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Bringing together 45 Artists and Scientists from 14 Countries, The Story of Light Festival (Goa, India) Creates a Magical Learning Playground for UN's International Year of Light 2015

7 November 2014, Goa – The Story of Light (SOL) Festival (14-18 January 2015), an initiative of *The Story Of* Foundation, is India's first science-meets-art festival, being conducted in Panaji, Goa, in partnership with the Corporation of the City of Panjim. The festival has been conceptualised under the aegis of The International Year of Light and Light-based Technologies, 2015 (IYL 2015), a project of the United Nations that aims to raise awareness about the breakthroughs in light science, its applications and its importance to humankind.

The festival curators, a consortium of scientists, artists and educators, opened a call for proposals on their website www.thestoryoflight.org in July 2014 for light-inspired projects that were grand in scale, interactive and educational. The call closed on 15 September 2014 with 130 proposals spanning public installations, workshops, and performances that came in from various parts of India and around the world including Australia, Brazil, The Czech Republic, Italy, Japan, Germany, the Netherlands, Portugal, the UK, and the US. The curators brought these down to a selection of 45 projects based on the concept and its resonance with the festival, the educational impact of the work, and the execution ability of the individual / team. These 45 projects will be built with the local context in mind during a one month pre-festival period starting 15 December, 2014, where the organizers, artists, and educators will come together to co-create the festival experience.

To be held in the heart of Panaji, the capital of Goa, the festival will transform the two-kilometre stretch along the stunning River Mandovi and its nearby historic locations and gardens into a creative, entertaining and educational space. A children's area with unique and educational activities, a screenings tent, and a concert stage will all add to the festivities. The program holds visual play, dance performances, installations with light and colour, photography workshops, and live projections, all directed at teaching us a little something about the universe in a fun and interactive way. Some of the festival highlights include the Czech Republic duo presenting Archibio which unfolds the beauty of microscopic worlds enlarged to a giant size in public spaces through videomapping; a UK-India collaboration to make the world's longest cyanotype (an old photography technique and printing process) engaging the public in exploring our relationship with sunlight; an Australian team of poets, musicians, sound and video artists present *Elemental*, a unique exploration of science, mind and the infinite universe showcased under the spectacular dome theatre of the planetarium. The festival will also host a panel discussion, *Configuring Light*, by the London School of Economics Cities. The meet will be between government officials, urban planners, lighting companies and the public.

The festival is not-for-profit and completely free to attend for all. It expects 1,00,000 visitors, including school and college students, local residents and tourists both foreign and national. The festival also has a robust online presence. The festival committee continues to work tirelessly on project sponsorship and has recently launched its

crowdfunding campaign to raise a part of its funds: goo.gl/VWQ3Hv. The organizers strongly believe that each person who attends the festival will be left with a surprising new perspective on light, science and life itself.

Learn More:

Official festival website: www.thestoryoflight.org

Official website of the International Year of Light: <http://light2015.org>

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