

Beat: Arts

GLOW 2023 Illuminating Eindhoven

Beyond with 'The Beat'

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USPA NEWS - Eindhoven, a city known for its innovative spirit and technological prowess, is about to once again immerse itself in a mesmerizing display of light and artistry during GLOW 2023. This annual light art festival, which has grown to be broader and more ambitious than ever, is set to captivate audiences from November 11 to 18. GLOW, renowned for pushing the boundaries of artistic expression with light, will not only light up the heart of Eindhoven but extend its luminous embrace to neighboring municipalities, including Geldrop-Mierlo, Waalre, Best, and Oirschot, in a collaborative effort to strengthen the identity of the Brainport region.

The Beat: Uniting Communities Through Light

In a departure from previous editions, GLOW 2023 introduces the theme of 'The Beat.' This theme is not only a call to rhythm and movement but also symbolizes the pulse of the city, the dynamic interplay among its residents, and the life they share. It's a celebration of what makes Eindhoven, Eindhoven.

newcomers and longtime residents. While the route is slightly shorter than in previous years, spanning 5 kilometers, it is well-marked with (light) signals for easy navigation. Some of the highlights along the route include the 18 Septemberplein & De Emmasingel (ASML), Grand Mix GLOW: a deepfake project on the Wilhelminaplein (Inook), a community participation project in the Prins Hendrikstraat & Heilige Geeststraat (Jaap van den Elzen), a celebration of 100 years of Elzent in the Elzentlaan and the Bilderdijklaan (Cindy Lo and Studio Toer), the Catharinakerk (Har Hollands & The Rotaryclub), where the regional project with surrounding municipalities culminates, and the Paterskerk (Hugo Vrijdag & all elementary school children). Looking ahead, GLOW has hinted at a grand immersive light experience set to take place in the Philips Stadion in 2024.

'The Beat' is Everywhere

The Preview night showcased that 'The Beat' is everywhere in Eindhoven. The city pulses with life, from its grandest squares to its narrowest alleys, and GLOW is ready to illuminate them all. In 2023, GLOW brings 'The Beat' to life in every corner of the city.

'The Beat' not only encapsulates the rhythm of Eindhoven but also emphasizes the idea that GLOW is light art for everyone. As Ronald Ramakers aptly puts it, "The Beat is the heartbeat, the rhythm of GLOW. Walking is done step by step, in a rhythm that everyone follows. GLOW is light art by and for everyone because everyone is equal."