

Universal Everything and You

Media Space, London



At the core of Bluman Associates, is the ability to work closely with artists to create engaging installations. In collaboration with Universal Everything, the team delivered an integrated technical design for the exhibition that launched Media Space, in London's Science Museum.

Universal Everything and You, was an interactive installation that explored the human tendency to recognise patterns and devise meaningful connections from random shapes.

Engaging the audience, each visitor lay down a drawn gesture using the mobile touchscreen. This drawn line is then animated and extrapolated into a dancing form via custom generative software, which evolves the form based on the viewer's original input.

The projections operated under a uniform set of artistic constraints and parameters. Unified by a common dancing rhythm, the drawn animations take on the form of a digital species. Possessing similar traits and characteristics the audience avatars were connected, yet each distinctly different and unique.

A semi-transparent circular screen located in the centre of the gallery space was brought to life by the activity of hundreds of forms dancing in sync with one another. Visitors were invited to contribute to the collection of animated creatures via a custom mobile application they could download or interact via devices provided by the Museum.

The bespoke projection design consisted of eight circular screens and projectors. With several venue challenges to overcome, Bluman undertook a period of testing to make sure each component of the design was precise for maximum impact. The key to the exhibition's success, was the central circular screens. Created from midnight black material, the bespoke screens ensured that ambient light was kept to a minimum to ensure the audience felt totally immersed in the animations.

Credits

Client - Universal Everything

Venue: Science Museum

Role: Technical consultancy, projection design and installation

