

Inversion.

Project Summary

Inversion is a large-scale projection to be mapped on the outside of the north wall of the National Bank on Stephen Avenue.

This piece plays homage to the environmental experiences (Chinooks) we have as Calgarians living so close to the Rocky Mountains.

The elements used are very hyperbolic and fantastical to give a sense of whimsy, lightness and large scale.

User Experience

Users can walk by and experience these dream-like elements moving on a huge backdrop and the visual heuristic experience is a feeling of something bigger happening than oneself, yet we are all a part of this system and recognize that connection.

We'd like to set up a live camera so folks can watch it from home.

We'd also like to propose promotional posters along Stephen Ave. and an augmented reality piece would be effective here. We would use the Artvive app. The user would scan a QR code on the poster to access the app and then the elements used in the motion graphic would jump out of the poster in augmented reality.

Proposed Materials

One or Two large-scale projectors and a laptop to be placed in a vacant retail area in Socia Centre, second floor, facing south.

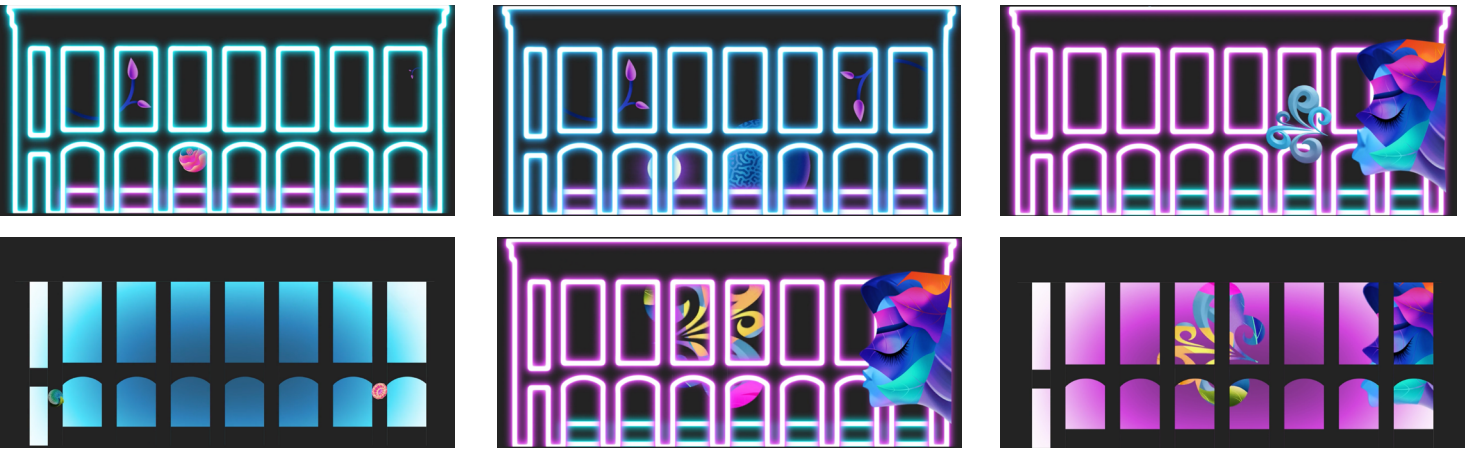
Projectors will be placed on the second floor of the Scotia Building.

User Experience

One app by Artvive, poster design and augmented reality elements supplied by applicant.

Measurements of building are required, these are simply prototypes/mock-ups.

Prototype of Projection in motion - <https://vimeo.com/754749622>



Prototype of AR app elements - <https://vimeo.com/754749622>



Budget

Projector Rental: \$12,000.00	*\$1,000 honorarium to be shared between projectionist and applicant. \$500/each.
Projectionist: \$1,000.00	
Applicant's Rate: \$1,000.00	
Total \$14,000	