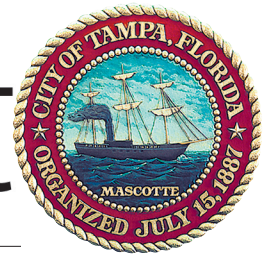


TampaPublicArt



Artist:	Pablo Valbuena (Spanish, born 1978)
Title of Project:	N27°57'00"W82°27'41" (the longitudinal and latitudinal coordinates of the site)
Project:	Commissioned for Lights On Tampa 2011
Year Completed:	2011
Materials:	Two Christie Roadie 20K projectors, animation, Mac minis
Commissioning Agencies:	National Endowment for the Arts, Friends of Tampa Public Art, Audio Visual Innovations



Project Description

Lights On Tampa is a public/private partnership between the City's Art Programs Division and Friends of Tampa Public Art, a 501 (c) 3 nonprofit organization. The Program began in 2006 with the desire to bring something bold, of high quality and "on the moment" to Tampa and returned in 2009 when Tampa hosted the NFL's Super Bowl XLIII. In 2010, the Program was recognized as one of the 50 most significant art programs in the U.S. in the last 50 years (Americans for the Arts).

Artist Concept

Pablo Valbuena used light as his primary material to investigate space and the perception of space, at a location ubiquitous with urban life: a parking garage. He did this by using light to build space, not unlike the way one uses bricks to build walls. In choosing a structure that is fundamentally basic to our daily lives, Valbuena forced the viewer to actually perceive what they see in



their daily life in a different way. Valbuena's background in video game technology contributed to his approach of reimaging this public eyesore and presented an altered space through a new media experience.

"I am interested in using light as a physical material,

suitable for building space like concrete or bricks. I use video projection with perspective and anamorphosis techniques to build 'perceptual extensions' of the actual physical space, extending the limits of what is physically real to what is perceptually real." When projecting the same physical

geometry on top of itself, the light qualities of the projection get altered, and it is possible to "physically change how space is perceived". – Pablo Valbuena

The mission of the Lights On Tampa is to bring free access to artistic excellence.