

"Latidos de Luz"

Seville, Spain



"Latidos de Luz" (Heartbeats of Light) is comprised of three innovative audio-visual proposals inspired by the world of opera and conceived as tourist and cultural itineraries, with the purpose of revitalising the main arteries of the historical centre of the city of Seville during Christmas.

The project developed by ACCIONA Producciones y Diseño reinterprets some of the most famous operas linked with the city -to coincide with the bicentenary of Gioachino Rossini's "The Barber of Seville", and the 25th anniversary of the Maestranza Theatre and the Royal Symphonic Orchestra- using new audio-visual, light, stage and interactive resources.

The shows were held at three landmark public locations within the city: the Saint Telmo Palace, the Alameda de Hercules and Metropol Parasol. Metropol Parasol (also locally know as "the Mushrooms") held a 4D and 360° immersive multimedia show inspired by the world of the circus. The Saint Telmo Palace was the scene of a video mapping show that included high impact volumetric images. At the Alameda de Hercules there was a screening of an evocative audio-visual production inspired by famous scenes from "The Barber of Seville", on a 10 m² circular screen that acted as a giant virtual mirror.

The project included a free interactive app, designed to include and disseminate the entire Christmas cultural programme.

Date:
2015

Client:
Seville City Hall (sponsored by Caixa Bank, ACCIONA Service, Fundación Cajasol, Fundación Cruzcampo, Coca-Cola and Emasesa)

Services:
Design, production and technical operation

Awards:



EuBea. European Best Event Awards 2016
Best Public Event
Silver Elephant



Eventplus Awards 2016
Grand Jury Award



GERMAN DESIGN AWARD

German Design Award 2018
Excellent Communications Design. Nominated

