



GENESIS

A course through Infinity

SHADOW ART

NOESIS
THESSALONIKI SCIENCE CENTER
& TECHNOLOGY MUSEUM



GENESIS

A course through infinity...

The GENESIS exhibition is intended to outline a course, viewed through the prism of art, along various milestones in the progression of the Earth and humankind.

An artistic look through a special artform - **the art of shadow.**

In this exhibition, visitors can travel through chaos and forge a path (POREIA) through infinity (APEIRO) (the same six letters form two Greek words that are equally transporting).

TRAVELLING EXHIBITION

The GENESIS exhibition consists of 25 sculptural shadow art compositions. The artist, Triantafyllos Vaitsis, drew inspiration for these works from the creation and evolution of the Earth, and the emergence and progress of humankind on the planet.

His compositions consist of two elements: one is the physical sculpture, made of simple everyday materials, and the other is its shadow.

With appropriate lighting, the shadows projected on the walls reveal objects, settings and events that showcase a different perspective and emphasize its value.

EXHIBITION OBJECTIVES

Understanding “point of view” not just as a physical parameter, but also as a philosophical construct.

Raising visitors’ environmental awareness, as the artworks are made of recyclable materials.

Developing perception vis-à-vis image and understanding that images do not always reflect the whole truth.

Developing critical thinking of specific audio-visual stimuli and encouraging questioning of advertising messages and fake news.

SECTIONS AND EXHIBITS

Prehistory - Antiquity

Genesis
In the beginning there was chaos
Suddenly, an explosion
And here is the Earth
Sequoias and dinosaurs
Primitive peoples in caves, taming fire
The spoken word becomes writing
Sport inspires artists
Wonders are built
Noesis flourishes

Middle Ages

Pause - the Middle Ages
The persecution of the new
Black Death

Early modern - Contemporary period

Don Quixote, an emerging dream
But windmills turn into industries
The world bleeds
And the unbearable brutality of the being is created
Music as medicine
Here comes the small step/giant leap
And we start living among giants
But giants become boxes
And we sing, carefree, in the rain
And chaos again...
But man goes on

EPILOGUE

LANDING

A unique exhibit composed of revolving sculptures that cast alternating shadows, that creates a visual representation of the entire progression of the genesis of the universe in 6 days, up to the emergence of humankind on the Earth.

This piece is an effort to render visually a speech by David Brower - a distinguished American environmentalist - that juxtaposes man's existence and economic growth with the existence of the natural environment.



GENESIS

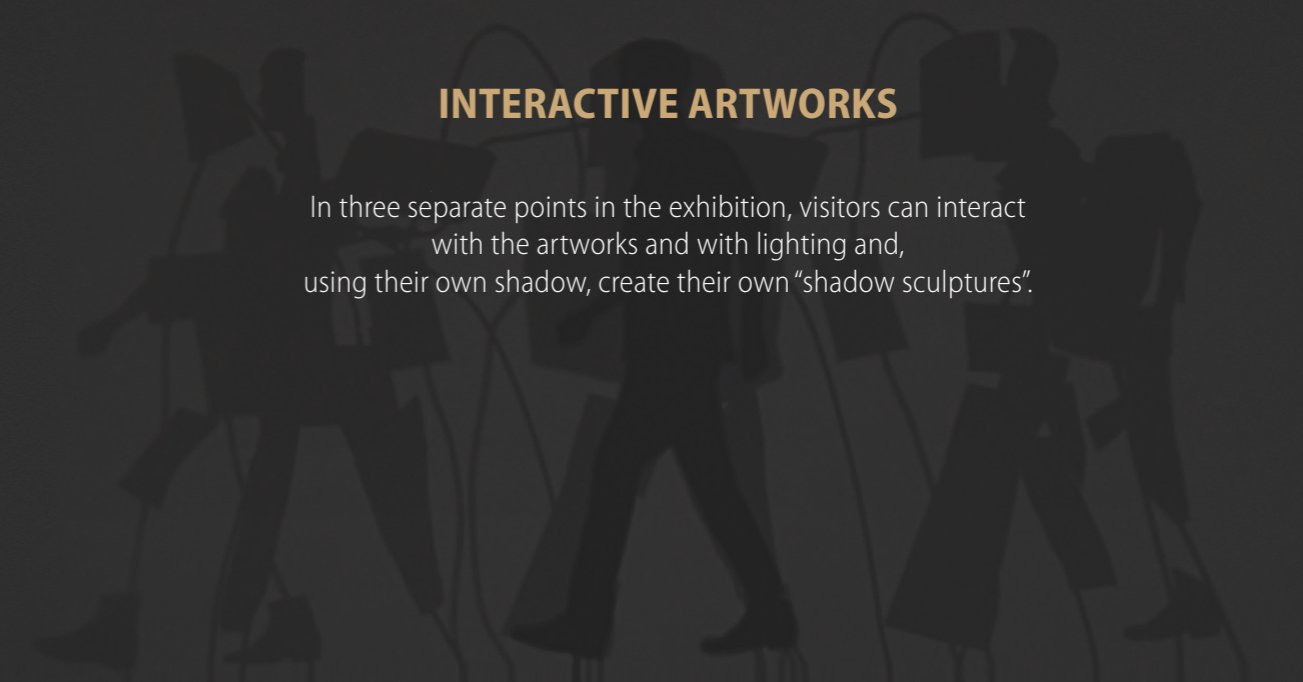
GENESIS

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INTERACTIVE ARTWORKS

In three separate points in the exhibition, visitors can interact with the artworks and with lighting and, using their own shadow, create their own “shadow sculptures”.



MUSEUM SHOP MERCHANDISE

Exhibition catalogue
Information brochure of the exhibition
Posters in various sizes
Postcards
Pencils, erasers, pens

MARKETING PLAN

- Brand identity shaping
- Treatment for total promotional campaign
- Promotional activities before the beginning of the exhibition (site, social media, advertising)
- Promotional strategy including world wide web promotion, big international sponsors, public relations, creative kit for each partner

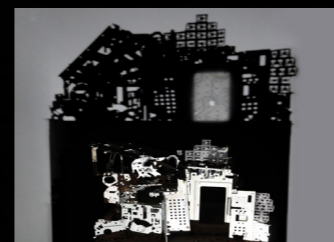
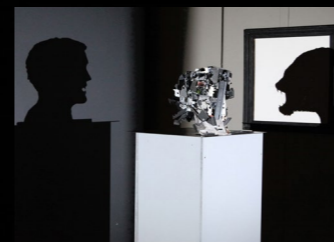
The background of the entire slide features a dark grey background with a pattern of silhouettes of people in business attire. These silhouettes are interconnected by thin, light-colored lines, suggesting a network or communication structure. The silhouettes are positioned in various walking or standing poses, creating a sense of movement and activity.

MARKETING TOOLS

- Creating word of mouth on-line and in person
- Promotion of the exhibition by the partners to their networks
- Creating specialized interest through individual thematic sections

EXHIBITION CHARACTERISTICS

- Rental period: 1 month minimum
- Space required: 250-300 m²
- Exhibition insurance: 200,000€
- Forms of collaboration:
 - rent
 - percentage of ticket sales
 - barter (i.e. exchange of exhibitions)



TECHNICAL DESCRIPTION

The artworks are constructed, for the most part, of recyclable materials such as parts from broken electrical and electronic appliances (electronic circuit boards, keys from musical instruments and keyboards, etc.), computer disks, plastic scrap, MDF scrap, plastics (waste and defective products from a plastic products factory), broken toys, etc.

The materials have been assembled using silicone and screws.

The exhibition also includes a short video that explains how shadow art works are constructed.



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