



## VATTENFALL MEDIA FACADE, 2004

**New staging of the media facade with a generative film**

The Energy Company Vattenfall Europe engaged ART+COM for the relaunch of the media facade. The new concept was presented for the first time in the scope of the 16th "Long Night of the Museums".

By the title "Gardens full of Energy", 100 m<sup>2</sup> of the facade as well as the interior of the Vattenfall building were transformed into a partially visual, partially real garden with projections. In the building, the visitors saw unusually dressed actors with circular skirts who moved across the room at intervals. They formed the starting point of the media production. Virtually growing tendrils spread from their skirts across the entire floor and blossomed colourfully in the end.

The visitors became part of a continuously playing film that took up the theme of the "Long Night of the Museums"

"Landscapes, Parks and Gardens" and let them experience it medially.

After the "Long Night of the Museums", the Vattenfall Europe media facade will permanently show a generative film produced by ART+COM.





Virtual garden in full bloom



Visitor in contact with actress



Close-up of the projection



Playback of the projection via monitors in the foyer

### Client

Vattenfall Europe AG

### Services

Concept, production planning, media design, fractal as well as generative algorithms for simulating natural growth and portraying organic imagery, general technical planning and realisation, comprehensive media control, audio planning and realisation, installation, event coordination, project management

### Technology

Java-based Film Renderer, Synchronous video playback system with 18 PAL channels for 11 x floor projection and 5 x facade projection, server for automatically generating and playing new films

### Special features

Development and production of a generative film