

07 / DELIVERED | LUSAIL, QATAR | 2024

LUMINOUS LUSAIL

Public play at destination scale



Interactive floor work at Luminous Lusail. Image from Interactor's selected work.

A large-scale responsive floor that lets visitors create visual fireworks and music simply by moving through a public space.

THE PUBLIC OPPORTUNITY

Presented within an outdoor light festival in Lusail, the floor experience brought audience participation into a wider tourism and entertainment programme. It is a useful precedent for a destination seeking both an evening spectacle and an activity people can enter.

WHAT IS DOCUMENTED

The CV and QUT interview document Georgie's contribution to the interactive floor work. Public festival information establishes the wider Luminous context. Festival-wide visitor figures are not used as attendance attributable to this installation.

THE EXPERIENCE

The supplied CV records a 50-metre interactive LED floor with responsive fireworks and sound. In a QUT interview, Georgie describes visitors stepping across the surface to shape the audiovisual experience. The production was directed by Kendyl Rossi.

Source: supplied portfolio p. 11; QUT interview; Interactor selected work; public festival information.

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PUBLIC VALUE AND NEXT APPLICATION

Outcomes to pursue and measure in a future commission

PARTICIPATION BEYOND LANGUAGE

A step produces a visible and audible response. This format offers an intuitive invitation for international visitors, while accessible ways to participate would be designed and tested for each site.

FAMILY ACTIVITY AFTER DARK

Responsive play gives groups something to do together within an evening event. A Queensland precinct could combine participatory installations with performance, food and visitor services.

QUEENSLAND CREATIVE CAPABILITY

The project demonstrates Brisbane-based creative practice operating in an international production setting. It provides a relevant reference for destination partners seeking large-scale public experiences.



SPECTACLE PEOPLE CAN INFLUENCE

The audience creates part of the visual event through movement. Personal action becomes visible within a larger shared surface, giving spectators a way into the experience rather than only a place to watch.

A PRACTICAL NEXT APPLICATION

A future Queensland waterfront, civic plaza or fan precinct could use responsive ground-level media as a shared play space. Landscape-inspired visual and sound content could express the destination, developed for the community and physical setting.

HOW TO EVALUATE A FUTURE COMMISSION

Active engagement	Count participants, dwell time and use across different operating periods.
Visitor experience	Sample enjoyment, ease of participation, accessibility and destination recall.
Local activity	Survey onward dining or event visits; track uptime and operating cost per session.

A USEFUL COMMISSIONING STEP

Agree the creative scope and lead-production responsibilities. Test surface conditions, step-free access, interaction response, capacity, sound and weather operation. Separate installation evaluation from whole-festival reporting.

Evidence: supplied portfolio p. 11; QUT interview; Interactor selected work; public festival information. Full source notes accompany this collection.