

1. Charco Hotel. 2. Estación Coloni. 3. Calle de los suspiros. Colonia del Sacramento, Uruguay/ Crédito: Eli Sirlin

## Written Interview



**Ricardo Hofstadter, LD**

**Co-coordinator of the EILD/2019 Organising Committee, Montevideo, Uruguay.**

*First of all, as President of Labld let me thank to my colleague Ricardo for his contribution to the written interview to be published in LabLD online lighting design magazine PRISM |A|.*

**LabLD: We both been attending EILD since Valparaiso Encuentro in 2010. How do you see this set of activity done since then? I mean, the Encuentros in Querétaro, Medellin and Ouro Preto.**

As you know, these Encuentros are organised by the International EILD Committee, which is a group of 20-25 Lighting Designers from Ibero America, Spain and Portugal, that do not have a defined organic and that have been working voluntarily to organize these biannual events.

I think the different meetings were marked by the versatility of the group to adapt to the place where it was developed and to the average interest of the expected attendees.

Queretaro/Mexico was a very

interactive meeting, Medellín was a more massive one with a big number of interesting conferences and

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**Ouro Preto was the more “intellectual” with a big emphasis on the Creative Process.**

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**LabLD: What kind of expectations do you have for 2019 taking the responsibility of holding the EILD in Colonia del Sacramento?**

Regarding Colonia 2019 our expectations are to have a smaller meeting than the previous ones (similar in number of attendees to Valparaiso) in which there is a very strong symbiosis with the city and its inhabitants. The central theme of the Meeting will be the “Communication in Lighting Design”.

The Editorial Committee is planning a series of activities that will work in small groups (10-20 people) on the different forms of communication. We think of an event with a more limited capacity than the last three (no more than 200 people) because the historic area of Cologne is very small and we do not believe that 500 people can be installed to make lighting interventions.

**LabLD: As a Portuguese**

**Lighting Designer and one of those responsible of the EILD Ouro Preto editorial line, it was a very special and meaningful event. It is also known the Portuguese presence in the small city of Colonia del Sacramento. How these activities reinforce cultural (Latin American) bridges and add spiritual strengthens to the event?**

Colonia is a city that was founded in 1680 by the Portuguese<sup>1</sup>, being the first city of what is now Uruguay. Over the centuries it changed hands several times between Spain and Portugal and in the early nineteenth century was in the hands of the British Crown.

Its old town, the historic district that comprises 12 hectares of the western end of the city, was declared a World Heritage Site by UNESCO in 1995 for having successfully merged Portuguese, Spanish and post-colonial styles. The urban development is of Portuguese origin and contrasts with the standard prescribed by the Spanish law on the West Indies. It is characterised by its narrow stone streets, closely linked to its military origin.

EILD 2019 activities are still under development by the editorial committee (which you were member in Ouro Preto) and knowing the aptitude of its members I think they will highlight everything related to the Spanish-Portuguese roots of the place. I hope that this will also be visible into the work done on the site.

Work is also underway on an activity that highlights the strong connection between Colonia and Buenos Aires, called Puentes de Luz.

Some of the activities that are being planned are:

### 1. Activities with Light

#### 1.1. The Memory of Light

Ephemeral lighting installations to make visible the testimonies of the city that the city does not show.

In this workshop we will work at night, which is the space of obliviousness. Our tool is light, our task, to reveal. And our result,



“ *the momentary construction of a memory, which will be shared with the city* ”

and with this wonderful group of crazy people of light.

There are no a priori guarantees of what we are going to achieve, because the participants will define it. We need the participants, we believe in them and we hope to see, understand, recognize and enjoy their gift to the group.

## 1.2. Projects for the City

Proposals and lighting installations that will remain for the city.

Two permanent interventions and one paper project. The three of them will be developed partially or integrally in the Encuentro, as activities for the participants.

## 1.3. Games of Light

(activity concept developed since EILD/2012)

These are proposals for interaction with the participants and the people of Colonia.

Playing spaces will be offered so that everybody will be able to interact with the light, understanding the game as a heuristic possibility of connection between light and people.

These games will be available in the city according to a route related to the other facilities, in the manner of relays.

## 2. Activities about Light

### 2.1. PANORAMA - Project exhibition

During the EILD 2019 we will show an overview of the activity of lighting designers from Latin America that will be participating in the encuentro.

Each participant, will be asked to present a project of their own, which will be screened in a video





2.

during EILD 2019.

## 2.2. PANORAMA – Activity

(activity concept developed since EILD/2012)

In this workshop, some aspects of professional communication and marketing will be developed with Anne Rindell an international expert in creative activity marketing.

## 2.3 Daylighting

Nature is a great source of inspiration and sometimes we are so busy that we have forgotten to OBSERVE.

The mere transit through the streets of Cologne and OBSERVE

the effects of light / shadow, light / dark, degraded, sunset etc. that produces natural light invites us to stop, reflect, recreate.

Inspired by the *LICHTUNG* effect (German word refers to the effect of light and shadow that occurs through the branches of trees).

We will try to analyse and recreate the emotional impact produced by natural light in contact with the city in its most elementary expression. Learn to observe the daily life and uniqueness that they produce from the effects of Natural Light in interaction with the city.

We will document observed phenomena, draw, photography,

video.

We will produce attractive installations in the city as a result of the inspiration.

## 2.4. Perception of Light

In the world of lighting, there are constantly situations in which physical and visual approaches to light are mixed.

This workshop aims to deepen the visual approach, consolidating a vocabulary - lexicon consistent with light as a perceived phenomenon.

## 2.5. Communicating the Creative Process



Collaboration between professionals, how do they communicate with each other?

How do they share their work materials?

**LabLD: The lighting design community is getting wider. There are lighting design courses all over.**

**How do you see EILD activity? What should be its main target?**

I believe that EILD, in addition to being a space in which the lighting designers of Ibero America can transmit our experiences to the younger members of the community, has to be an encounter of friendship and joy in which we

can all reconnect with old friends and engage new friendships.

For me this is as more important as the strictly academic part because for the later we have more and more institutions dedicated to train future designers who will soon be part of our community.

I hope that many Portuguese colleagues can come to Colonia next year and give the Encuentro, the Portuguese “accent” that the city deserves.

We welcome you all!

1 THE PORTUGUESE CITY OF GUIMARÁES IS A TOWN TWINNING CITY OF COLONIA DEL SACRAMENTO SINCE 200/2001. TEN THOUSAND KM SEPARATES THIE TWO CITIES.

<http://www.cm-guimaraes.pt/uploadsdocument/file/1221/19962.pdf>

**Previous EILD events:**

- EILD Valparaíso, Chile 2010.
- EILD Querétaro, Mexico, 2012.
- EILD Medellín, Colombia, 2104.
- EILD Ouro Preto, Brasil, 2016.



ENCUENTRO  
IBEROAMERICANO  
DE LIGHTING DESIGN  
COLONIA 2019