



**PHILIPS**

Large Luminous Surfaces

# Interactive art concept: Echo

*“It makes the light connected to its immediate surroundings.”*

*- Tapio Rosenius, Lighting Design Collective -*

## About the concept

In this concept luminous textile displays geometric patterns that grow, stretch, roll, tumble and ripple based on movement of people in front of the installation.

A passing person affects the lights in real-time. The idea is to derive a tangible and fascinating interaction between human expression and light. In short luminous textile creates a visual echo. Tapio Rosenius: “It makes the light connected to its immediate surroundings.”

With the specially created interactive platform you can allocate different interactions to various movements. These gestures act as parameters, which are in turn tied into randomized, timed events connected to different visual patches and algorithms.

Tapio Rosenius: “You begin to create a space that is in constant flux, in a very positive way. It’s constantly changing. It responds to the people using it. They become the triggers that allow change all the time. It attracts people of movement, it understands depth and from that the algorithm calculates different visuals and looks all the time. For the interactivity we use the unpredictability of human behavior to our benefit.”

Human interaction is not a requirement for the installation to look interesting. It will however seek to interact and attempt to attract people, expressing its willingness.

## Set up

To make each piece unique, the platform requires visual adjustments and customization of the parametric settings for each project. This will be done on-site by specialists or remotely through an internet connection. This way your installation can be adapted to suit the interior design, mood, brand-colors etc. The platform also supports a time schedule for different parameters.

## Possible application areas

Hotel lobbies, bars & restaurants, clubs, airports, spa chill out zones, museums, hospital waiting rooms, receptions, conference centers and retail environments.

## About this concept designer

Lighting Design Collective specializes in customized architectural lighting solutions and applications. Their team delivers services such as digital content creation, software development and innovative design strategies all over the globe. [www.ldcol.com](http://www.ldcol.com)

## Interactive platform

Together with a design team we developed a technology that creates interactive, reactive and generative content for luminous textile.

We call this technology the ‘interactive platform for designers’.

This platform supports a wide range of concepts to become reality easily. Echo is one of the concepts that can be set up. You can find more inspiration on [largeluminoussurfaces.com/interactivity](http://largeluminoussurfaces.com/interactivity)

## Your own unique art installation

The interactive platform enables you to create your own unique art concept. We are also happy to support you with this concept creation.

Our offer includes an initial design meeting on-site as well as commissioning and programming of the technology.

Please contact us for more details via [support.luminous-textile@philips.com](mailto:support.luminous-textile@philips.com) or via your local representative.

