

MEDIA FACADES FESTIVAL 2008

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MEDIA FACADES EXHIBITION AT DAZ
GERMAN CENTRE FOR ARCHITECTURE
Berlin / OCT 16 - DEC 12 2008

The exhibition at the German Centre for Architecture (DAZ) is aimed at an international expert audience of architects, designers, media artists, urban planners, politicians, facade planners, display manufacturers, advertising agents and investors, as well as the interested public. It focuses on the increased impact of digital images on building surfaces. Combining architectural structures and displays creates hybrid forms that are generally called media architecture. The exhibition shows various architectural and artistic strategies of how this new design task is being used by analysing and comparing realised media architecture and



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innovative concepts. Technical myths of media facades as well as their practical aspects such as LED technology, facade detail solutions, screening- and financing concepts, energy use, etc. will all be subjects of the exhibition. Methods and potential of interdisciplinary design of media architecture will also be analysed.

ELEMENTS OF THE EXHIBITION

The exhibition has three parts

Intro

This part serves as an introduction to the subject and room orientation. Comprehensive subjects include facade types, content formats, energy consumption, and display features, including referencing to the exhibits.

Realised projects

18 projects will be compared and documented on 9 backlit boxes. Prototypes of facade elements, models and other material will be available in close proximity to the project for illustration purposes. Displays are available at the walls of the exhibition rooms for additional video- and photographic material.

Innovative artistic concepts and technologies

Objects (installations, prototypes, videos) with particularly future-oriented approaches to media architecture will be presented in this area, for example artistic contributions or snapshots and prototypes of current technical development and design stages.

PUBLICATION

The exhibition will be published as part of an extensive festival documentation. Each exhibited project will be presented in its own area with text and pictures.

INTEGRATION INTO OTHER FESTIVAL EVENTS

The Media Facades Conference will also be held in the premises of the German Centre for Architecture (DAZ). Lectures and discussions will be held within the framework of the exhibition, which is also open to conference visitors. Bus tours to screenings on Berlin media facades leave from and arrive back at the DAZ and provide an invitation to visit the exhibition.

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PROSPECTS

The exhibition will travel to Austria next year. Talks are currently being held with different institutions.

INFORMATION FOR SPONSORS

As described above, object can be made available to illustrate the project, which will allow companies involved in the realisation of the projects to present their products and services. If possible, the role of consultants and executing companies will be illustrated in the explicatory texts.

Since every project has been designed and realised differently, we try to emphasise the particular challenges and special features of your products or services. Please do not hesitate to contact us!

INFORMATION ON THE VENUE (DAZ)

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 create room for discussion and promote a better understanding of architectural issues through exhibitions, side events and conferences. The centre's programme helps to build bridges between producers, users and clients of architecture.

DURATION

October 16 – December 12, 2008

CONTACT

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WEBSITE

<http://www.mediaarchitecture.org/mediafacades2008>