<table>
<thead>
<tr>
<th>Title</th>
<th>Media Art Nexus: The challenges of co-curating and co-creating urban media art</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Ng, Sharmayne Desiree Ko</td>
</tr>
<tr>
<td>Citation</td>
<td>Ng, S. D. K. (2017, March). Media Art Nexus: The challenges of co-curating and co-creating urban media art. Presented at Discover URECA @ NTU poster exhibition and competition, Nanyang Technological University, Singapore.</td>
</tr>
<tr>
<td>Date</td>
<td>2017</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/42845">http://hdl.handle.net/10220/42845</a></td>
</tr>
<tr>
<td>Rights</td>
<td>© 2017 The Author(s).</td>
</tr>
</tbody>
</table>
UECRA Undergraduate Research Experience on CAMPUS

Student: Ng Sharmayne Desiree Ko
Project ID: ADM16025

MEDIA ART NEXUS

The challenges of co-curating and co-creating urban media art

ABSTRACT

The most avant-garde new media art co-exists and thrives in a busy real urban space. Mapped projections and embedded LEDs can dissolve building facades into the most fascinating displays. Unfortunately contemporary urban advertising uses media screens as billboards to exclusively promote products and to target consumers. Our senses are being distracted and we are faced with the overload of meaningless, erratic signs and noise. So how can we as artists justify the presence of artistic work within the already busy and exploited urban environments? What does it mean to present digital art in public space?

This project would explore artistic content creation and challenges of co-curating for local urban environments. The “Imprints of Ephemeralt Motion” is one of the art works that is created with different forms of audience participation.

The project will bring awareness to the newly created immersive media content locally and internationally [ISE Amsterdam]. In particular, the project would assist in creating and co-curating art works for newly installed Media Art Nexus or MAN in 10 m by 2 m large media wall, located at the NTU North Spine passageway.

ARTWORK CONCEPT

“Imprints of Ephemeralt Motion” is a work about our symbiotic relationship with the built environment. It stems from the idea that architects and urban planners shape human movement through the process of designing the space around them and in turn, human activities influence their surroundings overtime. A pattern will be used to metaphorically represent the built environment. As people walk past the screen, the strands that form the pattern move in response to the viewer. The imprint of the person’s movement is captured in the pattern and the elements stay in their altered state — till another viewer walks by to create a new imprint. The eventual positions of the elements reflect the many imprints of the people that walk past the outdoor installation over time.

METHODOLGY

An integrated system will be used to create aesthetically pleasing visuals and an immersive experience for the audience. This is achieved through effectively stringing together elements like aesthetics, software and hardware components and sound to create an impactful public art experience. Visuals are modelled and rigged in Cinema 4d and run using Unity3D in the form of a game. Surround sound is added in LogicProX to complement the work. Lastly, Microsoft’s Kinect SDK is imported into Unity3D to integrate the game with the Kinect hardware, enabling both systems to function as a complete interactive artwork.

Acknowledgement

I wish to acknowledge [The Funding Source] for this project from Nanyang Technological University under the Undergraduate Research Experience on Campus (URECA) programme.

REFERENCES


Project Title: Media Art Nexus: The challenges of co-curating and co-creating urban media art
Supervisor: Assoc. Prof. Ina Conradi Chavez