

# *All Is Domain*

Reclaiming public space by engaging community

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### *What is All Is Domain?*

*All Is Domain* is an interactive installation artwork that is designed to encourage the public to re-engage with spaces that are otherwise overlooked. Through the use of large scale, interactive light projections, the audience is encouraged to not only appreciate these public areas in a new way, but also directly alter them, making these spaces their own.

Unlike traditional events, *All Is Domain* will not require a ticketed audience or large amount of established foot-traffic. Instead, the work will play with the notion of community by creating a word-of-mouth style event that aims to bring people together and experience their local area anew.

## *Goals*

### **Unite communities**

Those who do not consider themselves a part of their local community can feel isolated and disconnected from society, which can in turn lead to many and varied social issues. By participating in an interactive event such as *All Is Domain*, these people are empowered through engaging with others in their community and can establish a valuable sense of connection.

### **Meeting of cultures**

By embarking on this work in highly multicultural areas, *All Is Domain* also aims to facilitate the exposure of marginalised groups to others from different backgrounds, breaking down the barriers of stereotype and alienation. With this in mind, *All Is Domain* is foremost a social project, borne through an interactive artform.

### **Explore interaction and engagement**

*All Is Domain* will attempt to quantify *how* and *why* humans choose to interact with art. The understanding of what it is that attracts an audience to engage with a public work will contribute to the development of not only this work, but further research into community involvement on a broader scale.

### **Embrace public buildings**

Instead of projecting onto the ubiquitous screen or a flat, blank wall, *All Is Domain* will be presented upon a building facade as it stands. By bringing attention to the angles and imperfections of the space, projections will allow the audience to add to what is currently part of their everyday lives, seeing this space in a fresh and unique light.

## *Background*

### **Temporal artforms**

Using permanent mediums – such as paint – to transform public space polarises opinion, and so often is required to meet many strict guidelines. This leaves the beautification of common areas in the hands of politicians and design-by-committee public art projects. Generally, these are completed with very little community consultation. Using artforms that don't leave a trace – such as light and sound – allows the public to participate in creation of art, without many of the concerns that permanence brings.

### **Performance and play**

In an age where dynamism and entertainment are considered highly important terms of engagement, art should be holding a mirror up to ways that we choose to spend our time at play. Performance of artforms are no longer a one-way interaction, with the audience ever increasingly asked to participate in that which they are viewing. Blurring lines between artist, performer and audience will help to make the public feel a part of the artistic process.

### **Using technology to remove technology**

Paradoxically, technology is now powerful enough that it can disappear completely. The human body becomes the interface and the physical environment is where digital algorithms and processes take place. Technology-based artforms present a powerful opportunity to bring people together, rather than keeping them tethered to their own individual screens.

### **Separation of art and gallery**

Too often, art is not presented in a welcoming environment. There are many physical and mental barriers for a large number of people to engage with “high-art”, creating a disconnection between these works and the public. By handing the work back to the viewer, through the use of public space and interactivity, it is hoped that a new audience will be encouraged to become more involved with art and their own community spaces.

## Approach

### Inspiration



555 KUBIK by URBANSOON



*Son et Lumiere* by AntiVJ and Crea Composite

As large-scale projectors and the technology that drives them becomes more accessible, the use of architectural light artworks is more widespread and accepted. Particularly in Europe, these works use a combination of performance and optical trickery to excite and engage, as the two works above display. What these pieces don't take into consideration is the way that an audience can interact and change how the visuals unfold.

Where *All Is Domain* will differ from the majority of light artwork created in the past, is in allowing the audience to become not only participant, but creator. Instead of being a passive bystander, viewers of *All Is Domain* will begin to experience the work in its entirety by taking part in its expression and evolution.

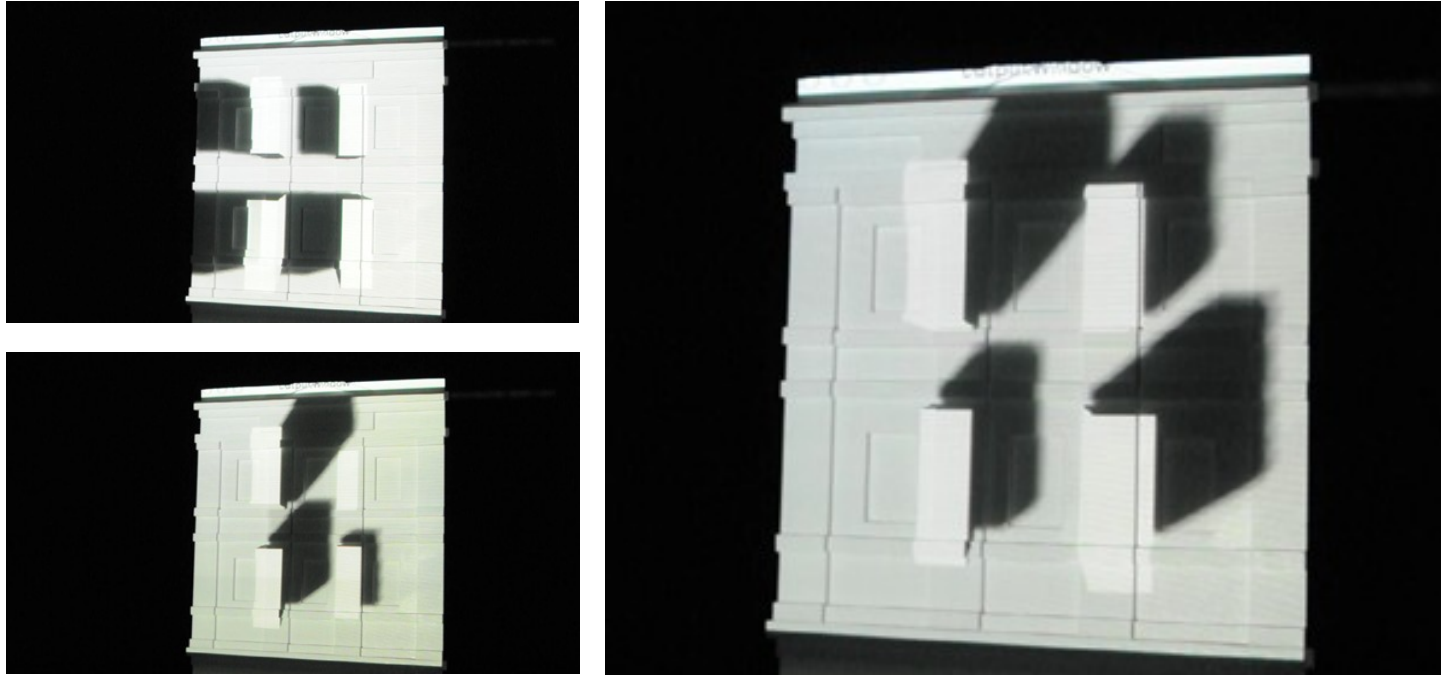
## Concept Design



Animation screenshots of building project concept.

The images above show early *All Is Domain* concept designs, displaying how the facade of a building can be broken into elements, each with the ability to respond individually to participants. By separating sections of the structure, several strands of narrative can be carried out concurrently, further adding interest and dynamism.

## Physical Modelling



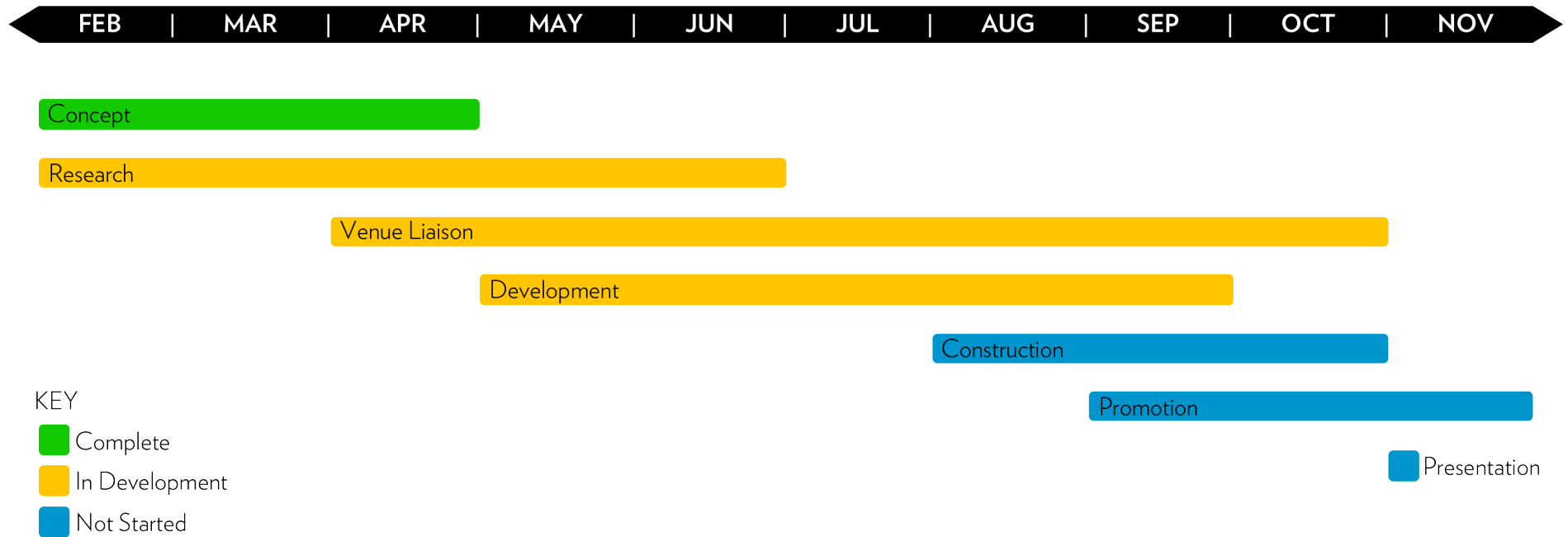
Screenshots of projection modelling test filming.

*All Is Domain* will incorporate real-time 3D modelling to give the impression that a building is physically changing shape. The images above show small scale tests, filmed on a modelled building facade.

The concept of the community temporarily changing the structure of their public space (even if through the use of an optical illusion) is key to the notion of taking ownership of the space. For a moment in time, *All Is Domain* will allow the audience to become the architect of their environment.



## Methodology



## Concept



Title sequence from *The Man With The Golden Arm* (1955) by Saul Bass. Visual style reference for *All Is Domain*.

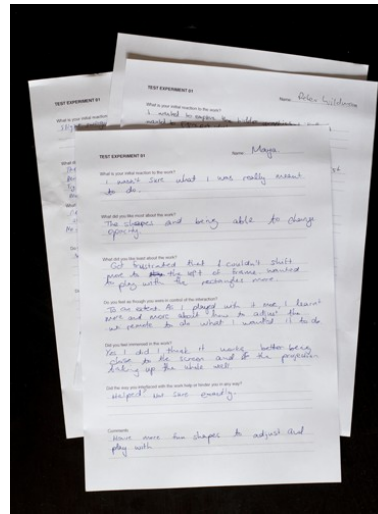
*All Is Domain* looks at how art and technology can be used in thoughtful ways, to bring people together. The primary goal for this work is to encourage people to not only interact with the project, but with others around them. It is hoped that after experiencing *All Is Domain*, the local community will look at a public space differently, and feel more empowered by being a part of that area.

As the focus of this work is the engagement of the viewer, much of the following methodology will focus on the research of how best to create that connection. Indeed, part of the concept of this work is to discover and ultimately quantify how to increase the potential of an artwork for public engagement.

## Research



Test interaction project, with participant



Feedback from participants

Research for the *All Is Domain* project will be the primary focus over the first five (5) months of production. One of the goals of this work is to understand how and why an audience engages with art and to potentially quantify these ideas before producing the final installation piece.

Through topical exploration, presenting small-scale interactive projects and collating viewer feedback, this information will guide development for each element of the work. Statistical information will also be collected during the presentation of the project, to potentially aid further development of the work and help with any additional studies. Feedback will be looked at empirically, by artist and peer alike.

## Venue



Calvert Street Carpark  
(cnr Calvert St & Illawarra Rd, Marrickville)

Calvert Street Carpark represents an ideal location for *All Is Domain*. The meeting of major transport arteries – both public and private – and local shops makes this space one that is used regularly by residents. However, rarely would it be considered as something that they could identify as their own.

In addition to creating a strange juxtaposition by bringing an artwork to a utilitarian location, the carpark will provide an area that is relatively easy to manage in terms of crowd control. Simply by shutting down the space during the exhibition, Calvert Street Carpark can be cordoned off quickly and effectively.

Due to the site-specific and public nature of this project, venue liaison is an extremely important part of the planning and development process. Therefore, it is also important to have a working relationship with the Council responsible for the area that this project will take place within.

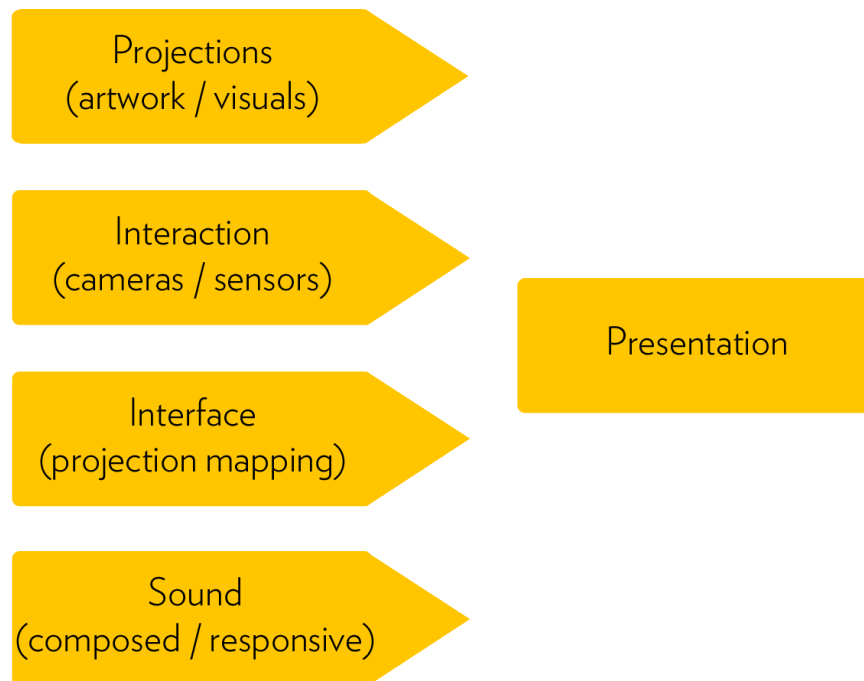
Operating with Council requires adhering to Local Government processes and applications. However, there may be exceptions provided, if Council sees fit. This may require carefully planning around Development Application (DA) processes, so that the project is not required to meet DA criteria.

According to the Marrickville Council (Caroline McLeod, Arts and Cultural Development Coordinator), a public artwork needs to go through the DA process if it meets two (2) or more of the following criteria:

- requires a traffic management plan which changes conditions on a public road;
- runs over more than one date (i.e. extends over more than one day);
- has five (5) or more stalls selling food or beverages;
- has five (5) or more stalls selling other goods;
- expects a public participation of one thousand (1000) or more people during the event;
- has amplified entertainment or video/cinema projection;
- charges an entry fee on public land; or
- any other event that Council deems should be subject to a DA.

## *Development*

As the diagram below shows, *All Is Domain* can be broken up into four (4) main components: projections; interaction; interface; and sound. It is worthwhile to look at each individually, as they are not reliant upon each other in the development process and therefore can be explored as separate areas.



**Projections (artwork / visuals)**

This is what will be visualised as the final work. Composed of minimalist geometry and rendered in real-time, the projections will be the most obvious response to audience interaction. The final artwork / visuals projected will be based on the feedback from the research stage of the project.

**Interaction (cameras / sensors)**

The means of interaction with audio and visuals will be via an 'invisible' system of camera tracking and sensor response. This will allow the system to read audience movement. Due to the low-light environment that *All Is Domain* will be presented in, cameras will require infrared lenses and lights. These will allow the camera to track movement without the aid of visual light, which would interfere with projections.

**Interface (projection mapping)**

Whilst this project doesn't have an interface in the sense of a physical device to interact with, the building itself will reflect the body as the interface for the audience. It will be the relative centre to measure movement against and will display feedback to any change. It is the combination of physical gesture which the projected light will respond to and act as a bookend to the feedback loop of interaction and response.

**Sound (composed / responsive)**

The sound for this project will be a combination of composed soundscape and audio which will react to the input gathered from cameras and sensors – in much the same way that the visual elements will interact with the audience. By using this combination, sound will help attract an audience to the work, yet be responsive enough that the viewer is aware that they are effecting the work.

## Construction

The primary elements of *All Is Domain* (projections, interaction and sound) will be created and tested before being installed for presentation. This production will take place over the final months of the project, to draw on completed research, whilst still allowing enough time to thoroughly test before being opened to the public.

Construction will take place off-site, however as milestones are reached, it will be worthwhile to test elements in situ. This will be particularly important when checking the interface element of the work – ensuring the projected visuals fit the facade of the final building and configuring cameras / sensors to suit the specifics of the space, such as ambient lighting temperature.



The process loop of the final project: camera input >> sound/image processing >> projection output >> audience response.



## *Promotion*

Promotion of *All Is Domain* can be broken up into two (2) main streams: pre-production and post-production:

### **Pre-production promotion**

This promotion would be primarily to spread the word of the upcoming event. Whilst traditional media, such as leaflets, advertisements and activities could be effective, *All Is Domain* will deliberately rely on word-of-mouth to promote the event.

In keeping with the concept of the installation, the act of people spreading news about the work will help to increase their sense of ownership around the project. Targeting certain areas of the community to begin this process will be important to help attract a large cross-section of the population. This process will be triggered by using community-based media, such as radio and local newspapers. A combination of funded advertising, editorial comment and media releases will be used. Media Release follows this section.

It is also important to note that *All Is Domain* will be an environmentally aware event. Sound and vision are both temporal art mediums, and therefore have limited post-production impact. All necessary print media (for example, the business card attached to this document) will be printed on 100% post-consumer waste, using vegetable based inks and no additional glossy or metallic finishes.

### **Post-production promotion**

Including (but not limited to) using still images, footage and any other material from *All Is Domain* to present the work in a favourable way. This may be to assist in re-staging the work, embarking on further works, or to generally promote the artist. There may also be opportunities for the other stakeholders involved with *All Is Domain* to promote themselves as being associated with the work. For example, Council as a supporter of local artists and COFA as a producer of emerging talent.

## MEDIA RELEASE

### FOR IMMEDIATE RELEASE

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### ***All Is Domain* connects local communities through interactive art**

Sydney, NSW – November 1, 2010 – New media artist, Scott Brown, is preparing to launch a public interactive light project in the heart of Sydney's Inner West. To run over 3 nights from November 12th-14<sup>th</sup>, the work entitled *All Is Domain* will bring together people from all walks of life to take part in a collective performance experience.

Scott Brown is a Digital Media student from Sydney's College of Fine Arts (COFA), who has also displayed work as part of the *angryPixel* collective, for which he is a Director. With work displayed as a part of the *Underbelly Arts Festival* and *Dorkbot* exhibitions, he is concerned with the ways in which humans interact with art, particularly in a performative environment.

Whilst the artworks of Scott Brown use new technologies such as motion camera tracking, large-scale light projections and interactive real-time sound generation, the human response to his pieces are key to their success. *All Is Domain* will transform a public space into an area that the community will be proud to call their own.

Not only will the audience be exposed to new media technologies, but they will participate in an experience that breaks down borders of age, race and belief, to create a new space for all.

For additional information on *All Is Domain*, or to arrange an interview with the artist, call 0439 090 401 or email [scott@angrypixel.org](mailto:scott@angrypixel.org)

## *Presentation*

The presentation of *All Is Domain* will take place late during 12th-14th November, 2010 (pending approval processes). It is envisaged that the work will be displayed over a Friday, Saturday and Sunday night, with installation and removal to take place immediately before and after the work is displayed. The details of the presentation of *All Is Domain* are contingent on approval and may need to be altered to fit certain criteria:

- duration of the project may need to be reduced to avoid the DA process;
- installation will need to be crewed, particularly for crowd control requirements;
- availability of hire equipment.

The *All Is Domain* presentation will be documented with video, still camera and participant feedback, which may be used in post-production promotion.

## **Personnel**

*All Is Domain* will be a public event, and as such, will require basic crowd control structures to be in place. In addition to clearly cordoned off areas surrounding the space, there will be one (1) security guard and one (1) traffic controller on hand during opening times and thirty (30) minutes before and after the scheduled event times.

A peak crowd of 200 is expected for the event and as such, the above personnel are sufficient to handle crowd control during the length *All Is Domain*.

### **Opening night**

Although *All Is Domain* will be exhibited as a non-traditional artwork, in that it will occur in a communal space and presented free of much of the ceremony that occurs with a public art project, there will still be a launch event to open the work to the community.

Along with speeches from the artist and representatives from the Australia Council for the Arts and Marrickville Council, food and beverages will be available, similar to a traditional exhibition opening. However, because this event will be open to the general community and in a public space, there will be no alcohol served.

To ensure light levels are adequately dim for projecting work, the opening night will take place half an hour later than the following two evenings (7:30pm, instead of 7pm). Full schedule is listed on page 22.

## *Significance and Innovation*

### **Open technology**

*All Is Domain* uses cutting edge technologies in an open and inviting way. Rather than alienating an audience through use of advanced components, it is this same technology that invites all members of the community to be involved with the work and those people around them.

### **Interaction research**

This work will provide the basis for an ongoing investigation into how humans interact and engage with technology. As we continue to become more connected to digital devices, it is important to see how we are effected by their increasing ubiquity. *All Is Domain* will be an examination of this emerging area of research.

*Installation Schedule*

<u>Day/Time</u>	<u>Item</u>	<u>Person Responsible</u>
<b>Friday 12<sup>th</sup> November</b>		
12:30	Arrive at site and cordon off	Scott / Council representative
13:00	Hire equipment delivered to site	Hire personnel
13:15	Check equipment	Scott
13:30	Scaffold arrives and setup	Hire personnel
15:00	Projector installed and double-checked	Scott
16:00	Audio installed and double-checked	Scott
17:00	Full system check	Scott
18:00	Testing	Scott
18:30	Security / Traffic Control arrive	Security / Traffic Control personnel
19:30	Opening	All
20:00	Speeches	Scott
23:00	Close	All
23:15	Secure equipment	Scott
23:30	Security / Traffic Control leave	Security / Traffic Control personnel

<b>Saturday 13<sup>th</sup> November</b>		
17:30	Arrive at site and cordon off	Scott / Council representative
18:00	Setup and testing	Scott
18:30	Security / Traffic Control arrive	Security / Traffic Control personnel
19:00	Opening	All
23:00	Close	All
23:15	Secure equipment	Scott
23:30	Security / Traffic Control leave	Security / Traffic Control personnel
<b>Sunday 14<sup>th</sup> November</b>		
17:30	Arrive at site and cordon off	Scott / Council representative
18:00	Setup and testing	Scott
18:30	Security / Traffic Control arrive	Security / Traffic Control personnel
19:00	Opening	All
23:00	Close	All
23:15	Secure equipment	Scott
23:30	Security / Traffic Control leave	Security / Traffic Control personnel
<b>Monday 15<sup>th</sup> November</b>		
09:00	Scaffold dismantled and removed	Hire personnel
09:30	Hire equipment collected	Hire personnel
10:00	Debrief	Scott / Council representative

*Budget*

<u>Item</u>	<u>Debit</u>	<u>Credit</u>	<u>Total</u>
<b>Construction</b>			
USB Camera	\$70.00		
Infrared Lens	\$50.00		
Arduino Microcontroller	\$50.00		
Soldering Iron (including solder)	\$30.00		
140 Infrared LEDs	\$140.00		
Circuit Board (including required cables)	\$30.00		
Modelling Materials (for testing)	\$50.00		
Projector Hire for Testing (3 days, including all cables)	\$1,200.00		
<b>Construction Total</b>			-\$1,620.00
<b>Promotion</b>			
Newspaper Community Notice (3 weekly papers, over 2 weeks) *	\$300.00		
Radio Advertisements (Mid-rotation, 2 week lead-up) *	\$1,000.00		
Sub Total			-\$1,300.00
*In Kind Donation			\$1,300.00
<b>Promotion Total</b>			\$0.00



<b>Production</b>			
1 Security Guard (5hr/night, 3 nights)*	\$450.00*		
1 Traffic Controller (5hr/night, 3 nights)*	\$300.00*		
Projector Hire (3 days, including all cables)	\$1,200.00		
Scaffold Hire (3 days, including installation)	\$300.00		
Audio Hire (3 days, including speakers/amplifier/all cables)	\$600.00		
Food and Beverage (opening night)	\$700.00		
Transport (to and from venue)	\$50.00		
Artist Payment	\$4,500.00		
Sub Total			-\$8,050.00
*In Kind Donation			\$750.00
<b>Production Total</b>			-\$7,300.00
<b>10% Expenditure Contingency</b>			-\$892.00
<b>Total Expenditure</b>			-\$9,812.00
<b>Grants</b>			
Australia Council Community Partnership Grant		\$10,000.00	
<b>Grants Total</b>			\$10,000.00
<b>Total Income</b>			\$188.00

## *Distribution*

Whilst *All Is Domain* is a site-specific work, it is flexible and temporal in its delivery. The piece can be reshaped to fit spaces in any local community, and therefore there is the opportunity of touring the work indefinitely.

Although the artwork is portable, it can also potentially be a permanent fixture, should a community so choose. This would require an ongoing licensing contract for the work, as opposed to a one-off grant, such as this first iteration of the project.

As has been mentioned previously in this paper, *All Is Domain* is an ongoing research project and as such, could evolve as time moves on. Therefore, distributed works could be marked as unique by time and place.

## *References*

- 555 KUBRIK by URBANSCREEN. <http://www.urbanscreen.com/usc/41>
- Son et Lumiere by AntiVJ & Crea Composite. <http://www.antivj.com/>
- *The Man With The Golden Arm* (1955) title sequence by Saul Bass. <http://www.imdb.com/title/tt0048347/>
- Marrickville Council. <http://www.marrickville.nsw.gov.au/>

Further information on the development of *All Is Domain* can be found at <http://kodama.angrypixel.org/>