

visomat inc. was formed in the mid-1990s as part of the crossover between media art and club culture typical of Berlin, with the primary aim of visualizing music. By positioning the video mix on the same level as the DJs' music mix, they create a visual and technological counterpart to the electronic minimalism of contemporary music production.

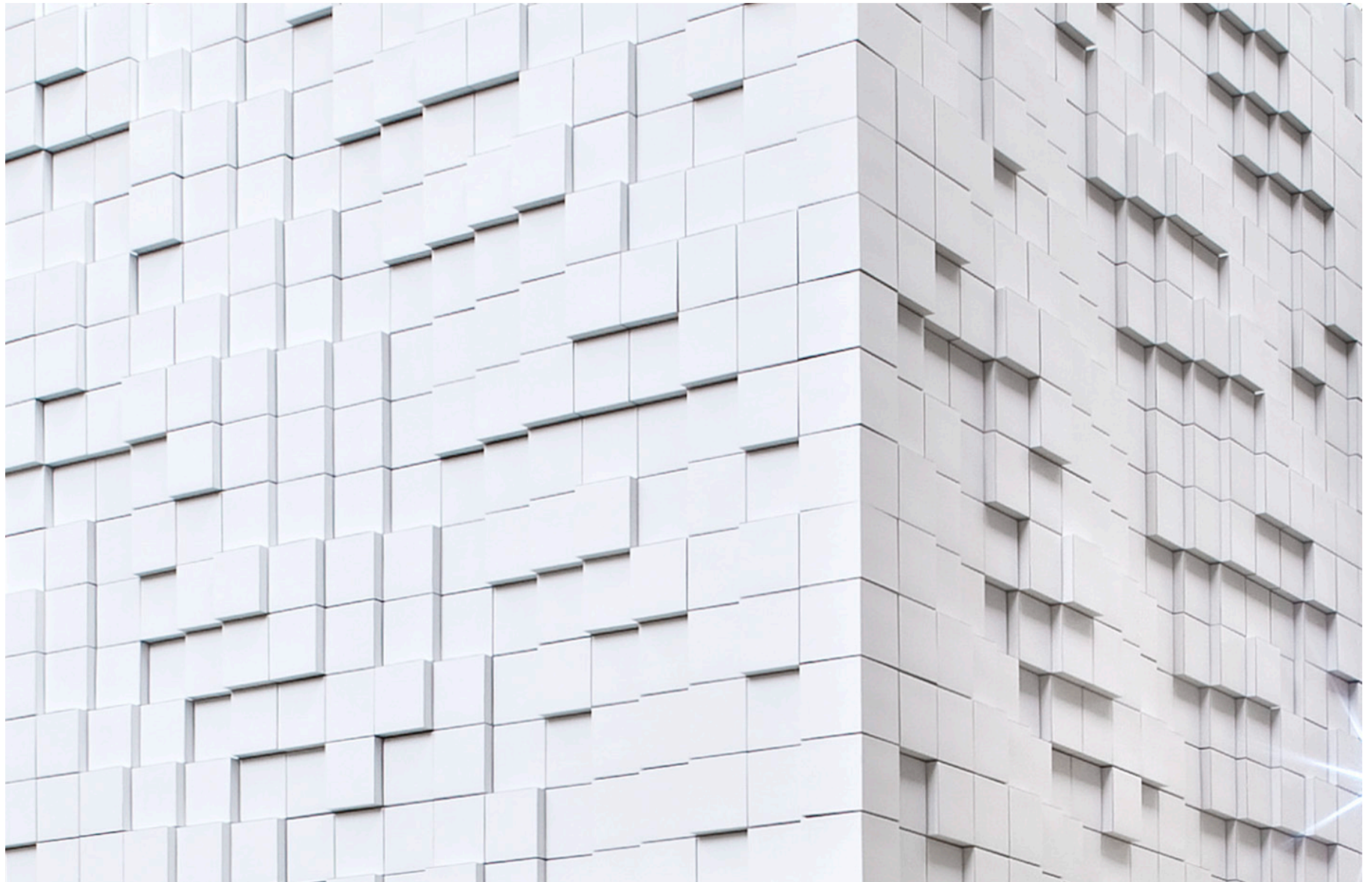
visomat inc.'s established cultural spaces, such as Automaten and Club M12, along with their events and DVD-publications - Berlin Club Video, Bildmusik and DIN AV - play an important role in providing an open platform for artists in the field of audio-visual art and contributing to its continual expansion.

Their artistic work appears regularly at international exhibitions and projects in public spaces. They collaborate with Transmediale, the Goethe Institut, Ars Electronica and other cultural institutions.

In addition to their music-related work, visomat inc. have increased their focus over the past few years on media-based interior and object design using analog and digital information carriers. The results of these projects include complete and functional room installations and trade fair stands (Automaten, Club M12, Bloghouse/IFA), installations in public spaces and art exhibits (Raw Data/SAP, TV Stassfurt) and stand-alone objects and sculptures (Audio-Video Chandelier/Nokia, Cubus/IFA).

The latest project Halbzeug brings together all of the areas in which visomat inc. have been active: design, architecture, graphics, music, video, hardware and software.

The interdisciplinary projects of visomat inc. can be commercial or artistic in nature and are developed in close collaboration with a network of artists and companies.





Project

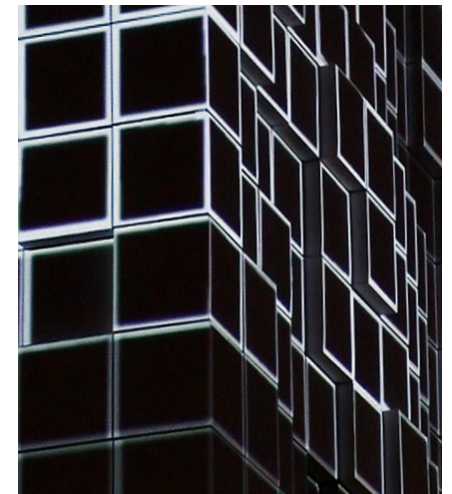
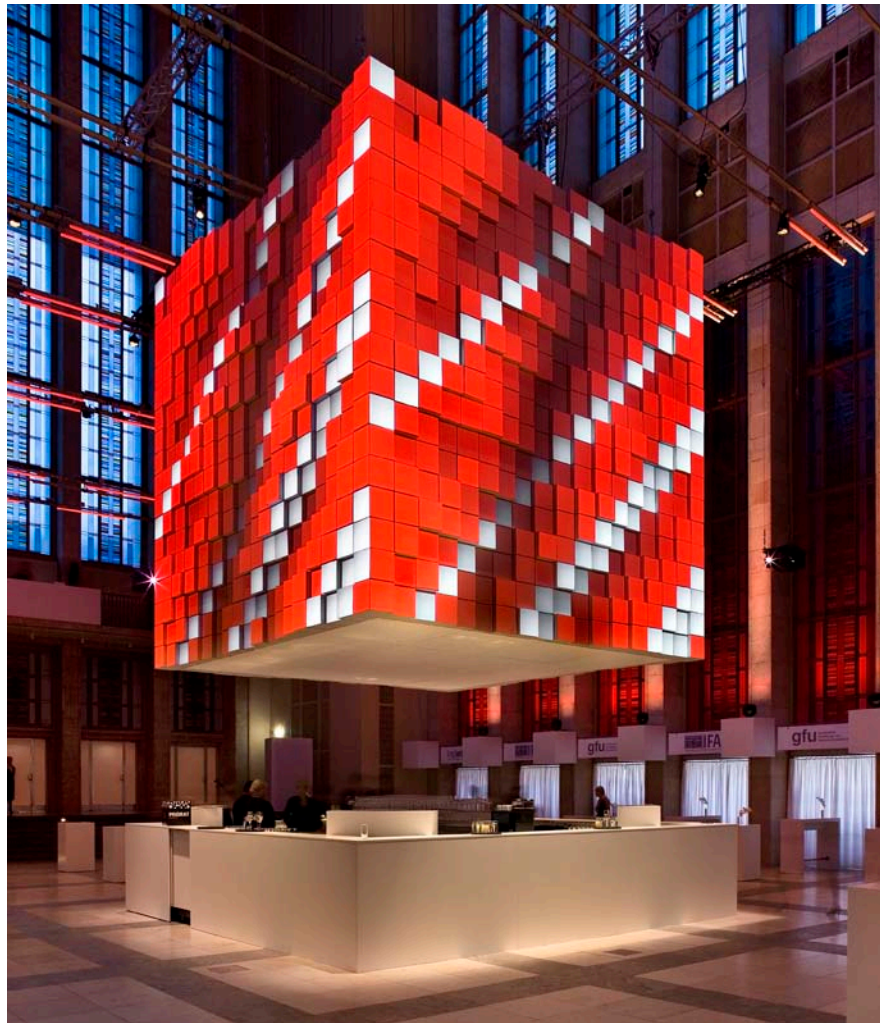
Title Cubus  
Type Installation  
Date 08 2008  
Client IFA / Vitamin E  
Place Berlin, Germany

Performance

Conception  
Planning  
Design  
Construction

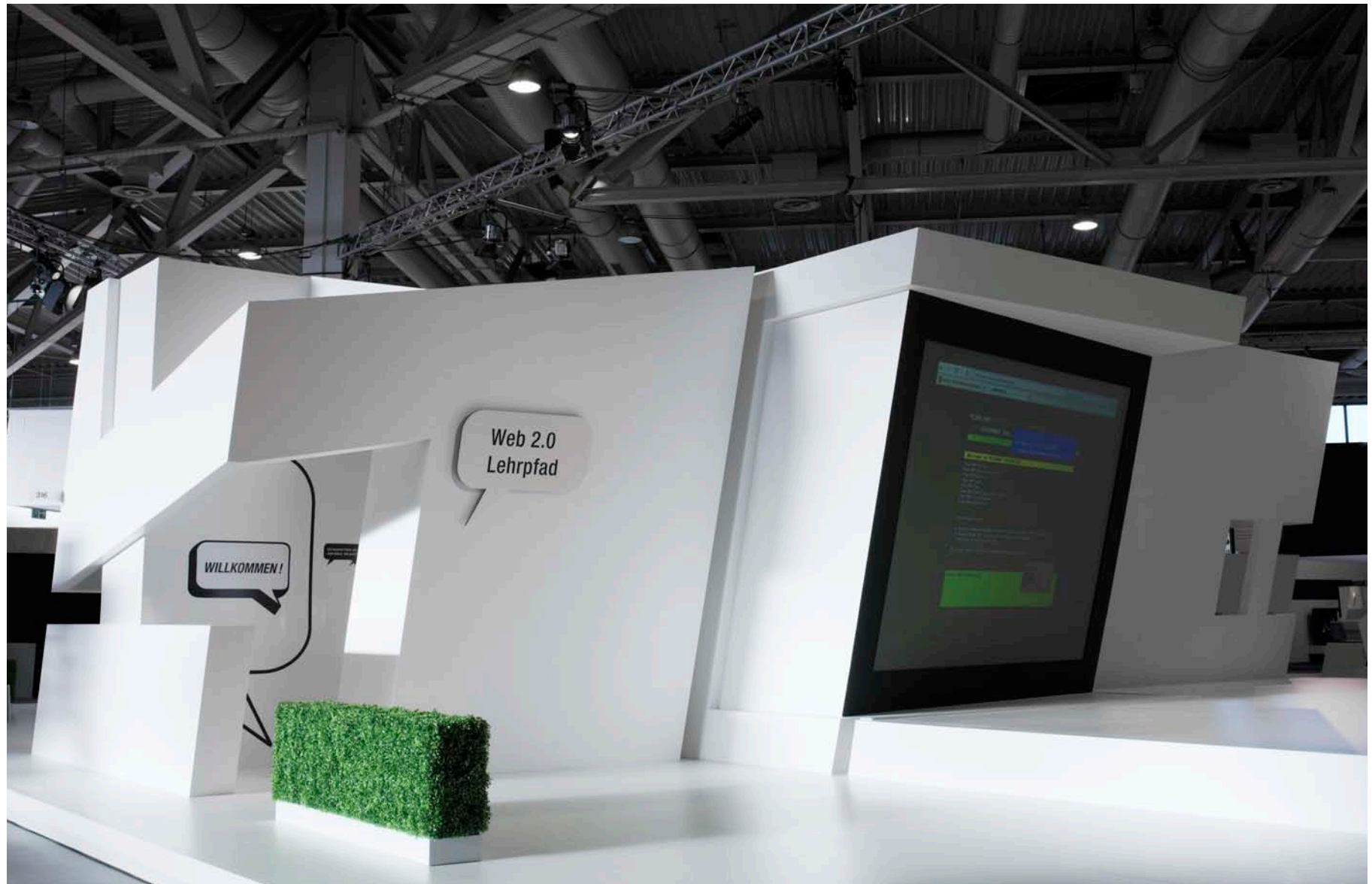
Cooperators

Kim Pörksen / Project Management  
telematique / Software Coding, Video Animations  
die photodesigner / Photos



For the opening gala of the Internationale Funkausstellung (IFA) in Berlin visomat inc. create a monumental sculpture, hanging in the Ehrenhalle of the fairground. The 6 to 6 metre CUBUS is made of 1296 small cubes variegating in their size to form a multilpy canvas for projections. By using four projectors for each side of the CUBUS the whole sculpture is constantly changing its appearance. The video animations correspond with the color code of the IFA.

The illumination concept for the Ehrenhalle is also done by visomat inc., fitting to the video animation of the CUBUS.





Project

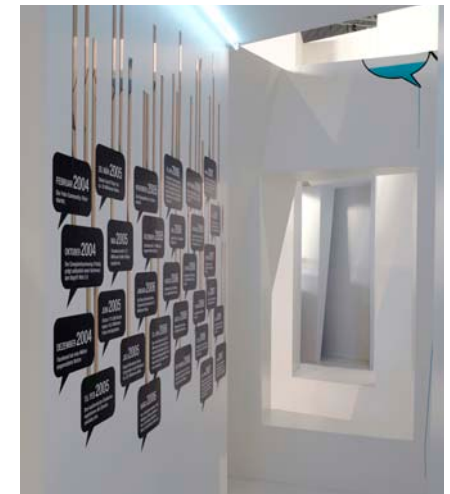
Performance

Cooperators

Title BLOGHOUSE  
Type Fair Stand  
Date 09 2007  
Client IFA / Vitamin E  
Place Berlin, Germany

Conception  
Architecture  
Design  
Media Installation  
Construction

Kim Pörksen / Project Management  
dieSachbearbeiter.innen / Graphics  
ZIA / Text  
BfP+R Berlin / Construction Planning  
JONA Sound / Audio



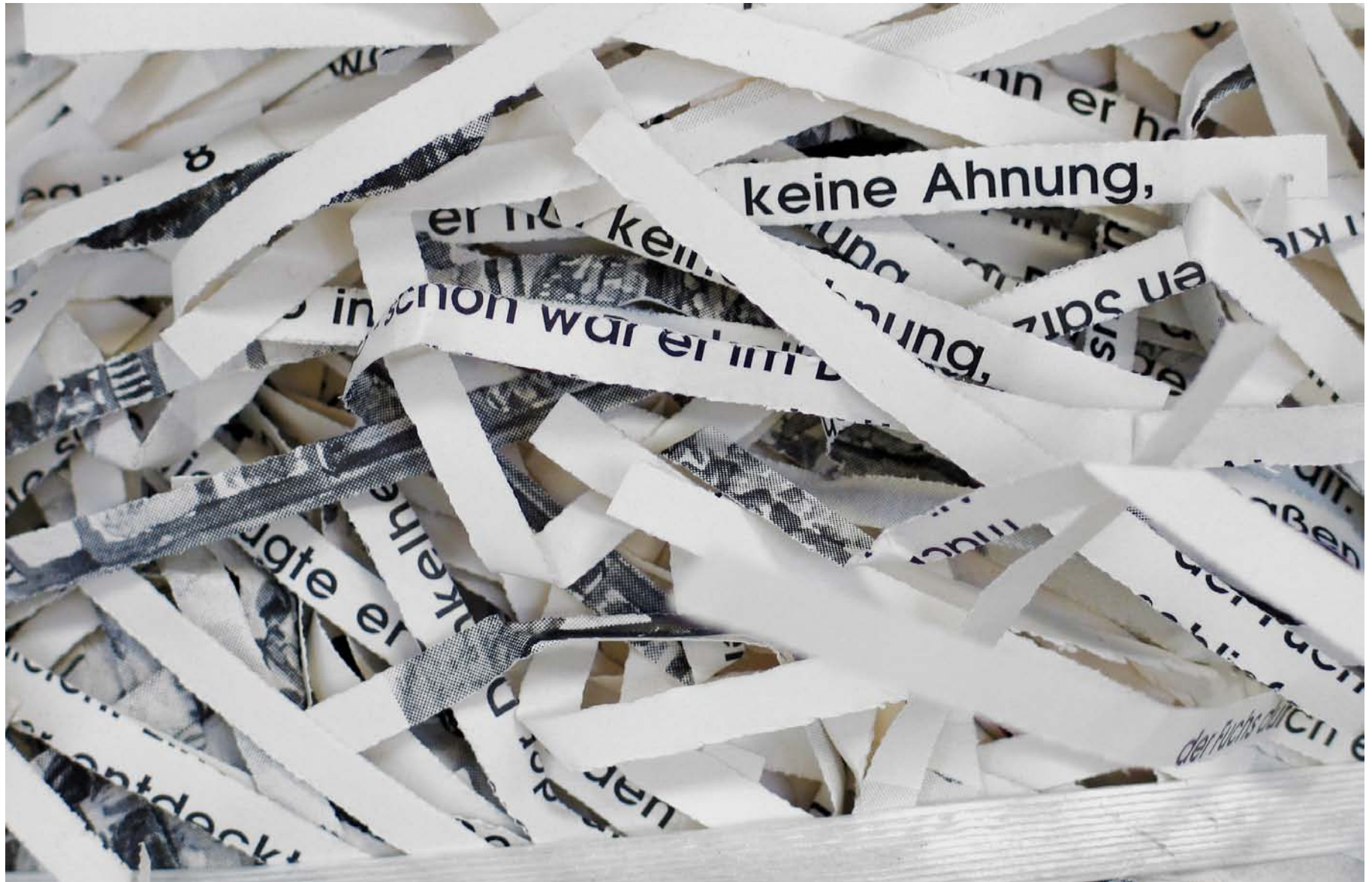
At the Internationale Funkausstellung/ IFA in September 2007, a special Web 2.0 exhibition featured five pillars: understanding, making and experiencing Web 2.0; documenting (partly visitor-generated) content; and creating unusual architecture with a precise and selective use of media.

Designed and textual assorted by visomat inc. and Kim Pörksen/ Vitamin-E, the Bloghouse consisted of seven alabaster cubes, rising from a white platform and tilted at a 15° angle, that housed an exhibition, interactive installations, a bar and an open workspace for Web 2.0-footage creators. Placed 20 cm apart, the 4-m<sup>3</sup> cubes permitted long sightlines and exciting perspectives. Embedded in an abstract garden among synthetic shrubbery, the cubes were accompanied by additional interactive installations, surf stations and a stage for theoretical discussions and performances. All 'garden' furniture followed the 15° incline of the cubes.

Serving as a metaphor for chat-based communication in the world of Web 2.0, graphic speech bubbles in various textures and colours assumed functions as diverse as display and lighting. Appearing as both outlines and solid blocks of colour, these bubbles and their messages - interconnected by a network of fluorescent pink lines - were clearly visible to the crowd outside the stand.

Complementing the static graphics, a large screen on one outer wall displayed information during the discussions on the stage.







Project

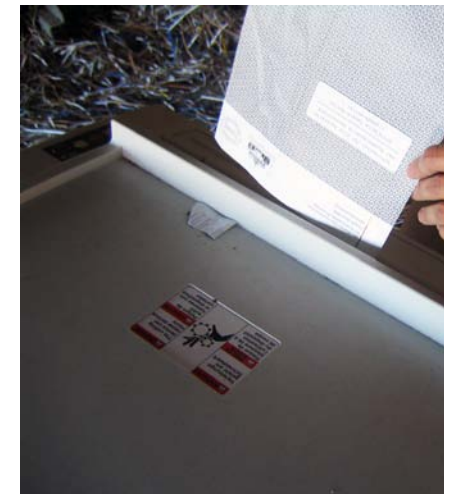
Title Archive Constitution  
Type Installation  
Date 08 2005  
Client garage Festival  
Place Stralsund, Germany

Performance

Conception  
Planning  
Design  
Sponsoring  
Construction

Cooperators

HSM Pressen GmbH, Salem  
Cleanaway Recycling, Stralsund



„Forget It!“ was the theme of the garage festival 05. The curators were looking for artistic approaches that expose the technology and mechanical systems of storage, archives and oblivion.

With a shredding machine and an industrial compactor, visomat inc. designed and constructed a whole room using only paperboard and documents. The result of this process was interior elements like shelves, chairs, tables and walls.

The archive room offered storage space for documents and data of the past garage festivals and gave visitors access to all print, image and video documents. During the three weeks of the festival, the residents of Stralsund and all visitors were asked to bring in their own personal material and data and to get rid of their redundant archives. The archive compactor transformed everything on-site.







Project

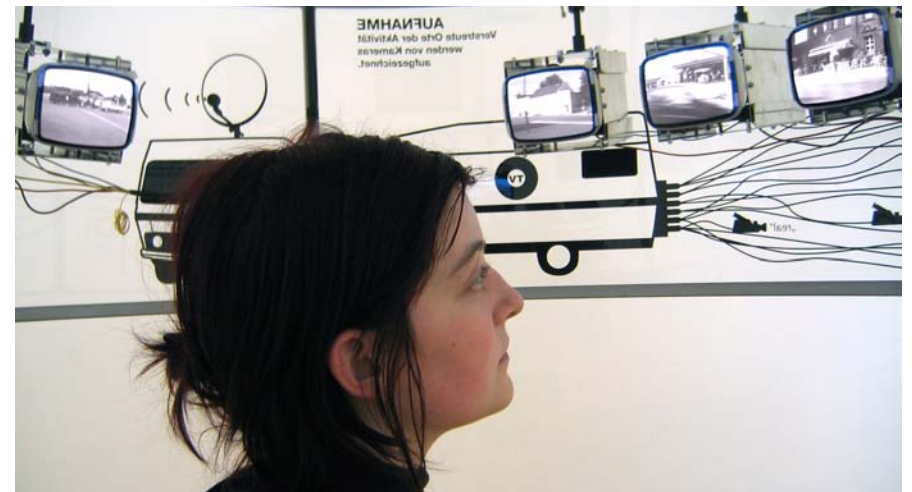
Performance

Cooperators

Title TV Stassfurt  
Type Installation  
Date 09 2005  
Client Shrinking Cities  
Place Leipzig / Frankfurt, Germany

Conception  
Media Installation  
Construction

Raumtaktik / Conception  
Agata Kurecki / Graphics



Stassfurt was once home to the largest TV manufacturer in the GDR, but today, it is a city without a centre. As a result of potash mining, a 200-hectare expanse that ran diagonally through Stassfurt's Old Town sank seven meters into the ground: Town Hall, church and historic buildings all had to be demolished.

Together with the architects of raumtaktik, visomat inc. developed the installation TV Stassfurt, which captures television images from the city's scattered "sites of activity" and focuses them on the observer.

Can a city centre be created or at least simulated through this type of medial consolidation ?





Project

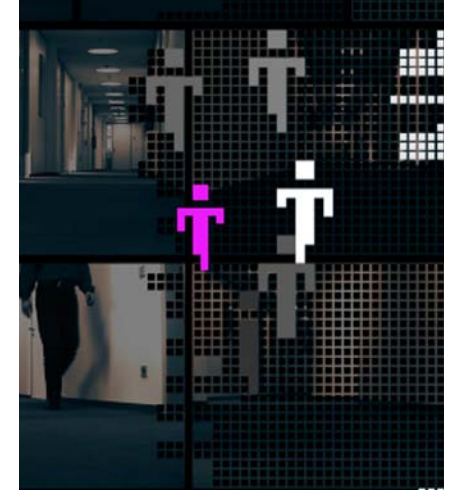
Title RAW DATA  
Type Installation  
Date 02 2005  
Client SAP / Transmediale  
Place Berlin, Germany

Performance

Conception  
Planning  
Media Installation  
Construction

Cooperators

Norbert Hartl / Programming  
Hans Hübner / Programming  
Telematique / Animations  
U-Matic / Animations  
Andrea Lorenz / Graphics





The Installation RAW DATA by the Berlin based collective visomat inc. displays the machine-like character of a modern office building and allows this machine to interact with its environment. RAW DATA plays with traces left behind by users of the building, the building itself, and the urban surroundings, and makes these data accessible using various means of visualisation.

The initial state of RAW DATA is the black and white picture of the immediate environment, filmed by three on-site cameras, transformed and broadcasted in ASCII-Code - the primordial code of machine communication.

In order to activate the installation a toll free call has to be made under 0800-RAWDATA (0800-729 3282). After the connection has been established a sign board appears on the screens showing a choice of five different sets of data that are available: Climate, Energy, Communication, Motion and Noise. Each of these subjects has an individual retrieval on the screens with an average duration of 45 seconds. In a single screening period various data from the building itself and from its near surroundings is revealed on several screens. After each screening the user can choose another set of data readouts, using the personal mobile phone as a remote control.

The accessible data has been put into graphs and tables, and is presented on large-size displays of the ground floor windows facing the sidewalk. The readout of Climate contains among other things the current temperature inside the building. At the same time a second display screens the data of the outside parameters, for example the outside temperature and air humidity. In the division of Communication the accumulated number of outgoing e-mails and the activities of Bluetooth devices in the surrounding area are being displayed in specific tables. Each single readout has its own color e.g. blue for Climate, and green for Communication.

The readouts of data are supported by video displays, screens above the entrance door and projections inside the building. The videos match into the color code of the readouts. The whole building appears in a single dominant color range depending on the set of data that has been chosen. The content of the videos deals with the building itself and allows an inside view of the office building, arranged with icons and grid-pattern graphics.

RAW DATA generates a close mapping of data from the building and its surroundings and offers to the public an facility to find out what is normally invisible from the outside.

The data based media architecture enables an opening of the building and initiates a dissolution of the barrier between inside and outside. The installation induces passers-by and visitors to read the data representations and to interact with the building.

RAW DATA was implemented by visomat inc. and closely parented by transmediale and the SAP company in order to offer a platform for presentation and exchange for media art in Berlin.





Project

Title Automaten  
Type Installation  
Date 01 2001  
Client visomat inc.  
Place Berlin, Germany

Performance

Conception  
Planning  
Design  
Construction  
Maintenance

Cooperators

Sven Gareis / Jukebox  
Alexander Baumgardt / Graphics  
Olaf Mach / Digital Best Robot  
Thomas Laubner / Analyst  
Hans Hübner / Digital Development

Fred Rubin / Interior  
Agata Kurecki / Curator  
Mina Hagedorn / Curator  
Norbert Hartl / Digital Development  
Stella Heilmann / Digital Development



The private club automaten was initiated and conceived by a group of media-space artists with the aim of preserving automated culture and encouraging the artistic analysis of automation. Located in Berlin-Mitte, the space functioned as a fully automated bar, where a remodelled and reprogrammed automatic coffee machine controlled the entrance door, monitored the room and ran an audio-video jukebox that provided sounds and images by DJs and VJs.

Automaten also ran a website that its members could access in order to obtain full instructions and logistical information. Membership was open to the public, cost 30 Euros and included a magnetic I.D. card that opened the door.

Members let themselves in by swiping the card at the door. Once inside the 35 m2 space, Euros could be exchanged for automarken, the automaten currency. Snacks and gadgets could then be purchased from a variety of vending machines. Additionally the space featured high-speed wireless internet and a on-site terminal.

Automaten's ongoing program of guest-automats, exhibitions, lectures and screenings that addressed, reflected and speculated on the use and implications of automation and technology in society. The first guest-automats were a vintage ATARI video game machine from the 80s and an interactive, sound generating household ladder. Talks included a lecture on computer interface design and a presentation of digital shelters.

Live music performances and narrowcastings of DJs and VJs complemented the program series. Subsequently, members started to use the space for their own ideas: meetings, internet workshops, birthday parties, etc.

Automaten closed in September 2006 after almost 3 years of automated operation.