

# Sergey Churkin

## Why Is There Light?

Light is all around us, yet we barely even notice it until it disappears. Light is the basis of all life on Earth and one of the most amazing phenomena in the Universe. Light can be a source of life, warmth and energy as well as a symbol of hope, love and beauty. Light can be bright and joyful, soft and gentle, mysterious and enigmatic. Light can be warm and cozy, or cold and aloof. It can be bright and joyful or dark and disturbing, it can create moods, convey emotions, and even change the way we perceive and behave in the world. Light is a universal artistic language. And light painting is a unique art form that seamlessly incorporates and actively uses artistic disciplines such as drawing, choreography, mechanics, photography, electronic programming, mathematics, and theater decoration. Since 2011, light painting has found a connecting and structuring element, the Light Painting World Alliance (LPWA), which promotes the genre across the planet. We organize exhibitions, congresses, workshops, meet-ups, contests and publish the world's first all-around digital magazine "Light Painted World". The magazine is published 6 times a year in English and is available for free download via a link to the magazine page on the official LPWA Telegram channel. The Alliance has organized 14 international light painting exhibitions,



11 meet-ups in different parts of the world, and 7 international competitions. LPWA was recognized by UNESCO for its outreach activities and received official Collaborative Partner status for the International Year of Light (and subsequently for the International Day of Light). The Alliance has twice participated in the inaugural events at UNESCO headquarters dedicated to the International Year|Day of Light. We try to bring the beauty of light painting to the common reader and try to attract new artists. The beauty of light painting is that it is an art for everyone, for the widest masses, for all ages and education. Sergey Churkin, TV designer, light painter, founder of Light Painting World Alliance (LPWA).

In 2009 he turned to the possibilities of long exposure photography and found a new world of visual expression – light painting. Deep study of the process led to the accumulation of a unique documentary base of historical knowledge and identification of new technologies. In parallel, Sergey established friendly contacts with a very large number of photographers practicing light painting. In addition to television design, Sergey was engaged in sociology and communicative processes in the community of his peers.

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