



VIDEOART

IMMERSE YOURSELF
BETTY MÜ VIDEOART

ABOUT

Betty Mü is a German video installation and projection artist who disrupts the two-dimensionality of classical projection. Her imaginative, poetic style and clear installation concepts have been shown internationally and nationally at numerous specialized festivals, exhibitions and events. // Betty Mü grew up in Munich. In 1995 she moved to New York where she worked as an art director and took courses at New York University and the School of Visual Arts. She experimented with Super 8 and started with video and live visuals. After 6 years Betty returned to Munich where she continued her experience as a live visualist and started with video installations. // She combines excellent technical skills with many years of experience as a club visualist and belongs to the female avant-garde of digital media art and visualization. Her works always captivate with high-quality aesthetics and playful handling of material, light and space.





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Inside Out

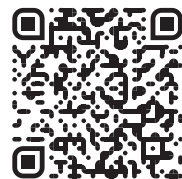
THE KUNSTAREAL CONNECTS // 2020-2021

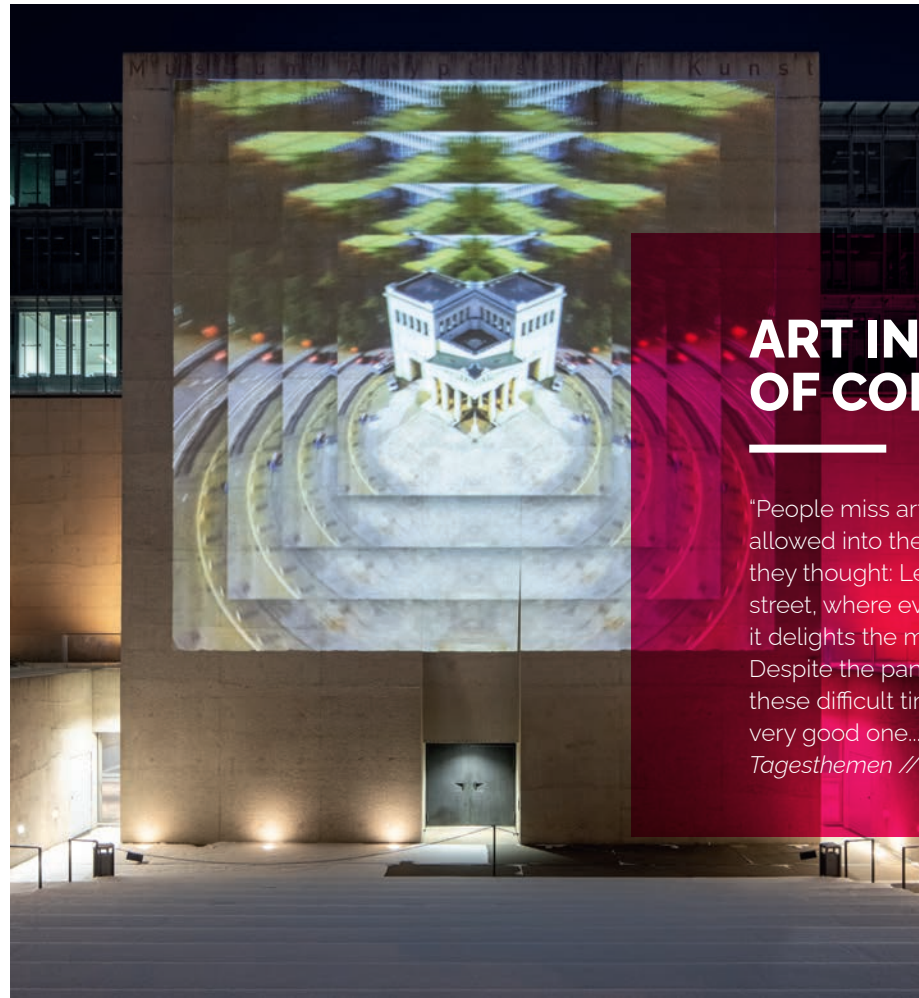
A LIGHT EVENT OF THE CITY OF MUNICH

For her largest project to date, Betty Mü was selected by a jury of experts and commissioned by the City of Munich to stage an impressive light event in the Kunstareal between Königsplatz and the Pinakotheken museums from December 2020 to February 2021.

Light and video installations invite visitors to wander through the Kunstareal with its eighteen museums and exhibition spaces, internationally renowned universities and a multitude of cultural institutions.

The highlight of this project is Betty's luminous video installation "Inside I Out". The video content consists of abstractions of exhibits from the respective museums. Betty received support for the entire light event from WE ARE VIDEO, the Department of Cultural Affairs, and from guest artists Yul Zeser and Helmut Eding.



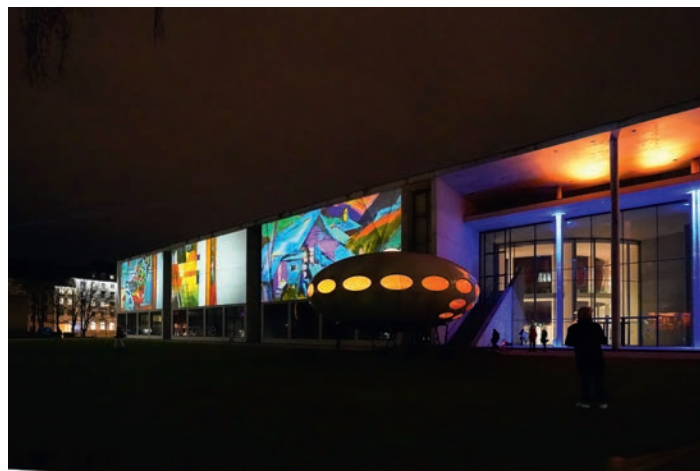
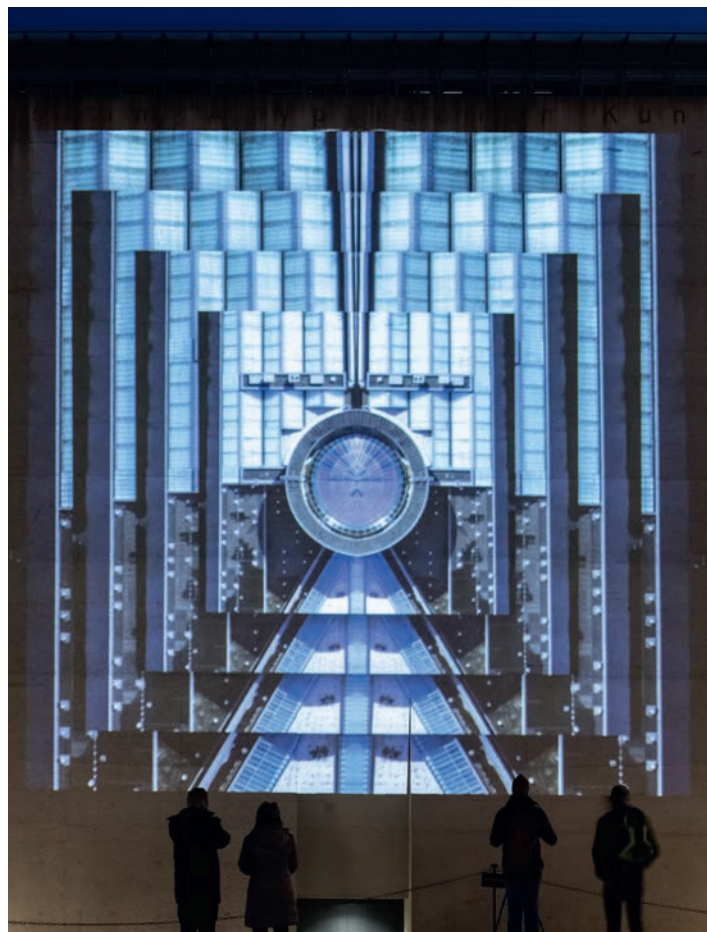


ART IN TIMES OF CORONA

"People miss art because no one is allowed into the exhibitions. So in Munich they thought: Let's take art out onto the street, where everyone can see it. Where it delights the mind, stimulates the spirit. Despite the pandemic and especially in these difficult times. This idea seems to be a very good one..."

Tagesthemen // ARD TV national news







5,000 m² of light art

In addition to "Inside I Out", the light event inspired visitors with other individual works. The "Blickwechsel" installation literally looked at the visitors outside. Beams of light formed a visual connection between the different buildings. And on the lawn of the Alte Pinakothek, eighteen light globes of various sizes stood for the eighteen museums and exhibition spaces of the Kunstareal.

Fidschi's Space

ART25.SPACE BOTANIKUM // 2019

IMMERSIVE INSTALLATION

A journey through time, memory and space as well as an immersion in the abstract eternity of the past, present and future. Trapped and yet so free, as if in a dream. This is how artist Betty Mü describes her audiovisual installation "Fidschi's Space", which was first exhibited at the Botanikum in Munich in 2019. The viewer becomes part of the installation by standing within an endlessly mirrored space onto which video art is projected. This mind-expanding effect detaches visitors from their primary reality and draws them into the depths of a psychedelic realm of the senses.





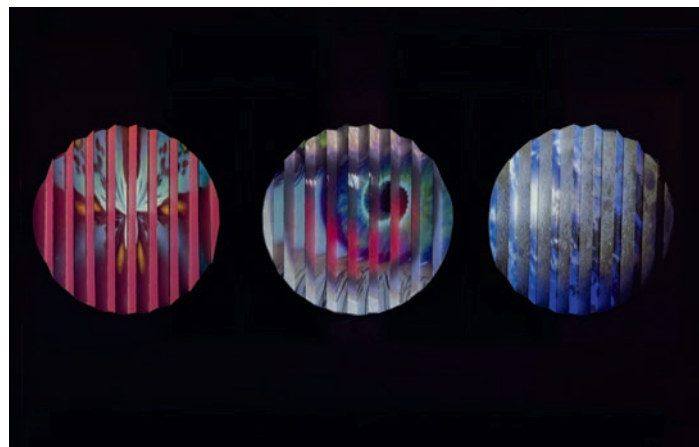
Cosmic Hive

SCIENCE EXPERIENCE // 2021

IMMERSIVE & HOLOGRAPHIC INSTALLATION

What looks like a cosmic drug trip is possible (quite legally) at PATHOS Munich. Interactive, immersive and always very close to the physical facts – that are the media art installations and VR experiences by Betty Mü, Nicole Popst, Raphael Kurig and Christian Gasteiger. They make the galaxies approachable and the incomprehensible understandable. They put multimedia forms of mediation at the service of astrophysical education. Welcome to an exhibition in which various latest technologies (video mapping/interactivity/VR) are brought together in a congenial way. An encounter of a special kind, the likes of which Munich has never experienced before.



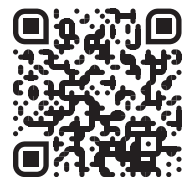


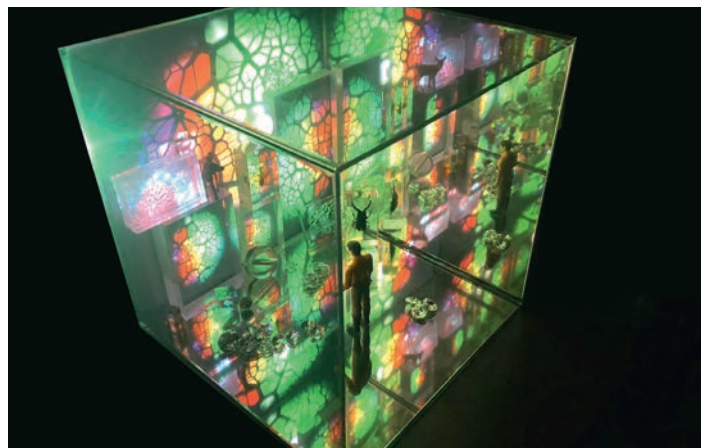
Video WonderLand

ART IN A CUBE // 2021

PROJECTION EN MINIATURE

With VideoWonderLand, Betty Mû enters a new phase in the development of her miniature mappings from the "Art in a Cube" series. The video art object is a mirrored miniature space in which different materials interact with light and video. Within this surreal world full of symbolism, a fusion of nature and fantasy, the viewer can lose as well as find himself. All it takes is a little time.





150 Years Celebration

GÄRTNERPLATZ THEATER // 2015

CONSTRUCTION SITE INSTALLATION

In 2015, the Gärtnerplatz Theater celebrated its 150th year. As the theater building was still being renovated, the party was held outside. The construction site immediately became part of the production. The theater was transformed from the outside by video mapping while the history of the building and its many performances was told.





Vortex

ARTMUC DIGITAL // 2016

A HYPNOTIC STORY

By showing cyclical forms that are constantly changing, Betty Mü's surreal videomapping installation draws the viewer's gaze into the vortex of a hypnotic time warp. A vast current of stimuli forces the viewer into a dialogue in order to decipher the story that is circling around. The sound space for "Vortex" was composed by sound artist Martin Peter. The work can be presented as a complete installation or as individual installations.





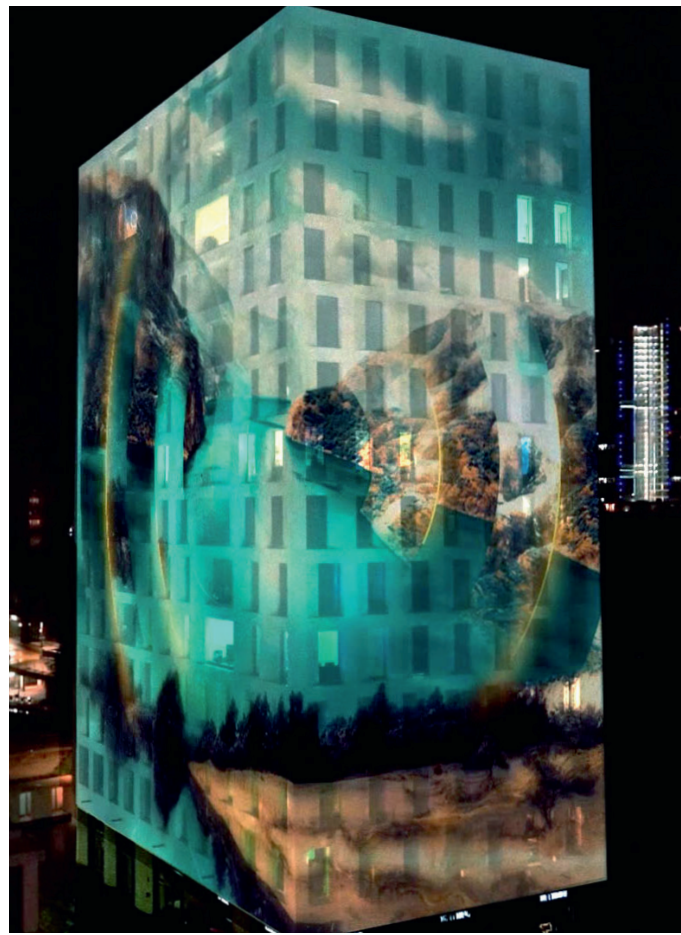
World 1

CORSO LEOPOLD / SCHWABINGER TOR // 2019

HIGH-RISE MAPPING

In the midst of the urban facades at Schwabinger Tor in Munich, visitors to the Corso Leopold street festival found themselves in a spectacularly staged sound space—a world premiere. The electronic bass music of DJ La Loakii stoked the three-dimensional surface, which was given live projections via video mapping by Betty Mü. The production put the audience at the center of a drama. It conveyed an impression of living on the only planet that is endangered in the year 2019.



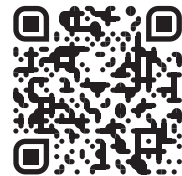


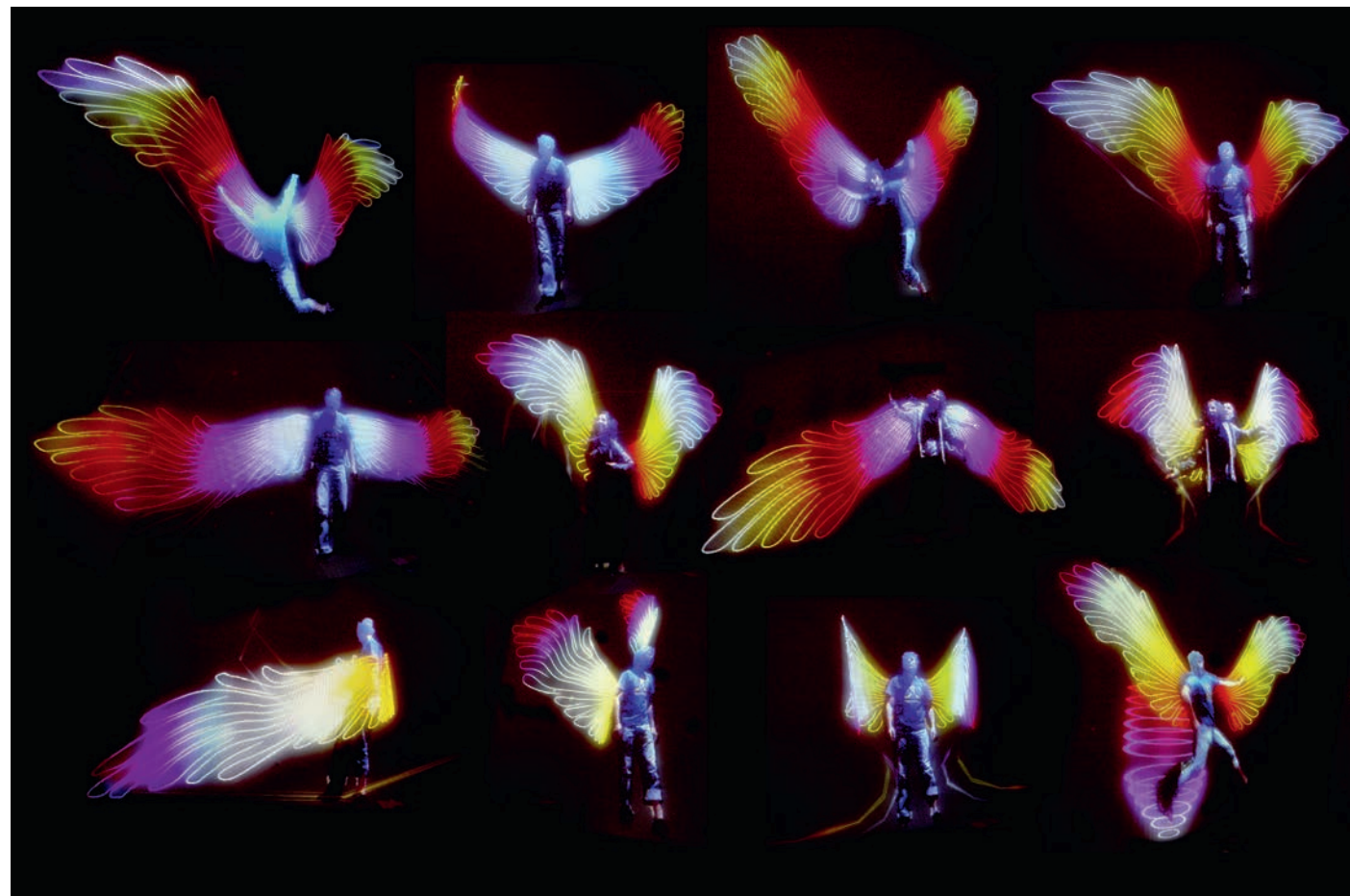
Wings

**GALERIE DER KÜNSTLER & CAIROTRONICA,
EGYPT // 2013 - 2016**

INTERACTIVE VIDEO INSTALLATION

With her interactive spatial installation "Wings", video artist Betty Mü explores the subject of "man in video". The most important element of the work is the viewer himself. He faces his projected mirror image and is given wings. Wings symbolize the transcendent, the heavenly, the sublime. By extending the mirror image—as a human being given beating wings—the artist creates a range of different thoughts and feelings. She is assisted in this by Dorian Agu and Kray-C.





Salon of diversity

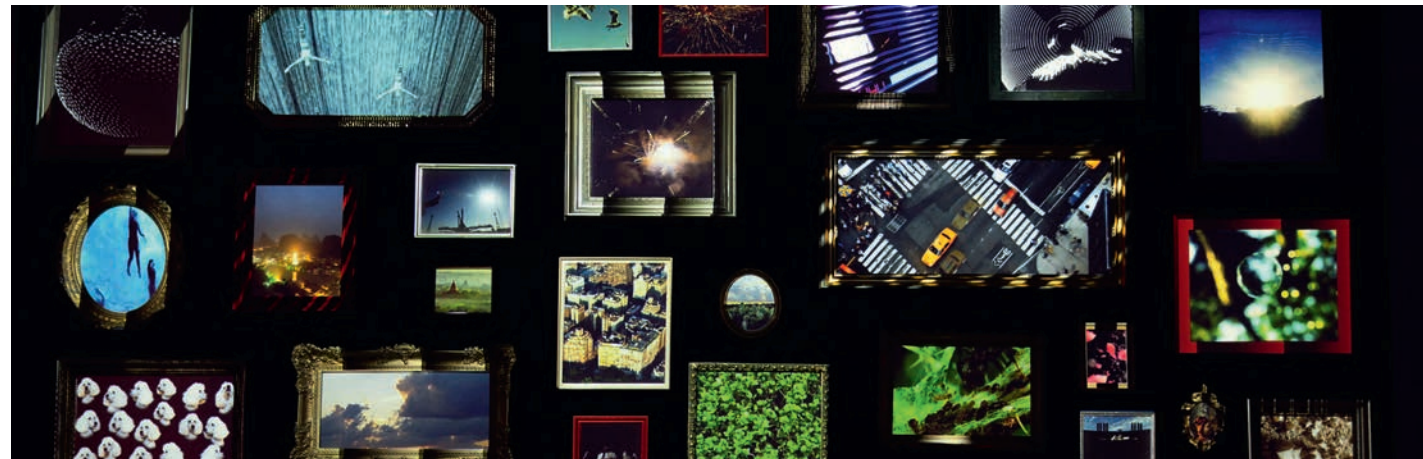
DIFFERENT LOCATIONS // 2011 - 2019

SIMPLE MOMENTS

The art fairs of today were the salons in the 19th century. Salon painting and Petersburg hangings with their genre-spanning and overloaded wall hangings become Betty Menu's inspiration.

This finely coordinated compilation of film content of quotes, classics and self-produced work captivates every viewer and has been shown at various exhibitions: Stadtmuseum Munich (2011), Kunstarkaden (2011), Cebit for SAP (2015) and Equistone (2018).





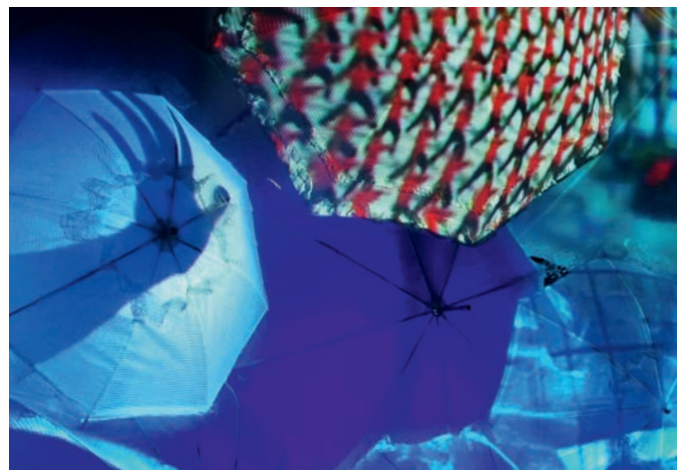
Parapluie

ARTMUC & FC BAYERN CELEBRATION // 2014

VIDEO MAPPING

For ArtMuc 2014, Betty Mü's imagery inspires a collage of white umbrellas and parasols. Via videomapping, each umbrella is given its own story and becomes its own canvas. Moving projections merge with the surface of the umbrellas and captivate the visitor with countless constantly changing images. "Parapluie" was also shown in 2014 on the occasion of a big celebration for a German soccer star.







**TRANSATLANTIC
INNOVATION WEEK**
US CONSULATE MUNICH

2021

PACHA CLUB
LIVE VISUALS

2021



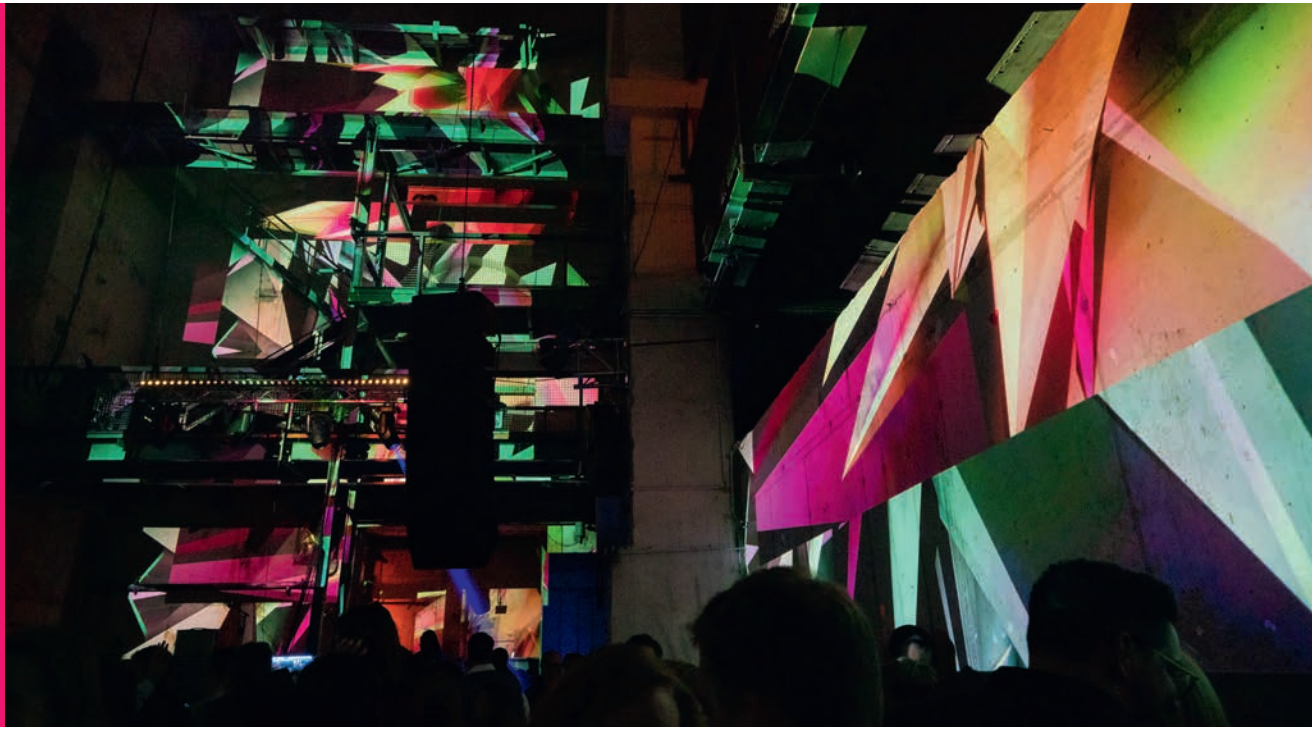


2019

BASEL WORLD
JEWELRY SHOW AND
PRESS CONFERENCE

DLD CONFERENCE
AFTER-PARTY
MIXED MUNICH ARTS

2019





2018

ARTMUC
DIGITAL.LAB / THE HUB

GLAMOROUS WEDDING
SPA HOUSE BADEN-BADEN

2019





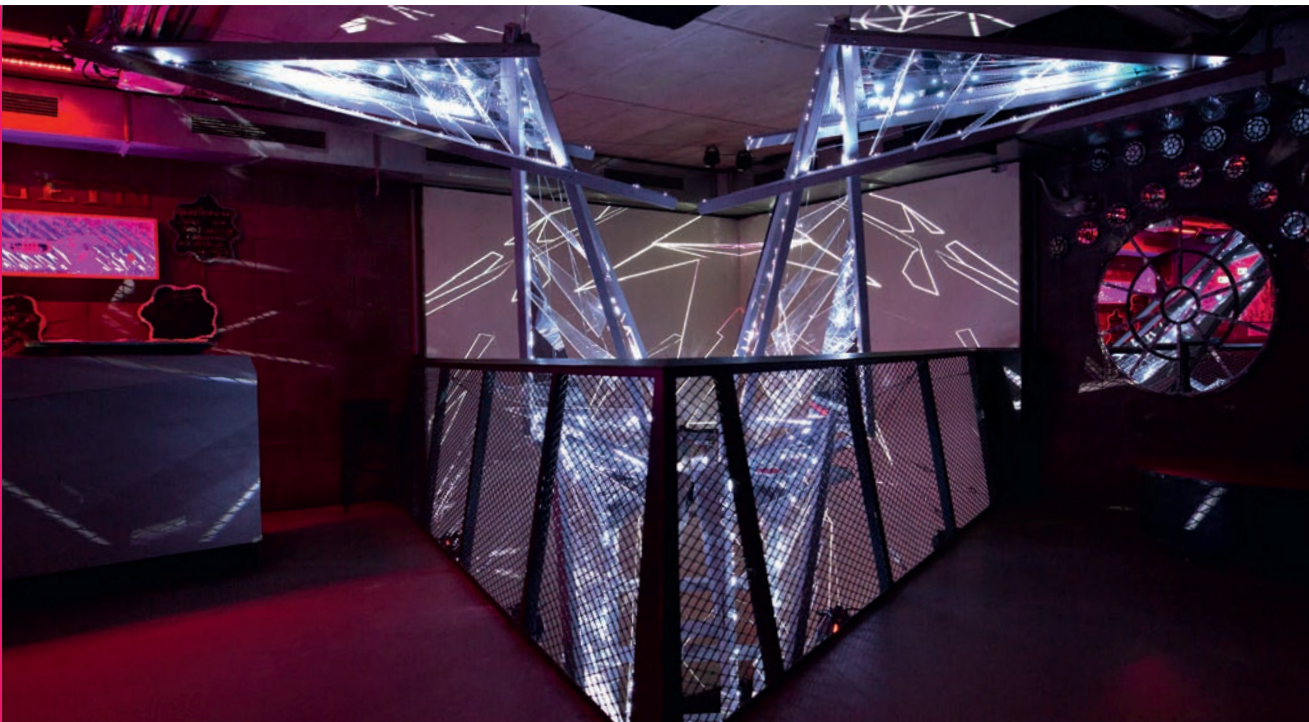
2018

CHRISTMAS CELEBRATION
BMW WORLD / BAIN &
COMPANY

**BIRTHDAY PARTY
FOR MICHAEL KÄFER**
FEINKOST KÄFER

2018



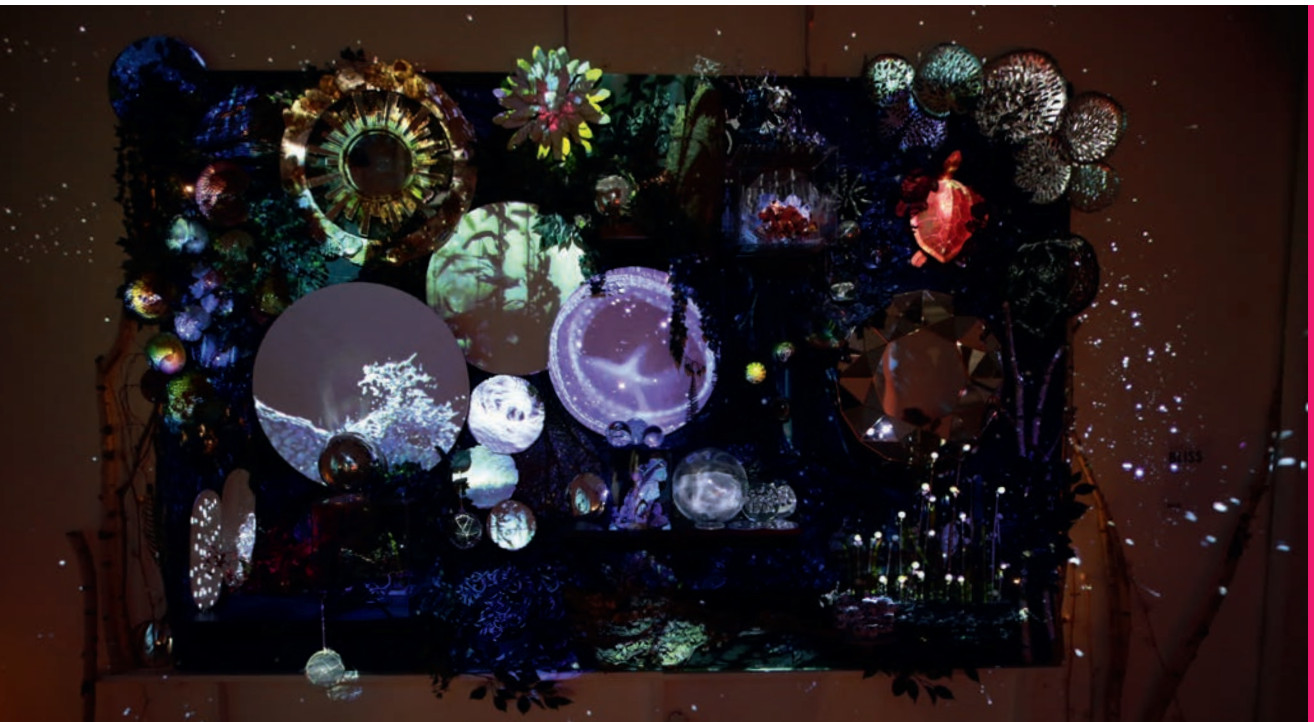


AESTHETIC BEAST #2
HARRY KLEIN CLUB

2017

2018

BLISS
ARTMUC DIGITAL





2017

AUDI RETAILER MEETING
CANNES

NIGHT OF THE MEDIA
MEDIENTAGE

2017



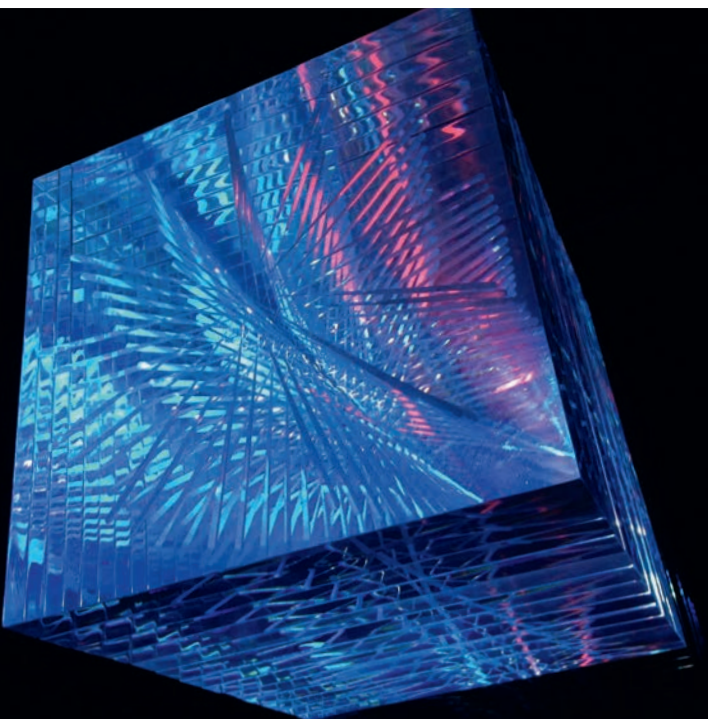


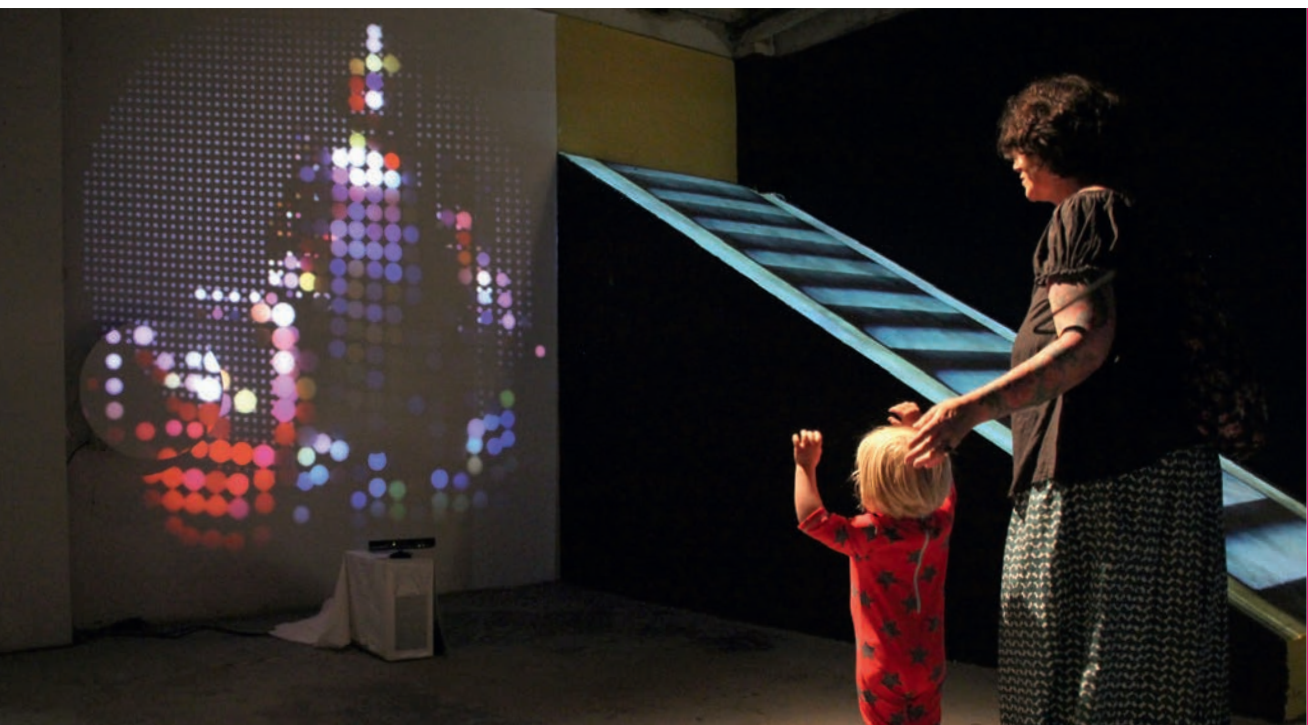
INHORGENTA
JEWELRY FASHION SHOW

2017

2017

INFINITY CUBE
ARTMUC





DOTS & MOVING STAIRS
ARTMUC DIGITAL

2016

2013

LA RITOURNELLE
100 YEARS OF MÜNCHNER
KAMMERSPIELE

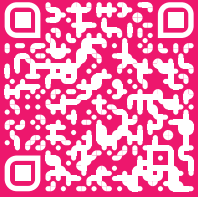


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THE ART

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