



BRIGHT SIDE
STUDIOS

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a Human Connection

by Bright Side Studios, Studiotech, Janis Claxton

An immersive exhibition inspired by Bright Side Studios' collaborations with award-winning, contemporary dance choreographer, the late Janis Claxton.



Images and video available [here](#)

A Human Connection
21 March – 21 April
Custom Lane, Leith, Edinburgh EH6 6AL
Free entry

Opening hours:

Monday - Friday | 10am - 5pm

Saturday | 10am - 5pm

Sunday | 11am - 4pm

One of Edinburgh's leading creative technology companies **Bright Side Studios** is working with **Studiotech** to create an immersive exhibition designed to put the audience at the heart of creating their own experience.

a Human Connection is inspired by their work in 2016 when **Bright Side Studios & Janis Claxton** won a Curiosity Award, supported by Creative Scotland, designed to allow exciting collaborations to stretch artists and creative technologists and to find new ways of opening up the arts to new audiences.

Over the course of 2 weeks in the King's Theatre rehearsal space, Bright Side Studios directors Susanna Murphy and Cristina Spiteri worked closely with choreographer Janis Claxton and her dancers to explore the intersection between gaming, motion capture technology and dance. Their hope was to create an interactive environment which reacted in real time to movement and put the participant in charge.

The use of Point Cloud allowed Janis and the dancers to see the results as they worked and motion capture suits stored immense amounts of data which Bright Side Studios used to create a representation of the physical movement and a live interactive environment.

The result at that time was AbstrACTION which was featured on BBC Taster and was released on Google Play, as well as being showcased at Future Play, for the Edinburgh Festival.

Bright Side Studios has returned to this experimentation and research and harnessed the beauty and power of this data to create an immersive playground. Working in partnership with lighting and technology specialist – **Studiotech**, to ensure that technology is used to its full potential to make the interaction between the human body and lighting as natural as possible. They have now created an experience which encourages connection and plays on the visceral effect of movement using dynamic lighting solutions from **Traxon Technologies**. Award winning composer Pippa Murphy, a long term collaborator with both Bright Side Studios and Janis Claxton has created a soundscape for the exhibition.

The exhibition which has a theme of love running through it, showcases creative lighting technologies and ideas such as projection mapping, kinetic technology and human data integration.

a Human Connection is sponsored by the international lighting technology company, OSRAM.

Susanna Murphy and Cristina Spiteri, directors of Bright Side Studios said, *“Being curious and passionate, experimenting and playing with technology can lead to incredibly innovative work and*

working with Studiotech and Traxon Technologies we have created an exhibition which immerses the visitor to create a stunning experience for them. Janis sums it up best, as ever, with her words, "it's all about love".

Bright Side Studios was set up by Susanna Murphy and Cristina Spiteri in Edinburgh 2016 to deliver immersive experiential design which connects people with brands, stories and spaces. They work on ambitious projects for architects, interior designers, museums, galleries, broadcasters, commercial brands and theatres.

A report commissioned by Huawei and the Institute of Art and Ideas investigated the emergence of the New Tech Renaissance across 10 key European countries. Edinburgh was identified as the New Renaissance Hot Spot for the UK and Bright Side Studios as 'New Renaissance pioneers'.

Studiotech is a team of lighting and technology specialists who work with creatives, designers and architects to help them realise their concepts.

Using the very best in lighting and our expertise in technology, Studiotech take the concept and work with the designer to develop it in to incredible light installations that raise the standards within the industry.

brightsidestudios.co.uk
studiotech.co.uk
janisclaxton.com
traxontechnologies.com
<https://pippamurphy.com/>

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For more information on this exhibition or the work of Bright Side Studios contact:
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More information on previous projects including AbstrAction can be found on Bright Side Studios' website in the section on projects - brightsidestudios.co.uk/projects