03

+ Brief

The project calls for a truly public facility where the average city dweller is introduced to new and emerging information technologies as well as the possibilities it holds. These technologies should be accessible to all in order to be used freely and experimented with for self-edification and self-enrichment.

+ Programme : Digital Art Pavilion

Due to the new age of information technologies, new artforms and mediums of expression are emerging in the form of *digital art*. This art form is still in its infancy and is therefore in the process of being explored and established. New mediums for expression are: virtual and holographic projections, LED lighting graphics, animations, interactive screens and installations, laser art, information graphics, projection mapping and augmented sculptures among others - all of which are exhibited on various different surfaces and materials. (See Appendix A)

A space for the experimentation and exhibition of digital art becomes a necessity for the evolution of this new art form. Different artists would be invited to work in the building for a set period of time, after which their work is exhibited in the building for the public (similar to the entrance foyer in the Tate Modern, London).

This space should be adaptive in order to accommodate various events (i.e. the structure could be used as a nightclub on one occasion and a museum on another) and different forms of digital art.

Client: Google

Accommodation Schedule:

01 | Artist studios

02 | Exhibitions spaces

03 | An information technology access point

04 | A café to cater for events

Opposite |
Illustration 3.1 & 3.2:
Camera Rosetum (an animated projection) by Sean Capone, Manhattan bridge archway, New York, 2009 (Cernius, 2009. Edited by Author)
This page |
Illustration 3.3:
Primal Source (an interactive digital projection onto water vapour) by Usman Haque, GLOW festival, Santa Monica pier, Santa Monica, 2008 (NOTCOT Archives, 2008. Edited by Author)