

The purpose of the Media Facades project is to discuss and develop interactive media facades as integrated parts of the inside and the outside of buildings. The project contributes to new ways of displaying dynamic and interactive content in large scale. The main points of interest in the project are:

- Spatiality & Architecture
- Technology & Materials
- Interaction & Use
- Genre & Content.

The specific goal is to build up new concepts for interactive media facades in the fields of civic communication, entertainment and digital art, as well as branding and product presentation.

The partners in the Media Facades project are:

- CAVI - Centre for Advanced Visualization and Interaction, University of Aarhus
- BIG Bjarke Ingels Group
- Martin Professional A/S
- Wall of Pixels
- The Animation Workshop

The project is primarily funded by the Danish Research & Innovation Administration (Forsknings- & Innovationsstyrelsen) as part of the Regional ICT Corridor program (Den regionale IKT-korridor).

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Activities

The activities in the Media Facades project are mainly structured around a series of cases which work as a vehicle to develop concepts and core technologies for new media facades. The

concepts are realized as full size projects and prototypes and in a variety of visual representations. Among these cases are contributions to international architectural contests and structured, temporary experiments with technologies and visual expression.

As a fundamental part of the project, new interactive technologies and materials are examined and combined into new interactive proposals for media facades. The technologies range from traditional LED lighting and projections used in new innovative ways to more experimental materials whose visual or mechanical properties can contribute to new media facade concepts.

In addition to the material and case driven work, the project investigates design processes in relation to developing media facades. The research project is concerned with systematic approaches to both designing and constructing media facades – both for practitioners and design researchers. In parallel, a toolbox of software for customizable and generic media facade ideas is being built up to be used in combination with the specific experiences from the cases and the examined properties of new media facade materials.

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