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interaction with multimedia facades

Medieninformatik Hauptseminar
Sommersemester 2009
Interactive Surfaces





terms

facade

from lat.: facies = face

the visible parts of a building

often deliberately designed to fulfill a representative function

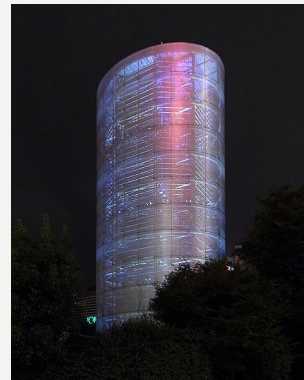
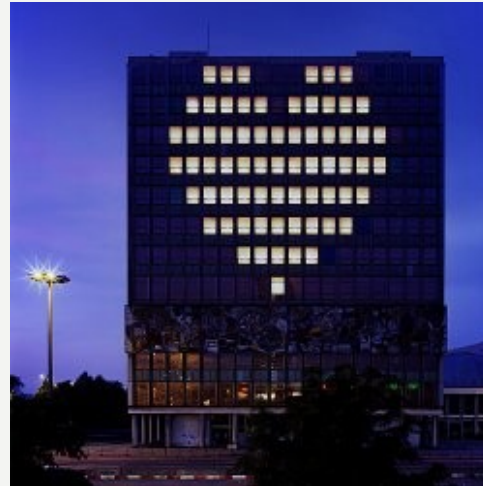
The architecture and the facades of a city tell us something about its social structure, its inhabitants and their ways of living.

multimedia facades

The idea of designing or modifying the architecture of buildings with the objective of using their facades as kind of gigantic public screens.

interactive multimedia facades

A multimedia facade that offers the participants the possibility to enter a mutual dialog with the facade influencing the displayed content in various ways.



multimedia facades
some impressions



technical classification

window animations [1]

mechanical facades [2][3]

projection facades [5]

back projection facades

display facades

illuminant or light-emitting facades [4][6]

passive media facades

sound emitting facades



Blinkenlights & Arcade

Video not available!



intentions and benefits

utilizing people s attentiveness

- for commercial interests
- for drawing people s attention towards something

art projects

- fascinating and surprising the passerby
- brighten up and enliven the cityscape
- changing conventional habits of perception

social functions

- multimedia facades as a bridge between the virtual and the real world
- giving people a chance to impress themselves through interactive facades



Project TXTual Healing



interaction and states (1)

different states

A media facade can be in different states, distinguished by the manner of allocating the displayed content and the degree of interaction it provides.

autoactive

displaying prefabricated content

reactive

the facade reacts to actions in its environment

interactive

participants are able to enter a mutual dialogue with the facade

interaction and states (2)

various types of interfaces and user input

The different projects offer various types of interfaces to change their appearance or to play with their facades.

It is possible to send in or alter the displayed content

- via a **net-interface**

- via **mobile phones**

- via **public touchscreens** [? see right]

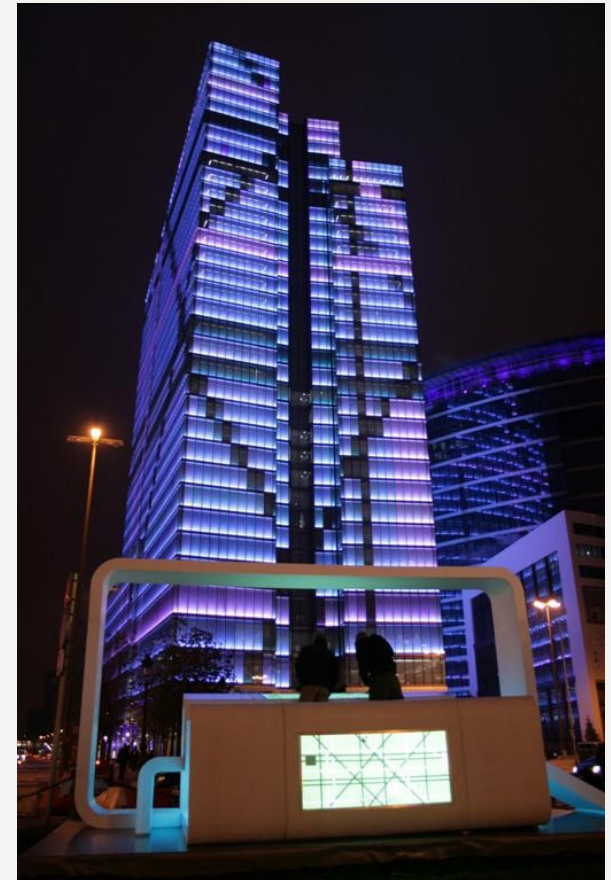
- via **sensors or cameras** reacting on people's movement or pure presence

The interaction can take place

- between the facade and a **single person**

- between the facade and **multiple persons**

- or can be **triggered by social algorithms**



LAb[au]: project touch
Dexia Tower, Brussels



critical points, unanswered questions

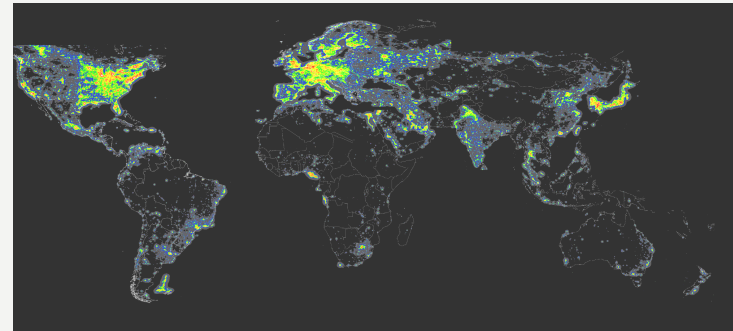
enticing people to interact

considerations concerning the motivation of the passerby to interact with the facade

multimedia facades as a medium of mass communication

who should control the content?
abuse by the user ? filtering input?
abuse by hackers

high energy consumption and light pollution [? map]



map of artificial night brightness

suitable integration of multimedia facades into the existing architecture of the cityscape



future work

very few academic papers covering the subject multimedia facades and hardly any usability studies concerning interactive multimedia facades
? solid scientific fundament and user studies would support the lookout for meaningful applications that tap the full potential of interactive multimedia facades

the topic of **multimedia facades considered as a mass medium** and the prevention of abuse **deserve further investigation**

the search for **well integrated, meaningful applications** that serve a purpose of public or mutual benefit which overbalances the disadvantages to cope with their opponents· critique

suitable integration of multimedia facades into the existing architecture of a cityscape