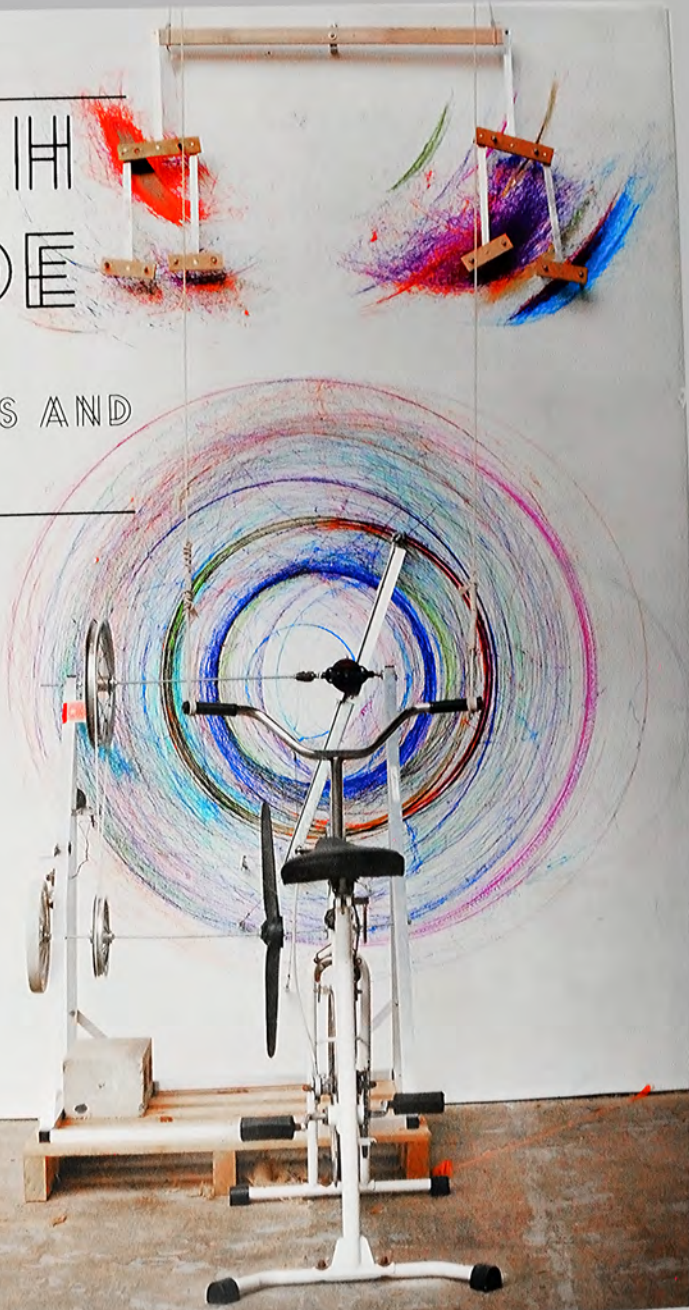


# A TOUCH OF CODE

INTERACTIVE INSTALLATIONS AND EXPERIENCES



gestalten



## Neustart Corporate Medialab

PRO AURUM

The 100-square-meter exhibition for the professional gold and precious-metal dealer, the business premises of pro aurum, and headquarters in southern Germany, created by Neustart Corporate Medialab, offers the visitor an emotional entrance to the world of precious metals. The visitor is able to physically touch solid gold bars, and can explore via various acoustic and visual layers of information. The informative, versatile information system encompasses a 3.5 x 2 meter-large screen matrix, depicting a gold map of the world, where visitors are able to learn about retrieval, processing, and trade of the precious metal via a touch-screen control panel. Thereby, animated infographics evolve from fine-grained gold particles. In addition a ten-meter-high display cabinet shows the broad range of company products: 48 exhibits made from gold, silver, platinum, or palladium appear floating against a black background, and show all their respective attributes, including their current market value. Moreover, the exhibition design includes a brief meter-wide display.

[page 86]

## Cinimod Studio

LIGHT SYMPHONY

Client: Sobranie

*Light Symphony* is a large interactive artwork commissioned by Sobranie London. The installation is suspended in the central atrium space of The European, the most prestigious, up-market shopping centre in Moscow. While chandeliers are traditionally static objects, the *Light Symphony* is designed to engage with the public and become an active and animated element within the space. It is comprised of 240 light tubes suspended in space to create falling red, gold, and white light. The overall height of the chandelier is 15 meters-high. The real magic of the piece is when members of the public become the conductors of the *Light Symphony*. The user can orchestrate complex color movements throughout the chandelier by placing their hands and arms across a highly innovative LED touch panel. The response is immediate and the effect is clear, fluid, rewarding, and beautiful.

[page 87]



## Design I/O

VINYL WORKOUT

Rotterdam Electronic Music Festival

*Vinyl Workout* is an oversized, interactive vinyl record that is powered by the movement of people walking or running across its surface. The speed of the vinyl's rotation is correlated to the speed of the person. If the person slows down, the tempo of the vinyl slows correspondingly. Changing direction causes the record to play in reverse. To keep the music playing correctly, the participant has to run around the vinyl record at a constant speed; when the participant stops and walks away the record slowly comes to a halt. The project was created for the Rotterdam Electronic Music Festival as an engaging way to reconnect people to the integral relationship between movement and sound.

[page 197]



## Cinimod Studio

BEACON

*Beacon* is an interactive kinetic light installation. An array of emergency beacon lights interacts with visitors, tracking their movement through the space, creating an immersive and playful experience. The installation exploits a transfer of technology from existing industrial products. The beacon lights have had their internal parts replaced with custom hardware, enabling the rotation of the reflector and lamp brightness to be individually controlled. Thermal imaging cameras have been adapted to track the participants' movement through the space. *Beacon* is orchestrated in real time by a bespoke control system, which uses sensitive tracking information from the cameras to coordinate an interactive and highly responsive behavior.

[page 196]