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Light+Art presents

FLOW

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FLOW

FLOW is an interactive landscape made out of hundreds of ventilators that respond to sounds and movements in their environment. Its plain and black surface without any visible technique creates an unexpected moment of excitement when the audience unveil the interactive component of this stunning piece of art.

Approaching this smart wall, the ventilators interact with the visitor, creating a surface of ornamental patterns and artificial wind. This dynamic interplay between space and technology offers a sensorial experience.

As in all works of Daan Roosegaarde the implemented high-end technology within this installation remains a mysterious secret. The enchantment of his audience always stays in focus which reflects a deep modesty instead of demonstrating the undeniable technological inventions behind his projects.

FLOW is a modular wall system. The single wall elements can be arranged individually according to the desired scenario with a maximum length of 5m.

Due to Daan Roosegaarde's very pragmatically approach of usability, FLOW is based on a plug and play system. This enables a quick and smooth set up and a flexible arrangement of the modules.

'Whispering landscapes'

FLOW

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Facts and implementation

Experience and interaction with visitors are important elements of Studio Roosegaarde's artworks. Projects such as Dune, Flow and Liquid Space are perfectly suited for events and have been installed internationally by Studio Roosegaarde's team.

FLOW requires daylight or alternatively an adequate amount of spotlights to create the ornamental shadows in its surrounding. The lighting can also be colourful depending on the overall presentation concept.

The exhibition space should be higher than 5 meters or alternatively the ceiling should be covered with dark, non shiny fabric (preferably black cotton) because of Flow's infrared sensors.

FLOW is available in 5 modules out of 1 x 0.5 x 2 meters (LxWxH). Each module has embedded technologies, sensors and an industrial plug for data and electricity. All modules can be arranged independently or as a coherent structure.

The artwork needs to be implemented indoor or with a protecting 'shell' for outdoor venues . The customized arrangement will be created by Studio Roosegaarde depending on your desires and the local circumstances. Each appearance creates an unique site-specific experience!

Facts and implementation

Technical needs and crew

The installation requires 220 voltage with a 10 Ampere fuse. The set up and the dismantling needs one day each and will be realised with one PAX from Studio Roosegaarde and one PAX from Balestra Berlin. A local technician should be provided by the client.

FLOW is delivered in a wooden crate of 240 x 110 x 130 (LxWxH) with around 220 kg.

The Artist

Artist and innovator Daan Roosegaarde explores the dawn of a new nature that is evolving from technological innovations. With projects ranging from fashion to architecture, he creates smart and social designs that instinctively interact with sound and movement. Roosegaarde's remarkable works function as exploration of the dynamic relation between architecture, people and technology.

His designs such as Flow, Dune, Intimacy and Smart Highway are tactile high-tech environments in which viewer and space become one. This connection, established between ideology and technology, results in what Roosegaarde calls 'techno-poetry'.

Roosegaarde has won the Charlotte Köhler Award, two Dutch Design Awards, the Media Architecture Award, Design for Asia Award and China's Most Successful Design Award. He has been the focus of exhibitions at the Tate Modern, the National Museum in Tokyo, the Victoria and Albert Museum in London, and various public spaces in Rotterdam and Hong Kong.

The Artist

Flow exhibitions 2010 - 2013 (selection)

2013
Muziekgebouw aan't IJ, Amsterdam, NL

21c Museum Art Collection, Bentonville, USA

2012
Stedelijk Museum, Den Bosch, NL

2011
Bloom Art Fair, Cologne, DE

City Hall, Assen, NL

Circulo de Ballas Artes de Tenerife, ES

2010
Dutch Design Award, Shanghai, CN

Biennal, Trondheim, NO

Siggraph, Los Angeles, USA

Hybrid Art, Moscow, RU.

Red Dot Museum, Essen, DE

The Artist

Recent exhibitions of other installations by Daan Roosegaarde (complete reference list on request)

2012

‘Lotus Model’ & ‘Intimacy’, 3rd Art and Science International Beijing, CN
‘Lotus Dome’ Fantastic Lille3000, Lille, FR
‘Crystal’ PICNIC, Eye Museum, Amsterdam, NL
‘Lotus’ Facade 2012, CBK Zeeland, NL
‘Dune’ 18th Biennale of Sydney, AU.
‘Intimacy’ Vienna Fashion Week, AT
‘Lotus Dome’ Sainte Madeleine Church, Lille, FR
‘Lotus’ Digitalarti Accenture, Paris, FR
‘Intimacy’ Central Museum of Textiles, Lodz, PL
‘Dune’ Indian Institute for Technology, Kharagpur, IN
‘Lotus’ & ‘Liquid Space’ Yota Space, Saint Petersburg, RU
‘Liquid Space’ Kinetica Museum, London, UK
‘Marbles’ Canary Wharf, London, UK

The Artist

2011 (extract)

‘Intimacy 2.0’ SIGGRAPH Asia 2011, Hong Kong, CN
‘Dune’ & ‘Intimacy’ Design Week, Guangzhou, CN
‘Dune’ Design for Asia Award, Hong Kong, C
‘Intimacy 2.0’ & ‘Dune’ STRP Festival, Eindhoven, NL
‘Intimacy’ Futurotextiles, Renaix, BE
‘Dune’ Design Museum Holon, Holon, IS
‘Liquid Space’ Lumiere, Durham, UK
‘Dune’ Shanghai Creative Industry Week, Shanghai, CN
‘Art & Money’ with Daan Roosegaarde CBK Utrecht, NL
‘Intimacy’ Museo del Tessuto, Prato, IT
‘Dune’ & ‘Intimacy’ Bejing Design Week, Beijing, CN
‘Lotus 7.0’ & ‘Intimacy’ ISEA 2011, Istanbul, TU
‘Liquid Space’ Zachte G, Heerlen, NL
‘Lotus’ Route du Nord, Rotterdam, NL
‘Lotus’ Cityscapes Gallery, Art Amsterdam, NL
‘Rechts inhalen’ Kunstenlab, Deventer, NL
‘Liquid Space’ i_beta, Heerlen, NL
‘Intimacy’ Palacio de la Merced, Córdoba, SP
…

Balestra Berlin

Balestra Berlin acts as the access point through which interested parties interlink with the herein presented light artist Daan Roosegaarde. As agents our services include the selection of contemporary light projects, customization of the installations, project management (development, consulting, preparation, contracting & accounting) as well as the onsite production for our clients.

Feel free to contact us for any rental requests or if you need further information or materials.

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