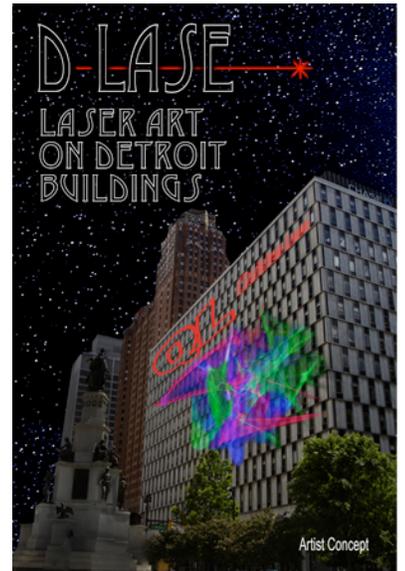


D LASESM

D Lase is a seasonal public art event conceived for Detroit. It consists of large scale kinetic laser art projected onto significant downtown buildings, intended to provide:

- A public setting for epic-scale kinetic op art
- A means of attracting visitors to Detroit
- Attesting to Detroit's reinvigoration as a high tech city of the future, combined with the artistic milieu for which we are justly famous
- Opportunity for local companies and institutions to demonstrate their support for the arts and the city
- A good time for young and old



Artist's Concept @2016, Mike Gould

Lasers and personnel will be provided by Illuminatus Lasers, wielding Michigan-made projectors under the direction of laser artist Mike Gould.

The Display

Conventional laser displays consist of simple beams and images. D Lase implements a unique modality called "Lumia", created by lasers shining through handcrafted diffractive elements. Lumia creates a mesmerizing moving pattern of light and shadows - moiré effects generated by interference patterns that only coherent light creates, all on a dramatic, massive scale. Our lumia will be juxtaposed with scrolling laser displays of sponsor's names and logos: an undulating overlay of art, commerce and sense of wonder.

The Setting

Architectural lighting has up until now consisted of static colors or LED based graphics. D Lase represents a new way of thinking about illuminating buildings. Detroit is full of large and beautiful buildings; canvases of epic proportions for our laser expressions.

Shown above is an artist's concept of what D Lase might look like on a new Detroit icon, the Qube, home of Quicken Loans.

To fill this space, we will use six laser lumia projectors, custom designed and crafted in our Ypsilanti workshop - two each of blue, red, and green. The projectors will be professionally mounted, configured and secured at a suitable distance from the building. The display will run from sundown (~9:00pm) to midnight each night, operated by the trained laseristas of Illuminatus Lasers. If a winter display is needed, we can start much earlier, of course.

Logistics

The projectors can be mounted on top of a van, or sited in a scissor lift in front of a building for temporary displays. In the case of a more permanent installation, mounted atop a pipe, or attached to a light pole. We will work with the client to arrange the most cost-effective means of staging the display.

Financials

Costs will depend on the length of the show; discounts for multi-day stays can be arranged with our business manager, Steve Rich.

About the Artist

Mike Gould is an Ann Arbor native and laser artist. He has been working with lasers since 1972, and has made them his primary artistic focus since 2009. He exhibited an immense kinetic laser artwork at ArtPrize 2012. The work, entitled Stratus 10, went on to win first place from the international laser association (ILDA) for the most innovative application in the artistic division. He won his second ILDA award in 2016 for a music video he co-produced.

Mike also brought a solo exhibit of interactive laser art to the largest gallery in the Alden B. Dow museum of Science and Art in Midland during October - December of 2013. He also created and installed *L is for Laser*, an interactive educational exhibit for the Ann Arbor Hands-On Museum during the summer of 2014.

With his Illuminatus Lasers troupe, Mike has created, performed and presented for thousands of people attending cultural events at leading Michigan hotels. These include the Detroit Marriott Troy, the Hyatt Regency Dearborn, and most recently the Marriott Renaissance Center in Detroit. Illuminatus also assisted in the recent UM vs Notre Dame night game laser display in Michigan Stadium, and at the UM College of Engineering *GlowOut the Diag* event, lighting up Lurie Tower on North Campus. Illuminatus has enjoyed multiple appearances at Maker Faire Detroit at the Henry Ford Museum, and Ann Arbor's FoolMoon. Mike also exhibited at the juried *Tech + Art* show at the Ann Arbor Art Center in 2015. He also exhibited at the juried DLECTRICITY event in 2014, painting the front of the Majestic Theater in Detroit, where the concept of D Lase was born.

Illuminatus Laser Team

Mike Gould, laser artist and founder

Bradley Cross, instigator, community relations

Steve Rich, legal, business development and logistics

John Langs, artist representative

Wayne Gillis, laser engineer and co founder

Zita Gillis, logistics, community relations

Tom Bray, technical adjunct

Donald Harrison, cinematic adjunct

Web Resources

D Lase site: www.illuminatuslightshow.com/dlase/

Artist's site: www.mikegouldlaserartist.com

Illuminatus Lasers site: www.illuminatuslasers.com

DLECTRICITY: www.dlectricity.com/2014-exhibition/artists/mike-gould/

Videos of Illuminatus Lasers

<http://illuminatuslightshow.com/video.shtml>

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