

FOR IMMEDIATE RELEASE

Lights On Stratford to debut Canadian premiere of 'AFFINITY' light art that reflects memory to benefit local Alzheimer Society

Stratford, Ontario, June 6, 2022 – Although it's summertime, Lights On Stratford is laser-focused on next winter and is excited to announce the second of several major light art installations.



Affinity interactive light display. Photo courtesy of Amigo & Amigo

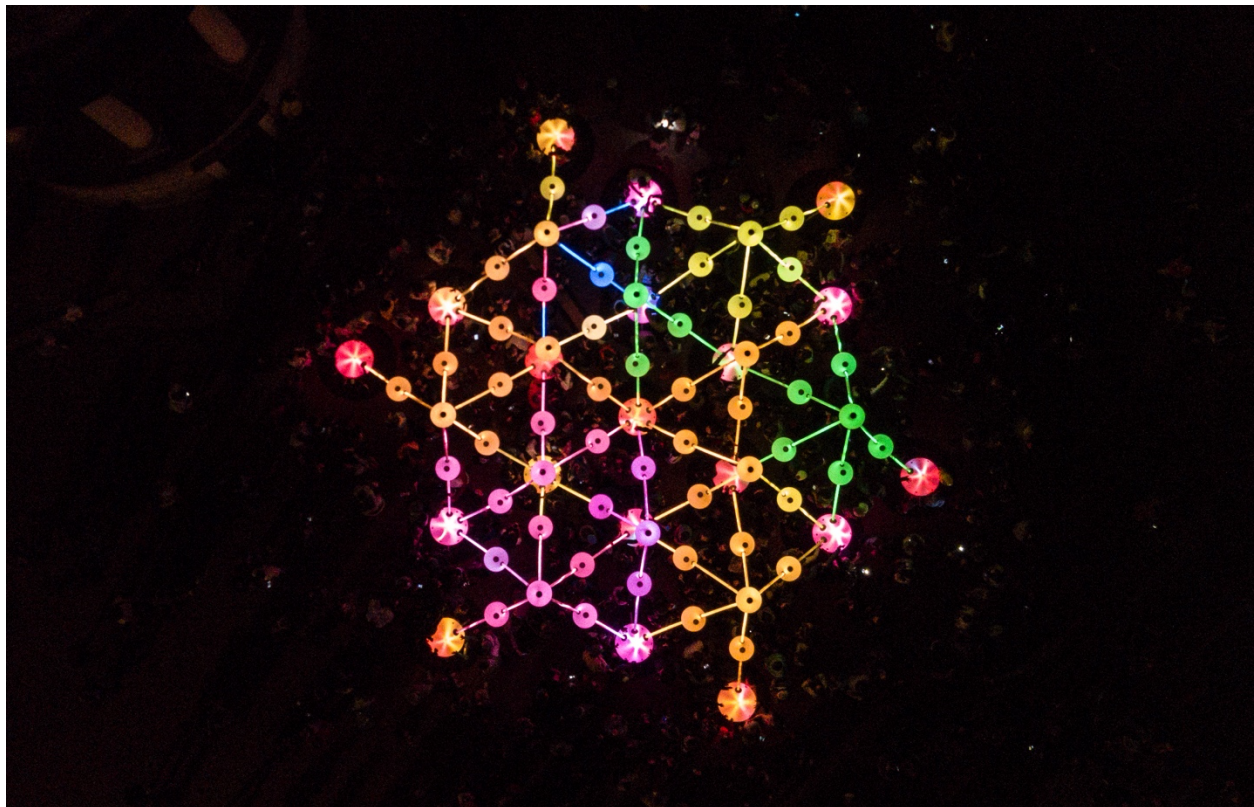
Affinity is an interactive light sculpture that depicts the dazzling complexity and connectivity of the human brain and our relationship with our memories.

Participants step within an intricate web of interconnected globes representing neurons and memories in the brain. As participants touch each globe, colourful light streams flow outwards into the sculpture and link to another globe. A pulsing light passes between the two connected points; the longer the link is held, the brighter the pulse.

Simone Chua, the director of Australian-based company Amigo & Amigo, launched Affinity several years ago and has since toured it internationally. "We are very excited to

debut the artwork Affinity in Canada at Lights On Stratford. This is a multisensory interactive artwork that raises awareness about Alzheimer's, we hope that people not only enjoy interacting with the work but also engage with this important social issue. Affinity is inspired by the human brain and the network of our memories, when people touch the bottom globes [neurons] the lights will illuminate around their hand sending colourful light throughout the network. The more people that interact with Affinity the brighter and more colourful it becomes."

The artwork is 11 feet tall and over 45 feet in diameter, and contains an astounding 4,200 meters of RGB LED striplights, 19 Arduino Boards, 114 Input sensors with 48 connecting arms to 79 PE Spheres, 100 hours of programming and 80 different colour combinations.



Affinity interactive light display. Photo courtesy of Amigo & Amigo

"We are delighted to bring this interactive light artwork to Tom Patterson Island at the upcoming 3rd annual Lights On Stratford winter festival," said Zac Gribble, Festival Director and Executive Director of Destination Stratford. "Our festival loves to premiere new and exciting light art that's never been to Canada, especially when it can be leveraged for local charities. Affinity was originally developed to raise awareness for Alzheimer's Australia, so it's an ideal fit for supporting the great work in our region by Alzheimer Society Huron Perth."

With January being National Alzheimer’s Awareness Month, it is the perfect opportunity for the Alzheimer Society Huron Perth to partner with Lights On Stratford to raise awareness for Alzheimer’s disease and other dementias. With more than half a million Canadians living with dementia today, a number expected to reach almost one million in 10 years, the Alzheimer Society is continuing to enhance its support amongst people living with dementia to meet their needs early in, and throughout their journey. *“People living with dementia have knowledge, perspectives, and experiences to share. Their lives – before and after diagnosis – remain meaningful and inspiring to friends and family and we believe that this interactive light display will showcase how connections matter for those affected by dementia,”* said Cathy Ritsema, Executive Director of the Alzheimer Society Huron Perth.



Affinity interactive light display. Photo courtesy of Amigo & Amigo

Zac Gribble adds that *“as a cultural destination, Stratford continues to punch well above its weight, including in the depths of winter. Even during pandemic restrictions, the most recent lights festival saw over 80,000 visitors across the main displays. We can’t wait to welcome the community and visitors to an even bigger experience this winter.”*

The 3rd annual Lights On Stratford – with this year’s theme of REKINDLE – is set to launch on December 16th, 2022 and runs through to January 27th, 2023. Visit



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lightsonstratford.ca for more details. To learn more about Alzheimer Society Huron Perth, visit alzheimerperthcounty.com.

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For more information, please email hello@visitstratford.ca.