



**Good Results: 28,000 Guests Visited the B3 2015  
B3 BEN Lifetime Achievement Award for Brian Eno**

On Sunday October 11 2015 in Frankfurt/Main, the “B3 Biennial of the Moving Image” came to a successful conclusion. According to the first projections, the second edition of Germany’s most important creative festival enthralled around 28,000 visitors (19,000 of which during the B3’s central period of October 7 – 11 2015)

From October 7 to 11, more than 200 regional, national, and international artists and media producers from 20 countries in the categories of art, film, TV, games, web, design and scholarship came together to discuss the significance of the moving image. In 20 different locations the B3 devoted itself thoroughly to TV and film projects, spectacular video and media art. The five-day program was adorned with an array of international stars from the world of media, including Laurie Anderson, Brian Eno, Mike Reiss, Dean O’Gorman, William Kentridge, Anton Corbijn, Federico Solmi, John Gerrard, Lynn Hershman Leeson and many more.

Prof. Bernd Kracke, the Artistic Director of the B3 remarked: “these successful figures are the result of an extraordinary collaboration between the B3 organizers, the local cultural scene and local politicians. With this, Frankfurt and the Rhine Main region have established themselves as an international hotspot for media arts.”

With premiere events and new themes, the B3 has increased its profile. Highly regarded by the public, for example, was the focus on “immersions,” which was designed in close collaboration with the BIU - Federal Association of Interactive Entertainment Software. The Managing Director of the BIU, Dr. Maximilian Schenk, was quoted as saying: “in just a short time, the B3 Biennial of the Moving Image has developed into one of the most fascinating and inspiring events in the cultural calendar. It offers an ideal framework for the vital exchange between the different media of the moving image: video games, film, TV, web and art. As such, it is the point of departure for many new impulses on all sides.”

At the heart of the 2015 B3 Biennial were the media art special exhibitions. In the Museum of Applied Arts in Frankfurt, the Biennial of the Moving Image presented a special show on the overarching theme of the B3, *Expanded Senses: Art, Body, Communication*, with works from international artists from ten countries. The B3 special show on the topic *Immersion*, in the German Architectural Museum Frankfurt, presented outstanding projects in virtual reality art.

For the first time, Frankfurt Central Station was a B3 venue. With a mixture of images from games, pop-culture and the internet, the superstar video and installation artist Federico Solmi from Italy enchanted the audience. At the “Virtual

Reality Meeting Point”, visitors could completely immerse themselves in new realities with VR goggles. To mark the occasion of the 25<sup>th</sup> anniversary of German reunification, the video artist Rotraut Pape showed here her long-term project *The Wall – The Vertical Horizon* (1989-2014). The Chinese designer and multimedia artist Fei Jun presented his installation *Gesture Cloud – Gesture Wall*. Fei Jun is one of the 14 artists from China who, as part of a cooperation with the Central Academy of Fine Arts Beijing (CFA) presented the most contemporary works in Chinese media art at the B3.

The “Focus Israel” also enjoyed a successful premiere. In cooperation with the Israeli Consulate General in Munich, eight leading thinkers and artists from the Israeli art, film and scholarship scenes initiated a dialogue between art and scholarship. “Our goal was to promote creative partnerships in the digital arts. It is an extremely interesting combination, linking up digital arts with all these cultures that come together at the B3. For us in this context it is important to contemplate the next century,” explains the Consulate General Dr. Dan Shaham.

### **BEN for Brian Eno**

On Sunday October 11, the B3 Biennial of the Moving Image honored outstanding artistic talents with the BEN prize. This year, Brian Eno was awarded the BEN Lifetime Achievement Award for his oeuvre. In doing so, he follows in the footsteps of the international star Laurie Anderson, who won the prize in 2013. Brian Eno is considered an icon of international contemporary culture, the 67 year-old from England has fundamentally influenced not just the pop and rock music scenes over the last 40 years, but has also attracted attention as an experimental artist and multimedia innovator. Up until 31.12.2015 the B3 Biennial of the Moving Image is presenting a retrospective with video works and sound installations by the British multimedia artist and musician in the Museum of Applied Art. On show – for the first time in Frankfurt – are original works from the 1980s into the new millennium. These are complemented by objects, sound compositions and audiovisual productions specially fabricated by the artist for the Museum of Applied Arts.

The main prizes in the category of “Expanded.Senses.” went to Yves Netzhammer (SUI), Federico Solmi (ITA) and John Gerrard (IRL). Kate Cooper (GB) was awarded the emerging artist prize.

### **Opinions on the B3**

#### **Brian Eno, Multimedia Artist and Musician**

“The lion’s share of these works were made 30 years ago in Frankfurt. In that sense, this exhibition *My Light in Life* is a retrospective of my time in Frankfurt. Today we are constantly surrounded by sounds and noises. In this exhibition I want to create a sanctuary – a place to stop and pause.”

#### **Federico Solmi, Video and Installation Artist (I)**

“It is so good to be here. I’m enjoying the time enormously. Frankfurt is a beautiful and relaxed city in comparison to most American cities.”

#### **Dean O’Gorman, Actor and Photographer (NZ)**

I have really enjoyed my time in Frankfurt. I’ve done a lot of interviews. The interest in my work is really pleasing.... Right now it’s a really interesting time for actors. The first contact today was done via skype... A few years ago that would have been unthinkable. However I do see the significance of the cinema diminishing, which is a real shame.”

**Lynn Hershman Leeson, Video Artist (USA)**

“The B3 is an extremely remarkable festival. Here, the shifts in media are debated in a hybrid, creative and reflexive fashion. It is one of the few festivals in the world whose organizers have recognized that the different forms of the moving image are the language of our time. It doesn't just map shifts in perception of stories that have been told on diverse platforms, but also on the hybrid planes of interaction. In the future, even more event venues and global networks will emerge in this field. From this, a new force emerges for a new kind of creativity, which will also effect political change.

**Alexander Ganz, Recruiting Expert (GER)**

“The idea of the B3 is a really important concept. Lots of great people come together here, with extremely interesting themes. Today there is a fantastic amount of new occupational fields in the area of entertainment and digital arts. And this is exactly what is reflected here so wonderfully.”

**Prof. Song Xiewei, Dean of the CAFA Art Museum in Beijing (CHN)**

“The moving image and the overarching theme here of “Expanded Senses” is THE topic of our time. It is great that such interesting people come together here to discuss this topic. We thank the B3 very much for having given Chinese artists a platform here. We would love to continue this cooperation.

**Theresa Diehl, Artist and Professor of Visual Arts (LB)**

“I would like to incorporate the viewer into my art. If I have a voice in our society, then I have to raise it. It is precisely this voice that I give to the viewer. At the B3, I really appreciated this coming together of so many different people. All of them sharing their experiences and entering into exchange.”

**Mike Reiss, “The Simpsons” Author (USA)**

“I am a comedic writer, but I'm no comedian. I'm really grateful to have been able to be here, and for the intelligent audience that listened to me.”

**About the B3**

The goal of the Biennial, which was started in 2013, is to create a broad-based interdisciplinary and cross-genre alliance for the moving image. The debut in 2013 was an immediate success, with around 25,000 visitors from twelve countries. The B3 is supported by the Hessian Ministry for Higher Education, Research and the Arts (HMWK), die Hessian Authority for Commercial Broadcast and New Media (LPR Hessen) and the city of Frankfurt am Main. The sponsors of the B3 BEN award for lifetime achievement are Sylvia and Friedrich von Metzler. Partners include the Hesse Film and Media Academy (hFMA) and the Academy of Media Arts Cologne, the Central Academy of Fine Arts Beijing (CAFA), the Cluster of Excellence “The Formation of Normative Orders,” Sesc São Paulo, Associação Cultural Videobrasil, and gamescom.

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