



hello

HEY
YOU!

Propaganda





RE:ACT

IDEA

An interactive wall projection as a reaction to the many fly posting walls within the city, negatively affecting the street picture.

Fly-posted expressions are short-lived. They are either removed by the municipality, or covered by new posters or graffiti. Moreover the images lose their right of existence as communicative means when they don't receive attention, when they are covered up by other images, or eroded by the elements.

RE:ACT gives visual pollution a positive swing by limiting picture screening to the moment it draws people's attention. Besides, RE:ACT doesn't leave traces of paint, ink or glue.

WHAT

RE:ACT reacts on attention. Passers-by appear a flashing eye. Who stops activates the projection. RE:ACT acts proportional: the more attention payers, the more images shown. Children and grownups generate their own images this way. If they walk on the images disappear.

WHERE

The technical implementation of the installation as well as the content are adaptable and make the application multi-usable. As an installation on it's own or as a platform for a museum, stadium or art-school. In- and outdoors.





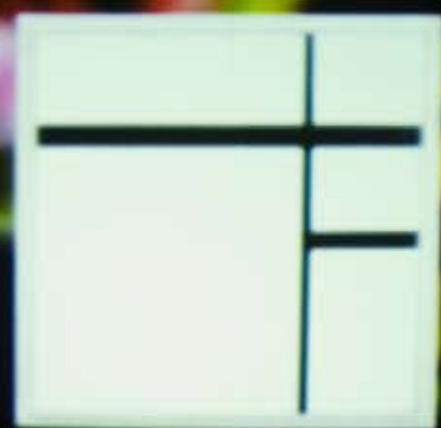
Sponsored by Mansveld & MacRent / Coding by Magdatt











COLOFON

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