

07 27.03.02



Cinemia Screen Lounges: Progress report on design

Progress and outline of research areas and design strategies to 27.03.2002



01.] Screen lounge interior, seating and domestic memory scape design.

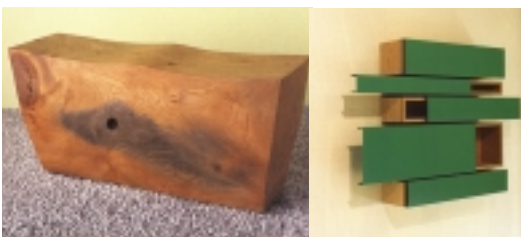
01.] The seating. The seating is designed to be comfortably reconfigurable like a futon on a deck chair. We want to allow for real variation in how people sit while keeping the seating foot print to a minimum to maintain comfortable access to the space. The seats will consist of a stuffed fabric upholstery element like a beanbag over a slatted cantilevered base. The upholstery is fixed at the headrest and can be rolled up and bunched as desired. The seat has a pull-out extension acting as a footrest and chaise lounge extension.

02.] The interior. Key to the success of the design of the screen lounge interior spaces is to achieve a sense of interior spaciousness inside such a compact space. This will be developed in 3 ways

A.] Skylights/light tubes. These will be tubes, with various dimensions will be placed across the ceiling suggesting a deeper ceiling depth and puncture the ceiling taking in light from above, opening up the ceiling and lightening the pressure of the space.

B.] Hidden vistas/memory space. The far wall will be composed of boxes holding moving and still images of domestic objects and ornaments. These will appear as blurs, silhouettes and partially obscured views through translucent screens. Images will include book covers, backlit glassware etc. Covers slides or draws will invite the viewer to investigate and interact with this wall to obtain further views and images producing a fragmented and diffracted collaged view. These boxes are in leather and wood recalling storage boxes and old suitcases, evoking notions of leisure travel and old family photos.

C.] Oblique light/ light wall. The 'feature wall' behind the couches will be ribbed and punctured to supply oblique soft lighting from a hidden source behind. This is to suggest an out of reach space beyond the wall.



01.] simple form using weathered materials and textures for the elements such as coffee table. 02.] memory wall/scape sliding box reference.

02.] **Developing a design strategy for the games lounges**

The games lounge area will accommodate four 2-seater lounges. One of these lounges will be acoustically isolated, to be used both for games and non game content. The three remaining units are intended to be open, giving rise to the potential for more random and expanded group interaction and dynamics. The austere and abstract nature of the early games suggests that rather than make these spaces boisterous, loud, overblown and cartoon-like they should be elegant and refined [or at least cerebral, a more avant garde experience], suggesting a combative theatre more akin to chess than pinball. This is not to dissuade an intensely competitive atmosphere but rather to focus on the skill and art involved in playing.

03.] **Screen Lounge exterior form and material studies**

While it is intended that the interior of the screen lounges is designed from notions of the domestic lounge room, we are designing their exterior form and materials with a view to communicating the character of television and television production. The following characteristics have been focused on:

Scanning: The interlaced scanning technique used to construct the low resolution image, totally disassembled in transmission, the fast scanning of channels and programs made possible by the remote control device.

Sampling and Cut-up: The mosaic of jump-cut elements that present as the discontinuous reality served up by television, the back to back cacophony of physical viewpoints and material formats, news, drama, sport, celebrity interviews, gardening, drama and comedy etc. This low definition information demands participation like a Seurat painting, while it's discontinuous nature is reminiscent of the experience of the city.

Repetition: Television favours repetition over analysis, a relationship stretched over time, a process rather than product driven medium favouring formats like the weekly sitcom.

Broadcasting: Television is a network phenomenon, satellite networks, production networks and broadcasting networks. These networks tend to promote the idea of flow and interchangeability, a relativism over the absolute individual perspective favoured by the book.

This combination of elements give rise to the highly tactile and participatory nature of the medium. Our intention is to explore these elements along with some of the more technical characteristics of television image making like the sinusoidal enveloping nature of the Lissajous figure.

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