

mediafacades

exhibition at
DAZ, Berlin

16. Oktober 2008 - 21. November 2008

presented projects by LAb[au]:
touch
interactive urban installation
2006



MEDIA FACADES FESTIVAL MEI



Medienfassaden Festival

Exhibition at DAZ, Deutsches Architektur Zentrum, Berlin
16. Oktober 2008 - 21. November 2008
im DAZ_Scharoun Saal



Presented project of LAB[au]:

touch, interactive urban installation, 2006
Dexia tower, Brussels

The MEDIA FACADES FESTIVAL BERLIN 2008 is an innovative project, engaging a wide range of stakeholders with distinctive interests in the public space. Through round tables, a workshop, panel sessions, lectures, urban screenings on media facades and an architecture exhibition the event will promote a multi-disciplinary action research approach to technology, architecture and media art in modern cities.

Exhibition at the German Architecture Centre (DAZ)

This exhibition will explore the integration of moving images into the building facade as a communicative element, and its effect on Urban Space. A selection of innovative projects that have been realized in various cities will demonstrate possible connections between architecture and screens and highlight different artistic and architectural strategies. Practical technical information will give architects a deeper insight into the challenges and possibilities of utilizing new media in architecture.

Media facades create utterly new connections between digital space on the one hand and architecture and urban space on the other hand. Never before was there an interface between the physical and the digital world, which was public to such an extent, that it appeals not only to individual users, as in the case of a personal computer, but also to whole groups or even to a whole urban population and that furthermore also allows to “reply”, i.e. to interact with a facade or to design its content. In this case, a powerful potential for design and effectivity is created, involving a range of chances and risks that are difficult to estimate and that require thorough discussion. The producers and the users of media facades equally face a range of challenges, and it will need time for fully differentiated opinions and positions to evolve from the discourse which is just taking shape. In most cases of outstanding media facades, technology is an integral part of the project and it is not possible to say where the art work ends and the technical design begins. Therefore visitor will experience the full impact of the projects through facade components, models, material samples and video presentations.



The project takes as a starting point Brussels' 145 m high Dexia Tower, from which 4200 windows can be individually colour-enlightened turning the building into an architecture of light.

The enlightening of the tower is based on its architectural and urban characteristics, using parameters such as its orientation, volume, scale, propositions ...to set up a spatial, temporal and luminous concept, which moreover allows people to directly interact with the tower.

From a specific designed pavilion at the bottom of the tower people can interact through a multi touch screen in real-time, either individually or collectively, with the luminous construct. Both static (touch) and dynamic input (gesture) are recognized to generate an elementary graphical language of points, lines and surfaces taking a monochromatic colour palette (background) combined with black and white (graphical elements). This real-time interaction establishes a dynamic, abstract play of graphical elements deduced and emitted from the architecture.

Once a composition is created, the user can take a snapshot of the tower and sent it as an electronic greeting card. This communication chain creates an exchange between the individual and public building/spaces while actively involving each user in the formation of Brussels city image. A project exploiting IC technologies, its processes and logics, to create a contemporary form of urbanity.

Credits:

Commissioner: Dexia <http://www.dexia.be>

metaDeSIGNer: LAb[au] <http://www.lab-au.com>

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Lightning engineer: Barbara Hediger

