

# Skyway '11

## The idea of SKYWAY

- SKYWAY gives the culture of the city another European character festival
- SKYWAY is an unusual, unique event which transforms our everyday reality
- SKYWAY gives a breeze of fresh air to the old, traditional walls of Toruń

SKYWAY – science and art with strong society aspect the worlds which have always completed each other. Thanks to that, our city has had always a unique character, it was rich in ideas and values of humanism. SKYWAY is a reflection of Toruń's soul.

## The three pillars of the festival

- SCIENCE – the concept of the Festival isn't accidental. The way of implementation, as well as the projections carry the knowledge about the astronomy and science. The way of communication with people is uncommon, more straightforward and encourages and inspires to further encounters. Every edition aims to present a scientific element, so the participants besides the sensual experience also learn from the Festival.
- ART – the element which constitutes the driving force of the Festival: audiovisual art, performative art, electrifying art, art which is interesting and unusual, constitutes an element of an urban space and is at your fingertips – these are the main foundations of this pillar. Art as an element of culture is written in the tradition of the city and is to become a ground for the development of new ideas and a space for artistic expression.
- SOCIETY – culture for everybody – this became from the very beginning the slogan of the Festival. SKYWAY is an event for every generation. We would like it to be admired by children as well as by seniors. To start an interaction with culture only the willingness to leave home is needed. This is the art of comfort our non-commercial Festival gives to everybody. An important element of SKYWAY is the possibility of personal involvement into all the artistic actions which accompany the Festival.

## SKYWAY for people

SKYWAY '11 will be the third edition of the International Light Festival organized in Toruń. Like every year, guests of the Festival has a free entry. As organizers we do everything we can using the innovative approach towards art to encourage people to leave their homes and to attract everybody, who would like to participate in the event. We will take the participants on a journey through science and art. Toruń will be visited by numerous tourists from Poland and Europe willing to participate in this unique light event.

## **Toruń will shine longer**

Our city will shine in 2011 even brighter as we will extend the Festival to few more days. We plan to organize SKYWAY in the same time, as the natural phenomenon Perseids. This effect is visible in late June and early August and its peak is reached on the 12th of August.

## **Education for kids**

The message of particular installations as well as artistic actions aim to awake an interest for culture among children. We would like to create in children a need for active participation in the cultural life and encourage a way of thinking in broader terms.

## **Ecology**

Thinking about environment protection is also a theme we would like to stress during SKYWAY '11. Toruń is one of cleanest cities in Poland. In order to protect this state we need to educate the society starting already with children on how important an ecological way of life is. Our presence forms and influences the future of our children.

## **Light is our power**

Another time Toruń will shine with the light of culture. The power of light will make Toruń visible on the international scene. As in the previous years, artistic actions which we will present to the public, will meet wide interest of media and will be noticed not only in Poland but also in Europe. Because Toruń = culture.

## **Transformed urban space**

Toruń which is promoted with the slogan "Get Gothic" is perceived as the city of Copernicus, gingerbread, rich history and tradition deeply rooted in the walls of the Old Town. SKYWAY give us a unique opportunity to show a new face of our city. Modernity, science and innovation expressed by numerous multimedia projection integrated in the urban space, link in a unique way tradition and presence. We are determined to look for new, interesting locations for our installations. We hope to engage other districts of Toruń in our project. We would like culture to meet people. We are convinced that culture should build civic awareness and social integration.

## **High level of audiovisual art**

SKYWAY '11 will host in Toruń numerous great artists specialized in installations linking light and sound. Artworks presented in Toruń will be created by world famous and very experienced artists, whose works enrich numerous international events of high rank. SKYWAY gives a chance also to young, local artists who can be admired by creativity and innovative approach to culture.

## Our mission

Make with the festival SKYWAY showcase of the city, extend its formula and get to the numbers of receivers.

## Our aims

- Surprise with new and unknown ways to present audiovisual art, which will make festival an unique event
- Make with the festival one of the biggest cultural event in Poland
- Introduce creative cultural education, thanks to that, kids and adults will feel need to participate in culture
- Rise the cultural engagement of citizens
- Create a space for civil activities
- Entice citizens to lead ecological way of life
- Bring more tourists to Toruń
- Support the cooperation between business and culture
- Promote Toruń as a city with huge cultural potencial