

SOURCE

Theme of installations: “Humans and Technology,”

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Concept:

The theme for the following exhibition was originally space and light, two concepts previously studied in Daniel Canogar’s work, with examples such as Pneuma being a clear representation of both.

Before starting, our group decided we wanted to work with 3D and 2D space, as it could lead to two different models of the “space” we were assigned to create. In order to do this, we found ourselves looking into the world of film since cinematography was one of the first associations when we thought about light and space together.

In its purest form, film is a medium for capturing and recording light. When a piece of film is exposed to light, it captures the patterns of light and shadow that eventually result in images. The depiction of a scene’s spatial qualities is made possible by the different shades and colours produced by various levels of light exposure. Without light, film is simply not possible. On the other hand, space is shown in 2D images through the screens where cinematographic elements are shown. The positioning of light sources can highlight or underline particular aspects of a scene, changing how the spectator perceives space.

Through the use of strings and frames, we were able to create an intricate design that represented film and also our concept of light and space. The strings, on one hand, symbolise the storyline found in a cinematic piece. The use of multiple colours, paths, and directions comes to show the numerous options and decisions a story can provide. On the other hand, the frames represent the actual screens/unique

films there are in this world. The way the strings/storylines connect, twist, change direction around these frames, is the same way the storylines are repeated, copied, changed, in different films.

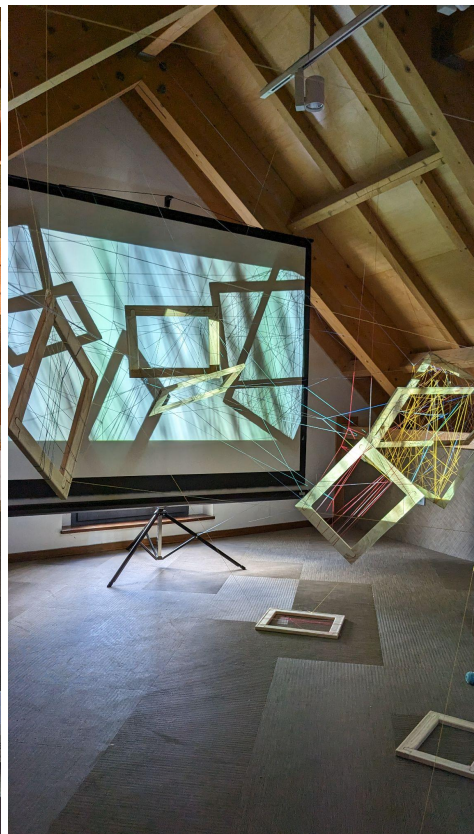
The mix of these strings and frames created an irregular and restraining 3D space that could be seen as a representation of the complete world we live in. However, returning to the film concept, we wanted to experiment more with the metaphor and add the other concept of light into it. That's why we projected white light through this complicated "mess" and let its shadows be reflected onto a white screen. Just like film, which takes 3D spaces and turns them into 2D spaces that can be seen on a flat screen, we took the frames and strings and created our own "film" of shadows. As a result, we were able to contrast the bright colours of the 3D space/world with the flat 2D space/world on screen.

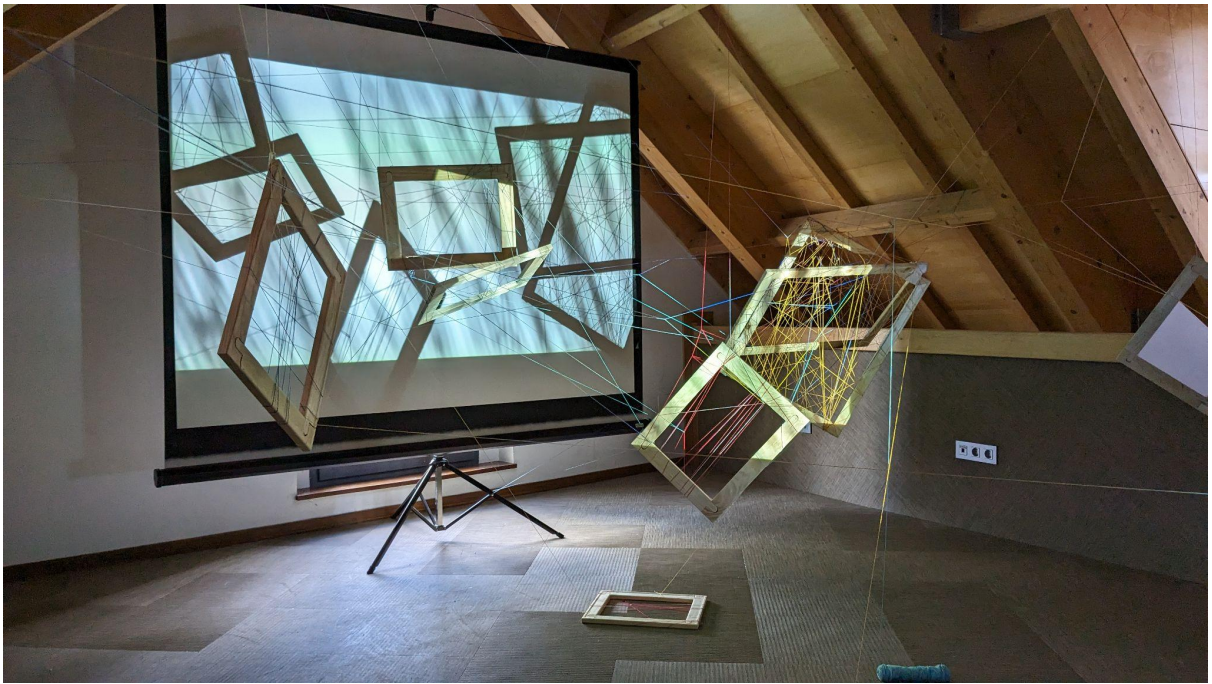
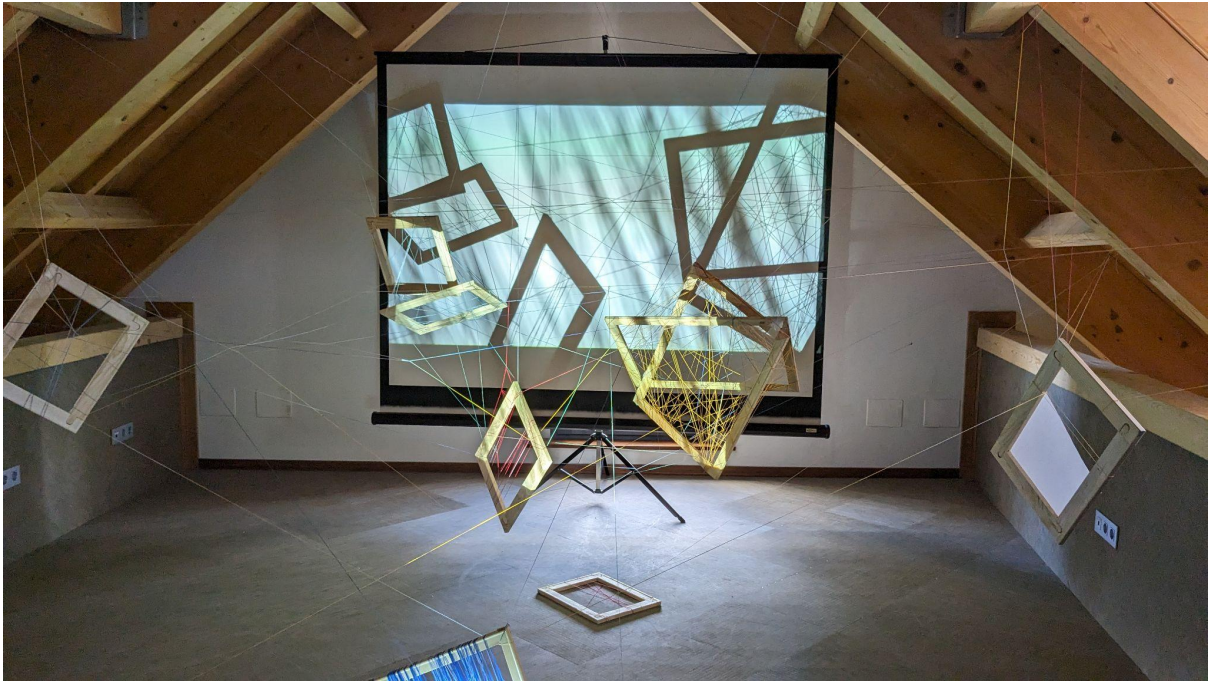
Additionally, it's important to emphasise that only part of the 3D space was turned into a 2D space; in other words, only some of the frames and strings were shown on screen. The reason for this was because, in most case scenarios, there is so much more behind a screen that can't be visually seen in the final result. This choice results in yet another, metaphorical "frame", one that frames only part of what there is in real life.

For the exposition in Madrid, our concept changed from space and light to technology and humans. However, we realised that this project has much to do with technology and humans, as it also deeply represents our complex technological world. How everyone's screens (phones, computers, etc..), represented by the frames, are interconnected with each other. That is why we can send texts e-mails, read the news and so on. The strings in itself represent our connections with each other, and as mentioned before, the shadows on the screen don't depict the whole picture, the same way we don't see the whole picture of the high-tech world. And the same way our installation in Segovia was an analogue representation of the film, the one in Madrid serves as an analogue metaphor for the broader concept of technology. The motifs of the previous installation still continue, and similarly to how there was another "frame" in what the light was capturing, in the new installation there is a frame that captures only part of the frame. It illustrates how there are still occasions when people decide to be disconnected and live a completely different life than most. This last part is represented by the frame on the floor, unattached to any strings.

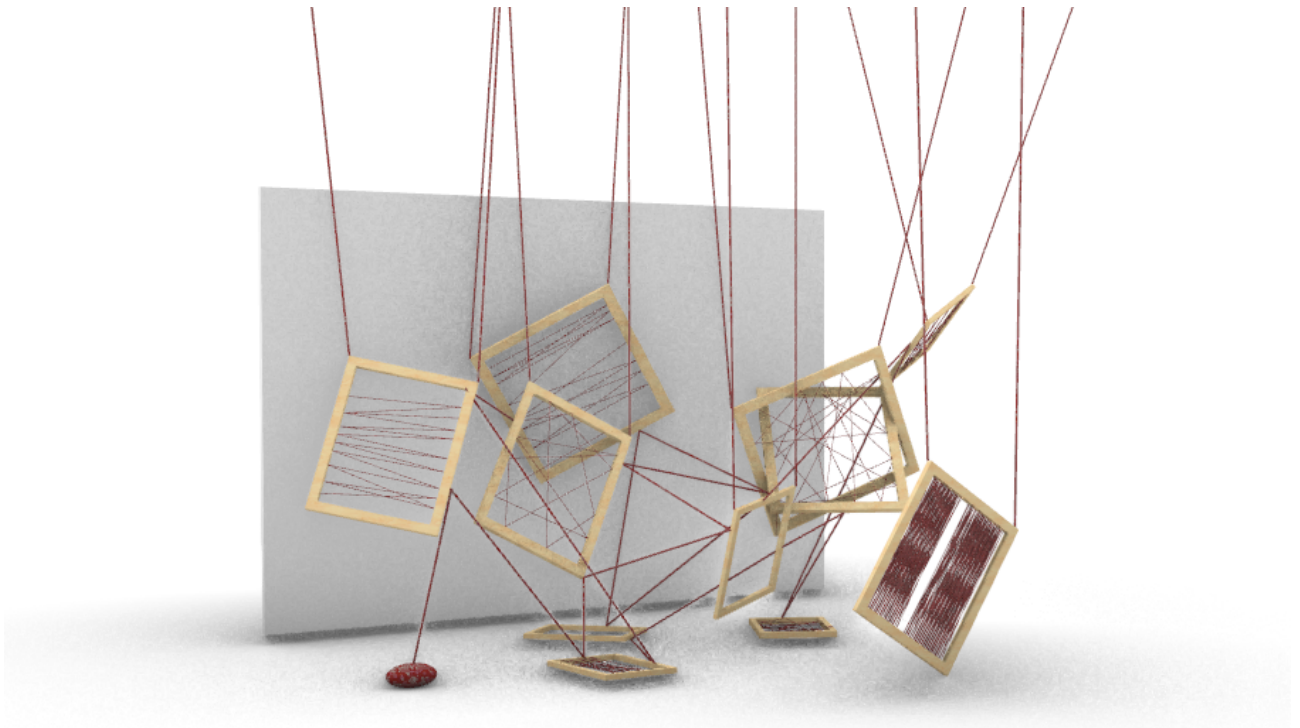
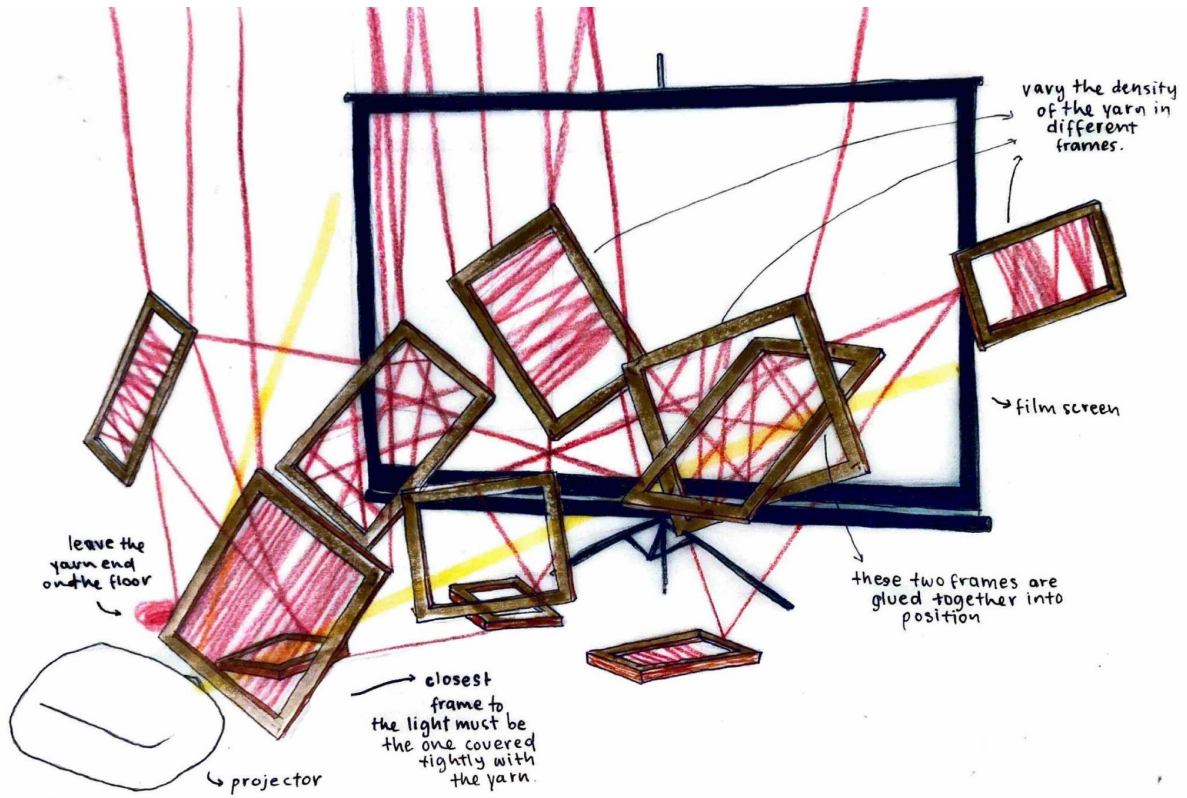
Visualisation:

Photos of the installation in IE Creativity Center:





Technical details :



Step by step instructions to set up the installation

- Place a projector about 3 meters away from a white 2x3 screen in order for the light to cover all the screen.
- For the frames: roll the red thread over different frames, keep 2 of them with no thread at all. Make sure that each frame is different from the others: one has a lot of thread covering the entire hollow part, another only has 2 lines, others have none etc.... (Look at the pictures for reference)
- Place the frames hanging from the ceiling or the walls as shown in the 3d model (we have 2 interlocked frames, a frame that is right in front of the projector, 2 frames on the floor, the ones on the side surpass the limits of the white screen, a frame right in front of the screen, and 2 others in the middle. Be sure that the frame in front of the projector has lots of thread (like in the photos and visualisations) and one of the frames on the floor is empty)
- Connect all the frames (except for the empty one on the floor) by tithing thread going from one frame to the other.
- When finished with this step leave the ball of thread on the floor.

Budget:

item:	amount:	cost:
projector	x1	69.97€
projector screen	x1	133.99€
small frames	x4	25.98€
Medium frames	x4	83.96€
big frames	x2	46.78€
yarn	x1	9.58€

Team work:

Michaela: Creating and forming the pdf of the group. Putting information together and finalising the final hand in pdf.

Malena: The composition and the description/concept text for the old and final installation

Hayk: 3D modelling the refined concept for new and final installation in IE Tower

Ana: Creating drawings, technical details from concept model, describing the performance of the installation and all its characteristics

Omar: The photographic documentation of our existing installation from the IE Creativity Center Exhibition

Sebastian: Responsible for correct budgeting and expense of our installation.

Ryma: Specifying detailed step by step instructions on how to set up the installation.