

## **Matt Clark (UVA) Keynote Speaker for ISE 2026**



Integrated Systems Europe (ISE) unveil Matt Clark, a British artist and visionary founder of United Visual Artists (UVA), as the Creative Keynote speaker for ISE 2026. Celebrated for his pioneering work which combines art, technology, and architecture, Clark seamlessly fuses light, code, sound, and choreography to create stunning artworks at leading cultural institutions and major public venues worldwide. Bringing his signature ingenuity and bold thinking to the stage, Clark's keynote will challenge audiences to push boundaries and rethink the relationship between art, technology, and the built environment at ISE 2026.

Taking place on Tuesday 3 February, 15:30- 16:15, in Room CC4.1, Clark will present his keynote 'Hidden Order: Building a Performance-led Mapping at Casa Batlló, from Concept to Implementation'. This inspiring session will offer a rare, behind-the-scenes look at 'Hidden Order', the stunning façade mapping commissioned and produced by Casa Batlló in collaboration with UVA, scheduled for 31 January and 1 February, just before ISE 2026 begins.

The commissioned artwork, 'Hidden Order', marks the 5th edition of Casa Batlló's annual mapping, presented free to the people of Barcelona and established as one of the city's most significant cultural events. It utilises the building as both subject and instrument, with the purpose of taking Gaudí's radical legacy even further through inspiration and reinterpretation, drawing inspiration from Gaudí's relationship with geometry and nature. Through light, motion, and sound, the façade is deconstructed and recomposed, with choreography and human movement serving as integral compositional elements. The work navigates the boundaries between figuration and abstraction, and between the human and the architecture,

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whilst responding to real-world constraints that shape both its visual language and technical design.

Clark's keynote will serve as a case study of the Casa Batlló commission, from first impressions and concept through research, prototyping, content systems, technical design, show control, and onsite delivery. He will outline how UVA translates architectural logic into a controllable visual system, collaborating with a diverse team of technical artisans and specialists to carry the work from studio tests to realisation, and demonstrating how constraints ultimately shape the composition.

'Hidden Order' extends into Casa Batlló's newly opened second-floor gallery, evolving into 'Beyond the Façade', a five-month site-specific exhibition that opens on 31 January and offers visitors an immersive experience of Clark's work. This unique space within the iconic building provides an opportunity to explore the artistic process behind the mapping in depth, combining light, motion, and technology to reflect on the cycles of life and the interplay between human presence and architecture, allowing visitors to see themselves reflected in the work.

"We are delighted to welcome Matt Clark as our Creative Keynote for ISE 2026. Matt's visionary approach and his ability to blend art, technology, and human experience truly embody the spirit of 'Push Beyond', our theme for ISE 2026," comments Mike Blackman, Managing Director of Integrated Systems Events. "This extraordinary project, created by Casa Batlló in collaboration with Matt Clark, challenges us to see the world differently and inspires our community to explore new creative frontiers. I am confident that Matt's keynote and the unveiling of 'Hidden Order' at Casa Batlló will ignite fresh ambition and spark meaningful conversations across the global AV and systems integration industry."

Registration for ISE 2026 is open, so take your place among the visionaries, trailblazers, and creative minds from every corner of the globe. Reserve your spot at the event where tomorrow's innovations are unveiled, and let's Push Beyond what's possible - together.

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