PRESS RELEASE
Geneva, 31 March 2019

BOREALIS by Dan Acher

The marvel of the Northern Lights, here and now

5-6th April 2019 / 8pm-10.30pm / FREE – just turn up and enjoy
Next to Tower of London / 1 Tower Hill Terrace / EC3N

Video: https://vimeo.com/192048443
HD images: https://we.tl/t-BkhX9yehtb
Rushes : https://vimeo.com/192047421/d5ea2c06ee

Experience the magic of the Northern Lights right here in London. Time slows down as eyes look up ; an aurora, here and now, in our latitudes? BOREALIS takes the Northern Lights phenomenon to cities the world over, bringing people together and transforming public space. After travelling to Switzerland, Japan and Australia, BOREALIS is here to light up your London skies.

Throughout the ages man has attributed countless legends to the phenomenon. BOREALIS is about our ancestral communion with nature and about our recent compulsion to control it.

Dan Acher's creation is as much a work of art as it is a technological performance. High power laser beams travel through particle clouds to create the illusion. Variations in movement, colour, and density, together with changing weather conditions, give infinite variations. A unique aurora is created each time.

Soundtrack composed by OXSA.

A gorgeous art installation – Slate BOREALIS on Vice

When?

Friday April 5th and Saturday 6th 2019, 8pm-10.30pm, **FREE – JUST TURN UP AND ENJOY**

Where?

Next to Tower of London / 1 Tower Hill Terrace / EC3N
Best vantage point is from in front of Tower of London ticket booth

About the artist

Dan Acher designs city-wide installations. He uses the city as a tool and a playground to create connections. Through his installations and participatory events, he creates situations in which strangers of all backgrounds share a meaningful experience. At the center of his work is art as a generator of social change across urban communities.

Dan is an Ashoka Fellow and is regularly invited to share his vision - watch his TEDx here.
Happy City Lab produces Dan's work in Switzerland and abroad.

Dan on BOREALIS: *I was interested in how I could bring this feeling of amazement, this expansion right into the heart of cities, away from the Arctic and Antarctic circles… People stopped in their tracks, in awe. Voices went quiet and, somehow, under this expanse covered by the lights, people would gather and create small groups to live this experience together.*

Media enquiries

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