

Press Release

School of Creative Media  
City University of Hong Kong  
Kowloon Tong

## **LARGE MEDIA FAÇADE OF BUILDING COVERED WITH FIRE IN HONG KONG**

Hong Kong based artist Don Ritter will present the media façade 'Burning Too' on the Run Run Shaw Creative Media Centre from 7:30 pm to 11pm on May 18, 2016. This unique building, designed by renowned architect Daniel Libeskind, will be covered with 56 x 26 m video projections of fire.

Run Run Shaw Creative Media Centre  
18 Tat Hong Avenue  
Kowloon Tong, Hong Kong

In the past, humanity was highly dependent on actual fire for warmth, safety and food preparation, but fire for most people today is an aesthetic experience that provides feelings of warmth or romanticism. Although our feelings of comfort are likely to diminish when a fire becomes larger and more dangerous, we may still be attracted to it for various psychological reasons.

Web page of work: <http://www.aesthetic-machinery.com/burning-too.html>

The media façade is being presented during the opening of the International Symposium on Electronic Art, an international conference that focuses on the artistic use of electronic media.

Don Ritter's artworks have been presented at festivals, museums, and galleries throughout North America, Europe and Asia since 1988, including SITE Santa Fe (USA), Winter Olympics 2010 Cultural Olympiad (Vancouver), Metrònom (Barcelona), Sonambiente Sound Festival (Berlin), Exit Festival (Paris), Ars Electronica (Linz), and New Music America (New York).

Press kit: [http://www.aesthetic-machinery.com/documents/Ritter\\_Presskit.pdf](http://www.aesthetic-machinery.com/documents/Ritter_Presskit.pdf)

For additional information, photos, or an interview, contact Cleo SONG at 3442 2413 or email [zhengsong2@cityu.edu.hk](mailto:zhengsong2@cityu.edu.hk)



Visualizations of *Burning Too* on the Run Run Shaw Creative Media Centre, Kowloon Tong, Hong Kong