

Press release
Dornbirn, March 2011

A “Moonwalk” over Vienna

LED lighting sculpture created by media artist Friedrich Biedermann



B1 | Another moon is rising over Vienna: with his “Moonwalk” lighting sculpture, the Austrian artist Friedrich Biedermann has created an exciting work of art and lighting over the rooftops of Vienna, in collaboration with Zumtobel.

As of recently, another moon is rising over the rooftops of Vienna, in the municipal district of Mariahilf: the “Moonwalk” lighting sculpture, an exciting work of art created by Austrian media artist Friedrich Biedermann. On behalf of IP Österreich GmbH, the marketing organisation of the RTL group, Biedermann has developed a lighting sculpture for the rooftop of the company’s headquarters which is visible from afar, visually emphasizing the presence of the TV station and stimulating the cityscape of Vienna. In order to implement this media lighting scenario, Biedermann decided to consult the luminaire manufacturer Zumtobel.

The shell of the “Moonwalk” is made of frosted glass and a silk-screen print depicting the surface of the moon. In compliance with the specifications provided by the artist,

Zumtobel developed an LED matrix for the sculpture which can be used outdoors, meeting the high demands of both the client and the artist in terms of lighting technology and aesthetics. More than 400 Capix LED luminaires have been built into the design of the round plate. Installed as a plug&play solution, the LED luminaires also boast a control system. Therefore Capix cannot only produce a variety of colours and colour sequences, but also run complete video sequences and messages on the surface of the moon. The special pre-assembled lighting solution was then built into the work of art on site.

For the client, Biedermann wrote a “score” including fragments and abstractions of figurative marks and logos. They shine hazily from within the moon and disappear again. In this

way, the moon enters into a dialogue with its environment and becomes an object of lighting and art that communicates with the city. Friedrich Biedermann on his design: "You might say that this installation completes the circle from the technological to the sensuous aspects. After all, the moon not only controls the tides, but also touches our emotions."

As he has already shown in his "Displacer" series of works, Biedermann is especially attracted by the challenge provided by the most innovative technological opportunities of our times. For instance, he was the only visual artist to present his work titled "Displacer" at the Austrian Pavilion of Expo 2010 in Shanghai. Zumtobel supported the installation by providing the required light engines and optics, and by assuming an advisory function during technical implementation. For Zumtobel, dealing with light, architecture and art has been their profession and at the same time an exciting challenge for many years. For this reason, collaborating with artists is of particular importance to Zumtobel.

Lighting experiences always represent a piece of culture, a piece of art, a piece of people's way of life. This is particularly true wherever light has emancipated itself from any functionality, leaving its mark on architecture and space as an independent work of art. Zumtobel's collaboration with Biedermann on the "Moonwalk" installation has therefore been the perfect opportunity to initiate a new discussion on the subjects of light, art and society.

For the next few years, the moon will be shining as a work of art in public space. Passers-by walking around in the vicinity of Secession and Naschmarkt may have a look at the "Moonwalk" for themselves.

The headquarters of IP Österreich and, hence, the "Moonwalk" are located at the following address:

IP ÖSTERREICH GMBH
Gumpendorfer Str. 19-21
A-1060 Vienna



B2 | More than 400 individually controllable Capix LED luminaires by Zumtobel have been built into the "Moonwalk". This allows the artist to implement abstract logos and images, presenting them anew in an ever-changing flow.



More information:



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