



**BuzzFest 2022:
A Tech Art Festival**

March 3, 4, and 5, 2022
Updated: October 18, 2021

BuzzFest 2022 is a free three-day, outdoor public art festival curated by Barna Kantor and Kyle Evans of [dadaLab](#) in partnership with Deby Childress of [Bee Cave Arts Foundation](#) in Bee Cave, Texas. More than thirty artists and performers are participating in this cutting-edge, family friendly event. The event draws visitors from across Central Texas.

The annual Central Texas festival celebrates the future of art with light, music, and technology. In its second year in 2022, the festival will expand its programming with multiple stunning stage performances that transform the entire Central Plaza of Hill Country Galleria into an unforgettable immersive light and sound experience. Surrounding the Central Plaza will be an experiential light art exhibition consisting of large-scale light installations, augmented reality displays, window projections, and immersive light-based activities designed for the whole family.

After months of remote working and learning, visiting the open-air Hill Country Galleria for BuzzFest in December 2020 was an enjoyable change of pace. We estimate some 19,000 people and families came to BuzzFest in 2020, and we anticipate more in 2022. Hosted at Hill Country Galleria on the western edge of Austin on Highway 71, Bee Cave Arts Foundation will again serve as the onsite host and co-organizer.



Looking Back: The Art of BuzzFest 2020

The 2020 inaugural BuzzFest was themed, “Twilight Zone.” It was inspired by the deep ocean where only 1% of sunlight reaches its inhabitants. The twilight zone creatures of the sea signal and deceive each other via spectacular bioluminescence. We dove deep into that ocean of bioluminescence with stunning video projections and immersive electronic sounds inspired by these ocean creatures.

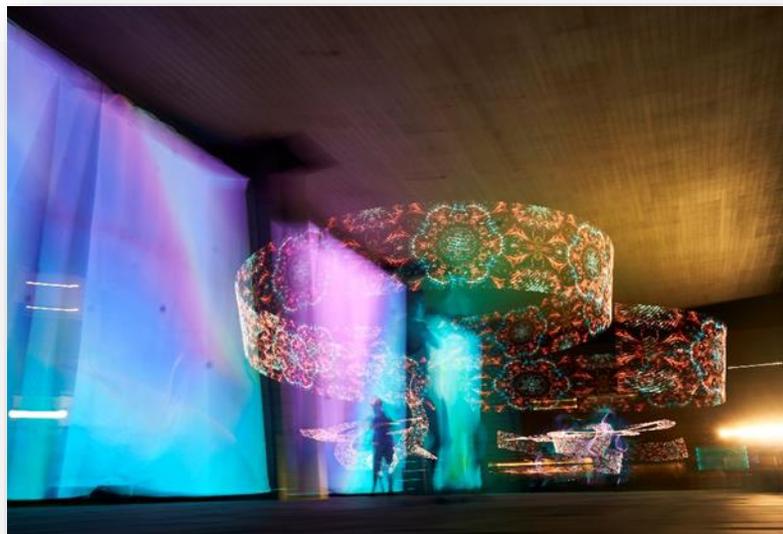
Installations included the “LED Pentagon” a pixel mapped forty-foot tunnel with custom animations creating a constantly changing environment of colors and light patterns to walk, skip, twirl, and run through. It became a popular place for, “selfies.”

We also offered a “Laser Spectacles” installation with colorful laser projections high on top of Bee Cave City Hall (which is located at the center of Hill Country Galleria), announcing the event with a virtual bee buzzing around the building. The “Biolumenese” installation consisted of floating three-dimensional light sea creatures ranging in size from one to ten feet, creating an illuminated underwater wonderland to walk through. Each fish lantern was created from recycled plastic materials and then printed, painted, and etched with intricate designs to create incredibly beautiful sculptural light forms.

“Tripedal” included four ten-foot tripod structures layered with LED lights, lasers and moving parts resembled alien beings communicating with abstract sounds. And the “Luminous Body” video projection let the viewer’s image intertwine into the video image with the use of a hidden camera.

Throughout BuzzFest 2020, our audience was treated to amazing visuals, glittering light shows, illuminated costumes and fantastic new musical scores. With local and national creatives collaborating to present the mind-altering displays, there was something for visitors of all ages.

Attendees enjoyed choreographed performances on the outdoor stage, ethereal sea creatures on stilts, a light-bending light tunnel to walk through, an interactive sound display, and more. Another feature of this festival was the mask booth. With everyone sporting masks for safety, it was a treat to get a unique, hand-made mask and wear them masquerade-style along with our normal face masks. And the glow-in-the-dark paint used to decorate the masks allowed everyone to “glow” during the evening opening!



Partners and Collaborative Work

BuzzFest is a collaborative project that involves the City of Bee Cave and Hill Country Galleria, as well as co-organizers Bee Cave Arts Foundation and the dadaLab team. During BuzzFest 2022, the Central Plaza in the Hill Country Galleria will again serve as the centerpiece of the tech art festival. The Plaza will be transformed into a huge art and sound installation with video art projections, immersive multichannel sound, original electronic music compositions, and choreographed performances featuring light-reactive props and costumes by nationally acclaimed artists.

By way of example regarding teamwork, an item the organizers wanted for BuzzFest 2020 was a seventy five-foot wide by eighteen-foot curtain to hang outdoors in the Central Plaza to serve as a backdrop for a stage area and as the large screen for the video mapping projections that would run all night. This area was known to be a “wind tunnel” and the Galleria retail management team was not initially on board with the curtain design. Many meetings were held and drawings and examples presented before we finally got approval to construct the curtain, and it worked beautifully. A hanging device was designed and built to clamp onto the existing structure and not leave marks after removal. The curtain was divided into three sections to help with the wind issue.

Looking Ahead to BuzzFest 2022

BuzzFest 2022 is an expansive public event that will create an open-air, urban playground of new media art. Included are artists, designers, technologists, and creative entrepreneurs who incorporate the elements of video projection, light, and sound to create immersive installations and performances.

Through BuzzFest 2022, we will again build a collaborative community that merges culture, technology, creativity, and education. The resulting event will provide an immersive experience for all who attend - a visual feast - with art, light, design, and technology for art discovery, exploration, and performance, open to people of all ages.

The budget for BuzzFest 2022 is \$153,500. Of that total, half is devoted to technology in support of art installations, the stage and live performance needs. We do anticipate some funding from the City of Bee Cave, but due to *reductions in Hotel Occupancy Tax revenues* during

recent COVID-19 restrictions, we hope to secure most of the cost of hosting BuzzFest 2022 via private sector grants, sponsorships and in-kind donations. Inquiries welcome!

The Big Picture: The Arts Bring Us Together

The arts are an essential element of a healthy community. The arts contribute to the overall quality of life, and they bring people of all ages and cultural backgrounds together and engage them. Cities centered around culture and art provide an exceptional quality life for residents and visitors. Everyone benefits when the community is engaged, collaborative, and supportive.



Our BuzzFest light art installations during 2020 shone a spotlight on how the arts are essential to our lives, to our communities, to our economies, and to our future, particularly during many months of “lockdown” due to COVID-19. BuzzFest 2020 provided a beautiful outdoor, fresh air modern art experience where people of all ages could go safely and enjoy unique artistic experiences for the first time in months. The City of Bee Cave’s windows and spaces were also transformed into innovative art galleries. This event was an invitation to take a creative journey through Bee Cave, and to bring much needed joy and light to residents and visitors.

Texas Cultural Trust and Texas Commission for the Arts recently released the “State of the Arts Report.” Research revealed the arts and culture industry has grown more than 30% over

the past decade, “generating \$6.1 billion for the Texas economy, totaling nearly \$380 million in state sales tax revenue, and \$50.1 billion in gross domestic product in 2019.” The report notes:

“Texas tourism spending surpassed \$83 billion. Not only do art and culture tourists stay longer and spend more, nearly one in four visitors participate in cultural tourism when traveling in Texas. High school students who complete more arts courses are twice as likely to graduate, 22% more likely to attend college, and have up to 15% higher pass rates on standardized tests than students with fewer arts courses.”

[State of the Arts Report](#)

March 24, 2021

Having said that, during COVID-19 restrictions during 2020, Glasstire noted, “Texas Arts Economy Takes Billion-Dollar Plunge.” BuzzFest is one important way the City of Bee Cave hopes to rebound from losses sustained by area businesses during 2020.

Art promotes more than just a healthy economy and a healthy imagination. Research shows engaging with the arts promotes the development of empathy, problem-solving skills, resiliency, and the arts can even reduce stress. Society needs these skills now more than ever! The Bee Cave Arts Foundation is the cornerstone of arts and culture in Bee Cave. It promotes a culturally vibrant community by creating experiences that last a lifetime, advancing the future of art through a dialogue that engages the creative possibilities within ourselves, our community, and visitors to Bee Cave.

About the Organizing Team

I.

dadaLab (dadalab.art) is a nonprofit organization and studio space located in East Austin. It offers flexible space to an interdisciplinary mix of artists, designers, technologists, futurists, and creative entrepreneurs. dadaLab also offers educational programming, curated meetups and presentations, and mentoring sessions.

Residents of dadaLab work on everything from new businesses to ambitious art installations, from provocative experiments in architecture to social ventures and urban design. As diverse as

its members are, they have in common an experimental and collaborative spirit. A new dadaGeek laboratory space is being opened at Hill Country Galleria soon.

BuzzFest is curated by Barna Kantor ([linkedin.com/in/barna-kantor](https://www.linkedin.com/in/barna-kantor)) and Kyle Evans ([linkedin.com/in/kyleellisevans/](https://www.linkedin.com/in/kyleellisevans/)).

Barna Kantor was born in Hungary, received a sociology degree in Budapest, and worked in England and France. He is a graduate of Studio Art, Transmedia at UT Austin, the city where he lived for over 25 years. He was artistic director in media education organizations, programmed a micro-cinema, taught at several universities, and worked on several public art projects. His main interest is in temporary and permanent place-making – defined as “lending sustainable meaning to combined physical and virtual spaces.” In 2016, Barna co-founded dadaGeek, Austin’s School for Expressive Technology with Lisa Woods. In 2018, he co-founded Rolling Ryot to produce and highlight spatial sound works and in 2019 he co-founded dadaLab with Kyle Evans to create and promote large-scale experiential art environments.

Kyle Evans is a new media artist, sound designer, educator, and performer. Focusing on the intersection of art and technology, his work commonly explores concepts of hacking, technological failure, and media artifacts. He has produced and presented a wide range of tech-art performance and new media installation work throughout North America and Europe at venues such as MUTEK San Francisco, Transmediale in Berlin, the International Computer Music Conference at Columbia University, the Dallas Museum of Art, the Blanton Museum of Art in Austin, the Vancouver New Music Festival, and the Currents New Media Festival in Santa Fe. He is a founding board member and instructor at the non-profit institution dadaGeek, board member and composer of the art collective Rolling Ryot, and creator of the tech-art event curation organization CounterVolt. In 2019 he co-founded dadaLab with Barna Kantor to produce immersive, experiential art environments. He is currently an active artist and instructor in the Department of Arts and Entertainment Technologies at the University of Texas in Austin, Texas.

II.

[Bee Cave Arts Foundation \(beecavearts.foundation\)](https://www.beecavearts.foundation) has been in existence since 2010. The Foundation is a nonprofit with a mission to improve the quality of life in the community and to enhance the experience of visitors by bringing awareness, education and integration of a wide range of art throughout public spaces. Bee Cave Arts Foundation is pleased to have secured the GuideStar Gold Seal for our commitment to transparency in 2021 (see:

guidestar.org/profile/27-3161727). The Foundation was built both on a dream and a clear plan to enrich the lives of the citizens across the region. Since 2010, the Foundation has built the Bee Cave Sculpture Park, placed artist-created benches across Hill Country Galleria, hosted annual Lake Travis Independent School District Student Art Exhibitions, and offered summer art camps for youth.

Bee Cave Arts Foundation has an art education and exhibition space at Hill Country Galleria, The Hive (across the street from Barnes & Noble). The Hive features artwork by local artists and students, a hands-on children's art area, community service projects for volunteers, and art classes for adults and children.

Deby Childress serves as Director of Bee Cave Arts Foundation. She is an art educator and administrator who has spent her career working with museums, public and private schools, and community arts groups including Laguna Gloria Art Museum, Elisabet Ney Museum, The University of Texas, Texas Commission on the Arts, Austin Independent School District, Round Rock Independent School District, and Lake Travis Independent School District.

Deby attended The University of Texas at Austin and holds a Master of Art in Art Education, and a Bachelor of Fine Arts in Studio Art with an all-level Texas teacher certificate. In 2009, she was a founding member of the Bee Cave Arts Foundation, implementing numerous city programs: the Bee Cave Sculpture Park, which transformed a little used city park into a community gather place with 30 sculptures, trails and picnic areas; The Hive Community Art Center, a place for artists, community members and students to exhibit, create, learn and experience art first hand; The Benches of Bee Cave and The Bees of Bee Cave, both outdoor public art projects installed at the Hill Country Galleria.



Project Oversight and Management

Bee Cave Art Foundation will receive and manage all charitable and in-kind donation to BuzzFest 2022. The Foundation will monitor all financial transactions, and donors to BuzzFest 2022 will receive interim and final reports on the progress of the light festival's organization and presentation. Site visits to The Hive at Hill Country Galleria by potential partners are welcome, and a private visit with Deby Childress can be made in advance. Gifts at all levels including in-kind donations are welcome and appreciated.

\$50,000	Leading Sponsor
\$25,000	Underwriter
\$10,000	Patron
\$5,000	Backer
\$2,500	Advocate
\$1,000	Promoter
\$500	Spark
\$250	Donor
\$100	Friend of BuzzFest

Bee Cave Arts Foundation and dadaLab will work with each sponsor and partner to ensure proper recognition online and in-person during BuzzFest 2022. Printed information as well as social media and paid media promotions will be used to promote and document the event. *If*

you have a marketing team that could help promote BuzzFest 2022, we would be pleased to work with you.

Deby Childress at Bee Cave Arts Foundation is the central coordinator for sponsorships and related activities. She may be reached by email at: beecaveartsfoundation@gmail.com. Below is a list of partner links and more for reference.

Thank you for your interest!

Partner Links

Bee Cave Arts Foundation (includes BuzzFest information)

<https://beecavearts.foundation/>

City of Bee Cave

<https://www.beecavetexas.gov>

dadaLab

<https://www.dadalab.art>

Hill Country Galleria

<https://www.hillcountrygalleria.com/>

Visit Bee Cave

<https://visitbeecavetexas.com>