

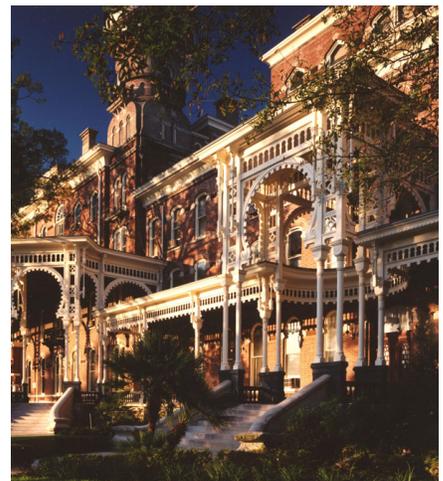
TampaPublicArt



Title of Project:	A Luminographic Concert
Artist:	Jorge Orta
Year Completed:	2006
Materials	Projectors, music, imagery gels
Commissioning Agencies:	City of Tampa, Public Art Program and Friends of Public Art/ Lights On Tampa
Location:	Historic Plant Hall, University of Tampa



Lights On Tampa is a new biennial program of the City of Tampa, Public Art Program, a division of the Department of Arts & Cultural Affairs. It is a public/private partnership that has grown out of a local grassroots effort and is intended as a cultural/aesthetic event that engages, entertains, and educates.



Installations by Jorge Orta, at Chartres Cathedral (left) and Lille Opera House (center) in France are two previous examples of the techniques he will use on his installation at historic Plant Hall of the University of Tampa (right).

Project

Jorge Orta was one of 6 artists selected from an international call to artists. The site selected for Jorge Orta's first US installation was the façade of historic Plant Hall of the University of Tampa.

Artist concept

My main concern as an artist is to create a bridge between society and contemporary art. Since the 1980s, I have been developing a form of expression that uses

technology as a metaphor or brush to portrays our times. I use light as a large-scale urban paint and a poly-semantic language to reach diverse audiences without giving up the rigor required by contemporary art.

Art is a catalyst and factor in social transformation. This is the main idea that motivates and structures all my projects. The historic Plant Hall building, on the grounds of the University of Tampa, interests me because of its historical role in the

foundation of the city, and through its history, it condenses the memory of an entire town. This is the reason to create my Lights on Tampa Project, from and for the City of Tampa.

As a source of inspiration for this particular Project, I analyze the components of the city and its cultural and linguistic plurality, elements that have defined and shaped a new identity. I am specifically working on the

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relationships and communication processes between the city's inhabitants, studying their multiple languages and using a sign alphabet that acts as a metaphor of the way people interact when they come from very diverse backgrounds.

The workshops that I directed in the city had exactly that purpose. A group of college students, privileged and under privileged middle school students and common people of up to 80 years of age came together in the same space and time to explore the complexity of human interaction using physical connecting elements. Through these relational props, the entire group became a community or in other words, a constellation where every unit is a whole universe on its own.

The luminographic creation is a sequence of images that is projected on the eastern facade of the H.B. Plant Hall building, transforming completely the

perception of its architecture. The trees in the park will force the public to wander and explore the space, enriching their vision, allowing them to build their own integral experience.

The distant or close perception of architecture provides complementary experiences that are absolutely necessary to obtain the maximum sensorial results. Therefore, the obstacles turn into an enriching perceiving advantage.

A series of sound modules reinforce the spatiotemporal event, easing and pausing the perception of the viewers providing the time to progressively decode the images. The work integrates images and sounds in a first 30-minute inaugural module, followed by two new modules that will alternate rhythm and silence breaks until the end of the event.

All my works, even though they may seem spectacular, are built around the invisible processes of human

relationships. My research goes beyond pure aesthetics. The goal of my work is to provide community values and sense. The luminographic impact, far from being short termed, leaves a profound imprint in the memory of the participants, an imprint that time itself will help decode.

I conceive my projects as a sequence of steps, with a conception/preparation segment, followed by an event created for a large audience, and then a series of actions that need to happen after the event in order to complete the project and satisfy the needs of a community.

The mission of the City of Tampa's public art program is to promote the involvement of artists in projects throughout the city that enhance the physical environment and celebrate Tampa's unique character and identity. The public art program is a division of the Department of Arts & Cultural Affairs.



Workshops conducted by Jorge Orta prior to his Tampa project.
