



Project

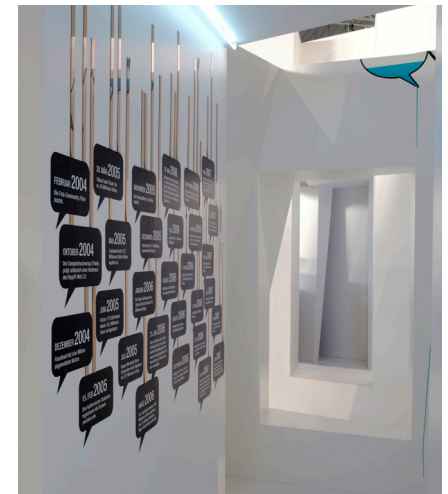
Performance

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.