Q&A for Lighting University webinar - Lighting design within media architectures. May 24, 2017.

Q: Does all media architectures eventually run to advertising?
A>> No not all. There are some Architects who understood to use mediafacdes as a tool for their achitectural expression. Good examples are the works of realities:united. These Projects are mostly free of advertising

Q: Can the projection technique be used in smaller spaces like a display window?
A>>Projection could do that, but mostlikely will not have the brightness to simulate a display window to full satisfaction.

Q: Which product is being used for projection ?
A>> There are several Brands on the Market. Large scale Projectors come from Epson, Panasonic, Barco, just to name the Biggest ones.

Q: How does the e27 projector lamp work ?
A>> Its basically a conventional"smart projector" with an e27 socked. There is no specific modification, beside the Socket, that turns it to a Lamp. Its more deisgned for projecting Images, kmovies, and your mail on the kitchen table. It was shown to point out that the convergency allready began.

Q: What will be the biggest challenge in terms of technology / product in the future Media Facade?
A>> A few years ago I would have said it was the brightness of the LED. But Nowerdays we even could see full Images in bright daylight because of the increasing performance on the LED Market. So, technical vise are more ore less noc limitations I would point out. I terms of an intelligent concept how to deal with these technologies in an sustainable and responsible way.

Q: How big are the projectors & how far from the facade do they have to be installed?
A>> This really depends on the Projector Modell. There are some ultra short distance Projectors that can be mounted direct in Front of the surface. The sice depends mostly on the Lumen output you wanna get. As brighter as bigger.

Q: Which software do you recommend for mapping?
A>>There are some on the market. AV Stumpfl Mediaserver, MX Wendler, Coolux, have been used most of the time in our projects.

Q: As these kinds of projects are happening in Europe, is their any asian projects to happen ?
A>> There are Projects all around the world. Just google for Projection mapping, 3d mapping in your region and you will find something!

Q: If you could project onto any surface in the world, what would you choose?
A>> Northpole!

Q: What about information overload?
A>> Good Point! Still I mostly have to fight for the understanding that display technology, beside that it COULD show anything, it maby schould not do that. We still tend to understand Mediafacades as big urban Displays. Mediafacade should be understood as facades not screens. And in that understanding we would tread the Mediafacda as a dynamic part of the Architecture. I am shure that within this understanding we will get to results that don't lead to information overload.

Q: I have a customer who cannot use laser lighting due to a nearby airport. Does this technology encounter such issues?
A>> No Such Issues are not a topic so far that I know.

Q: Are you considering lighting trespass with perminant facade installations?
A>> This is a main topic within Mediaface Projects today. The biggest Problem is, that there are no proper regulations yet, that deal with the specific issues of Mediafacades. Mostly we try to solve this by LED- Lens technology that koncentrates the amound of light exactly where we want it to go. There are some technologies that can help with that, but nevertheless, the regulations have to adapt before we can provide substential statements.

Q: Are there any buildings or colors of buildings on which projecting is not possible? What has to be taken in account choosing colors by the architect?
A>> Of cause White is the color of first choise for projection mapping. But any slight other color would also do perfect. All dark colors should be a problem. As more artefact you will have within your façade, the more you will shrink down the degree of freedom. But in the end it is uto the artist to deal even with difficult circumstances and to integrate these as a part of his/her artistic expression.

Q: Is there a way to direct the light of the LED facade so that it might comply with dark sky ordinances? There is a resort here in Phoenix on an Indian Community Reservation that has an LED facade but it is a little obnoxious.
A>> For The Klubhaus Project we developed a quite intelligent LED Lens System that was mounted in front of every LED that was embeddet into the façade. These Lenses where directing the light exactly

to where we wanted it to go. As a Prototype it still was quite expensive, but as more projetcs will be realized, as more this will become the standart.

Q: Do you often collaborate with architectural lighting designers?
A>> The was and must be a good lighting Designer involved when realizing such rojects. Realizing such projects allways means to work within multidiciplinary groups of many profession. I would never step in such a Project without the expertise of a Lighting Designer.

Q: If you would choose a building to project on what will that building be?
A>> The Guggenheim in New York would be a nice one?!

Q: Do you see global companies with brand identities using media architecture to build identity across locations OR will the locations be able to determine unique identities?
A>> This depends mostly on how fast the Architects themselves will conquer this field, and stop to soft-pedal the Development and Diskussions. If not the Architects are ready to Design these Topic, the big Advertising Companies are.

Q: Is there is a mathematical modeling can descript the light rays pass into the glass?
A>> There is some very basic modelling that the foundation of every optical device you can find easly on Wikepedia. But on this Topic I have to admitt that when I comes to mathematical calculations of light, I leave the fields to the pros. In the Klubhaus case it was the Austrian based company "Bartenbach" that did all the mAth
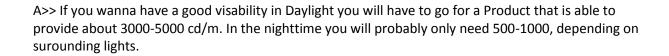
Q: Are you excited about technologies on the horizon that you are looking to incorporate into your work?
A>> I am always exited about new technologies. But still my focus of interest shifted the last 5 years. There are so many technologies coming up every day, that the time of understanding their potential and dealing with those in a responsible way is very rare. We are putting out more possabilities that we can use. So got more interested in Designing with these Posabilities and not follow every technology trend – only because it is new?!

Q: Is media architecture being integrated with emergency services?
A>> Good point,… but I never heard of any concepts in such directions.

Q: What is the best bright level? Is there any standards?

A>> If you wanna have a good visability in Daylight you will have to go for a Product that is able to provide about 3000-5000 cd/m. In the nighttime you will probably only need 500-1000, depending on surounding lights.

Q: There is a theory going around that we are living in simulation.
What do you think?
A>> It would only be interesting from a philosophical standpoint: if so, what differents would it make?

Q: What advice can you give for someone that studies architecture but has been doing theatrical lighting for 15yrs? How can I get more info on architecture in a place where this is not too common?
A>> It is truly a rare Topic. The internet will be still the first choise for reasearch. There are first adaptation in Universities that bring up Programs in this direction. Bauhaus University in Weimar, I think, and the university in Aarhus. But still, as I myself more ore less stumbled into this field I can not give you a "do it like this" answer here.