



IMAGINE PEACE



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1 Imagine Peace's mission statement

The "Imagine Peace" project aims to foster a sense of unity and connection among five different European light festivals that take place in different European cities: Brixen (Italy), Copenhagen (Denmark), Essen (Germany), Oslo (Norway) and Pula (Croatia). By combining artistic expression with a transnational approach, sustainable practices, and a focus on a better future, the project showcases Europe's cultural diversity and inspires more sustainable festival practices. It creates a network of connections among the festivals, encouraging collaboration and mutual inspiration.

Shared themes, methods, and the inclusion of a Ukrainian artist unify the festivals and promote a sense of community across borders. The theme of peace transcends cultural boundaries, emphasising shared values and collective aspirations for a harmonious world. This project surpasses the traditional limits of individual festivals, creating a unified and connected celebration of light, art, and sustainability across Europe. By integrating diverse cultural elements and focusing on "IMAGINE PEACE," the project not only strengthens the European dimension but also contributes to a shared vision for a harmonious and sustainable future.

2 Participating Light Festivals

2.1 Brixen Water Light Festival

Local and international artists transform fountains and cultural-historical treasures into an open-air gallery with their creative ideas. Reflections on ecological, economic and social aspects related to water and light are the basis of the artistic works. Under the motto "Water is life - light is art", an art trail is being created in Brixen's old town. The Brixen Water Light Festival takes place every two years in May. The idea for the festival was born in 2015 after the premiere of the light and music show at the Hofburg in Brixen. The first edition of the festival was held in May 2017.

www.waterlight.it

2.2 Copenhagen Light Festival

Since 2017, Copenhagen Light Festival has brought light to the darkest months of the year. Each February, the city is transformed by atmospheric and visually engaging experiences that offer new perspectives on urban life. For three weeks, Copenhagen becomes a large-scale outdoor exhibition of light art and installations in all shapes and sizes — from monumental works that light up the night sky to poetic, interactive pieces that invite close exploration. The majority of the light works are placed along a path in the inner city and the harbour, while a selection of art works that can be experienced in areas located outside of the city centre.

<https://copenhagencityfestival.org/en/>

2.3 Essen Light Festival

The Essen Light Festival is an annual celebration that transforms the city of Essen into a luminous art gallery. Scheduled for its 10th anniversary from 2 to 12 October 2025, the festival will feature a compact 2-kilometre route through the city centre, showcasing 16 venues with spectacular light shows, video mappings,

projections, and diverse installations by national and international artists. Highlights from previous editions include "Big Picture" on Kennedyplatz, where the entire square becomes a canvas for projections of artworks from the Museum Folkwang, creating an immersive experience for visitors. Other notable installations have featured interactive elements, such as "On Air" at Radio Essen, allowing attendees to engage directly with the light art. The festival is free to attend and offers a unique opportunity to experience the magic of light art in an urban setting.

[https://www.visitessen.de/essentourismus veranstaltungen/essen_light_festival/essen_light_festival.en.html](https://www.visitessen.de/essentourismus_veranstaltungen/essen_light_festival/essen_light_festival.en.html)

2.4 Fjord Oslo

Fjord Oslo is a free light art festival that transforms the Harbour Promenade in central Oslo into a large-scale outdoor exhibition of light. By taking art onto the streets for four nights, the festival invites to a social, powerful and inclusive experience of art and light. The festival features an international programme of renowned artists, showcasing a broad exploration of light art. From projections onto landmark buildings to intimate installations, site-specific light sculptures, and immersive video work, the festival offers diverse experiences for visitors. Fjord Oslo aims to create a positive, inclusive, social, and open cultural event for everyone in the city of Oslo, bringing people and art into the streets during the dark time of the year.

fjordoslo.com/

2.5 Visualia Festival of Light Pula

The Visualia Festival of Light in Pula, Croatia, is an annual celebration that transforms the city's historic streets and landmarks into a vibrant canvas of light and art. Held over three nights in September, the festival showcases a variety of installations, including 3D and 2D video mapping, interactive light displays, and performances by both local and international artists. One of the festival's iconic

features is the "Lighting Giants"—illuminated cranes of the Uljanik Shipyard—that have become a symbol of Pula's modern identity. The event also includes unique attractions like the recreational night race "Xica," adding a dynamic element to the festivities. With its blend of technology, creativity, and community engagement, Visualia offers an unforgettable experience for visitors of all ages.

<https://visualia-festival.com/>

3 Scientific Partners

3.1 Universität Innsbruck

Nestled in the heart of the Austrian Alps, the University of Innsbruck is one of the country's leading centres of higher education and research. Founded in 1669, it boasts a rich academic tradition combined with a modern, international outlook. With over 27,000 students and a broad spectrum of disciplines—from the humanities and social sciences to natural sciences and engineering—the university offers a vibrant and diverse learning environment. Its location in Innsbruck, a city renowned for its alpine charm and cultural heritage, offers students a unique combination of academic rigour and quality of life. The surrounding mountains are not only a playground for outdoor enthusiasts but also a living laboratory for scientific exploration. Whether you're drawn to cutting-edge research, interdisciplinary collaboration, or simply the chance to study in a breathtaking alpine setting, the University of Innsbruck offers an inspiring place to learn, grow, and connect with the world.

3.2 EURAC Research

Eurac Research is an interdisciplinary research centre based in Bolzano, South Tyrol, dedicated to addressing complex challenges in society, environment, health, and technology. Established in 1992, the institute brings together scientists from a wide range of disciplines to find innovative and sustainable solutions for the future. Its research spans from climate change and renewable energy to minority rights, alpine ecosystems, and the preservation of cultural heritage. With a strong focus on the Alpine and Mediterranean regions, Eurac Research operates at the intersection of local relevance and global impact. Housed in a strikingly renovated former fascist-era building, the centre symbolises the fusion of history, innovation, and openness. Through international collaboration, applied research, and a commitment to societal dialogue, Eurac Research plays a vital role in shaping resilient communities and fostering knowledge that matters.

4 CVs of Festival Organizers & Scientific Partners

Werner Zanotti – Brixen Water Light Festival

Werner Zanotti is Managing Director of Brixen Tourismus and serves as Artistic and General Director of the Brixen Water Light Festival. With over 14 years of experience leading Brixen Tourismus, he has played a central role in shaping the region's tourism strategy and advancing destination development. His leadership reflects a deep understanding of tourism dynamics, stakeholder collaboration, and innovative cultural programming. Previously, he worked for five years as a tour operator at Igna's Tour, further strengthening his operational expertise. He holds a degree in Diplomatic Science from Alma Mater Studiorum – University of Bologna, which complements his practical experience with a strong academic foundation in international relations and diplomacy. His broad skill set—spanning tourism management, event direction, and intercultural competence—makes him exceptionally well-suited to contribute valuable insights and strategic guidance to this collaborative initiative.

Hanna Bizjak – Brixen Water Light Festival

Hanna Bizjak has been working in tourism for over 12 years. As Event Manager at Brixen Tourismus, she leads the Water Light Festival and the Imagine Peace Project. Her path began as a travel agent in Austria and Central America with a sustainable tour operator, designing tailored trips and refining her intercultural skills. She later joined IDM Südtirol in destination management, photo shoots, and MICE, then managed communication and front office for a local hotel group, deepening her hospitality expertise. Hanna is active in Brixen's cultural scene, having collaborated with the Südtirol Jazz Festival and now serving on the board of Dekadenz, a local theatre collective. She holds a Master's in Communication Science with a focus on audiovisual media from the University of Salzburg. Her work blends creativity, strategy, and intercultural dialogue.

Jesper Kongshaug – Copenhagen Light Festival

Jesper Kongshaug, chairman and curator of the CLF, is considered a leader in modern lighting design in both Danish and international contexts. With his original and radical lighting settings on both large and small scale, he has contributed to making lighting design an essential and creative part of artistic expression within the performing arts. In parallel with his great importance for theatre, ballet and opera in Denmark and internationally, he has for many years created unique, high-profile lighting installations for buildings, natural and urban spaces, institutions and museums worldwide. Jesper Kongshaug has for many years belonged to the elite within both Danish and international lighting design and has won a large number of awards and distinctions for his work with light.

Anders Kongshaug – Copenhagen Light Festival

Anders Kongshaug, as the Head of PR and Development of the Copenhagen Light Festival, brings a wealth of experience in TV production, particularly in tourist films. With 35 years in the industry, he has earned multiple international awards for his work in Denmark, making him a valuable asset to the project's promotional efforts. His extensive reach, with assignments and broadcasts regularly featured on Reuters, AP, CNN, EuroNews, ITV, and more, ensures that the project's activities and achievements will be effectively communicated to a global audience. Anders will play a pivotal role in promoting the project's artistic endeavours and sustainable initiatives, contributing to its overall success.

Richard Röhrhoff – Essen Light Festival

Richard Röhrhoff is the Managing Director of EMG – Essen Marketing GmbH, where he focuses on event management and emotional communication, playing a key role in shaping the city's image and public engagement. He brings a wealth of experience from over two decades in leadership positions across the events and media sectors. From 2007 to 2017, he worked independently, offering expertise in event strategy and communication. Prior to that, he held managing

director roles at Ballhaus GmbH (2005–2007) and Burg Satzvey Entertainment GmbH (2003–2005). From 1998 to 2003, he led his own company, Röhrhoff & Partner, reflecting a strong entrepreneurial spirit. He began his professional journey as a freelance radio presenter and reporter at Radio 90,1 Mönchengladbach (1994–2002), showcasing his passion for storytelling and audience engagement. His diverse career demonstrates a deep understanding of media, public relations, and event-driven destination marketing.

Fabian Lasarzik – Essen Light Festival

Fabian Lasarzik is a Creative Art Director in Arts & Culture, shaping the Ruhr Area's cultural landscape for over 20 years. He has played a key role in the creative and strategic development of culinary and cultural ventures at the UNESCO World Heritage Site Zollverein, Essen. From 2011 to 2015, as Artistic Director, he oversaw artistic programming, economic planning, fundraising, marketing, and staff coordination. Prior to this, as Head of Arts and Culture (2009–2011), he managed conceptual and technical planning, event execution, and sponsorships. Earlier, he worked as a freelance cultural manager, focusing on public art and location marketing. From 1997 to 1999, he served as General Manager at Ausstellungsgesellschaft Zollverein mbH, leading contemporary art exhibitions and managing operations. His broad expertise in cultural strategy, public engagement, and creative leadership makes him a strong asset in collaborative artistic initiatives.

Dennis Grüttner – Essen Light Festival

Dennis Grüttner is an experienced project and network manager with a strong background in international sales, intercultural communication, and destination development. Since March 2022, he has been working at EMG – Essen Marketing GmbH, where he plays a key role in positioning Essen as an attractive destination for international meetings and events. His responsibilities include developing and managing B2B partnerships, representing the city at trade fairs and industry

events, and Dennis holds a degree in International Business and completed his training as an industrial salesclerk with an EU certificate. His academic and vocational foundation combines economic expertise with a strong European focus, supporting his strategic and cross-cultural project work. Since March 2020, he has also been co-founder of *AfroPlus*, a media and business platform focused on Black entrepreneurship and diaspora-driven innovation. This role enriches his inclusive communication style and his commitment to social impact through business and networking.

Frank Isachsen - Fjord Oslo (Free Art Festival)

Frank Sachsen's involvement in the Free Art Festival in Oslo, which transforms the Harbor Promenade into a large-scale outdoor exhibition of light, adds a crucial collaborative element to the project. His festival experience aligns with the objectives of creating inclusive and impactful art experiences in public spaces. With his master's degree in economics as background, Frank's role in the project involves budgeting and cost analyses while sharing insights and best practices from the Fjord Oslo festival, contributing to the development and enhancement of the project's strategies for community engagement and large-scale outdoor exhibitions.

Anastasis Isachsen – Fjord Oslo (Free Art Festival)

Anastasia Isachsen is a visual artist and curator specializing in video art for projections and light art for cultural projects. Her practice spans installations, festivals, concerts, dance performances, and exhibitions across Norway and internationally. Over the past decade, her work at international light festivals has been recognized for its stark aesthetic, emotional and philosophical depth, and technical precision, offering audiences transformative and contemplative experiences. As the founder and artistic director of Fjord Studio, she curates light art projects in Norway and internationally, including Fjord Oslo, the annual light art festival in Oslo.

Marko Bolkovic - Visualia Light Festival Pula

Marko Bolković brings extensive experience in electronics, audio engineering, and light design, with a strong focus on 3D mapping and interactive installations. As founder, director, and curator of *Visualia Festival*, he has led numerous light festivals and creative projects, showcasing both artistic and technical expertise. In this project, Marko oversees artistic direction, technical execution, and the creation of transitional artworks that promote engagement and sustainability. As Artistic Director of *Visualia Group*, he leads a collective specialising in 3D mapping, light installations, and participatory art. His leadership fosters innovation and inclusion, making the group a key contributor to the project's creative vision. Marko's commitment to sustainable cultural development and strategic support for municipalities further reinforces the long-term impact and relevance of the initiative.

Nikolina Vuković - Visualia Light Festival Pula

Nikolina Vuković began her career at CMG Digital d.o.o. as a Digital Project Assistant, progressing to Web Editor and eventually Team Lead, where she managed a team of 15 and coordinated cross-departmental projects under tight deadlines. She later joined Namještaj Mima d.o.o. as Assistant Manager, overseeing purchasing, sales coordination, market analysis, and stakeholder communication after starting as a Purchase Administrator. At MIP d.o.o., she served as General Office Manager, successfully leading multiple departments including hospitality, retail, purchasing, finance, and HR. Her background in Economics from Virovitica, combined with strong skills in project management, leadership, and organisational coordination, make her a valuable contributor to the project. Nikolina's ability to manage dynamic environments and deliver results under pressure highlights her strength as a strategic and effective team leader.

Kurt Promberger - Universität Innsbruck

Dr. Kurt Promberger is a distinguished academic and researcher. Since 1998, he has been the head of the Institute for Public Management at Eurac Research. Concurrently, he has served as an Associate Professor at the University of Innsbruck since 1997. Dr. Promberger is also the Managing Partner of the Institut für Verwaltungsmanagement GmbH, an academic spin-off of the University of Innsbruck, since 1999. He holds a Ph.D. in Social and Economic Sciences from Johannes Kepler University Linz and a Habilitation in Business Administration from the University of Innsbruck. His research focuses on applied research and training, with numerous publications and projects in public management, governance, and strategic management. Dr. Promberger has contributed significantly to the academic community through his extensive research and publications.

Davide Maffei – Eurac Research

Davide Maffei is a researcher at the Institute for Public Management at Eurac Research, where he has been active for over five years. His primary focus lies in place branding and place identity, particularly examining how local identity can support sustainable territorial development through participatory approaches grounded in branding principles—also the subject of his PhD at the University of Innsbruck. In addition, Davide conducts research on Spending Review, evaluating public expenditure to promote greater fiscal responsibility and efficiency. He analyses the financial performance of municipalities, offering insights into their fiscal health to support informed policymaking. His work also encompasses areas such as eGovernment and Government as a Platform. Together with Eurac's public management team, he has led assessments of digital solutions adopted by local public administrations.

Veronica Moscon – Eurac Research

Veronica Moscon is a researcher at Eurac Research's Institute for Public Management and a PhD student in Management at the University of Innsbruck.

Her academic journey includes enriching international experiences in Germany (University of Mannheim) and Canada (University of Lethbridge), complemented by a trilingual Master's degree in Public Policies and Administration from the Free University of Bolzano. Veronica's research primarily focuses on quality management and innovation, aiming to enhance stakeholder engagement and satisfaction in public sector organizations. In her work, sustainability and results-oriented public sector organizations play a crucial role, reflecting principles of good governance that lead to performance excellence. She is also passionate about resilience in the healthcare and social sectors, working on developing competence models and training programs for organizational and individual resilience. Additionally, Veronica is interested in innovative communication methods at the local level, particularly in the context of digitalization, social media, hate speech, and fake news.

5 CVs of participating artists

Eva Esmann Behrens - Denmark

Eva Esmann Behrens is a visual artist based in Aarhus, Denmark. In her works with projection art, she is inspired by a formal background in dance and history of ideas together with her visual artistic development. It is a value for Eva, that the material that she uses is often either made by hand, found in nature or in other ways has its outspring in the real world and is tangible. Eva has presented her works on large and small stages, in city spaces and towns. She has presented her works at Copenhagen Light festival, Kunstmuseum Bonn and with The Symphonic Orchestra in Aarhus. She can equally be found in small spaces doing experimental live expressions.

Alessandro Lupi - Italy

Lupi studied at the Accademia Ligustica di Belle Arti in Genova, Italy. His works were exhibited among others at the Venice Architecture Biennale, the Uffizi Museum in Florence, the Avesta Museum in Sweden or the Kunsthaus Tacheles in Berlin. He realized an installation for the International Biennial of Havana which is permanently exhibited in the Escuela Nacional de Bellas Artes de San Alejandro, and was commissioned a sculpture to celebrate the World Book Capital Ljubljana by the UNESCO, among others. Alessandro Lupi's research has developed over the years by working on a strong experimentation on matter, light and shadow. Each work is an invention and investigates in a different way the way we perceive reality, each time trying to start from space and dialoguing with it. His installations are perceptual, poetic and immersive experiments in which the public can participate, relate and reflect.

Claudia Reh - Germany

Claudia Reh, graduate landscape architect (TU Dresden), is a light artist and documentary filmmaker. Since 2006, she has been working with overhead projectors on light installations and live paintings in public spaces under the label 'Echtzeitlicht'. She has participated in international festivals in Ghent, Amsterdam, Vilnius and Pula, among others. She develops light performances for theatre and completed a degree in directing at the filmArche Berlin in 2017. Reh lives with her daughter in Dresden.

Petar Šćulac - Croatia

Petar Šćulac (b. 1980, Pula) is a visual artist whose work includes painting, illustration, restoration, scenography, and visual installations. Since 2012, he has been actively exhibiting at art festivals and exhibitions. His recent focus is on light installations that explore the dynamic relationship between light, shadow, and space. By blending traditional techniques with experimental media, he creates immersive environments that challenge perception and evoke introspection. His work often investigates how light transforms spatial narratives and alters the viewer's emotional and sensory experience.

Julia Shamsheieva – Ukraine

Julia Shamsheieva is a Ukrainian artist who creates vivid and captivating 3D and motion art pieces, allowing her creativity to run wild. With a Bachelor of Arts and as a member of the Union of Designers in Ukraine, she works with video mapping, digital art, light installations, and AR & VR. Her dedication has earned her the Grand Prize at the Circle of Light, 1minute Projection Mapping, Imapp and Schlosslichtspiele Karlsruhe festivals. Julia's works appear at global festivals, where she highlights the cultural and natural elements of each location. Her main aim is to let light tell stories and expand perception through new contexts.

VOID – Norway

Void is a multidisciplinary studio operating at the intersection of design, architecture, art, and technology. The interdisciplinary team holds specialist expertise in architecture, product development, light, form, programming, and advanced computational design. Void delivers innovative interactive installations for a range of contexts—ranging from architectural ornamentation in office buildings and public environments to exhibitions for museums and artists across various disciplines, both indoors and outdoors.

6 Pictures

Images are available for download on our website under the 'Press' section.

<https://imaginepeaceproject.eu/>