

Inovação e interatividade na exposição 'Pixel Park: SuperUber Arte e Tecnologia'

FIRST SOLO EXHIBITION BRINGS NEW INTERACTIVE INSTALLATIONS AND A RETROSPECTIVE OF SUPERUBER'S WORK. AT THE INTERACTIVE ARTS INSTITUTE, SÃO PAULO

Pixel Park exhibits a retrospective selection of SuperUber's installations as well as previously unseen work. The exhibit highlights SuperUber's innovative vision - mixing art, design, and technology.

The exhibit will be shown at iAi, Interactive Arts Institute, located in the iconic Casa Bola (Ball House), São Paulo. SuperUber's work, which uses technology to communicate ideas, meets iAi's goal to teach new media and demystify technology.

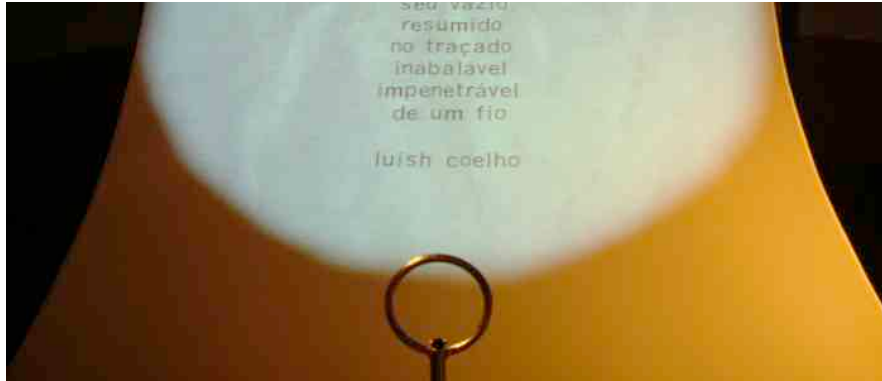
Dates: 11th till 23rd of August, in São Paulo, Brazil

As instalações em exposição

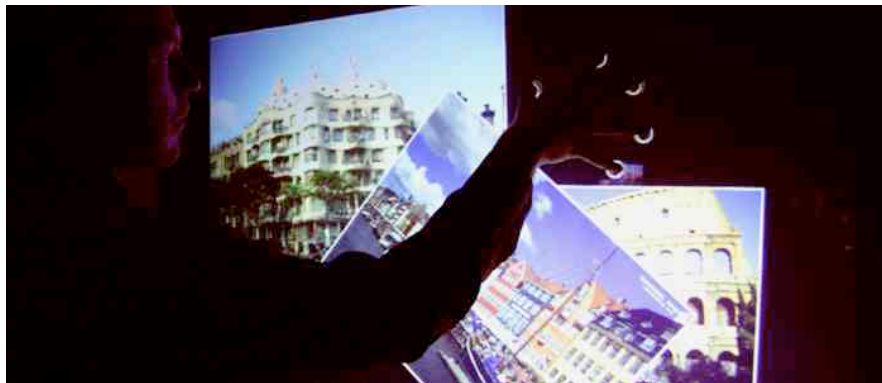
Super Sombras - Body movements reveal hidden images in the projection. The visitor can also touch and levitate a "rain" of small animations that react to his or her movements. "Super Shadows" shows people interacting with objects that only exist in the virtual projection. The visitor becomes a co-author of the installation, which only exists in the interaction between visitor and image. Super Shadows has been shown at festivals such as São Paulo Fashion Week and Cognizance Festival in India.



Sopro - Sopro reflects on the ephemeral, using a breath to bring the installation to life. People interact by blowing through a ring that resembles a soap bubble ring. Each breath brings a surprising new image and interaction. The visitor's breath is not only essential to himself, but also to the installation. Without the breath the image returns to a dormant state, waiting for the next blow.



Super Tela: Multi-touch interfaces are the future, and will become more and more present in people's lives. SuperUber custom developed the first multi-touch surface in Brazil. Many people can interact at the same time with dynamic content such as photos, videos, and animations. The interaction is intuitive as the visitor explores scenes of SuperUber at work. These types of interfaces have been in people's imagination for many years, with references going back to films like Tron (1982) and, more recently, Minority Report (2002).



Escultura de luz: "Light Sculpture" explores sound and video to give dynamic movements to a static objects. The installation adds a digital layer of light onto the surface of the sculpture. The animations are designed to play with our visual perception, creating distortions, volumetric effects, movement and synchronization between the shapes.

Super Pong: Inspired by Pong, one of the earliest video games, and Foosball, a timeless classic. Up to 8 people can play. All the primary elements are present in this minimalist game: competitiveness, adrenaline, precision, and coordination - the difference to modern video games being only the level of graphical detail. No instructions are required. With Super Pong, SuperUber brings back the minimalist aesthetics of the first video games to the public of today. Super Pong has been shown in exhibitions such as PeléStation in Berlin (2006), the Techkriti Festival in India (2008), and at NAVE in Rio de Janeiro (2008-2009).



Mapeamento Casa Bola – Projection mapping shows projected animations specially designed for a volume, building facade, interior, or object. At iAi, custom mapped images play with the visitor's perception of the space, and bring the interior architecture to life. This concept was shown at Claro Cine (2008), which had its design and multimedia project developed by SuperUber.



Grafite Eletrônico: The installation allows people to express themselves by designing with their fingers and triggering animations that paint surfaces with light on an urban scale. Inspired by early work of Graffiti Research Lab from NY, SuperUber's interpretation was pioneering in bringing the experience to Brazil. The installation has been shown many times, starting on the streets of Rio de Janeiro in early 2007 and then at Tim Festival held in Rio de Janeiro, São Paulo, and Curitiba.



Areia Musical: "Musical Sand" explores the edge between the physical and the digital. The original interface allows people to draw in the sand, generating sounds, colors and minimalist shapes from each unique design. The installation alludes to a digital zen garden, translating drawings into colors and sounds. Multiple people can interact, collaborating on one design. This installation is being shown for the first time at Pixel Park.



Espelho interativo: The "Interactive Mirror" augments reflected reality. People see their image reflected in the mirror and covered with graphics, faces, forms, and colors that only exist in the virtual world. We are used to see ourselves digitized in screens. In the "Interactive Mirror", we see our real selves with involuntary digital interventions. This installation is being shown for the first time at Pixel Park.

Links:

www.superuber.com

www.iaibrasil.com.br

www.solaudiovisuais.com.br

Exhibition "Pixel Park: SuperUber Art and Technology"

From 11th till 23rd of August. Opening night 11th of August, from 6 to 10 pm

Location: iAi – Interactive Arts Institute | Casa Bola

Rua Amauri, 352 – Jardim Paulistano – São Paulo.

Opens everyday from 10am to 8pm. Free entrance.

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