

SOFT CINEMA

for
LEV MANOVICH
at the ZKM

DRAWING
1- PLAN

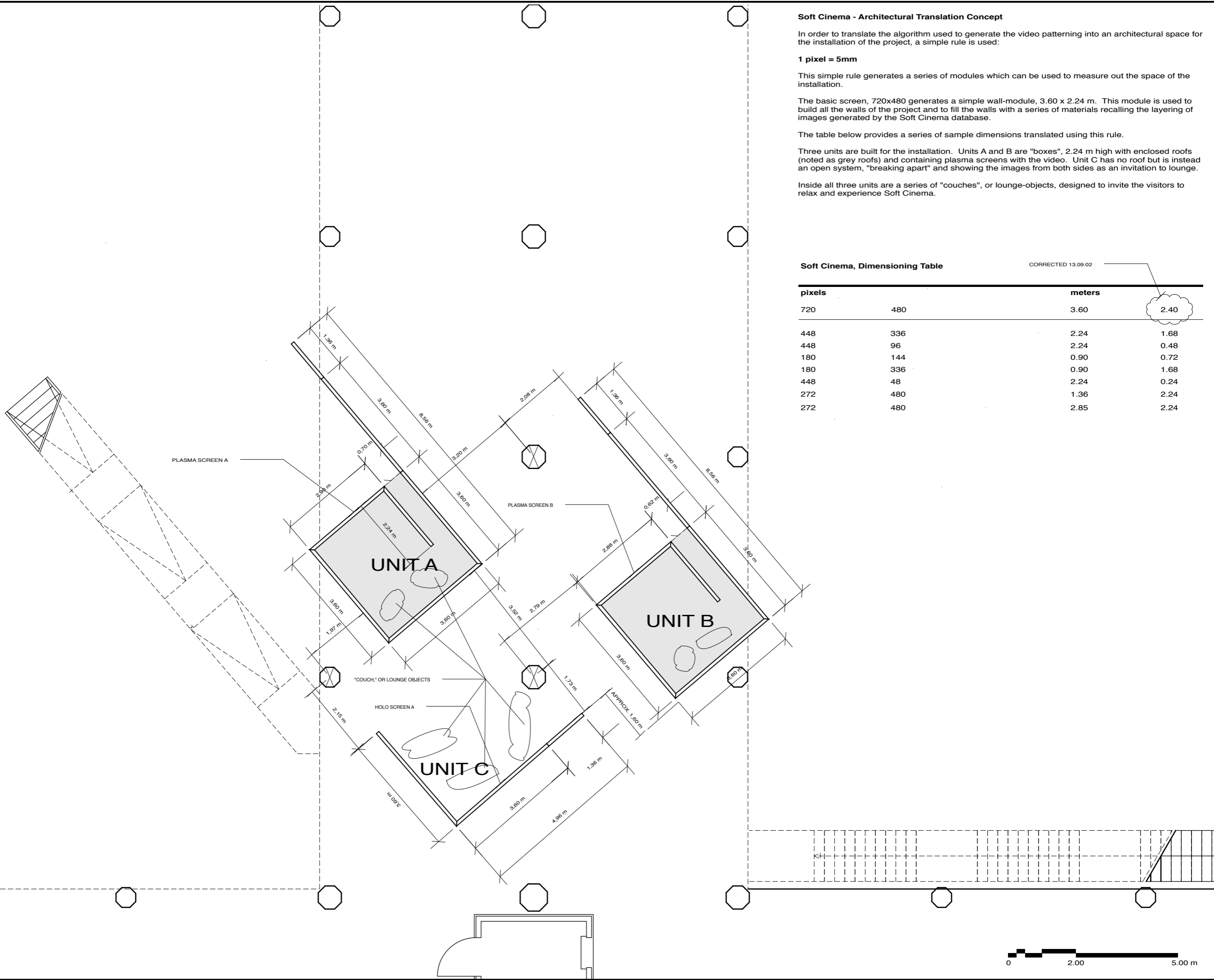
SCALE
M 1:100

DATE
13 SEPTEMBER 02

UPDATED

ARCHITECT
JASON DANZIGER
think/build group
ACKERSTRASSE 169
10115 BERLIN
T 0179/103.2363
F 030/280.8007
jason@thinkbuild.com

©2002 thinkbuildgroup™



Soft Cinema - Architectural Translation Concept

In order to translate the algorithm used to generate the video patterning into an architectural space for the installation of the project, a simple rule is used:

1 pixel = 5mm

This simple rule generates a series of modules which can be used to measure out the space of the installation.

The basic screen, 720x480 generates a simple wall-module, 3.60 x 2.24 m. This module is used to build all the walls of the project and to fill the walls with a series of materials recalling the layering of images generated by the Soft Cinema database.

The table below provides a series of sample dimensions translated using this rule.

Three units are built for the installation. Units A and B are "boxes", 2.24 m high with enclosed roofs (noted as grey roofs) and containing plasma screens with the video. Unit C has no roof but is instead an open system, "breaking apart" and showing the images from both sides as an invitation to lounge.

Inside all three units are a series of "couches", or lounge-objects, designed to invite the visitors to relax and experience Soft Cinema.

Soft Cinema, Dimensioning Table

CORRECTED 13.09.02

pixels		meters	
720	480	3.60	2.40
448	336	2.24	1.68
448	96	2.24	0.48
180	144	0.90	0.72
180	336	0.90	1.68
448	48	2.24	0.24
272	480	1.36	2.24
272	480	2.85	2.24

