visomat inc.

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Project

		Performance	Cooperators
Title	RAW DATA	Conception	Norbert Hartl / Programming
Type	Installation	Planning	Hans Hübner / Programming
Date	02 2005	Media Installation	Telematique / Animations
Client	SAP / Transmediale	Construction	U-Matic / Animations
Place	Berlin, Germany		Andrea Lorenz / Graphics
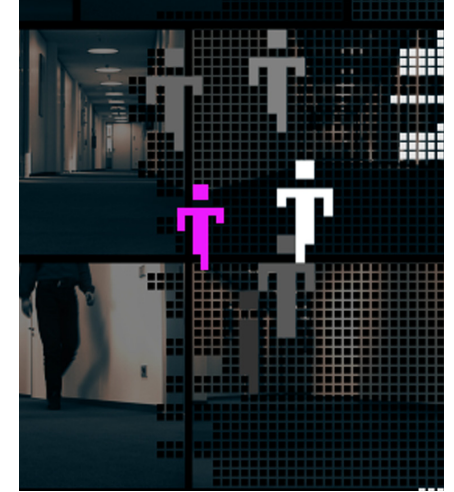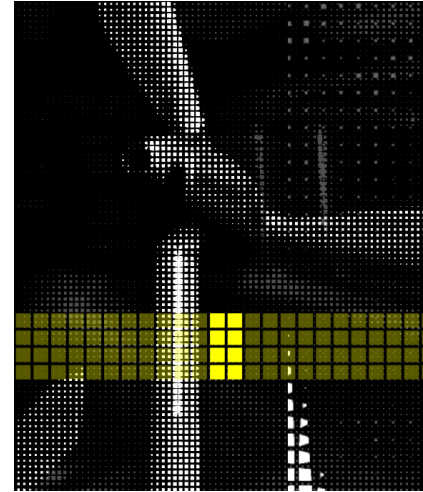
The Installation RAW DATA by the Berlin based collective visomat inc. displays the machine-like character of a modern office building and allows this machine to interact with its environment. RAW DATA plays with traces left behind by users of the building, the building itself, and the urban surroundings, 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 enviroment, 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 acivities 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.