interaction with multimedia facades
terms

facade
from lat.: facies = face
the visible parts of a building
often deliberately designed to fulfill a representative function

The architecture and the facades of a city tell us something about its social structure, its inhabitants and their ways of living.

multimedia facades
The idea of designing or modifying the architecture of buildings with the objective of using their facades as kind of gigantic public screens.

interactive multimedia facades
A multimedia facade that offers the participants the possibility to enter a mutual dialog with the facade influencing the displayed content in various ways.
multimedia facades
some impressions
technical classification

- window animations [1]
- mechanical facades [2][3]
- projection facades [5]
- back projection facades
- display facades
- illuminant or light-emitting facades [4][6]
- passive media facades
- sound emitting facades
Blinkenlights & Arcade

Video not available!
intentions and benefits

utilizing people’s attentiveness
  for commercial interests
  for drawing people’s attention
  towards something

art projects
  fascinating and surprising the passerby
  brighten up and enliven the cityscape
  changing conventional habits of perception

social functions
  multimedia facades as a bridge
  between the virtual and the real world
  giving people a chance to impress
  themselves through interactive facades

Project: TXTual Healing
interaction and states (1)

different states
A media facade can be in different states, distinguished by the manner of allocating the displayed content and the degree of interaction it provides.

autoactive
displaying prefabricated content

reactive
the facade reacts to actions in its environment

interactive
participants are able to enter a mutual dialogue with the facade
interaction and states (2)

various types of interfaces and user input
The different projects offer various types of interfaces
to change their appearance or to play with their facades.

It is possible to send in or alter the displayed content
via a net-interface
via mobile phones
via public touchscreens [ ? see right ]
via sensors or cameras reacting
on people's movement or pure presence

The interaction can take place
between the facade and a single person
between the facade and multiple persons
or can be triggered by social algorithms

LAB[au]: project touch
Dexia Tower, Brussels
critical points, unanswered questions

enticing people to interact
considerations concerning the motivation of the passerby to interact with the facade

multimedia facades as a medium of mass communication
who should control the content?
abuse by the user? filtering input?
abuse by hackers

high energy consumption
and light pollution [?] map

suitable integration
of multimedia facades into the existing architecture of the cityscape

map of artificial night brightness
future work

very few academic papers covering the subject multimedia facades and hardly any usability studies concerning interactive multimedia facades. A solid scientific fundament and user studies would support the lookout for meaningful applications that tap the full potential of interactive multimedia facades.

The topic of multimedia facades considered as a mass medium and the prevention of abuse deserve further investigation.

The search for well integrated, meaningful applications that serve a purpose of public or mutual benefit which overbalances the disadvantages to cope with their opponents’ critique.

Suitable integration of multimedia facades into the existing architecture of a cityscape.