MEDIA FACADES FESTIVAL

Foto: Thomas Fiedler

MEDIA FACADES EXHIBITION
DEUTSCHES ARCHITEKTUR ZENTRUM (DAZ)
GERMAN CENTRE FOR ARCHITECTURE

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MEDIA FACADES FESTIVAL

>> IMPRINT

MEDIA FACADES EXHIBITION
BERLIN 2008
EXHIBITION COMPANION

Editor: Gernot Tscherteu
Research: Wolfgang Leeb
Design: Katrin Schoof / www.gabi-berlin.de

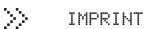Berlin, 2008

contact: exhibition@mediaarchitecture.org

download at:
www.mediaarchitecture.org/files/compagnion08.pdf

>> Media facades create utterly new connections between digital space on the one hand and architecture and urban space on the other hand. Never before was there an interface between the physical and the digital world, which was public to such an extent, that it appeals not only to individual users, as in the case of a personal computer, but also to whole groups or even to a whole urban population and that furthermore also allows to "reply", i.e. to interact with a facade or to design its content. In this case, a powerful potential for design and effectivity is created, involving a range of chances and risks that are difficult to estimate and that require thorough discussion. The producers and the users of media facades equally face a range of challenges, and it will need time for fully differentiated opinions and positions to evolve from the discourse which is just taking shape.

Projects include the Galleria Store in Seoul by UN Studio and Arup Lighting, Centro de Creación Contemporánea de Córdoba by realities united and the Allianz Arena in Munich by Herzog & de Meuron. In most cases of outstanding media facades, technology is an integral part of the project and it is not possible to say where the art work ends and the technical design begins. Therefore visitor will experience the full impact of the projects through facade components, models, material samples and video presentations.

EXHIBITION CREDITS:

Exhibition Concept and Curator:
Dr. Gernot Tscherteu, Media Architecture Group, Wien
Research and Planning:
Wolfgang Leeb, Media Architecture Group, Wien
Design: Katrin Schoof, gabi berlin design
Exhibition Setup: Hans Jörg Wiegner, public art lab, Berlin
Image Processing: Stefan Kluth, Berlin
Posterprints: Firma Olala, Spreenhagen
Infosheets printed & supported by: sprintout, Berlin

FESTIVAL CURATORS:

Artistic Festival Director: Mirjam Struppek, Urban Media Research, Berlin, www.interactionfield.de
Project Manager and Screenings Director: Susa Pop, Public Art Lab, Berlin, www.publicartlab.org
Exhibition Director: Dr. Gernot Tscherteu, Media Architecture Group, Vienna, www.mediaarchitecture.org
Conference Director: Dr. Oliver Schürer, Media Architecture Group, Vienna, www.mediaarchitecture.org

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EXHIBITION MAIN SPONSOR:

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INFORMATION ON THE VENUE (DAZ)

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Köpenicker Straße 48/49
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The DAZ was initiated by the Association of German Architects (BDA). The aim of the German Centre for Architecture is to contribute to a vivid construction culture on a regional, national, and international level. The DAZ presents current architectural positions and trends and wants to cre¬ate room for discussion and promote a better understanding of architectural issues through exhibi¬tions, side events and conferences. The centre's programme helps to build bridges between pro¬ducers, users and clients of architecture

OPENING HOURS

Tuesday to Friday 12:00 to 19:00
Saturday and Sunday 14:00 to 19:00
Opening: Oct. 16, 2008 at 20.00.

WEBSITE

http://www.mediaarchitecture.org/mediafacades2008