

Geminate II—Worthing Leads the Way as Public Art goes Digital & gets Interactive

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CULTURE



Geminate, Colonnade House

Worthing Artist Adam Seaman from creative partnership 'As Described', talks to us about "Geminate II", which recently occupied the gallery windows of Colonnade House.

So, what is Geminate II and how does it work?

Geminate is an interactive digital art installation. As passersby move in front of the gallery windows of Colonnade House, their physical form and movements are presented back to them in real-time. We've used video projection, motion sensing cameras and bespoke visual software to create colourful, abstract and constantly changing image textures.

What inspired you and how did the idea begin?

My creative partner Jim Horsfield and I have worked in the music

industry for years specialising in live visuals for musicians and bands. We wanted to use our live visuals experience in a public space, where the audience could participate in their own visual creation. We saw the potential for harnessing technologies found in your average family home i.e. Xbox Kinect which all led to the creation of the first Geminate in Ipswich.

Why did you choose Worthing?

My wife, son and I moved to Worthing just over two years ago, choosing to make it our home as we loved the location and spirit of the town. **Worthing reminds me in some ways of Bristol, where I used to live, quietly confident, yet filled with surprises and with such great creative talent in the community.** It's a friendly place, creatively diverse and inquisitive, with a fantastic growing arts scene, just look at the work that Creative Waves do,

the Artists Open Houses, St Paul's Arts Centre and East Beach Studios to name but a few.

How did you get it off the ground?

We had a lot of support. Clare Halstead from Colonnade House saw the potential in Geminate and was instrumental in connecting us

with the Borough Council and Adur & Worthing Trust. They in turn supported our application to the Arts Council. We had huge support the whole way.

What reaction and feedback have you had?

The reaction has been wonderful across the board. We initially thought that it would mainly be the pub and restaurant crowds, passing along Warwick Street, so, we were delighted to see such a range of people interacting; from young children, families, to couples and groups of friends of all ages. It exceeded our expectations.

Why do you feel public art matters to Worthing?

We feel passionately that public art, installations, community engagement projects . . . whatever you call them matter, they should

be inclusive and not exclusive. Geminate was conceived to appeal and be accessible to all; there is no need to book tickets, visit a gallery, dress-up, or even know it's on, you just walk past and you are involved.

Tell us about the music?

We were really privileged to have an accompanying score written by Andrew Phillips. He's an Oscar nominated composer, who also lives locally. His soundtrack was an ode to Worthing and he wove recordings taken from under the pier with snippets of oral history from the Sussex Library Sound archive (thanks to Martin Hayes) to create something unique and playful.

What have been the highlights for you?

Watching Geminate bring strangers together, to share in some precious abstract moments, to smile, explore and let go for a few moments in their daily lives was a constant source of enjoyment for us. However, a stand out moment **a gentleman in his eighties was dancing - his daughter later told us he used to be a professional dancer and it was the first time she's seen him dance in decades.** It'd bought tears to her eyes.

What's next for As Described?

The world of Worthing is our oyster! There are a lot of exciting things happening in Worthing. We are busy working on a few ideas, but whatever we do, we will remain true to being collaborative and inclusive.

As Described
asdescribed.net

Creative Waves
creativewaves.co.uk

The Geminate Project
thegeminateproject.com

Arts Council England
artscouncil.org.uk/funding

East Beach Studios
facebook.com/ArtistsEachBeachStudios/

Worthing Artists Open House
worthingartistsopenhouses.com

Colonnade House: Creative Hub
colonnadehouse.co.uk

St Paul's Art Centre
stpaulsworthing.co.uk

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