



IN-VISIBLE LIGHT

Art Exhibit in Mexico Wows

Museo Morelense de Arte
Contemporáneo Juan Soriano (MMAC)

May-August 2021

Cuernavaca, Mexico

CREATE WITH LIGHT LIKE NEVER BEFORE

Most people are unaware of the magic of light. Increasing this awareness was at the heart of IN-VISIBLE, the temporary exhibit of light installations at the Museo Morelense de Arte Contemporáneo (MMAC) Juan Soriano in Cuernavaca, Mexico that ran May-August 2021.

Created in partnership with the International Association of Lighting Designers (IALD) Mexico, in celebration of the International Day of Light (May 16th), this exhibition showcased light in its colors, intensities, shadows, and metaphorical impact on the Earth's surface.

LA LUZ ES EL PRIMER ANIMAL VISIBLE DE LO INVISIBLE
JOSÉ LEZAMA LIMA

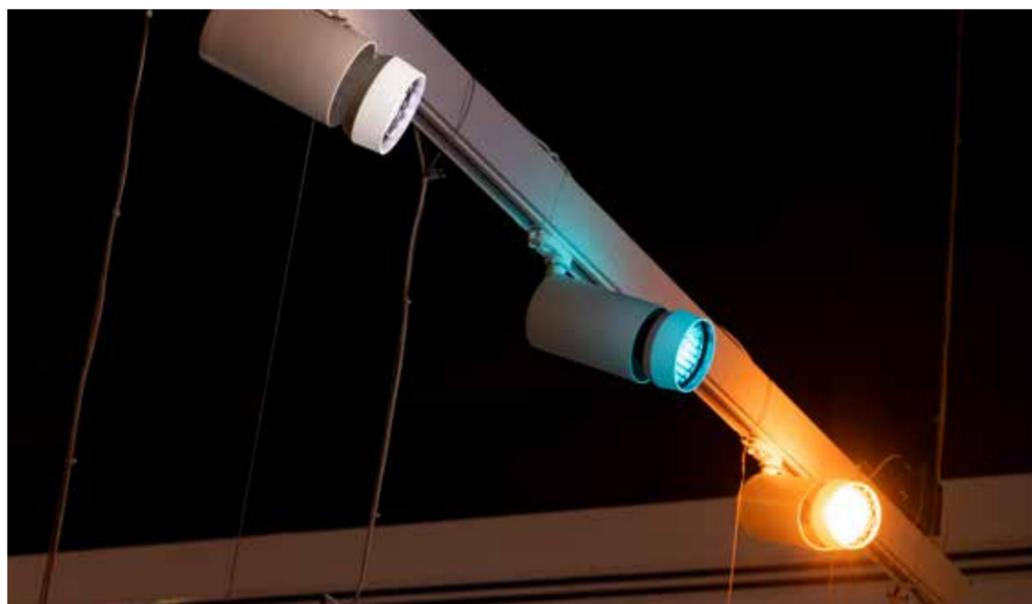
SOMOS SUJETO Y OBJETO, SUPERFICIE Y OBSERVADORES.

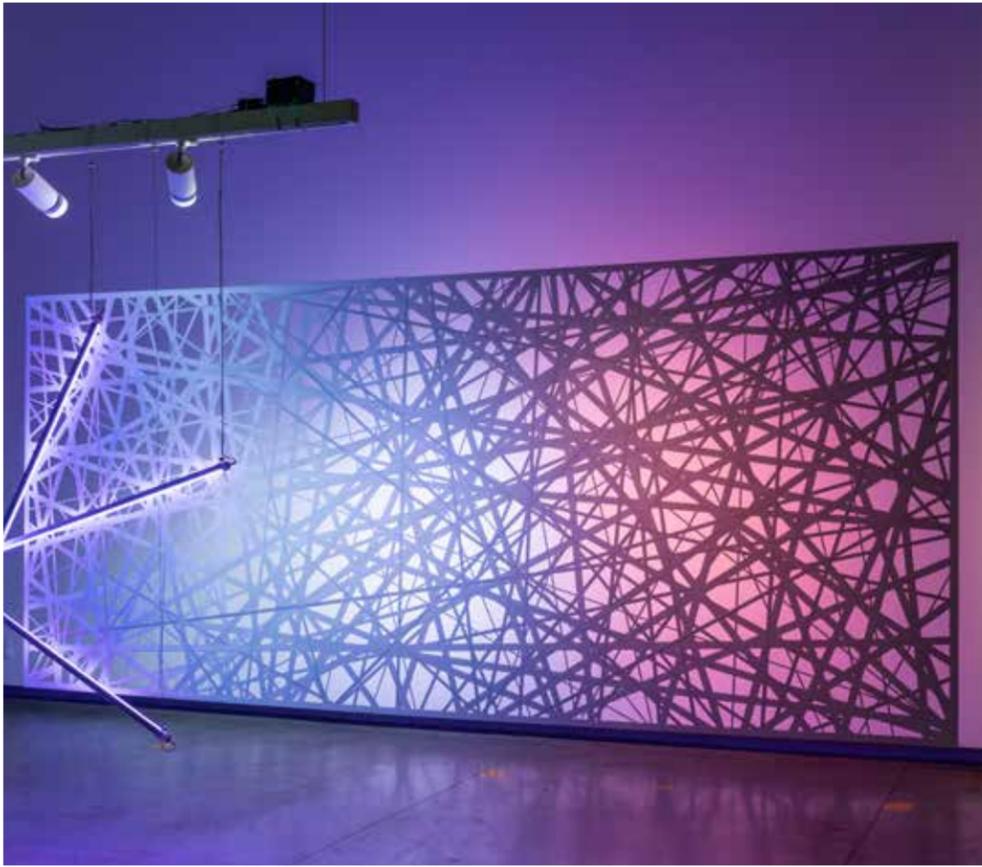
*The purpose of
this exhibit was
to illustrate the
**nature and
influence
of light**
on people's
daily lives.*

THINK OF ALL THE THINGS YOU WOULD LIKE TO DO WITH LIGHT

Light art is a unique blend of artistic inspiration and available technology. Five of the six installations featured Ketra, an advanced LED light source which provides a color palette of over 16.7 million colors, including pastels, saturated colors and high CRI whites spanning from 1,400K to 10,000K.

*“When the artists learned they would be using Ketra to realize their creative visions for the exhibition, they were ecstatic. The feeling was, **‘Now we can do so much more.’**”*

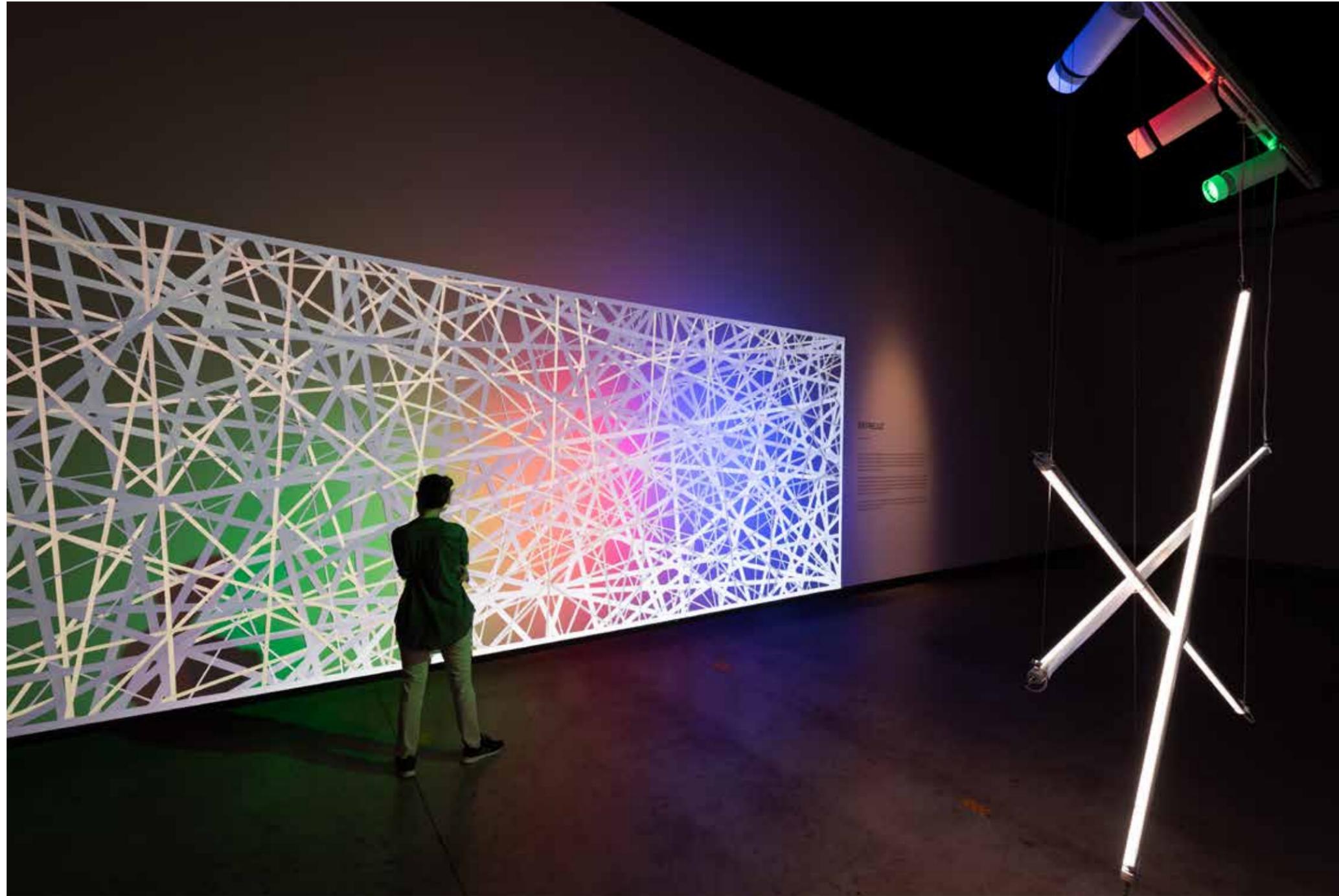




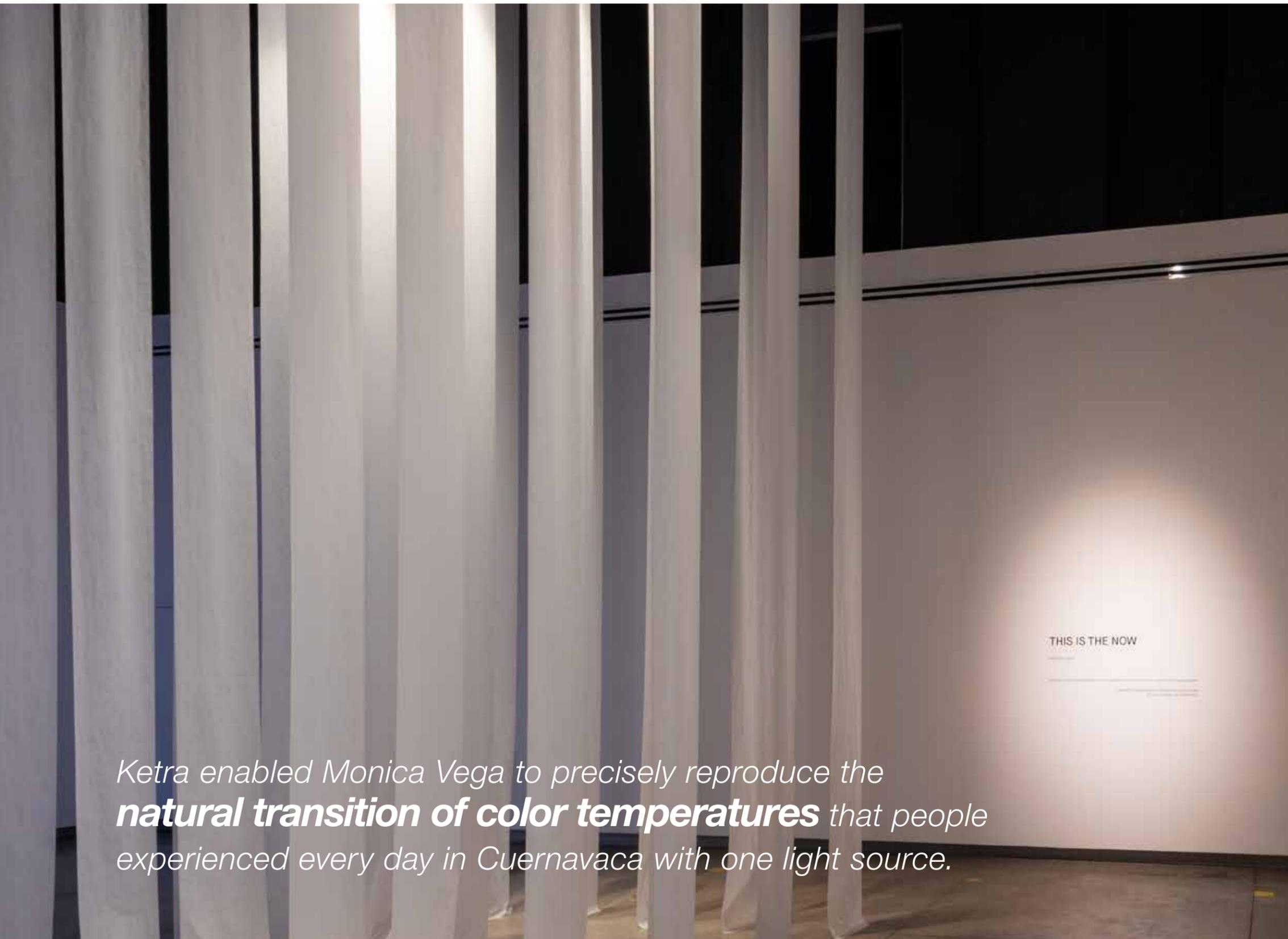
TRANSFORM WITH LIGHT AND SHADOW

ENTRELUZ—Omar Gomez

Omar Gomez created incredible and colorful lighting sequences with Ketra and Athena that were presented on a large canvas made of grey retro-reflective fabric. When visitors stood between the light sources and the canvas, they appeared only as their silhouette.



*“By giving the artists the Ketra tool, they were able to do whatever they wanted. They were able to choose any color, any intensity, any order or lighting sequence to **realize their artistic vision.**”*

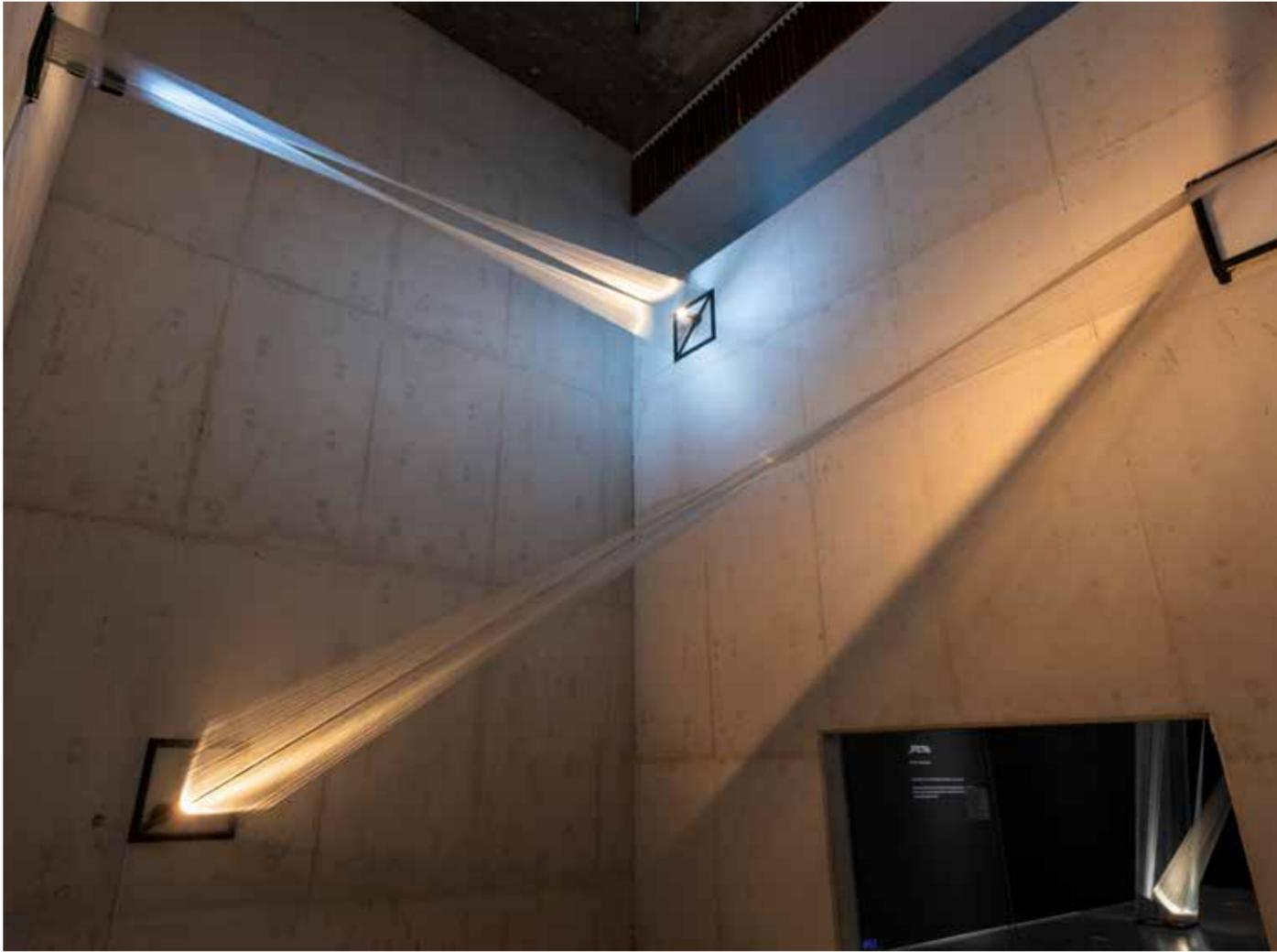


REPRODUCE DAYLIGHT INDOORS

THIS IS THE NOW—Monica Vega

Monica Vega brought the local light of Cuernavaca indoors. Four synchronized Ketra lamps gently illuminated rows of translucent fabric panels with a lighting sequence that simulated the exact color temperatures that exist from sunrise to sunset in a succinct seven-minute program.

*Ketra enabled Monica Vega to precisely reproduce the **natural transition of color temperatures** that people experienced every day in Cuernavaca with one light source.*



CREATE MOTION AND MOVEMENT

SPECTRA by Fiana Diaz and Miguel Vega

The artists programmed 11 Ketra luminaires into sophisticated lighting sequences that illuminated the large-format installation of nylon threads in a range of color temperatures (2000K-5000K) and intensities from various angles. The careful coordination, executed by Athena, created the sensation of movement and motion across the expansive piece.





The Ketra light transformed this space — emotionally and visually. For example, the texture on the floor became brilliant under blue light and disappeared under red light.

SHIFT MOOD AND PERCEPTION IN A SPACE

JARDIN RiZOMATICO—Shamin Cecilia Ramos

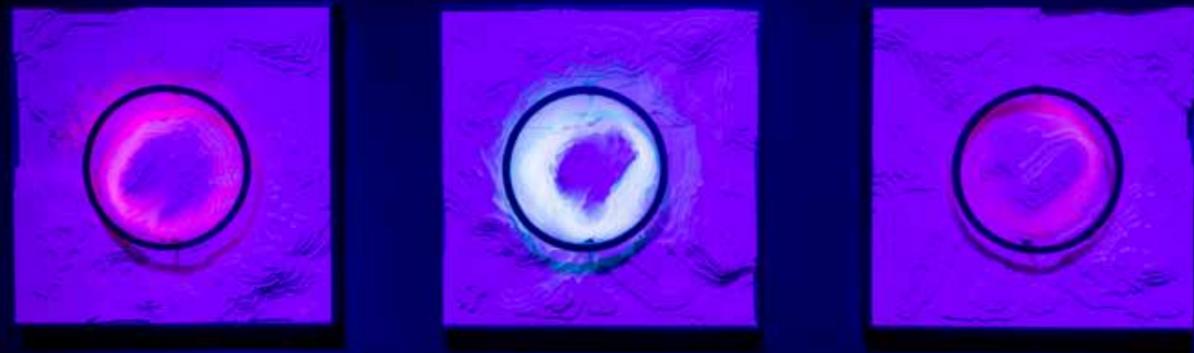
Inside an enclosed room constructed on the exhibit floor, visitors experienced the ways that different saturated colors of light affected their mood and perception of their immediate environment. Shamin Cecilia Ramos used Ketra and Athena to program sophisticated lighting sequences that smoothly shifted the color and intensity of the light within this white box.



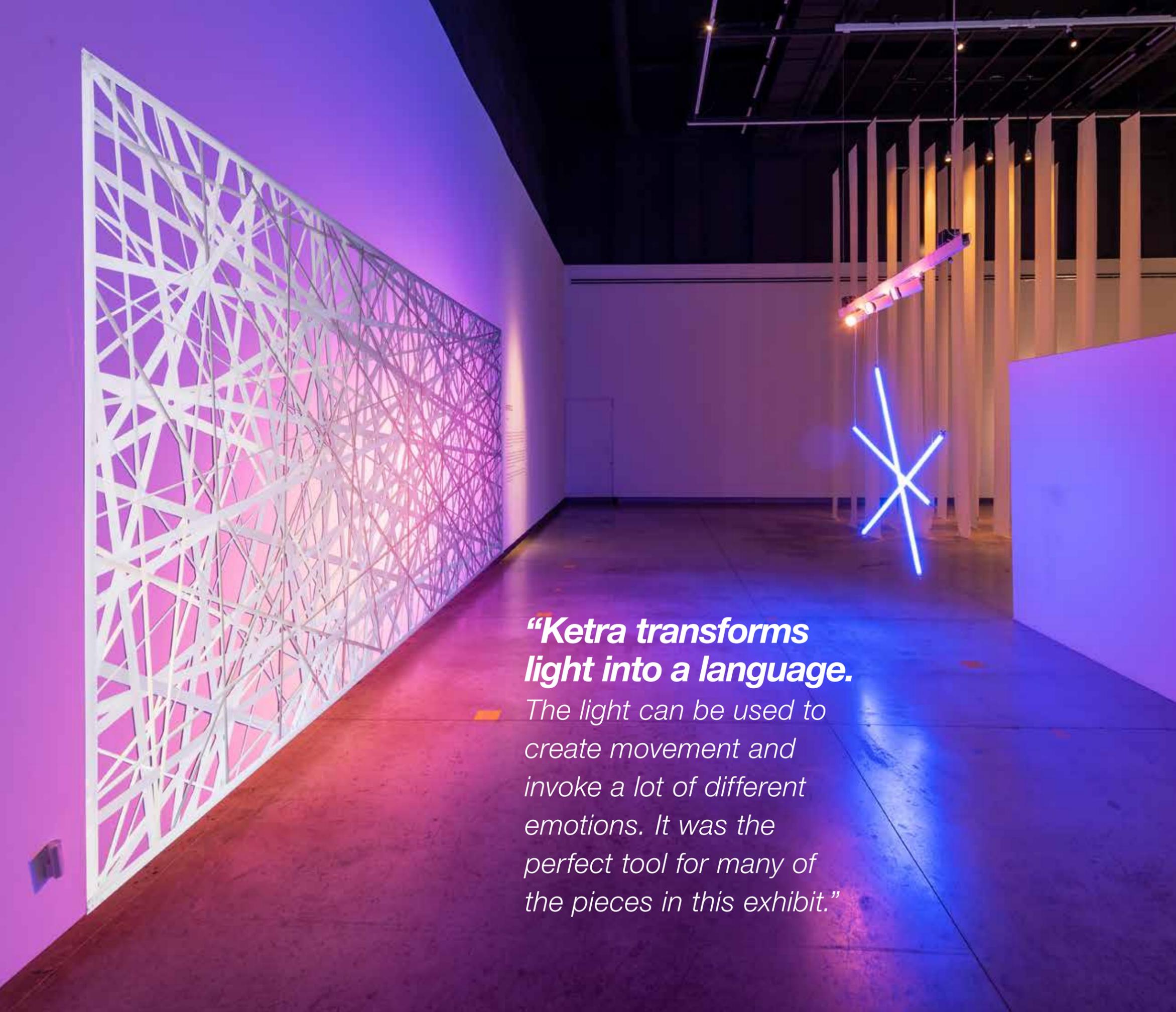
SYNCHRONIZE KETRA WITH OTHER LIGHT SOURCES.

PHOTOTROPISME by Anahy Cabrera

Anahy Cabrera coordinated Ketra light sources with luminaires installed upon each canvas to depict the slow morphological patterns that emerge as elements of the planet respond to the energy from the sun. While Ketra bathed the structural canvases in various shades of purple, blue, green, yellow, orange, and red light, the on-canvas luminaires painted the canvases with brushstrokes of light that then vanished completely.



Phototropisme relied on the coordination of Ketra and other lighting fixtures to create an immersive and hypnotic experience.



“Ketra transforms light into a language.

The light can be used to create movement and invoke a lot of different emotions. It was the perfect tool for many of the pieces in this exhibit.”

REDEFINE THE MEDIUM OF LIGHT

Throughout the IN-VISIBLE exhibition, the artists produced pieces that pushed boundaries they had previously felt constrained by--using color and control in new and profound ways. Their expressions touched visitors emotionally, spoke to their imaginations, and inspired them to think more about the magic contained within the energy of light.

MEET THE ARTISTS

At Lutron, we are inspired to see these wonderful artists using our lighting solutions to deliver this unique museum experience. Here is what they have to say about Ketra.



"Entreluz is optical and interactive—it invites the public to exist between light. Ketra helped make this experience beautiful."

Omar Gomez
ENTRELUZ



"With Ketra, we were able to imitate the color and temperature characteristics of sunlight, so that the observer could see the day pass in a few minutes only with four lamps."

Monica Vega
THIS IS THE NOW



"Spectra began as an exploration of light and its interaction with various materials, but Ketra provided the dynamism that brought it to life."

Fiana Diaz
SPECTRA



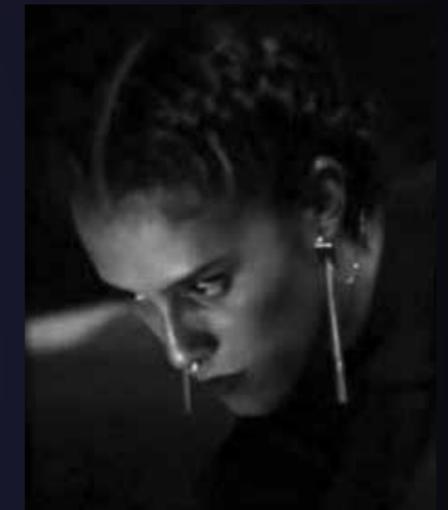
"Spectra creates an aesthetic experience that is in constant motion and the flexibility of Ketra was key in developing that sense of continuous movement."

Miguel Vega
SPECTRA



"The wide range of color temperatures and quality saturation levels offered by Ketra technology enabled me to bring this work beyond the visual to the sensorial."

Shamin Cecilia Ramos
JARDIN RIZOMATICO



"The wide color palette of the Ketra lamp is magnificent, and the saturation it achieves allowed me to appreciate a comfortable juxtaposition of colors—sometimes complementary, sometimes composites."

Anahy Cabrera
PHOTOTROPISME

Read the Invisible's complete story at [Ketra.com](https://www.ketra.com)

All quotes by: Brenda Castillo Garcia, Lighting Designer and museum curator.

