

Debussy in Shanghai

An audiovisual interaction of impressionism



Introduction

This concept presents the Idea of an interactive audiovisual performance held this summer in Shanghai.

The unique combination of our team is a strong quality element. Beside the citizen of Switzerland also Zhang Yinan (Lecturer from Tongji University) was studying in Switzerland (HGK Basel) Basel school of Design, institute of visual communication.

On the other hand Bruno Graf was studying in Tongji University Interior Design for 6 Month (2004/5).

Now we also want to prove this gathered knowledge and know-how of cultural overlapping and passion by having an Event together. Dedicated to the sino-swiss cultural exchange.

Concept

Our Idea is to give the audience a combination of the quality of a classic music concert and the high technology of visual art.

While playing a piano-cycle from the impressionist composer Claude Debussy (1862 – 1918) by Jörg Gugelmann, we render the music **visible** and bring the intension as interaction on screen. This will be done, by an interactive program, as an media-art installation from Prof. Zhang Yinan's team.

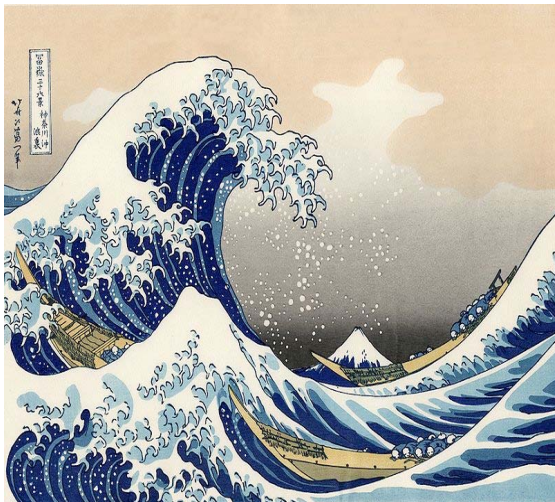
To build up a unique experience for the audience, we also focus on the suitable room and installation.

Music

Jörg Gugelmann plays Claude Debussy

Jörg Gugelmann, Lecturer of Piano and Initiator of this project, is since June 2008 in Shanghai and studying the compositions of Debussy.

Achille-Claude Debussy (1862-1918) was a French composer. Along with Maurice Ravel, he is considered one of the most prominent figures working within the field of Impressionist music, though he himself intensely disliked the term when applied to his compositions. Debussy is not only among the most important of all French composers; he was also a central figure in all European music at the turn of the twentieth century. His music is noted for its sensory component and how it is not often formed around one key or pitch. Oftentimes Debussy's work reflected the activities or turbulence in his own life.



The Great Wave off Kanagawa (神奈川沖波裏)
Has a big influence for the work of Debussy

Debussy's music virtually defines the transition from late-Romantic music to twentieth century modernist music. In French literary circles, the style of this period was known as Symbolism, a movement that directly inspired Debussy both as a composer and as an active cultural participant. Debussy wanted people to respond intuitively to these pieces and so he placed the titles at the end of each one in the hope that listeners would not make stereotype images as they listened.

The idea of this project (Jörg Gugelmann)

Since many years, I was very enthusiastic about the idea to realize once this sensitive music (studies of Claude Debussy – now in addition “the moon over the calm lake” of Chen Peixun) together with interactive coordinated film creations. The great chance is that Bruno Graf, a Swiss Designer who is living and working in Shanghai, is heading know this project and will also create in the performing concert room a good ambience. In addition we had also this great chance to find Zhang Yanan from the Tongji University (notably the department of Art and Design) a very motivated and interested collaborator for this project.

Songs

From Claude Debussy: 12 studies (a piano cycle, composed 1915)
From Chen Peixun (*1921, China): "Autumn Moon over the calm lake"

Visual art

Zhang Yinan, He Wei, Ben Tao, Guo Haoyun

Zhang Yinan is lecturer at Tongji University in Shanghai, teaching digital media design at the Art and Design Department.

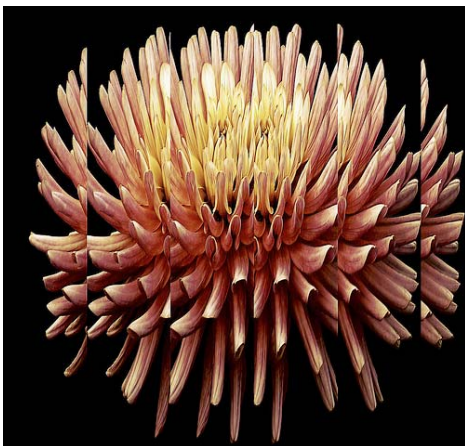
He Wei is a New-Media artist, her work was shown in the e-Arts festival in Shanghai 2008. As she is Last-year student majored in Media Art, Tongji University, she may integrate the project in her thesis.

Ben Tao is a visual programmer at Cisco Webex.

Guo Haoyun is studying digital art in Singapore.

We make real-time interaction via sensors and computer programme and visualize the live piano performance by Jörg Gugelmann in the form of new media art.

The visual effect of the Music is for each song unique.



Flower illustration (He Wei)



Play of piano (He Wei)

Location

Bruno Graf, Xu Haoming

As it will be held in Shanghai, we found two suitable rooms for this project.



Shanghai Conservatory of Music
International Club
1131 Huai Hai Zhong Road

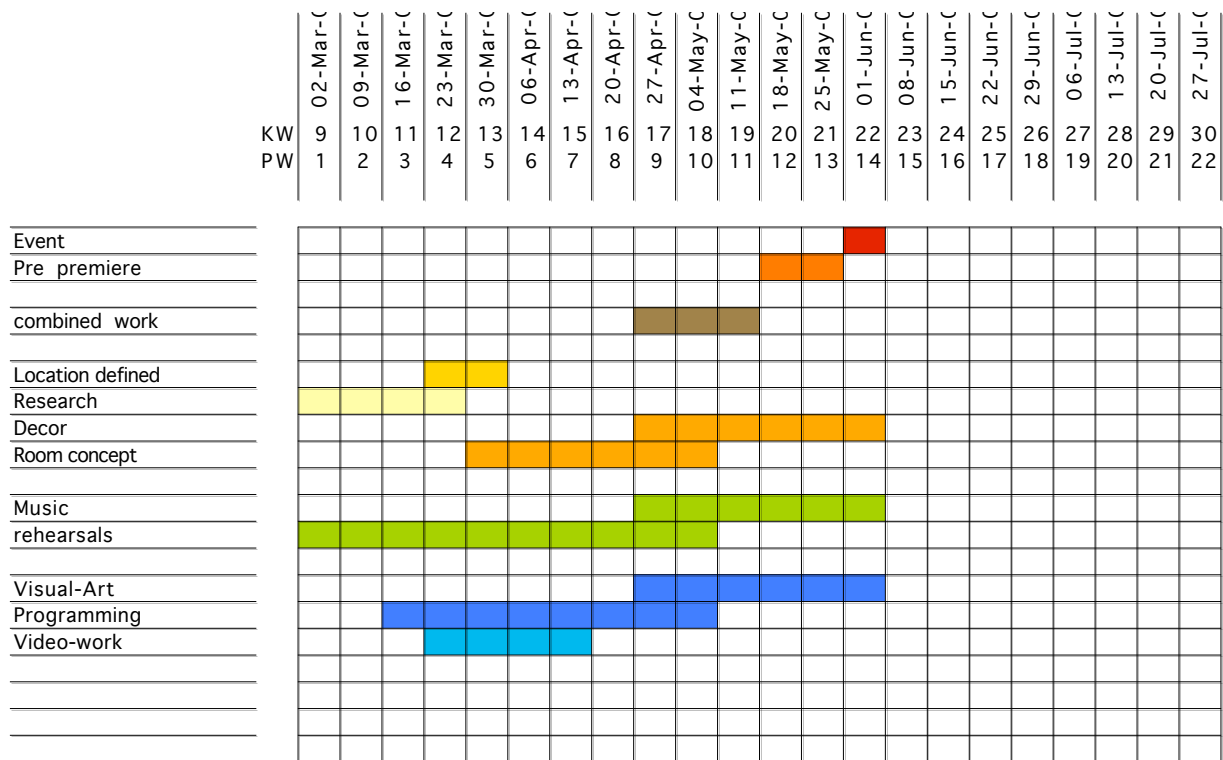


"1918 artspace"
78 Chang Ping Road
www.1918artspace.com

The decoration of the rooms will be only soft changes. As we focus on good quality we will need to rent screens and beamers as well as Light installations and décor material (White fabric).

Timeline

The hold will be in beginning of June 2009



Budget

rough abstract

Rent of Location	10'000 RMB
Music (incl. rent of Piano)	10'000 RMB
Visual art (incl. Rent of equipment)	30'000 RMB
Interior (incl. Material)	30'000 RMB

Total	80'000 RMB
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Request for support

For this cross-cultural, integrated and unique event, we would like to have a high quality standard and therefore need financial support. As such we would hereby like to be solicit the support of the Swiss government / official institutions, as the project essentially shows the open-minded creativity of Switzerland and the possibility to open doors to new ways of performances for young artists.

Participants

Music

Mr. Jörg Gugelmann (Pianist, Initiator)

Visual art

Mr. Zhang Yinan (Lecturer, Art & Design Dep. Tongji University)

Ms. He Wei (last-year student in Media Art, Tongji University)

Mr. Ben Tao (Visual programmer)

Mr. Guo Haoyun (New-Media artist)

Interior Design (Location)

Mr. Bruno Graf (Designer FHNW Aarau, sim-design)

Facilitation

Mr. Michael Lehmann (GM, sim (selective international management))

Communication

Mr. Xu Haoming (Language, Organization)

For Contact

Mr. Bruno Graf, Mobile: 138 1787 7401