

*What's your role in the BYOB event? How did you get involved and how many years have you participated in BYOB events?*

My name is Frank-Jan van Lunteren, director of SETUP Utrecht. SETUP is one of the four partners that make this BYOB event happen. BYOB is an open format that can be shaped by the organizers themselves. We have organized two editions in the past, both in Utrecht (one in the former CBKU -2011- and one in NUtrecht -2012). In the latter we already worked together with FIBER (the Amsterdam based audio-visual collective) and Liefhebber (Utrecht based designer), since we have much in common.

I was involved in both earlier Utrecht editions, first as photographer, last year as PR spokesperson, this year as a project leader. In short, I have to make sure the right persons are at the right time at the right moment, keeping the machinery going. Because in an event like BYOB there are a lot of partner organizations, team members and volunteers involved.

This year, we teamed up with De Brakke Grond (Flemish Arts Centre in Amsterdam), because this opened up a whole range of new possibilities.

*Can you tell us a little bit about the origin of the event? Rafael Rozendaal is the creator of the concept BYOB - Does he try to attend all of the events? Will he be at Friday's event?*

BYOB (Bring Your Own Beamer) is a series of one-night-exhibitions curated by different people around the world. BYOB is an idea by Rafaël Rozendaal (<http://www.newrafael.com/>). The first edition of BYOB was initiated by Anne de Vries & Rafael Rozendaal in Berlin. The idea is simple: Find a place, invite many artists, ask them to bring their projectors. It is a platform, a way of making an art show with very little budget. Also, we do not select who can join and who cannot. All work can be shown. As a visitor, you walk through a vast collection of highly different types of imagery. It's also an exploration of yourself, finding out what kind of imagery makes a deep impression on you.

As you might notice when scrolling through <http://www.byobworldwide.com/>, there are a *lot* of BYOB's organized throughout the world, which makes it quite impossible for Rafaël to attend all. This is also not necessary part of the idea; Rafaël has invented the concept, then put effort in spreading the idea, for other to organize their own. The more it happens the better. This is the main reason the concept has proven successful: the core idea remains the same, but offers enough possibilities to make a very personal and customized edition, that uses the space available in the best way possible. No centralized governing is needed. Rafaël personally knows about this BYOB, but unfortunately cannot attend for being in another part of the world right now.

*As BYOB is an event that is shaped by the city itself, what were the challenges you faced staging this event in Amsterdam? Conversely, what are some of the advantages of holding this event in the city of Amsterdam in particular?*

We partnered up with De Brakke Grond because they provided an excellent idea: the In/outdoor concept. Last editions, we held it indoors, simply because this is much easier (considering electricity and the white surfaces to project on). However, creating an indoor 'white cube' also leans towards the traditional idea of an art expo (a rather closed space, of which only a certain group of like-minded has heard). By making it

partly outdoor, we want it to be an open invitation to a wider audience. Everyone walking by can join in. As such, the Nes (a small street located near Dam Square) will be -literally- an open art expo. Of course, this idea is somewhat more of a challenge producing it. We keep a close watch on weather forecasts. Rain would be very unwelcome considering all equipment. Of course, we have a backup plan if rain strikes, but so far the forecasts are quite good.

In general, Amsterdam has a great new media art scene, and contains a lot of young creative artists that are always on the lookout for interesting places to show their work. The in/outdoor idea therefore matches Amsterdam quite well; taking art onto the streets, showing what a city has to offer.

*Are there any specific locations, projects, or artists that are a must-see on Friday? Which is your personal favorite space of the night?*

The central square at De Brakke Grond is going to be a hotspot. Here you will see large projections on the surrounding building. Also, there will be some projection mapping artists, who bring their own sculptures to project on. We can't give you the exact locations yet: all artists are free to find a space that suits them to place their projector.

Of course, you can sign up for the tour, in which we take you for a walk along all works. And if you like to get to know some of the artists in advance: at the Youtube channel of SETUP you'll find 1-minute videos in which artists introduce themselves (<http://www.youtube.com/setuprecht>).

*Are there any visions for future events? How do you see BYOB evolving, if at all, or is its evolution mainly up to the individual curators in different cities?*

We have some ideas about what we would like to do next, but we'll keep this to ourselves for just a while longer.

In general, BYOB evolves as the techniques keep evolving. Projection mapping has become popular, for example. But also pico beamers (very small, portable projectors) are rather popular. This is the beauty of BYOB: all works represent the current state of (1) technical possibilities and (2) issues that artists feel a need to address in their work. I do think BYOB organizers will always ponder about the question how to push the limits of a BYOB event. To give it a twist, scale it up or make it more accessible to everyone. This is the beauty of BYOB: its main idea is so simple and clear, you can easily think about new possibilities without being untrue to this original idea.

At the same time, it is a wonderful thing that these kinds of evolution are not necessarily required. There are still new BYOB's organized with just a handful of artists. But this also is evolution: new editions keep popping up, bringing artists together, making people enjoy their work, feeling inspired.

*What is the general response to BYOB events worldwide?*

The website <http://www.byobworldwide.com/> is a collection of all editions that are organized worldwide. Although these events are usually not connected to each other when it comes to the work shown, seeing so many events taking place gives definitely a sense of the bigger picture. We all explore the medium of projection, combining this with very personal artistic expression and values held by the artists.