

PROJECTOR BIKE

A three wheeled cargo bike complete with a high powered projector, a car stereo and speakers, an Ipad to play the movies and a powerful battery. **This ensemble enables the viewing of still and moving images in public spaces in a mobile way.**

As the creators of Projector Bike our key objectives are to: Tell stories in public spaces, activate unused spaces, enable site specific stories to be told in relevant locations, surprise and delight pedestrians and members of the general public, provide an accessible platform for artists to show their work in public and show content to an expanded audience.

Projector Bike invites you to come with us on a tour through the back lanes and byways of the inner city. By night we will take to the streets with a mobile projection rig and sound system that will illuminate the walls and the tell tales of life in the city.

Projector Bike event description from catalogue. Sydney Fringe, 2010

What a fantastic convergence of art and bike cultures. Taking film / art out of the rarified space of the gallery / cinema and literally riding it to the people! Nice.

Response on Bike Love Blog to a Sydney Radio show interview. Sydney Fringe, 2010



PROJECTOR BIKE is currently used in three different ways:

1. As a choreographed and curated riding event Projector Bike takes a tour with people on bicycles, stops at various locations along a designated route and shows a series of short films. **2. In conjunction with a specific event** Projector Bike sets up at a particular location, inside or outside, and shows a series of images/movies that relate to the specific event. **3. As a ride in movie event** Projector Bike sets up and shows a feature length film to an audience in a picnic style environment, following a ride to the location.



We have worked with: Federation Square, National Gallery of Victoria, Bikefest, City of Melbourne, Sydney Fringe Festival, Victoria's State of Design Festival, RMIT University, Darwin Arts Festival, Tinning Street Gallery and Melbourne Bike Share.



Projector Bike has an active role in the collection and curation of the films that we play on our tours. We are committed to providing remarkable shorts of the highest quality to our audiences.

We are in the process of creating a database library of the short films that we screen. Contributors include the following: RMIT Media Arts, Swinburne University School of Film and Television, Fist Full of Films Productions, Amanda Armstrong, Kasimir Burgess, Matt Mullins, Darcy Prendergast, and Chris Tomkins.

Projector Bike is designed and operated by these are THE PROJECTS we do together – A design studio run by Millie Cattlin and Joseph Norster.

Our focus is on the built environment and public space. Our projects aim to be light on the ground, engaging and collaborative.



For more information or for high resolution images please contact us.

Joseph Norster
p 0422 221 072
e joseph@theprojects.com.au
w www.theprojects.com.au

Millie Cattlin
p 0413 491 169
e millie@theprojects.com.au
w www.theprojects.com.au



FESTIVAL PROJECTION BIKE

Federation Square. This Friday. Free. Part of Light in Winter festival, which runs until July 4. Details: fedsquare.com

PEDAL power gains a whole new meaning this week when an all black, three-wheeled cargo bike fitted with a projector and sound system goes for a spin around the heart of Melbourne.

The so-called Projection Bike, steered by artist Joe Norster, left, leads a merry nocturnal tour of the lanes, alleys and parkland surrounding Federation Square

and illuminates any surface it can find. The idea is to "tell tales of life in the city" - stories of punk and politics, music and murder - and Melburnians are invited to pedal hard or walk in Norster's wake.

Light in Winter is a nocturnal celebration of all things luminous. The centrepiece of the festival, curated by Robyn Archer, is Rafael Lozano-Hemmer's glowing orb that glows over Fed Square. But other events casting Melbourne in a new light include an exhibition of glass artists at Kirra Galleries, Light Play at NGV Kids' Corner and a Forest of Lanterns.

BIKE RIDE

WHAT Projection Bike tour
WHEN Today and tomorrow, 5pm; tour takes 50 minutes
WHERE Federation Square and surrounds
COST Free

DUST off your stack-hat and reflectors for Guenila Lighting's Projection Bike tour, a remarkable after-dark two-wheel exploration of some of Melbourne's most culturally significant locales. But with mobile projection rig and sound system in tow, this is no run-of-the-mill sightseeing jaunt. Join

the tour at Princes Bridge, Federation Square, and visit five locations in and around the Fed Square precinct - some fashionable, some foreboding - as the inner-city is thrown into the spotlight as part of "The Light in Winter" celebration.

With five 10-minute experimental short films from Swinburne Film and Television School projected directly on to each fresh urban collage of bricks, mortar and memories, participating cyclists will never look at a ride-to-work the same way again.

COSTA ROLFE



PROJECTOR BIKE MEDIA top to bottom:

'Festival: Projection Bike' - The Herald Sun, June 2010

'Projection Bike Tour' - The Saturday Age, July 2010

'Pedaling Films' - The Melbourne Leader, July 2010



Joseph Norster with his film-projecting tricycle.

Picture: MITCH BEAR NSIME103

Entertainment | Saeed Saeed

AN Abbotsford man is riding is way into people's imagination.

Light engineer Joseph Norster will show his self-built film projector bike as part of the Light in Winter Festival at Federation Square on Saturday.

The three-wheeled cargo bike

consists of a 5000 Anslu Lumen film projector - powered by batteries - with a sound system on the front.

Mr Norster said he finished building the bike, valued at more than \$5000, last month. The festival was the first time it would be used in public. He will showcase short films made by Swinburne

University students on the walls of Federation Square.

"It is a way for the public to reclaim public space," he said.

"I think this will also make people engage with these public spaces in a way they never thought about."

Mr Norster, who has created light set-ups for Melbourne live

music and theatre venues, said the projection bike was a way to bring the power of cinema to the masses.

The batteries could allow a two-hour feature film to be screened.

► **The Film Projection Bike will be at the Princess Bridge corner of Federation Square on Saturday July 3, at 7pm. Details: fedsquare.com/thelightinwinter**