

MEDIA FACADES FESTIVAL 2008

WWW.MEDIAARCHITECTURE.ORG



Blinkenlights, Berlin Alexanderplatz 2003

photo: Thomas Fiedler, www.blinkenlights.de

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DAZ_FORUM

MEDIA FACADES FESTIVAL 2008

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// EXHIBITION // CONFERENCE // URBAN SCREENINGS //

++++ The interface between virtual and real urban space: DAZ are proud to present a number of media facade projects as part of Berlin's Media Facade Festival. The presentation will provide technical background information on how these projects were achieved and feature seminal new developments in media communication in public space. ++++

Exhibition: 16.10. till 12.12.2008, DAZ_Scharoun Saal
Tue to Fri 12am – 7pm, Sat + Sun 2pm – 7pm. Free entrance.

Conference: 17. - 18.10.2008 full-time, at DAZ_Taut Saal

Urban Screenings: 17.10. – 03.11.2008 on facades in central Berlin, after dusk

Opening of the exhibition on 16.10.2008 at DAZ Scharoun Saal:

6 pm Press conference to 'Urban Screens'

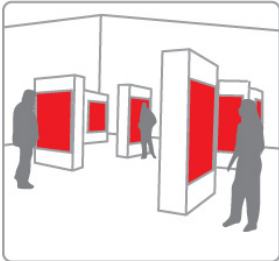
7 pm Press and VIP- Preview with visitation of the exhibition

8 pm Opening

Speakers: Doris Gruber, Vice President of BDA
Gernot Tscherteu, Exhibition Director, Media Architecture Group, Wien
Mirjam Struppek, Artistic Festival Director, Urban Screens Studios

Exhibition

DAZ / Scharoun Saal, DAZ Köpenicker Str. 48/49 10179 Berlin



EXHIBITION

16.10. - 12.12.2008

Opening:

16.10.2008, 20:00 Uhr

Press Preview:

16.10.2008, 19:00 Uhr

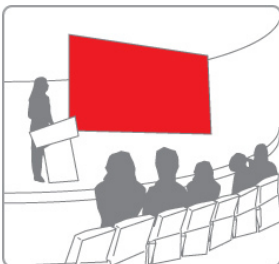
Opening Hours:

Tue to Fri 12am - 7pm,
Sat/Sun 2pm - 7 pm. Free entrance.

The exhibition "Media Facades" will focus on the relation between digital imagery and structural building shell. Buildings whose surface, and hence character, changes continuously will generate new relationships between a city's residents and their local environment as well as inviting interactive participation in their design.

Conference

DAZ / Taut Saal, DAZ Köpenicker Str. 48/49 10179 Berlin



CONFERENCE

17. / 18.10.2008

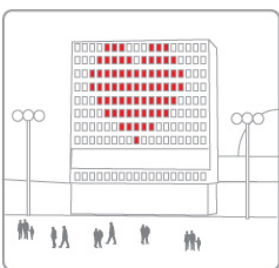
Registration and information:

www.mediaarchitecture.org

Media Facades and Urban Screens: forerunners of the Media-City? A total commercialization of public space or a new exhibition format? The conference on the international state-of-the-arts will present and discuss various architectural, artistic, economic and technical approaches.

Urban Screenings

SAP Fassade, O2 World, Gasometer Schöneberg, Collegium Hungaricum Berlin, Wall City Terminal



SCREENINGS

Urban Screenings in central Berlin:

18.10. - 03.11.2008

Daily after dusk

Opening:

17.10.2008

Receptions at all screens, starting 7pm

Opening ceremony:

18.10.2008

Collegium Hungaricum Berlin, Dorotheenstraße 12, 10117 Berlin, starting 8 pm

Press Preview:

16.10.2008, 18:00 Uhr

Art-screenings on four public media facades and an interactive city terminal interface become a test ground for creative content developed by 24 artists. They will explore a new exhibition format in relation to content, format, spatiality and site specificity.



Galleria Store, Seoul

photo: Young Doo

Berlin, October 2008 **The interface between virtual and real urban space: DAZ are proud to present a number of media façade projects as part of Berlin's Media Façade Festival. The presentation will provide technical background information on how these projects were achieved and feature seminal new developments in media communication in public space.**

Modern communication technologies are transforming social networks. Social contacts and identities are increasingly being determined by virtual spaces. More attention will therefore have to be paid on linking up this new virtual public with real city spaces, if we want to maintain their social relevance and urbanity. Media architectures could counteract the growing sense of displacement in public space, as long as their content is not solely determined by commercial interests, but acknowledges civil socio-cultural concerns as well.

Media façades provide new opportunities for communication in public space. Buildings whose surface, and hence character, changes continuously will generate new relations between a city's residents and their surroundings and incite interactive participation. Structure and façade present new challenges to architects, art professionals, and technical services engineers. Setting up a media façade not only requires specialised technological and financial knowledge, but also an open-minded approach to a new design task.

Exhibition

This is the exhibition to accompany the Berlin Media Façade Festival. Curated by media and interaction designer Gernot Tscherteu of the Media Architecture Group, Vienna, it focuses on the relation between digital images and building shell. As manager of research consortium mediafacade.net, Gernot Tscherteu has been involved in developing high calibre, integrated system solutions for media facades. He holds a PhD in political studies and became project coordinator for the „Leuchtathletik“ LED project at the Vienna University of Applied Arts and co-organizer of the London Media Architecture Conference in 2007, after having collaborated in a number of media projects for the Austrian Academy of Sciences, the ZKM Karlsruhe, and Museumsquartier Vienna. At the DAZ Gernot Tscherteu will demonstrate the evolution of new hybrid forms of what is now termed media architecture through the fusion of architectural structure and digital display. The exhibition will focus on a variety of architectural and artistic strategies when dealing with media facades, and compare a number of current projects and innovative approaches. It will explore

technological myth as well as practical aspects of creating media facades, such as LED technology, detail solutions, screening and financing options and energy consumption issues.

The introductory section will explore the technical background of media facades, such as façade types, content formats and display properties. This will lead over into the exhibition's main section with a display of sixteen current international projects on double sided illuminated display cases, ranging from office buildings such as the Dexia Office Tower in Brussels, the KPN Tower in Rotterdam and the Vienna Uniqa Tower to sports arenas such as Munich's Allianz Arena by Herzog & de Meuron, arts complexes, and commercial developments such as the conversion of the Galleria Store in Seoul designed by UN Studio.

This Dutch architects, in collaboration with Arup Lighting, have designed a chameleon-like building with a façade entirely covered in 4.500 slab shaped LED lamps that operate as pixels merging into an overall picture. Light reflexive during daytime, the lamps are computer operated and will erupt into ever-changing backlit colour at night. At the DAZ the project can be experienced on a 4,4 x 2,5 metre façade model specially devised by Arup for this exhibition.

This will be confronted with other artist-designed projects that are less concerned with a particular building form and function. One key project has been the temporary Blinkenlights experiment on "Haus des Lehrers" at Berlin's Alexanderplatz in 2003. Devised by the "Chaos Computer Club" it generated interactive messages from the general public using the illuminated windows of the strict façade grid, each forming an oversized pixel of a facade-covering image.

The GreenPix zero energy project in Beijing combines art with a high tech approach, developed by New York architects Simone Giostra & Partners in collaboration with Arup engineers. With an expanse covering 2,200 sq metres, the suspended curtain façade of the Xicui entertainment complex, inaugurated in 2008, constitutes the largest LED colour display worldwide. The façade can store energy during the day through an integrated photovoltaics system, which can be used at night to illuminate the façade. Curator Luisa Gui has been selected to offer a continuous podium for Beijing's growing digital arts scene.

Façade building components, models and material samples will complement the illuminated display cabinets to provide a vivid experience for the visitor.

Installations, prototypes, and videos will further illustrate the various artistic approaches and current media architecture developments. That media facades may transcend into the 3rd dimension beyond mere 2D display is amply demonstrated by Thomas Nicolai's astonishing Daisyworld project. This artificial eco-system can be installed on a variety of building types. In this computer simulation, rules obtained from natural laws will determine the generation of two artificial flower habitats differentiated from one another by the colours blue and orange. Sensor operated pneumatic floral objects will then sprout from structural façade appendages. The building can thus flourish or wilt quite independently from the vagaries of weather and light.

Conference

The conference will be dedicated to media content in the urban context and takes place at DAZ Taut Saal on 17 and 18 October 2008. Experts with backgrounds in media, the arts, architecture, advertising, property and real estate, urban planning and politics will explore the incorporation of media facades in their spatial, temporal, and structural contexts.

The conference will be curated by architectural theoretician Oliver Schürer of Vienna Technical University and Media Arts Group. He has presented research on media facades as a new urban mass phenomenon since participating in 2005 at the Graz Ars Electronica festival and in 2006 at the Vienna Architectural Centre and in 2007 at the Media Arts Conference in London. His involvement is based on early research on digital technology and technological theory at Vienna's Technological University and at ETH Zurich.

The aim of this conference is to unite all the relevant disciplines in the future development of this new mass phenomenon. As yet no accepted design criteria or terminology have been determined, and audience reception also needs more in-depth research. So far the media technological conditions appear to have little effect on content, hence Oliver Schürer has targeted this area as the prime arena for creative artistic and cultural expression. The conference will seek to stimulate debate and achieve agreement on current practise. It will examine whether media facades and urban screening might lead to the total commercialisation of public space and what kinds of new

opportunities “Social Media” might present, where consumers could become users and co-producers. The conference will begin with keynote presentations from media architecture specialist Tim Edler of realities united, media activist and artistic director of Transmediale Stephen Kovats, and moderated by Oliver Schürer. Current international aspects in the development of media facades and urban screen content and their architectural, artistic, economic, socio-cultural and technological contexts will be reflected in the ensuing panels:

„Social Media Architecture”

With the development of Web 2.0, large networks increasingly dominate the Internet. Now that on-line activities are shifting from desktop to mobile applications it is only a question of time when large screens and media facades will be integrated into hybrid formats combining digital and public space. These facades will attain personal characteristics as they start communicating with humans in a targeted and amusing way. (Moderator: Gernot Tscherteu/Media Architecture Group; Guest Speakers: Ruairi Glynn/ interactivearchitecture.org, Jury Hahn/MegaPhone, Christoph Kronhagel/ag4)

„Culture, Economy, Public Space - an Interface”

The urban environment has long been used as a versatile instrument of communication. The development of media facades exposes the economics of images. They are transformed into a new communication format and require active participation at various social and economic intersections. The Berlin media façade screenings represent this process in an exemplary manner, as well as the relation between content generation, operators and curators. (Moderator: Susa Pop/Public Art Lab; Guest Speakers: Eva Emenlauer-Blömers/Projekt Zukunft Berlin, Ela Kagel/ ID-Media, HVB Immobilien property group)

„Perception and behavior - facing Urban Media“

Urban scenarios are always part of an interactive as well as competitive process. Any medially enhanced urban environment will amplify these dynamics. Has the medial intensity reached the limits of human perceptive capacities? Is there an aesthetic answer? What is the position of art, how can art stand out against the glut of information in public space and not be perceived in terms of mere spectacle? (Moderator: Mirjam Struppek/International Urban Screen Association; Guest Speakers: Erwin Bouwense/Philips Lighting (to be confirmed), Daniel Michelis/Universität der Künste, Berlin; Ursula Stalder/IKM Institut für Kommunikation und Marketing-Hochschule Luzern)

„Dynamic Ornament- Towards a new Iconography?”

What are the cultural signifiers that could generate new forms of digital urban content? As a new mass medium, media facades could become more influential than radio, TV or the Internet. The potential of a specific iconography or of user interaction has not been discussed yet. What are the opportunities offered by light emitting or kinetic components? Why are traditional media formats being reproduced on media facades? (Moderator Oliver Schürer/TU Wien; Guest Speakers: Christopher Bauder/WHITEvoid interactive art & design, Andrea Gleiniger/Zürcher Hochschule der Künste, Christa Sommerer/Interfacedesign- Universität für Gestaltung Linz, Adam Somlai-Fischer/Aether Architecture)

The conference will round off on an expert workshop hosted by the international operating Arup Engineers. Arup collaboratively involves lighting designers, façade engineers and product designers in developing media façade solutions for their clients. Such an interdisciplinary team will present their views on the design of media facades. The four participating experts Andrew Hall (Design & Technology, Europe), Rogier van der Heide (Lighting practice worldwide), Rudi Scheuermann (Consulting, Germany) and Astrid Piber (UN Studio, project management Galleria Seoul) will show how media facades can be conceived of as an integral component of an overall design rather than a facade accessory.

In addition Marc Largent (Magic Monkey), Hank Häusler (TU Stuttgart), Stefan Hofmann (LichtKunstLicht) and Sakchin Bessette (Moment Factory) will present a selection of current projects and concepts.

The conference language is English. Please register for participation online on www.mediaarchitecture.org/mediafacades2008/conference. The fee is EUR 70 for one day (student concessions EUR 40), or EUR 120 for both days (student concessions EUR 75).

Media Façade Festival

The Berlin Media Façade Festival has progressed out of the 2007 London *Mediaarchitecture* Conference and approaches the incorporation of digital moving imagery into architecture and the urban environment. Besides the exhibition at DAZ and an accompanying conference, the principal part of the festival taking place from 17 October to 3 November 2008 consists of four media façades and one City terminal in Berlin (at SAP, Collegium Hungaricum, O2 World, and the Ströer Megaposter Nightscreen). They will be made up by contributions from artists and the interactive response from the public. The festival reflects the growing worldwide presence of large format, digital imagery in public space, and examines its function as an urban, communicative element. The festival aims to serve as a powerful impulse for the development of future medial presences in the urban environment and present this new infrastructure to a young arts scene.

The Media Façade Festival has been initiated by Susa Pop/Public Art Lab (PAL) and Mirjam Struppek/International Urban Screens Association (IUSA) in collaboration with Gernot Tscherteu and Oliver Schürer/Media Architecture Group (MAG), Vienna. The festival has been made possible with the generous support of Hauptstadtkulturfonds and Senatserwaltung für Wirtschaft, Technologie und Frauen - Landesinitiative Projekt Zukunft.

Further Information and program of the media facade festival on www.mediaarchitecture.org/mediafacades2008

Press contact DAZ (exhibition and conference): Cornelia Schwarte, pr@daz.de, Tel. 030 - 27 87 99 28

Contact Urban Screenings: Susa Pop, susapop@publicartlab.com, Tel. 0163 – 391 22 92

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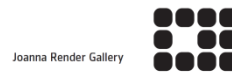
Media facades partners:



Exhibition partners:



Sponsors of artists projects:



DAZ CORPORATE PARTNERS



MEDIA FACADE FESTIVAL

Exhibition at the DAZ 16.10. bis 12.12.2008
Conference at the DAZ 17.10. bis 18.10.2008
Urban Screenings 17.10. bis 03.11.2008

Pressphotos on request

Press contact DAZ (exhibition and conference):

Cornelia Schwarte, pr@daz.de, Tel. +49- (0)30 - 27 87 99 28

Contact Urban Screenings: Susa Pop, susapop@publicartlab.com, Tel. +49-(0)163 – 391 22 92



01

Blinkenlights, Berlin Alexanderplatz, 2003

Architect: Hermann Henselmann (1961)
Media facade: Chaos Computer Club

Photo: Thomas Fiedler

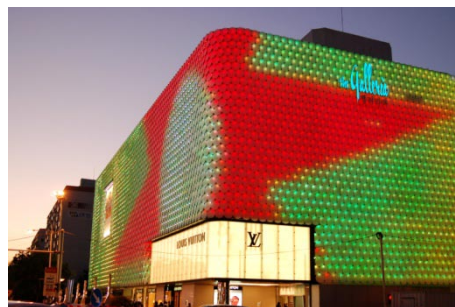


02

Galleria Store, Seoul, 2004

Architect: UN Studio
Media facade: UN Studio / Arup Lighting

Photo: Arup



03

Galleria Store, Seoul, 2004

Architect: UN Studio
Media facade: UN Studio / Arup Lighting

Photo: Young Doo



04

Kunsthaus Graz, 2003

Architect: Peter Cook/Colin Fournier
Media façade: BIX / realities united

Photo: Harry Schiffer

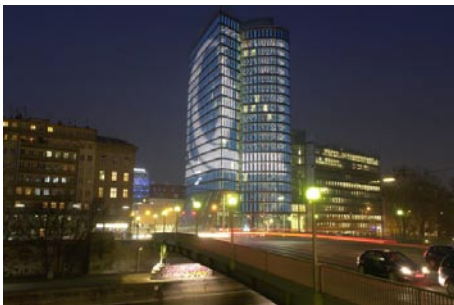


05

National Library, Belarus, 2006

Architect: Architects Victor Kramarenko
Media façade: Walter Industries / GVA Lighting

Photo: GVA Lighting



06

UNIQA Tower, Wien

Architect: Neumann und Partner
Media façade: Licht Kunst Licht, Stefan Hofmann / Barco
Performance media façade: „twist and turns“ by Mader | Stublic | Wiermann

Photo: Wolfgang Leeb

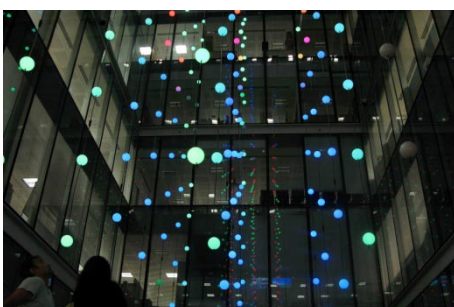


07

FLARE - Kinetic Membrane Facade

Concept and processing: WHITEvoid interactive art & design

Visualisation: WHITEvoid



08

Pixel Cloud, London, 2007

Architect: Foster and Partners
Concept and processing: Jason Bruges Studio / LEDON

Photo: Jason Bruges Studio



09

Allianz Arena, München, 2005

Architects: Herzog & de Meuron

Media facade: Herzog & de Meuron / Siteco

Photo: Allianz Arena



10

Chanel Tower, Tokyo, 2004

Architect: Peter Marino

Media facade: Lighting Science

Photo: Lighting Science



11

Espacio de Creación Artística Contemporánea, Cordoba,
2008

Architect: Nieto Sobejano Arquitectos

Media facade: Nieto Sobejano Arquitectos /
realities united

Visualisation: realities united



12

DAISY.WORLD, 2008

Concept and processing: AAA. Arts and Architectural Applications, Thomas Nicolai

Visualisation: Thomas Nicolai/Daisy.World.Project



13

Dexia Tower, Brüssel, 2006

Architects: Philippe Samyn & Partners, M & J.M. Jaspers
- J. Eyers & Partners

Media facade: Barbara Hediger / Space Cannon
Performance media facade: LAb[au]

Photo: LAb[au]



14

Grand Lisboa, Macao, 2007

Architects: DLN Dennis Lau & NG Chun Man

Media facade: Magic Monkey / Daktronics

Performance media facade: Keyframe

Photo: Magic Monkey



15

GreenPix - Zero Energy Media Wall, Peking, 2008

Architect: Simone Giostra & Partners

Media facade: Simone Giostra & Partners / Arup

Performance media facade (curator): Luisa Gui

Photo: Simone Giostra



16

La Porte Shinsaibashi, Osaka, 2007

Architects: Plantec Architects

Media facade: Komaden Corporation

Photo: Komaden Corporation



17

Mediamesh®, Mailand, 2007

Mediamesh®, is a joint product by ag4 media facade GmbH, Köln and GKD - Gebr. Kufferath AG, Düren.Gmbh

Photo: ag4-Gkd



18

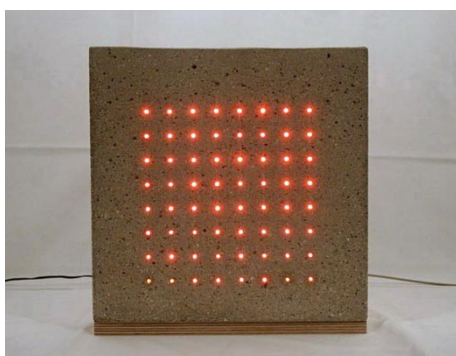
KPN Tower, Rotterdam, 2000

Architect: Renzo Piano

Medienfassade: Renzo Piano / Corsmit Engineers / Osram

Media facade: Studio Dumbar, Pixelsex, Graffiti Research Lab

Photo: Michael Denancé



19

Media Augmented Architectural Surfaces, Stuttgart, 2008

Design: Angi Renz and Dominik Kommerell, HFT Stuttgart

Assistant: Dr. Hank Häusler

Photo: HFT Stuttgart

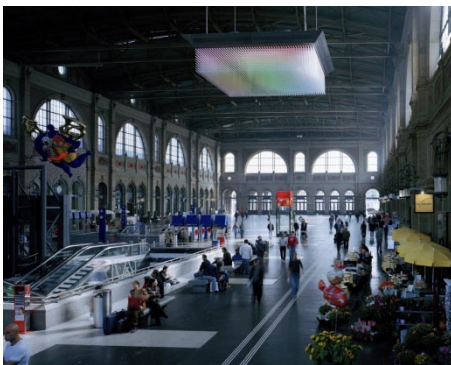


20

MegaPhone, New York, 2007

Concept and processing: Jury Hahn, Dan Albritton/
MegaPhone

Photo: MegaPhone

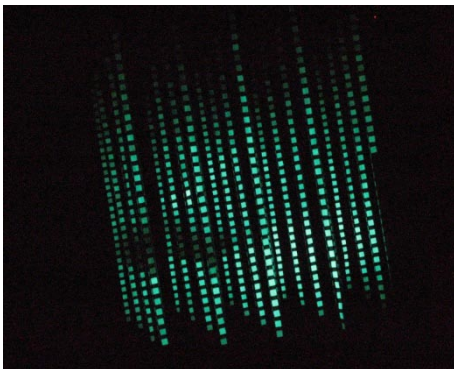


21

Nova, Zürich, 2006

Concept and processing: Horaro GmbH / ETH Zürich

Photo: Oliver Lang



22

Pixy Volumic Video Display, 2008

Concept and processing: Experientiae Electricae

Photo: Experientiae Electricae



23

African Pavillon Expo08 - Zaragoza, Spain, 2008

Architects: Atelier Brückner, Stuttgart

Media facade: Atelier Brückner / Nüssli / LEDON

Photo: Ledon