the way through to the branches and foliage. Along with the integrated synchronised sound system, the trees will actually look and sound like they are breathing. The piece will not only have an aesthetic beauty but will also raise socio political questions around environmental issues of pollution, climate change etc.

**Breathing Trees** is one of 16 installations in FESTIVAL ARBRES ET LUMIERES 2006. The festival has been running for 6 years; it aims to create artistic and cultural events in the urban landscape. The **Breathing Trees** are located at MONUMENT BRUNSWICK, rue des Alpes, Geneva

For more information go to [www.arbresetlumieres.ch](http://www.arbresetlumieres.ch) or from November 30 [www.breathingtrees.com](http://www.breathingtrees.com).

For information on the company go to [www.creatmosphere.com](http://www.creatmosphere.com)

**ENDS**

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## **Note to Editors**

Laurent Louyer founded Creatmosphere in 2003. Its light objects and installations have been used in many different contexts from design events to art projects, public and private commissions, and domestic products. Throughout their work light is used as an experimental but also emotional 'medium' to surprise and attract attention and raise awareness on different environmental issues

Making interventions in unexpected locations and in situ, their projects lead to new ways of seeing often forgotten or bypassed landscapes and buildings. Large scale installations are a studio favourite - they create added visual impact and can unexpectedly transform a whole environment.

Their work has been seen in places as diverse as the Designers Block, Hidden Art, 100% Design, Undu design events to large scale light installation at the V&A Museum or the Art trail of Big Chill Festival, and internationally at events such as Lyon, fetes des Lumieres in France or Luminale light art festival in Germany (part of light and building) and lately London Architecture Biennale.

Laurent recently curated LIGHT 06, an event dedicated to latest lighting design innovations associated with 100% East at London's Truman Brewery in September 2006 (<http://www.light06.com>)

## **Creatmosphere team on the project and credits**

Contribution for Soundscape by Asa Bennett and Martyn Ware from Illustrious company.

Thanks to Adam Spinos for led consultancy and programming and to Ben holden from VDC for the connectivity of the project

Thanks to Rachel Isherwood, graphic designer and Mark Lewis webmaster, both involved with [breathingtrees.com](http://breathingtrees.com) website