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Ann Arbor Area Laser Artist Wins International Award

Ann Arbor, MI (November 11, 2013) – Laser artist Mike Gould has been named the winner of the Most Innovative Application in the Artistic Award category at this year's ILDA Conference, held in Aalen, Germany. ILDA is the International Laser Display Association, an organization that supports the laser light show industry.

The award was for his entry into the 2012 Grand Rapids Art Prize, *Stratus 10*. This piece was a work of art that was 16 feet wide by 24 stories tall, consisting of swirling abstract laser light provided by 6 laser projectors that the artist designed and constructed.

Ann Arbor-based, Gould has been working with lasers, electro-optical components and industrial design since the early seventies. A classic early adopter, in 1972 he mail ordered a helium-neon gas laser and promptly adapted it for use in a 'Son et Lumière' presentation at the University of Michigan School of Education. Later he founded Illuminatus Lightshow which has been entertaining audiences at area conventions for over three decades. He is also well known for building laser devices into very unique and creative found materials, such as lunch boxes and vacuum cleaners.

He currently has an exhibit of five pieces on display at the Alden B. Dow Museum of Science in Art, which runs through December 22nd, 2013. The show features 17 laser projectors built into lunch boxes, which are hung from the ceiling or mounted on walls.

The artist responds: "This is an incredible honor; ILDA is the main organization for laserists, and to be recognized in this fashion is truly mind-buckling. Three total strangers in Germany awarded this to me - I thank them and I thank ILDA for this fantastic experience."

Artist Statement

"My artistic focus has always been concentrated on the interplay of art and technology: primarily the interaction between the audience and light. I try to raise light to its purest level, illuminating our world in novel ways to inspire and awe the beholder. And what better way to condense the perfection of light than by using lasers - monochromatic until combined, linear until artistically altered, coherent until molded by esthetic enterprise.

A purity of color, a movement of line and form, a brightness to rival the natural noon; that is my direction."

His motto: *Lux Plus Esto* (Let there be more light)

Hi-Res photo of Gould with award, backlit with lasers is available here:

<http://mikegouldlaserartist.com/pr/MikeGouldILDA.jpg>

Hi-Res photo of *Stratus 10* is here: http://mikegouldlaserartist.com/pr/JWdressRehearsal_36.jpg

More details on the awards are here: <http://www.laserist.org/awards2013.htm>

Press releases, etc., for the Dow show: <http://mikegouldlaserartist.com/LisforLaser/liflpress.html>

Photos, etc., from Art Prize are here: <http://mikegouldlaserartist.com/press.html>

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