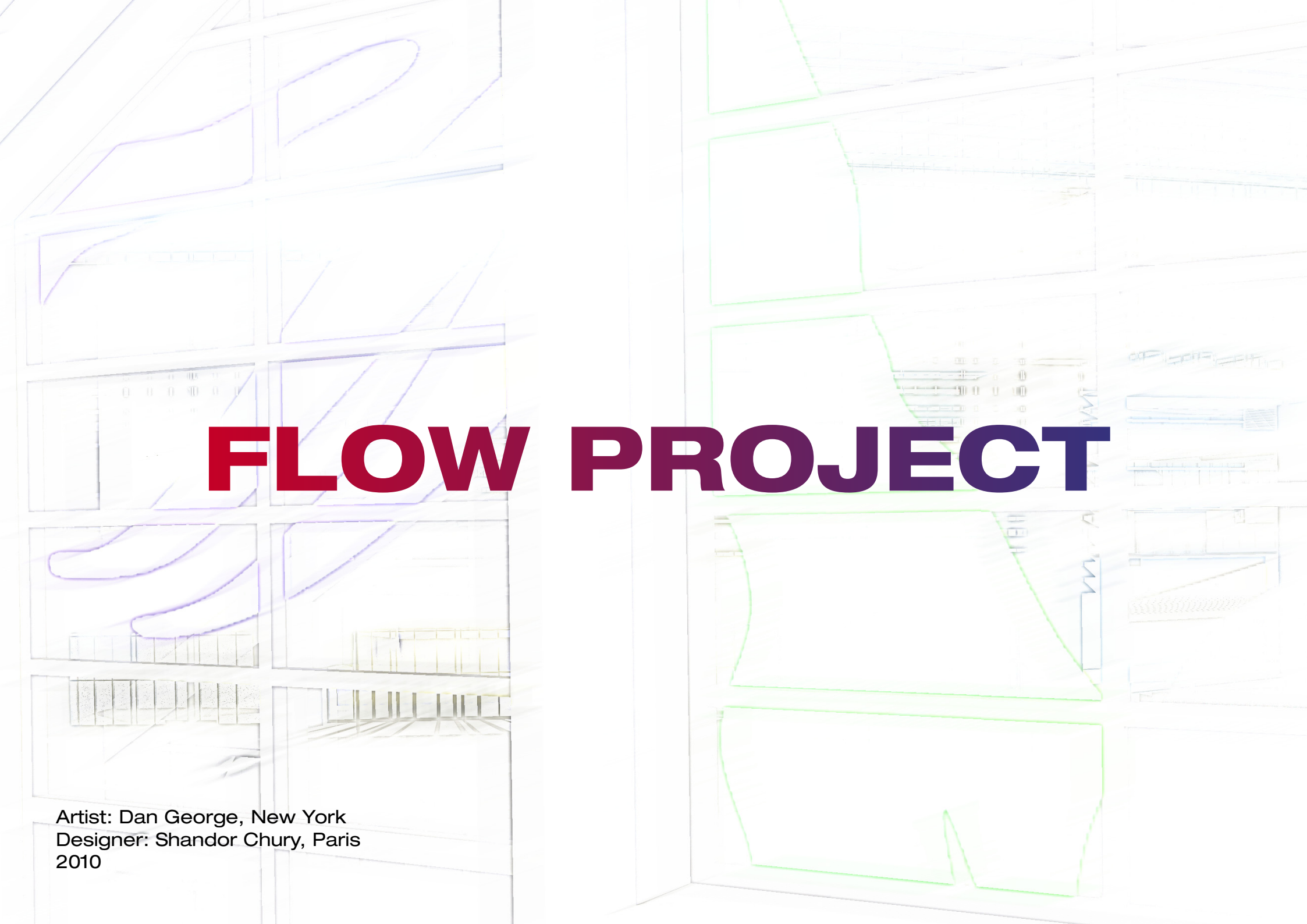
FLOW

is a mental state in which a person is fully focused, energized, and positively involved “in the moment” of an activity. Proposed by a positive psychologist (Mihály Csíkszentmihályi), the concept has been widely referenced across a variety of fields.

The concept of “being in the zone” during an athletic performance fits the description of the ***Flow*** experience. Sports psychology studies theories and applications of “being in the zone” and its relationship to athletic competitive advantage.

Musicians, especially improvisational soloists, can experience a similar state of mind while playing their instrument.



FLOW PROJECT

Artist: Dan George, New York
Designer: Shandor Chury, Paris
2010

A

Artwork

The artwork will be executed in 3M reflective sheeting or Munich glass.

B

On Building Projection

Light and imagery projected upon the artwork adds an element of dynamic movement and allows the work to breathe.

C

Video Extended Use and Mini-Website

The video and a mini-website could extend the project's reach. Possible uses include the on-board video system in passenger cars, Meadowlands visitor center, and kiosks. Promotes NJ Transit Arts Program and/or Meadowlands programming.

FLOW PROJECT

A

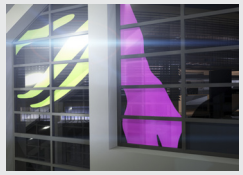
Artwork

Design #1: Vivid Flow

High Contrast
Lively Color
Smooth and almost imperceptible gradations
Black is used to create vivid colors by contrast.

Available Views:

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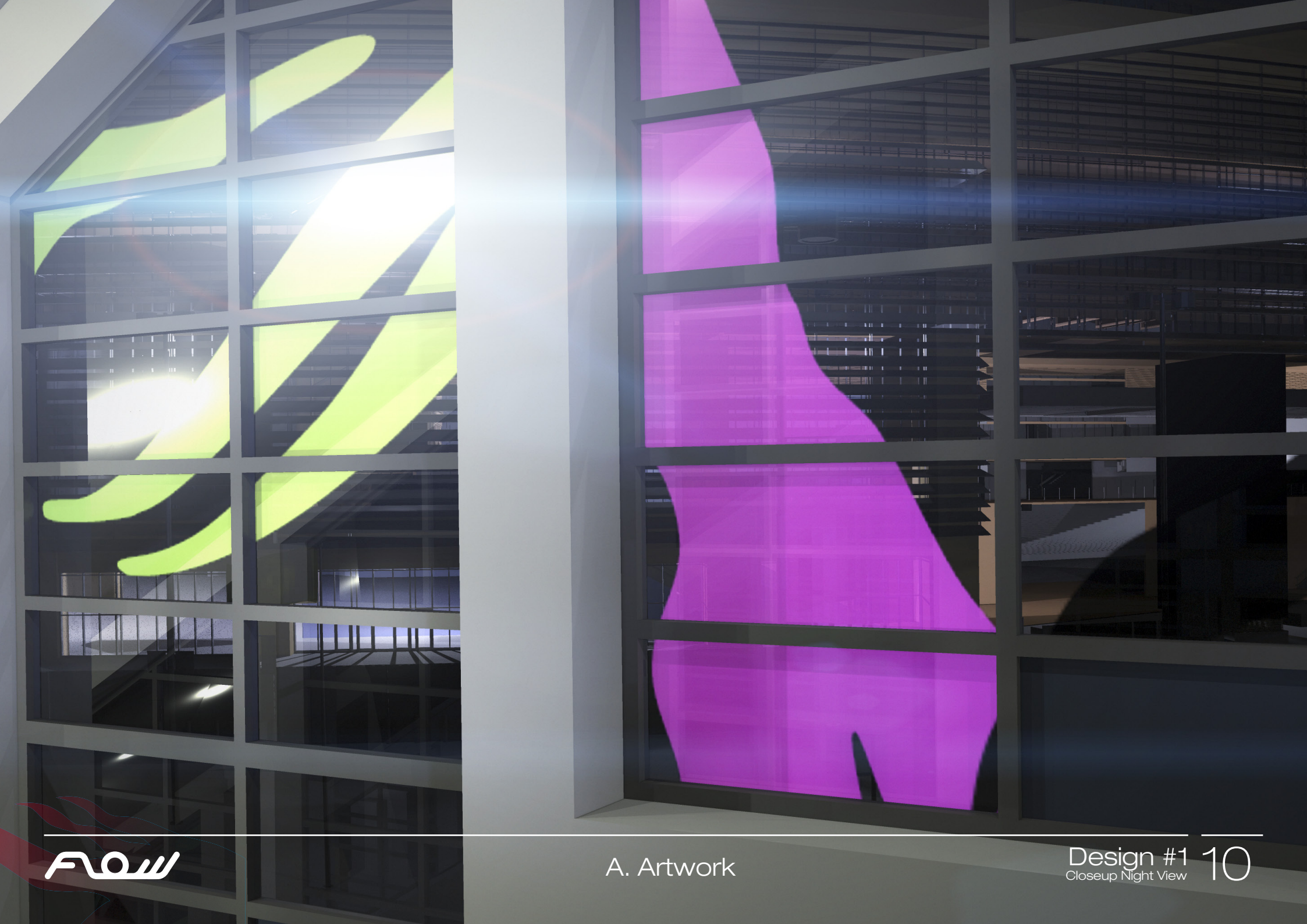

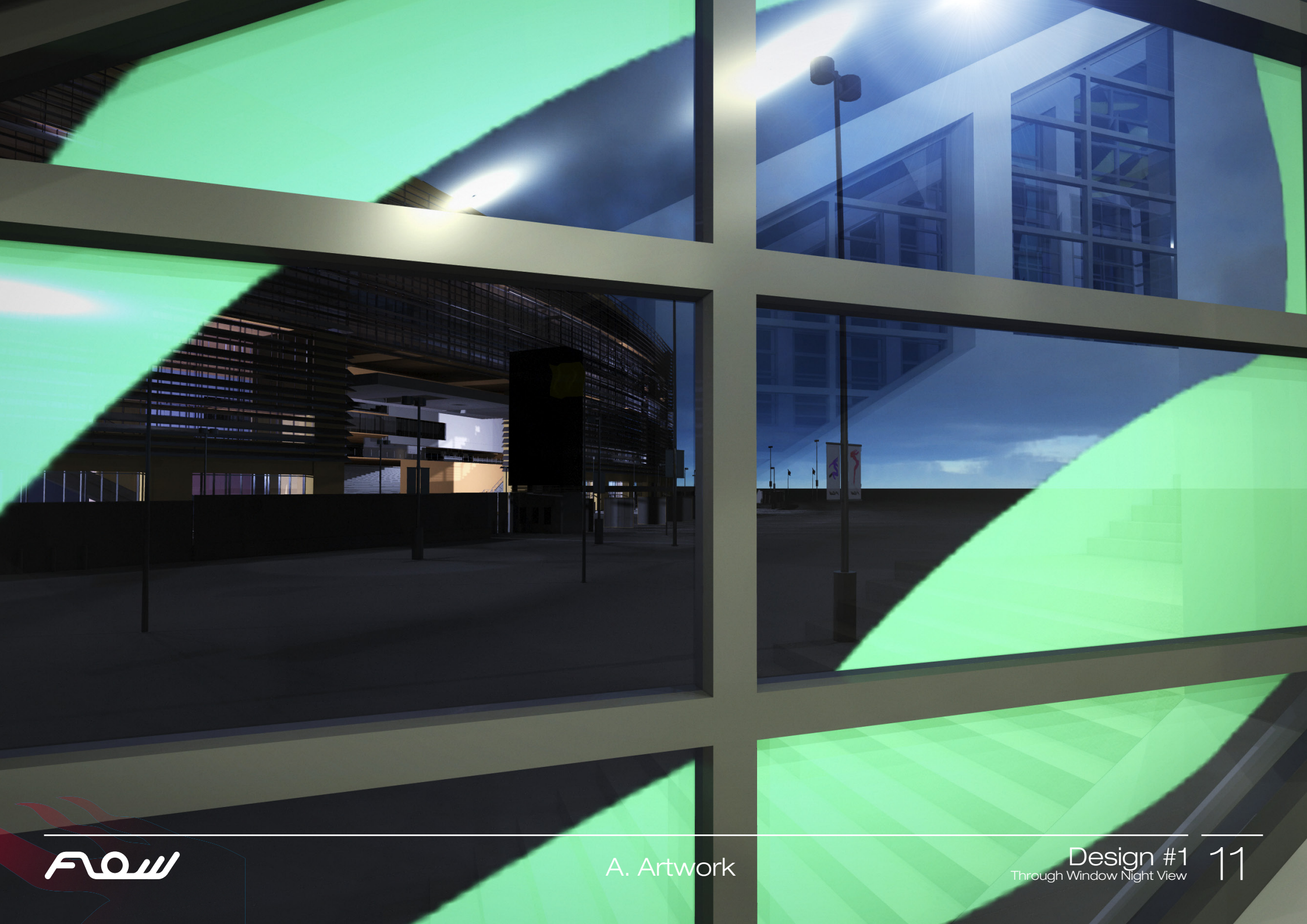

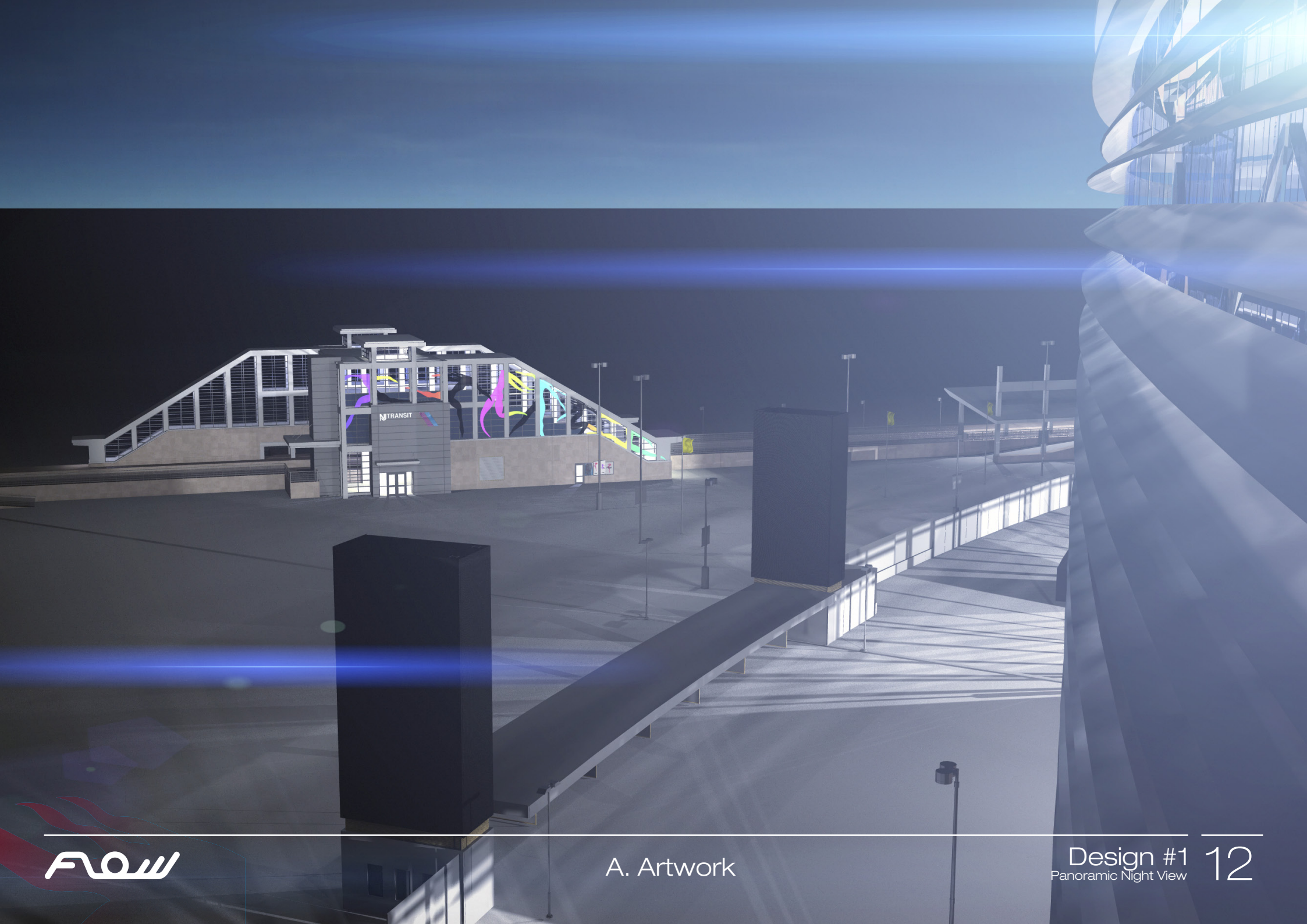
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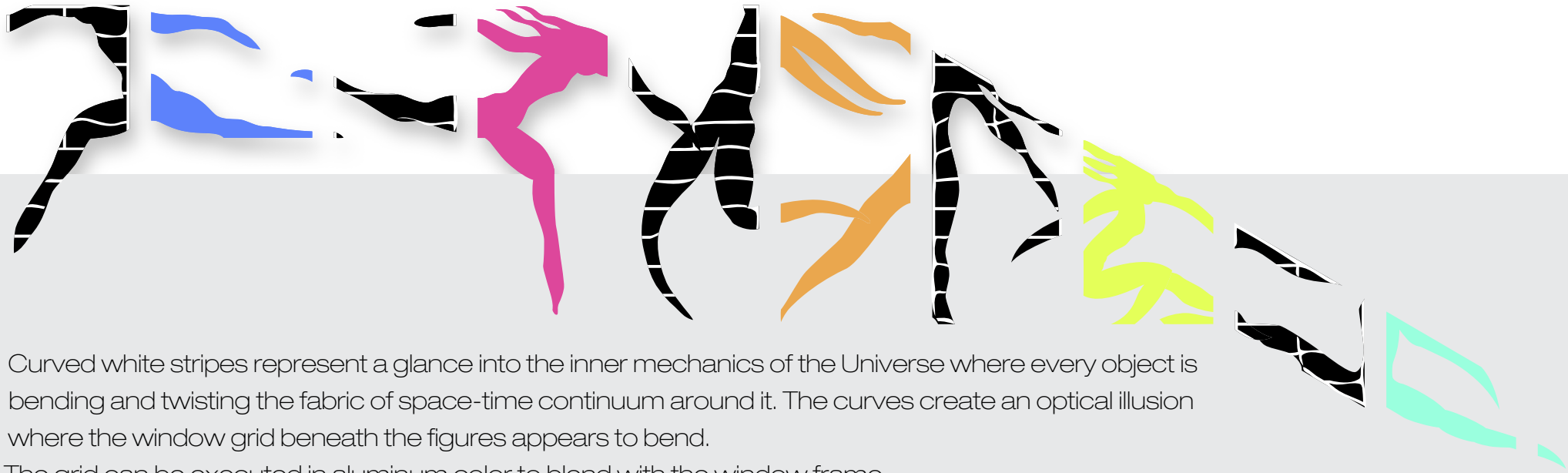
Design #2: Space Bending Flow



Curved white stripes represent a glance into the inner mechanics of the Universe where every object is bending and twisting the fabric of space-time continuum around it. The curves create an optical illusion where the window grid beneath the figures appears to bend.
The grid can be executed in aluminum color to blend with the window frame.

Available Views:





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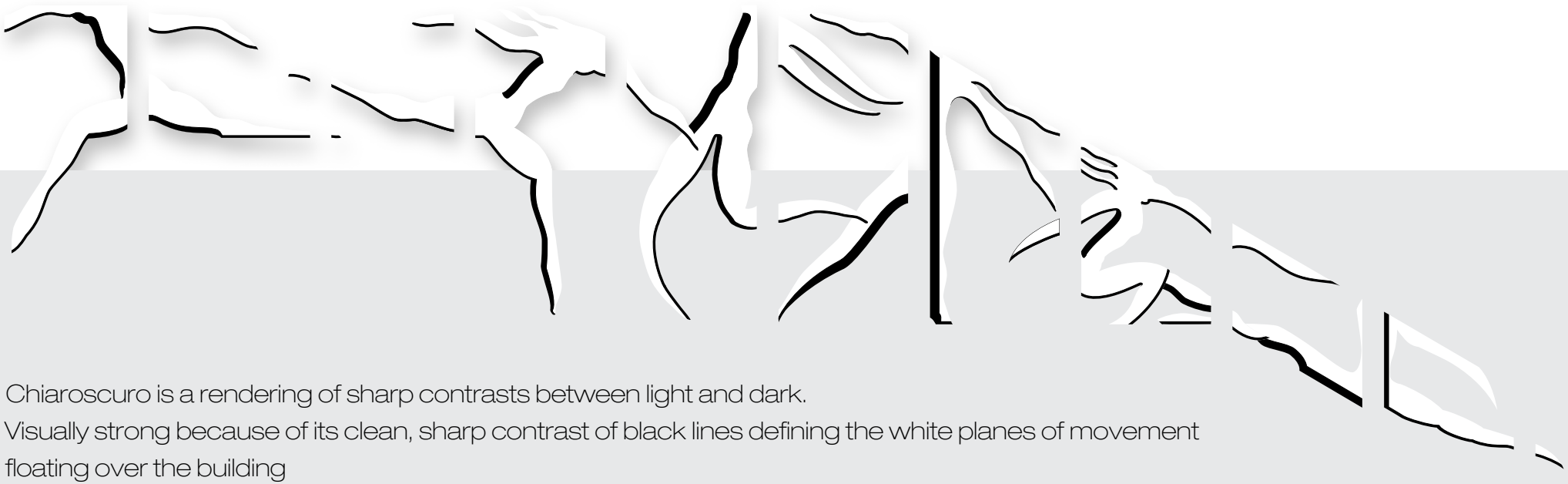
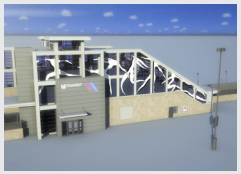
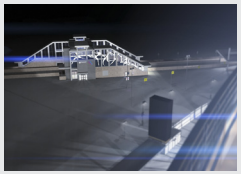
Design #3: Chiaroscuro Flow



Chiaroscuro is a rendering of sharp contrasts between light and dark.
Visually strong because of its clean, sharp contrast of black lines defining the white planes of movement floating over the building
Most suitable for the projection due to the large white areas

Available Views:



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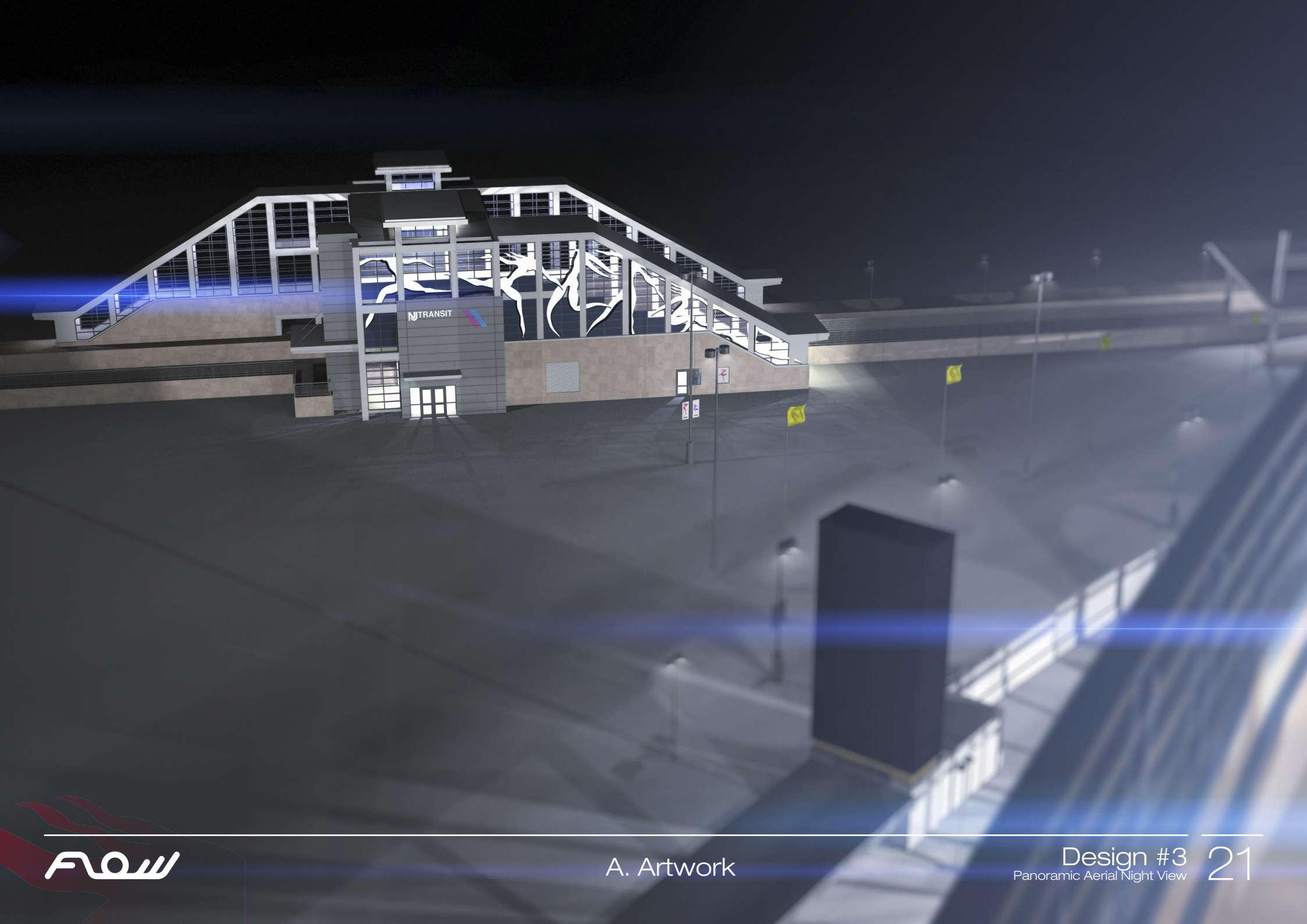
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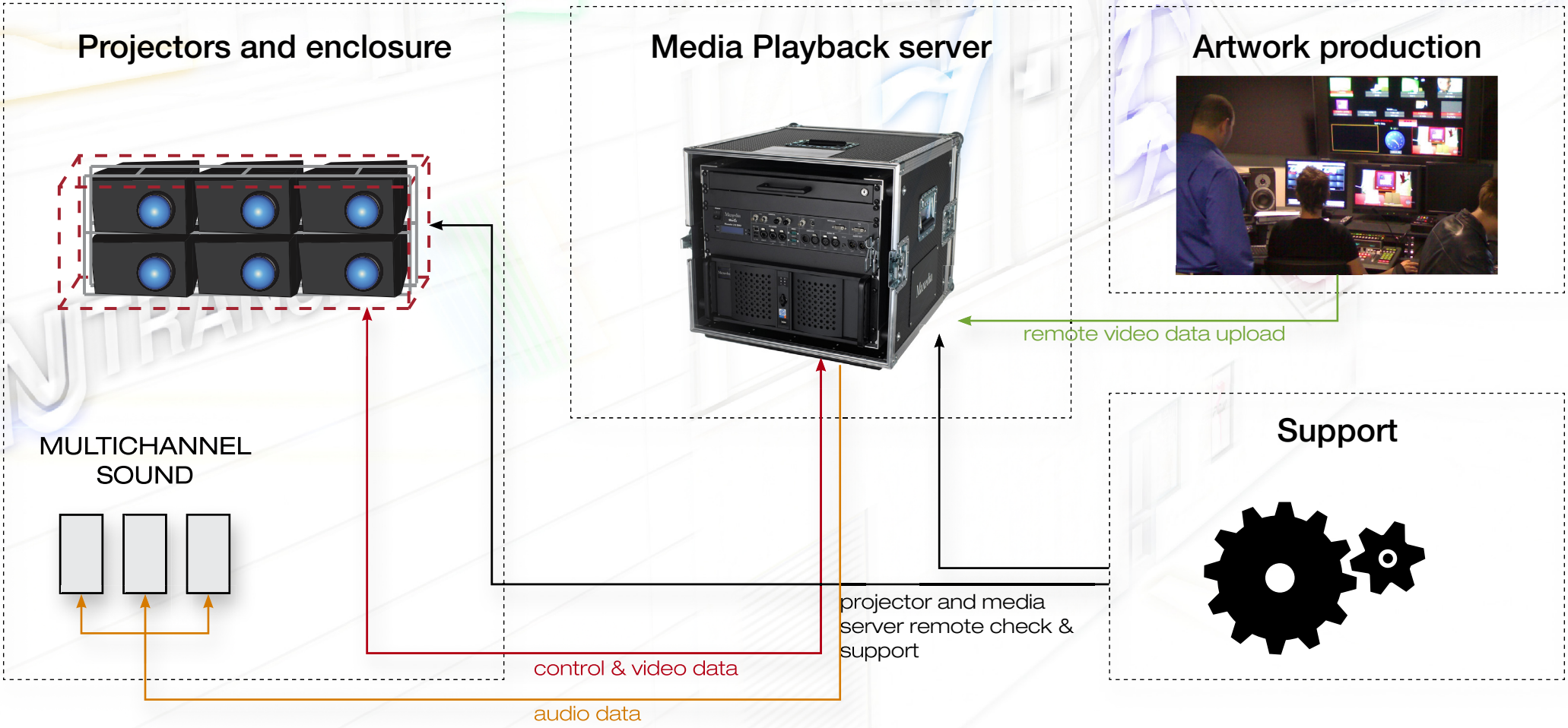
FLOW PROJECT

B

Projection

Components

1. Projectors stack
2. Media server
3. Environmentally sealed projector stack enclosure
4. Artwork production
5. Maintenance



1. Projectors

- High power, high resolution, roughened Christie Digital projectors
- Optics

(6x) ROADSTER HD18K

ANSI Lumens: 18 000
Resolution: HD
1920 x 1080

Contrast Ratio: 1600-2000:1

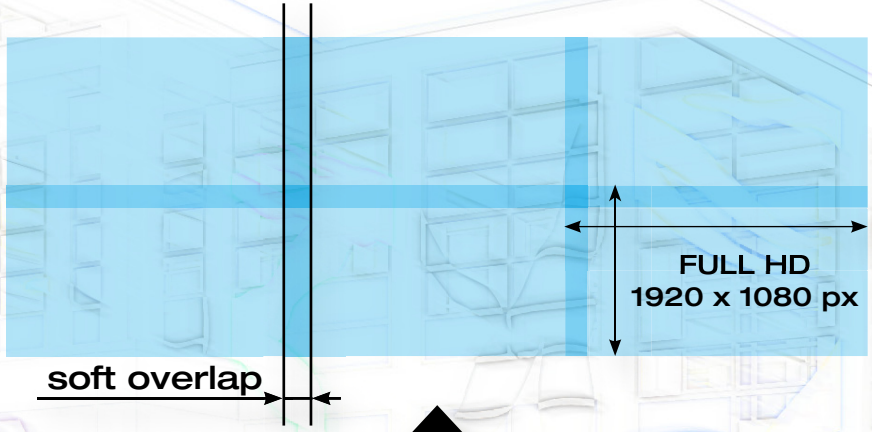
Built-in stacking and rigging
Built-in handles

On-board ChristieNET™ connectivity

Weight: 135lbs
Dimensions: 24.5”H x 15.1”H x 32.1”L

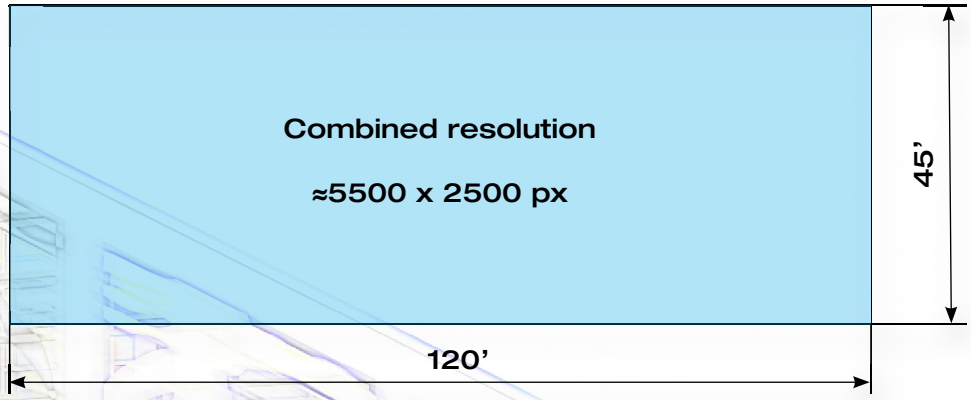
Lamps: 3.0kW Xenon Bubble lamp
750 hours lamp life

Picture construction



(6x) ROADSTER HD18K stack in air-conditionned enclosure

Final visual



Why do we need a projector stack with 6 units?

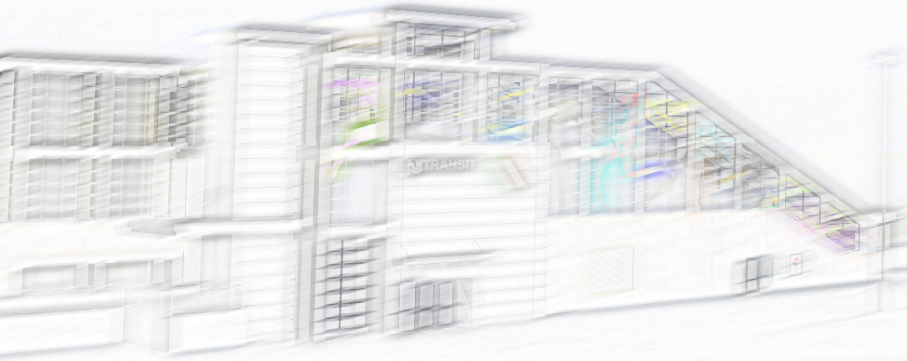
The resulting image area is 5,400 sq ft which is too large for any single projector even if dual-converged (the option that was explored at an earlier stage of project).

The recommended cinema specs are 15 ft/lamberts. Use of the single projector of that power (visual 20,000 Ansi units) would produce only 3.7 ft/lamberts at peak output which is not visible to the naked eye.

Using matrix configuration we can obtain necessary brightness by reducing individual image to 27’ x 48.6’ and exceptional resolution while allowing for sufficient blend areas in the projection field.

2. Media Server

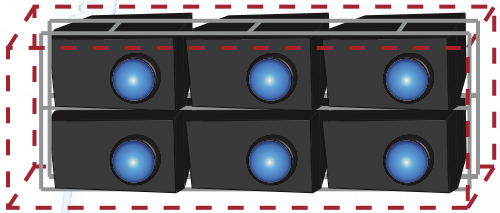
- Configuration depending on the choice of projector
- Remote control
- Remote media handling
- Remote uploading
- Dynamic media generation (possibility of integrating public announcements, clock and real-time information)
- Final specs will be determined depending on demanded flexibility and use.



3. Projectors Stack Enclosure

- Environmentally sealed enclosure
- Secure

Enclosure rests on an existing support (video billboard for example)



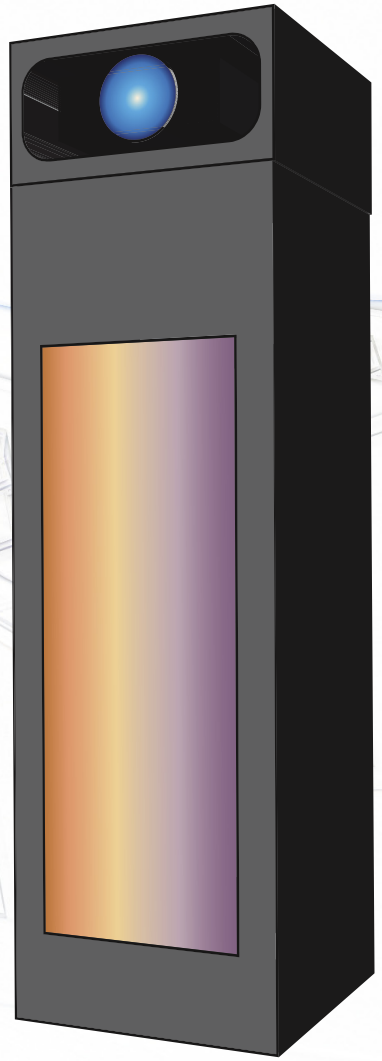
PRO:

- needed few site modifications
- possible to integrate into existing structures

CON:

- placement is largely dependent on the actual structure positions
- optical distortions are inevitable
- distance will dictate the power needed for high brightness/contrast image

A projections stack tower/billboard



PRO:

- ideal placement of the projector
- no optical distortions
- high brightness/contrast image

- possible to use the tower as announcement board with LED, LCD, plasma screens or plain paper/glass.
- many design options: full tower, enclosure on the “empty” structure

CON:

- site modification
- enclosure construction

4. Artwork production

- Possibilities:

A.

5-10 min “big show” every hour
50-55 min of animated background image morphing

B.

Constant 1 hour loop

C.

Whole length production (for example, for 4 hours of projection per day)

5. Maintenance

- Contract with sound/light supplier
- Lamp replacement (every 750 hours)
- Projectors stack setup and maintenance
- Media server setup and maintenance