



New Delhi: **Experiential Design Lab** in collaboration with **Vishal Kumar Dar**, will be presenting a large format (100m2) interactive artwork on the facade of the British Council building in New Delhi (architect: Charles Correa / artist: Howard Hodgins) on August 21st/22nd, 2009, in occasion of the India Art Summit 2009. The project found its inspiration in the mural on the facade of the building (that of a living tree), and desires to express a relational diagram between 'live' art and architecture. The British Council is located on one of the busiest boulevards of the city, the experience enmeshes mythology, sustainability, gaming on an urban level by using the architecture as a canvas.

Synopsis

The façade as a canvas. The main façade of the British Council Library is illuminated with an experiential large scale projection that is synthesized with human presence and interaction.

Realtime tracking through camera-capture of the visitor creates a parallel projected 'avatar' on the façade (screen mounted in the middle aperture). This 'avatar' (silhouette of the person) involves itself with the presently populated field of animals spirits in plenty (rooster, peacock, snake, bull, lion, tiger, elephant, horse). Depending on the speed of movement and stillness, the animal spirits move towards the human 'avatar'. If the human 'avatar' movement is erratic, the spirits run away. When a human 'avatar' has 8 different animals attached to it, it becomes the 'nav-gunjar'. This triggers off a various animated clips that present the condition of our relationship with other living creatures. 'Navgunjar' or Navagunjara is an avatar of Krishna (oriya mahabharat by sarla das). It's a creature composed of 9 different animals. Krishna avatar represents this specter as an inspiration to be in harmony with all living beings. It emphasizes the fact that we are all connected and a form a part of a larger living organism.

More info and at: http://www.experiential-lab.com/eng/portfolio_009.htm

Credits

Commissioning: British Council Library, New Delhi

Concept artist + visual content: Vishal K Dar

Interactive Art Definition: Experiential Design Lab & studio Vishal K Dar

Interactive Hardware and Software: Experiential Design Lab

When/Where

August 2009

21st: Press Preview and Opening from 19:30

22nd: from 20:00

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Who we are:

Experiential Design Lab is a bi-national design consultancy firm specialized in experience design, implementation and strategic innovation.

With a presence in Milan, Italy and New Delhi, India, Experiential Design Lab's central objective is to design immersive and responsive user experiences. The design processes we use are people centered and our tools focus on targeting the various senses in rhythm, to achieve wholesome and meaningful results.

Experiential Design Lab works in any scenario, where people, design and technology merge. From complete brand experience and consumer experience strategies to products, places and services we design, swinging between functional, immersive and multi-sensory user participation. Thus, their designs solutions incorporate an inherent intuitive understanding by the users.

The company has a combined experience of over 10 years in the world of interactive experiences and has successfully implemented projects in the realms of events, exhibitions, museums, retail, products and service segments.

Since they augment environments with intelligence, enabling them to understand and respond to human actions, Experiential Design Lab is able to contribute its knowledge, understanding and experiential skills to a diverse cross-section of projects.

The company actively collaborate in developing experiences with product designers, product managers, architects, technologists, brand and retail managers, media-artists and artists in general and various other professionals.

Though Experiential Design Lab is a recent startup, our founder members have quite a solid track record. The two company ideators, Anurag Sehgal and Giovanni Cannata, have exhibited their work internationally, presented at various conferences, are award winning and are also founding members of the Interaction Design Lab, an Italian design firm that has been awarded as the 'Most innovative & creative firm in Milan' within the first year of activities.

The third founder member, Mustafa Siddiqi, chief technologist of the company, has been responsible for the co-ordination and engineering of projects such as the Crossing Project, an award winning interactive multimedia library on Benaras, (Xerox PARC) and the interactive museum 'Eternal Gandhi' in New Delhi.