ARCHITECTURE

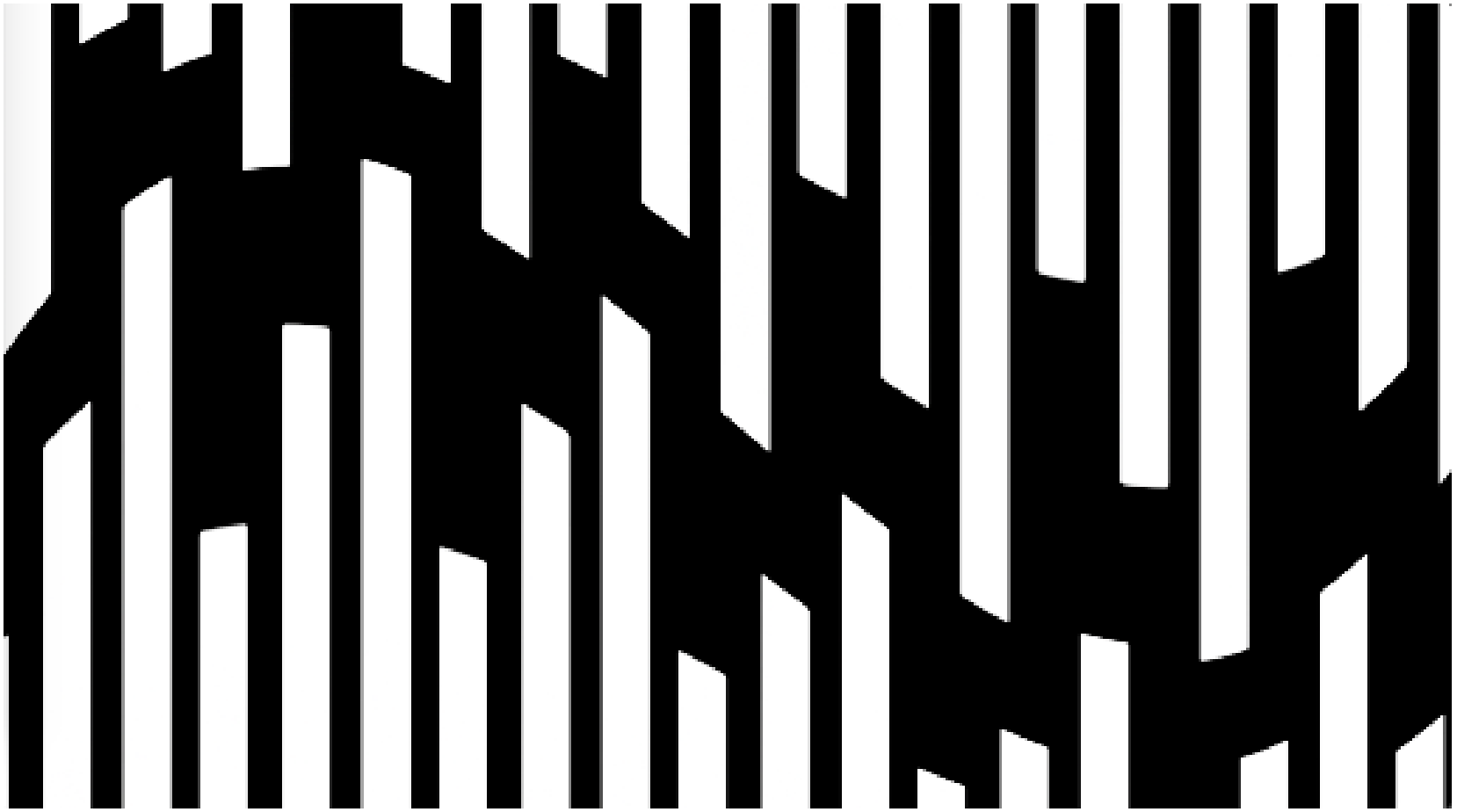
Interactive Media Arts
NYU Shanghai
Fall 2020

上海纽约大学
NYU SHANGHAI

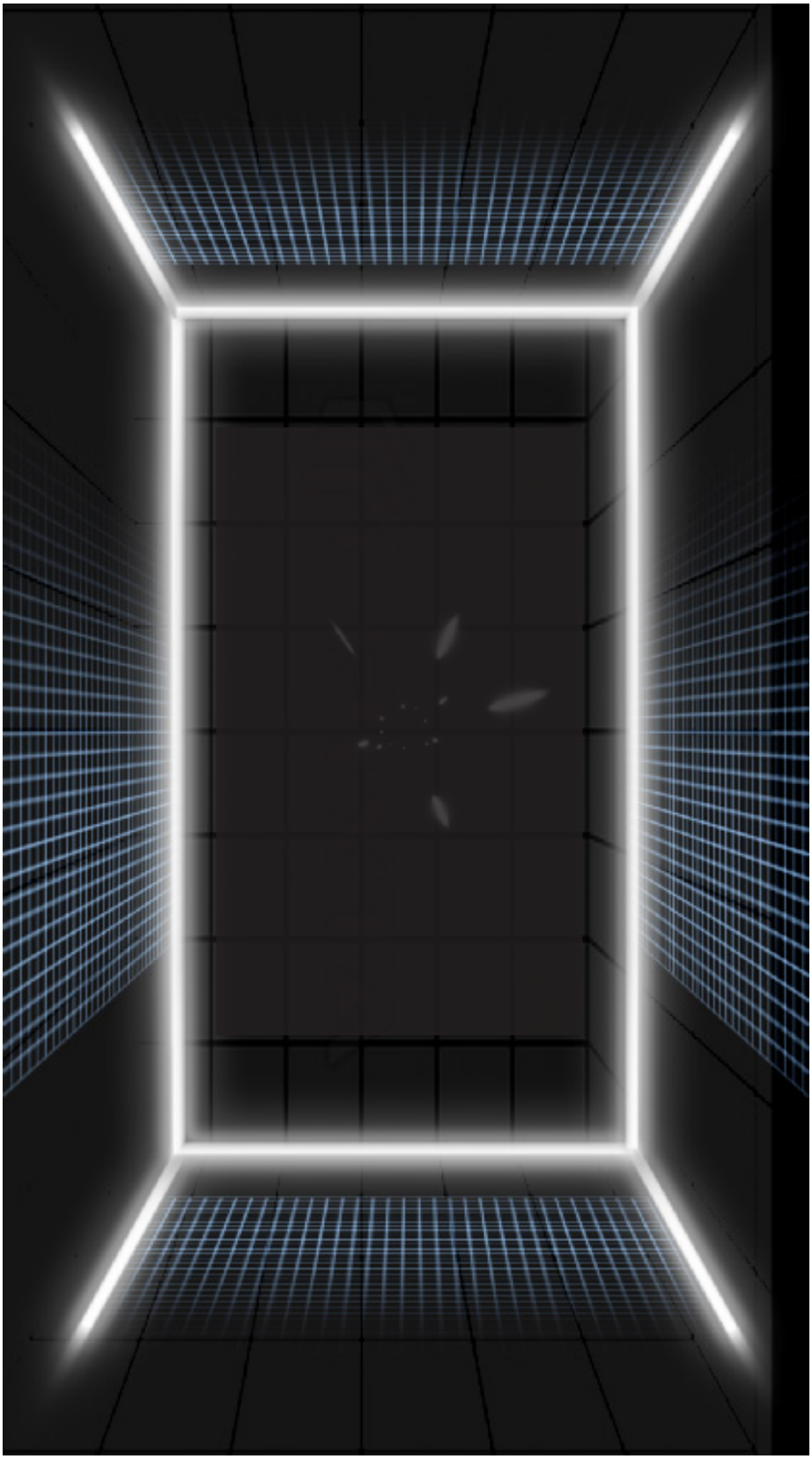
INTRODUCTION

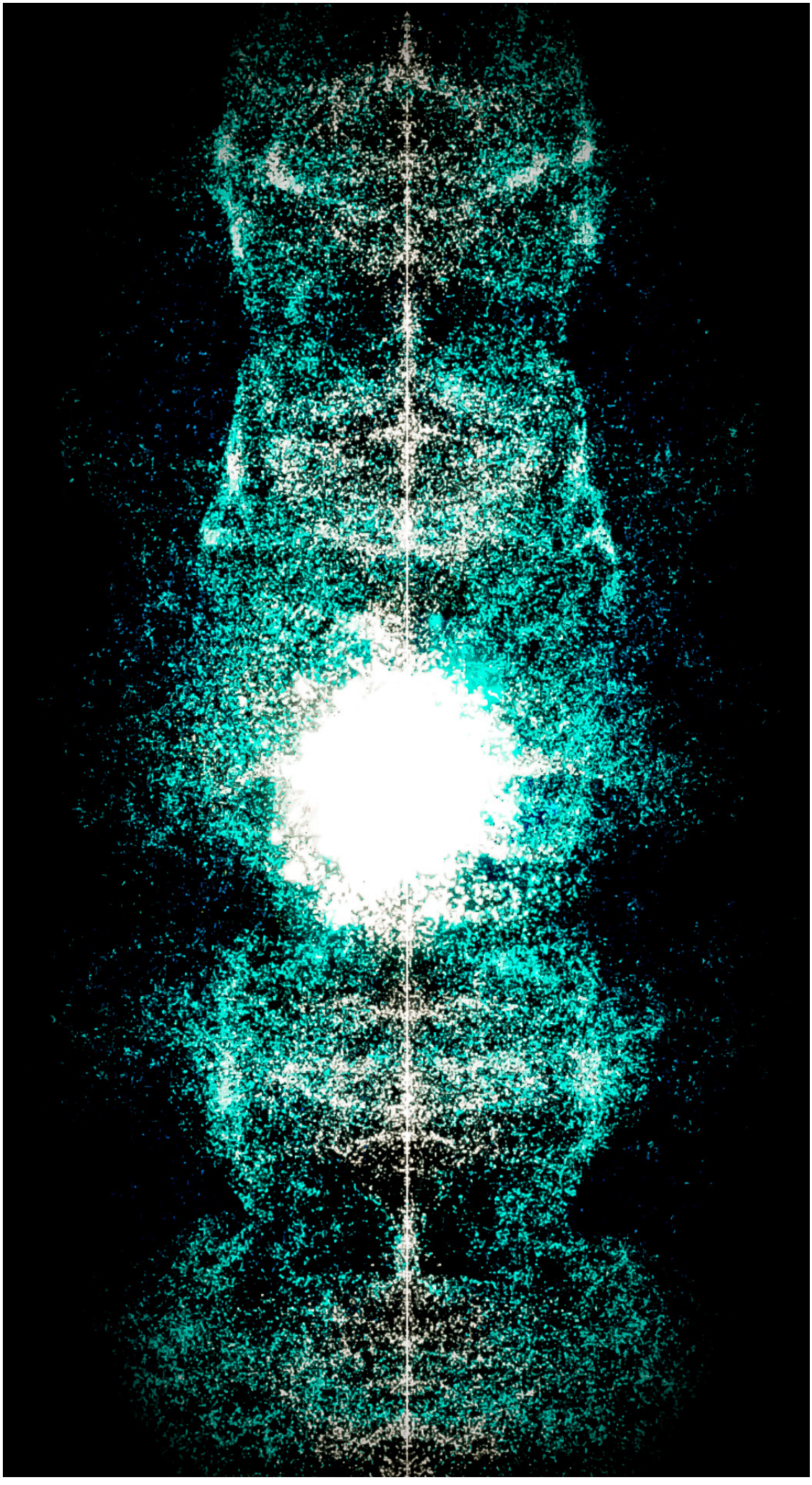
High-rise architectural constructions of large-scale metropolises project their constant intrinsic need of being absolute hegemonic emblems of civilization. Extended injections of computational, media, and technological enhancements push forward the need of architecture to generate structures of hybridity spanning through variable realities, systems, rhizomes. Windows allow us to view the physical exterior from the building's inside. Similarly, matrices of light emitting diodes, as *Hermes Novus*, become messengers of imaginaries, reversing the facade's physicality and morphing the exterior intro vortices of visual infinita.

In this course, IMA students developed original content for a media facade. The animated artworks are to be projected on the White Magnolia building, the largest media display on the Bund area, in Shanghai.

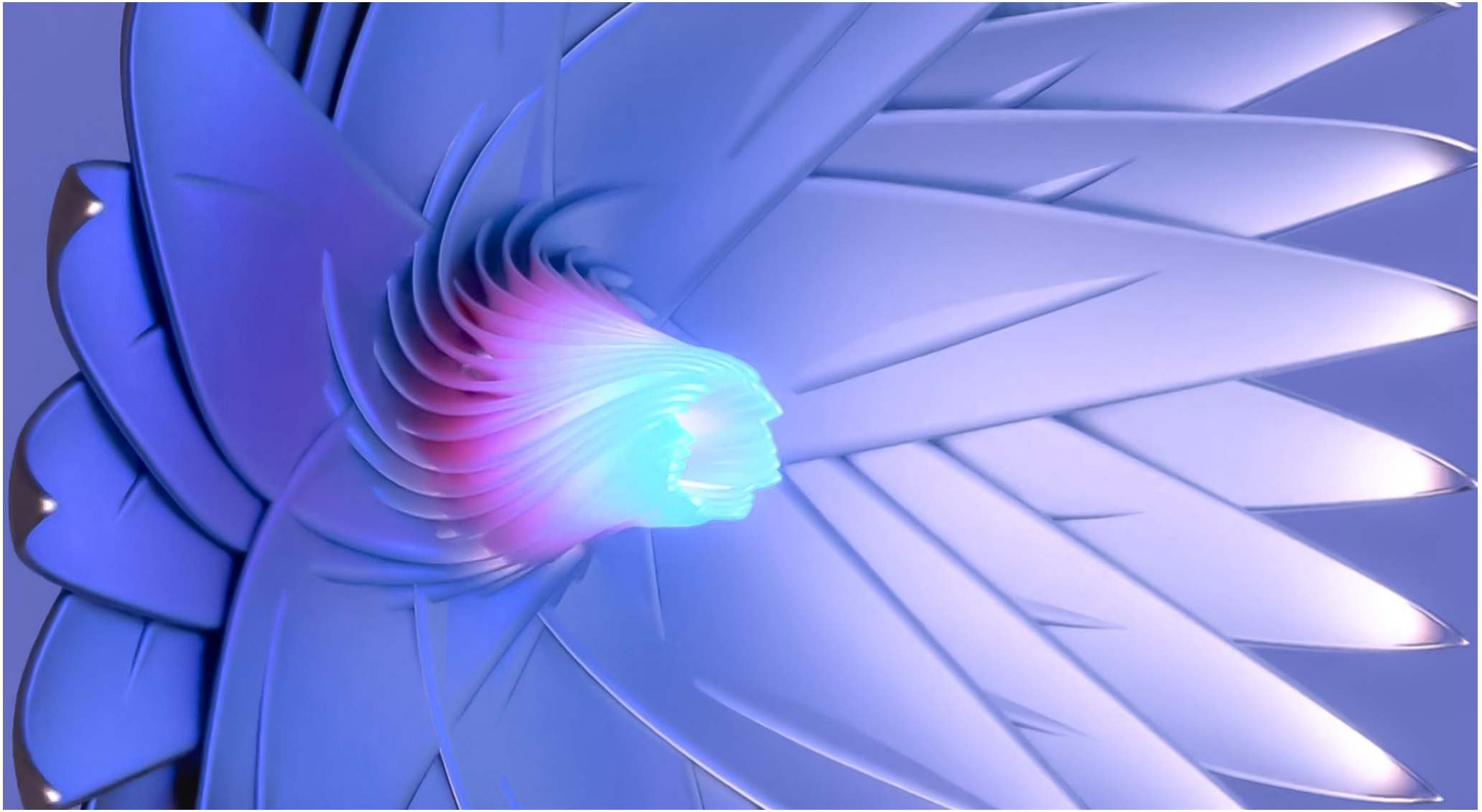


Tearing the norm. Pixels split and spit. Shatter mode. An inwards push.

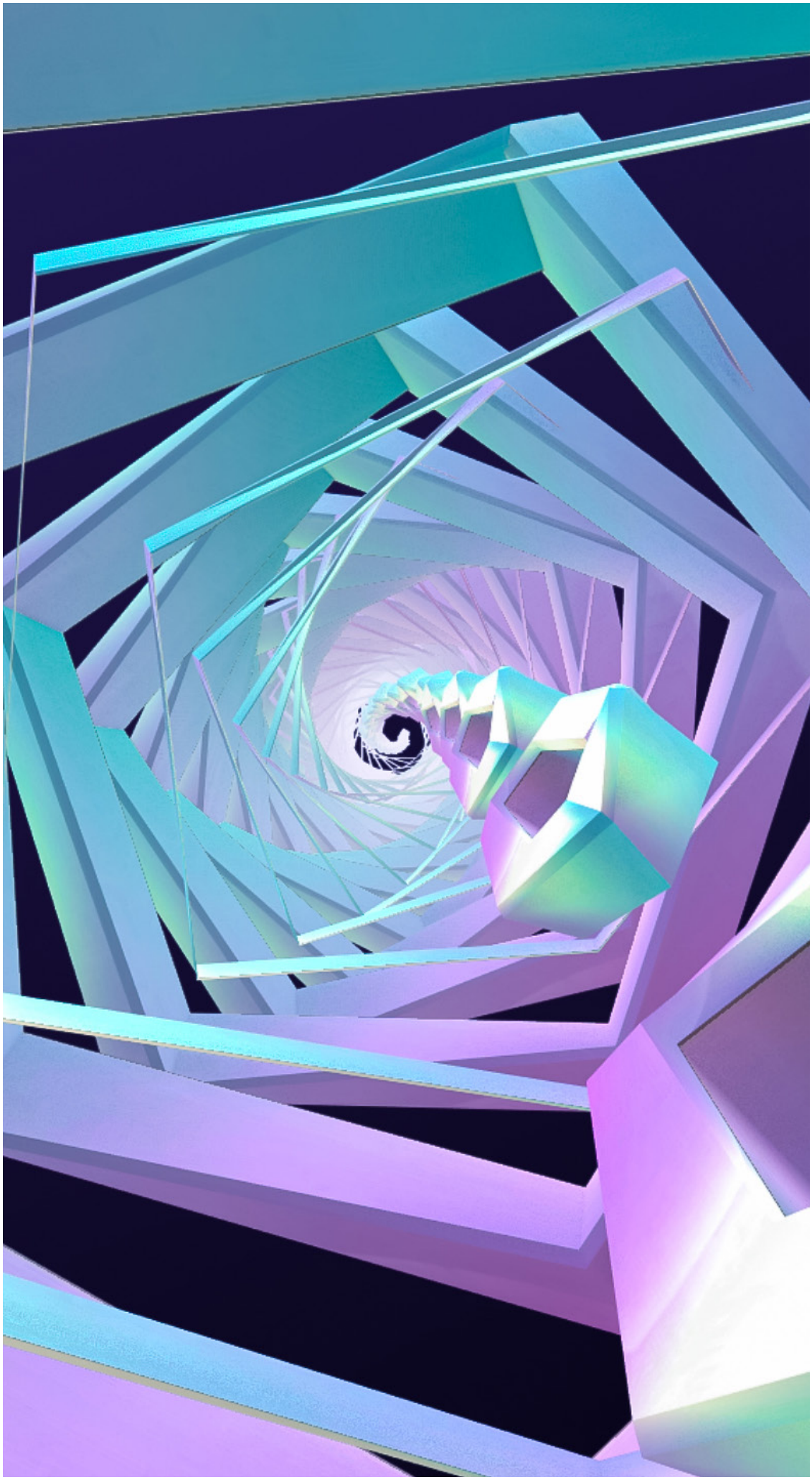


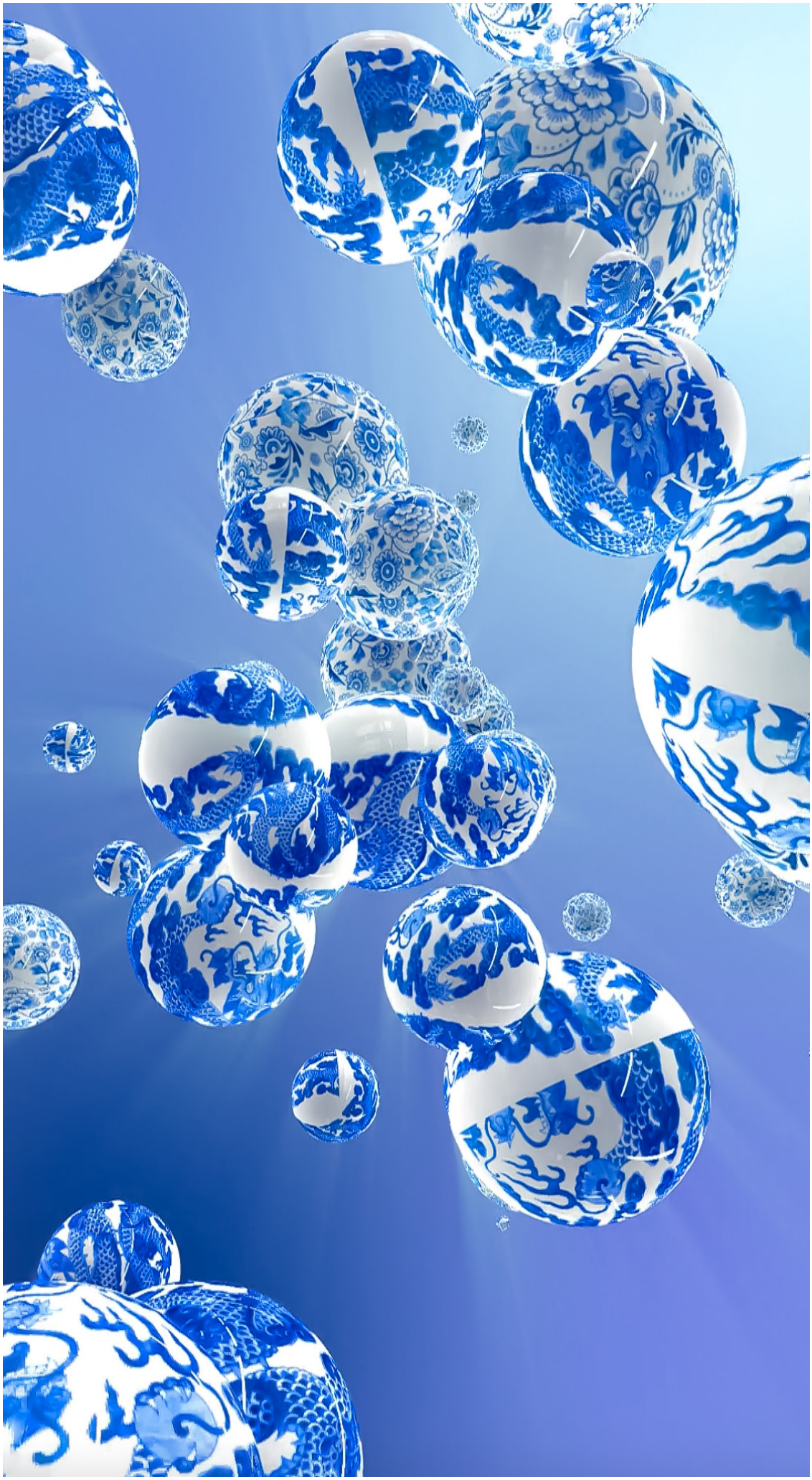


Subatomic collisions. Swarms on entropy, causalities manifested.



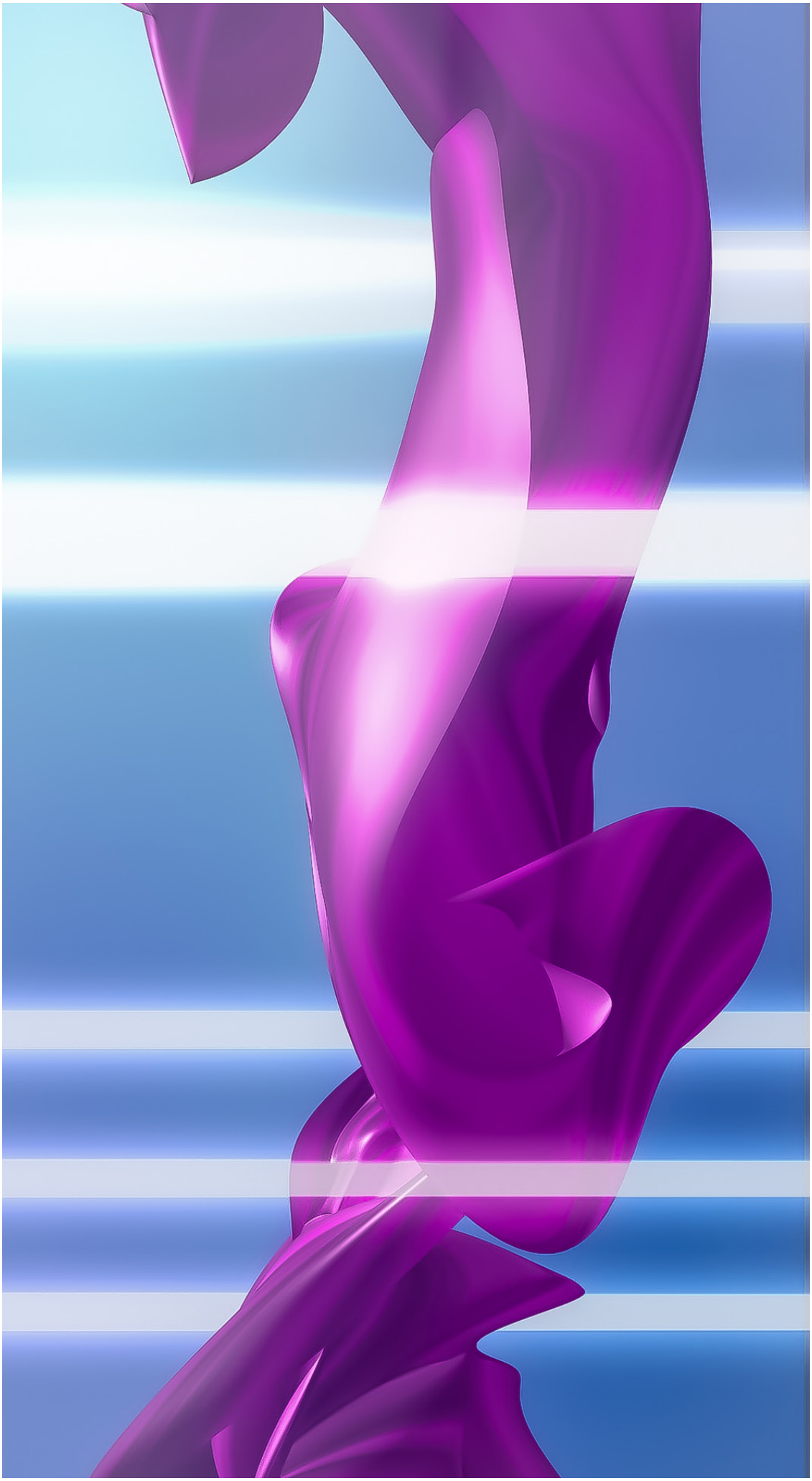
Harmonic fusions of patterns and scales. Revealed geometries of adoration and entanglement.

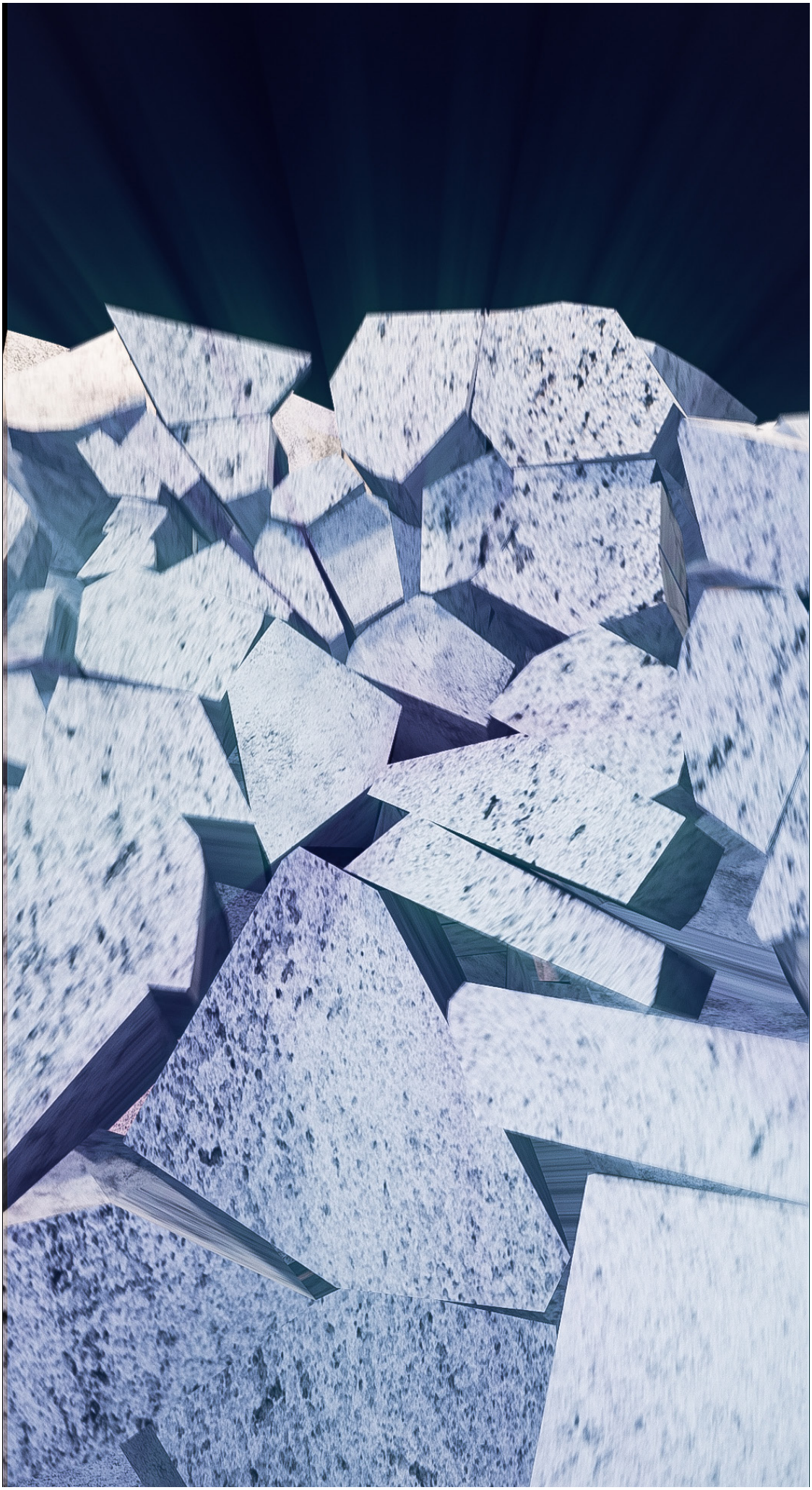




Old stories inspire. We keep what resonates.

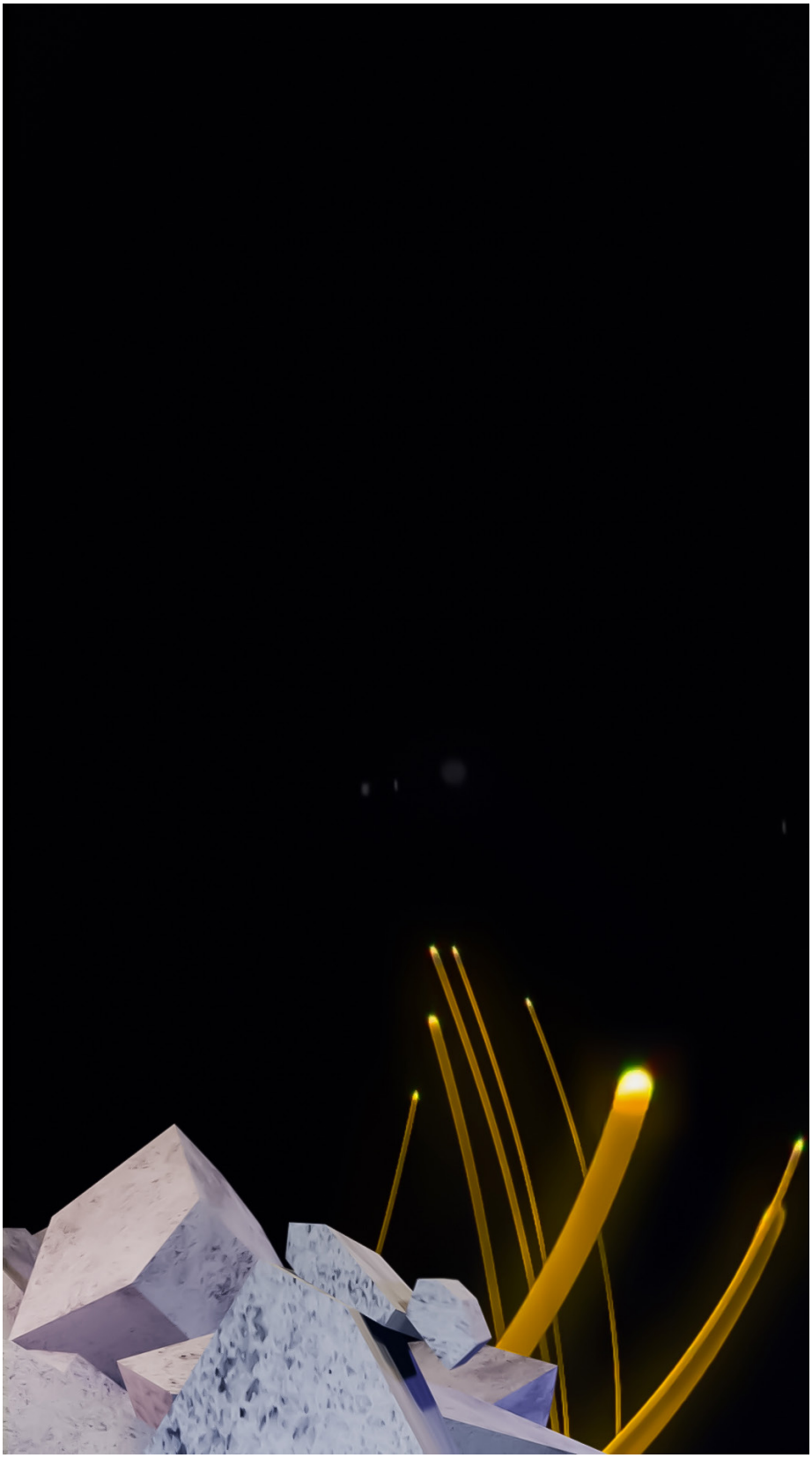
Architectures of ether, textures of poetry; unknowns reframed.

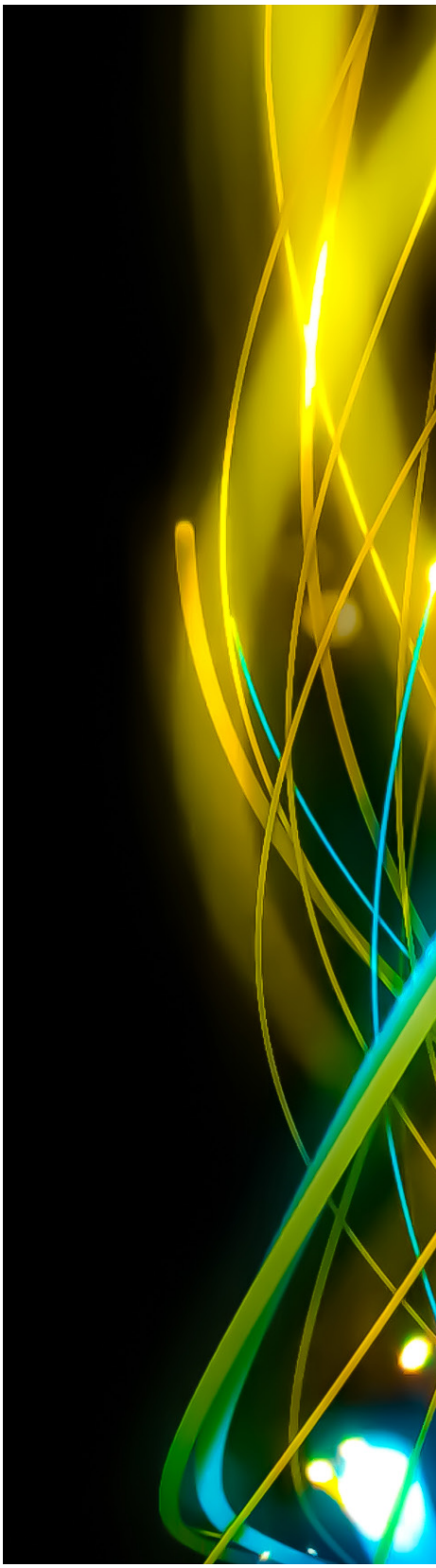


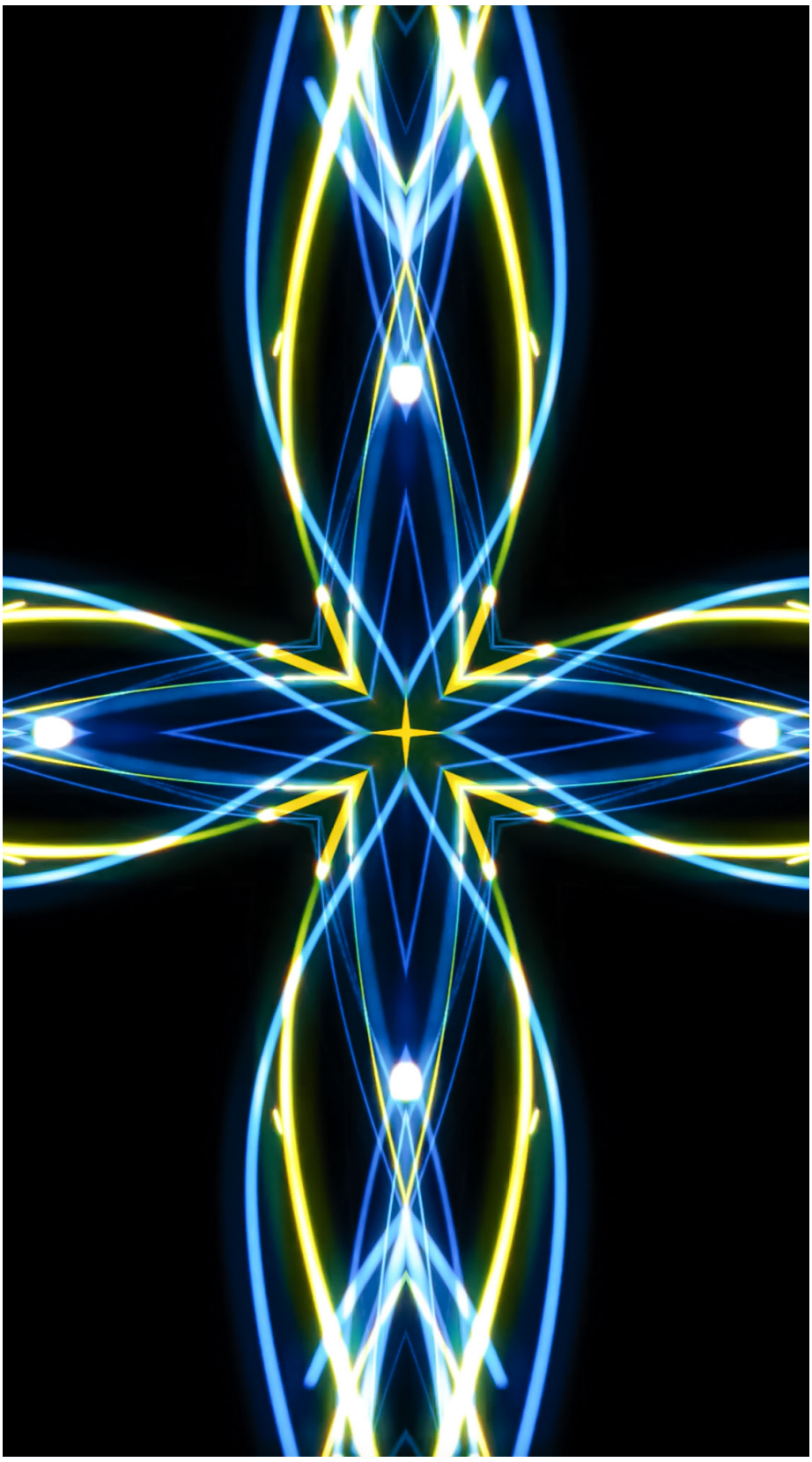


Fractured preconceptions. A facade is rising.

Imaginaries engineered, mutated, digested.

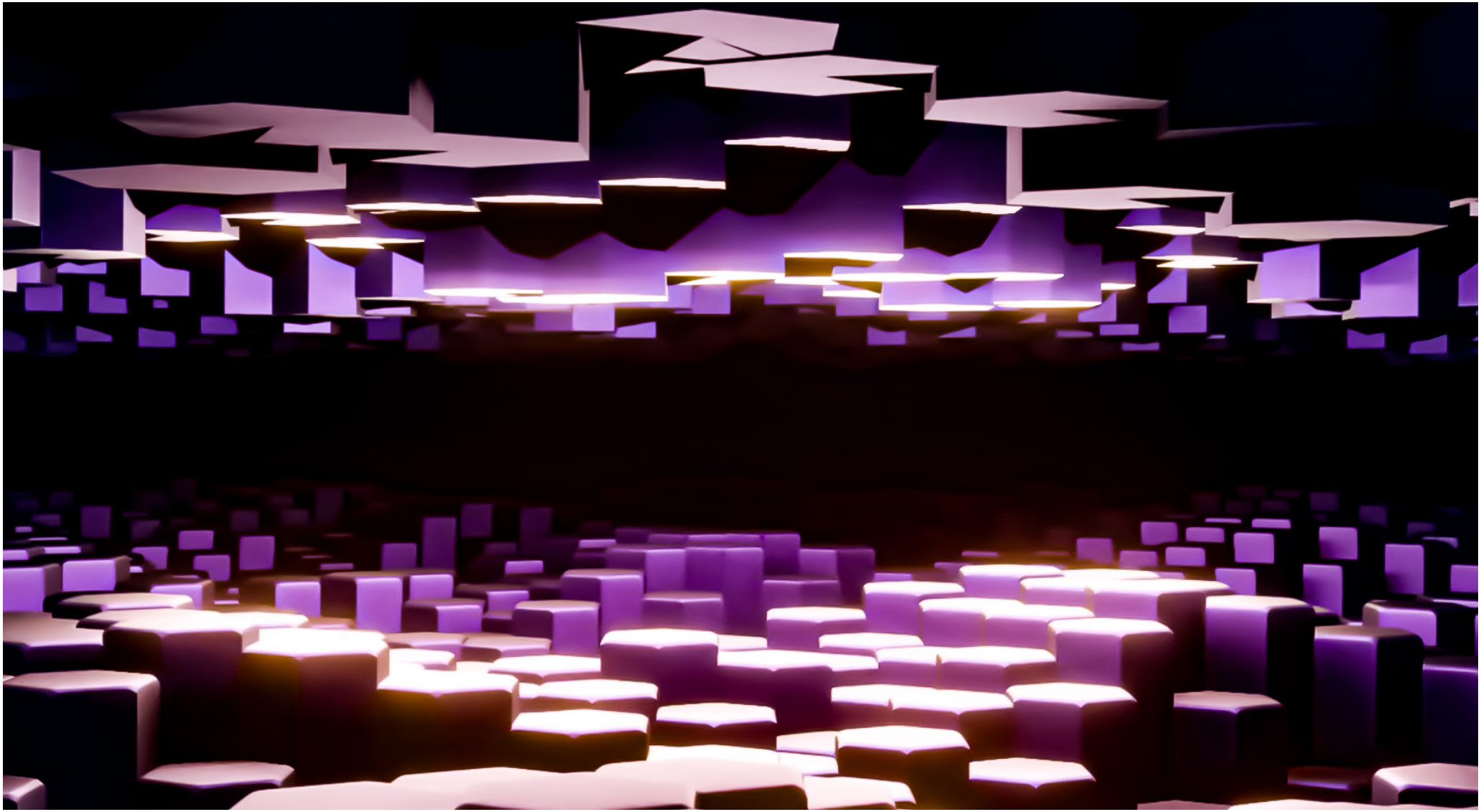




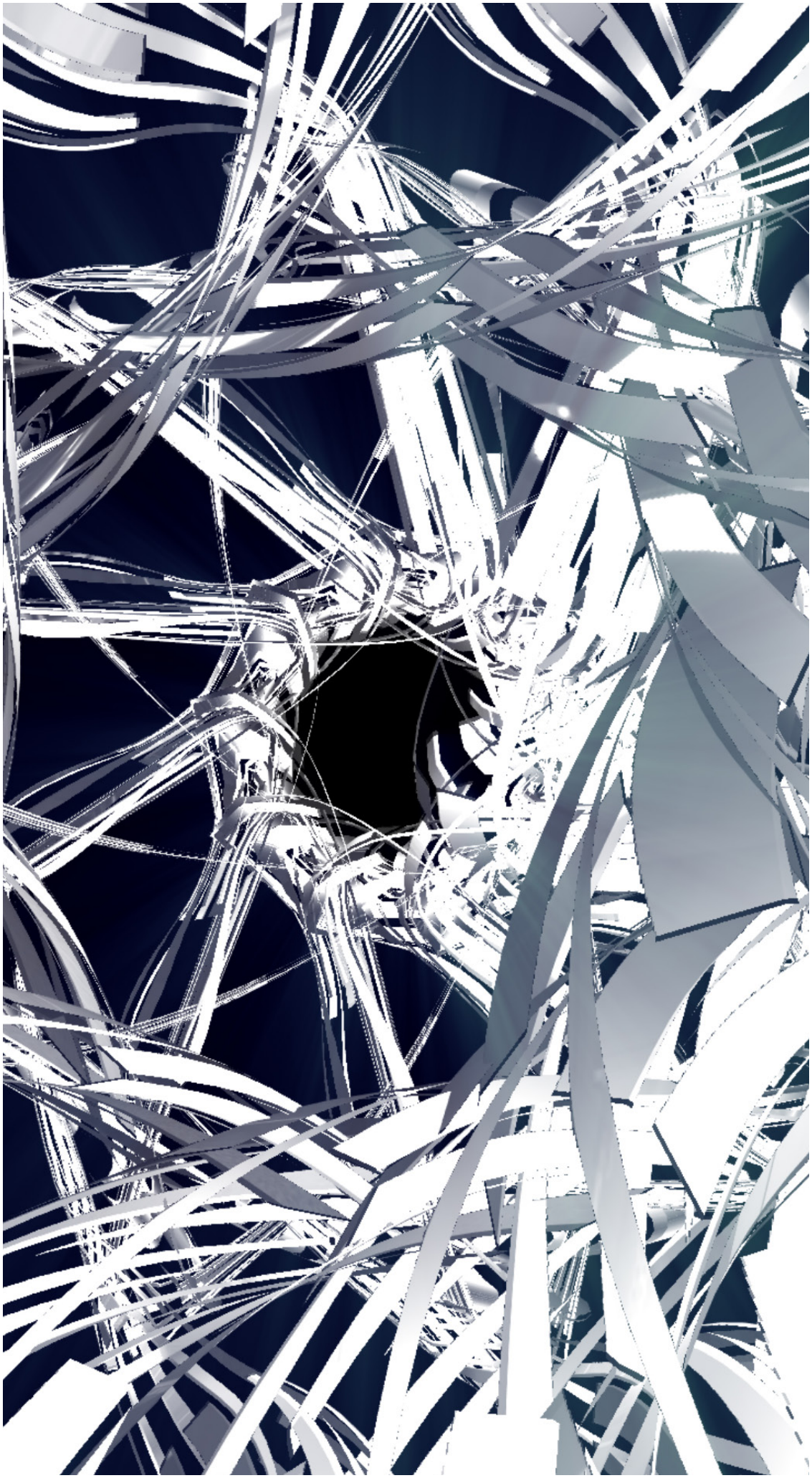


Streams of triggers on metaphysical planes.

Ad blockers, our Saviours!



Immersive depths of neural mappings. Generative forms manufactured.



Media Architecture

Course:	Media Architecture
Instructor:	Stavros Didakis
Teaching Assistants:	Marina Pascual
	Frank Haotian
Learning Assistant:	Keyin Wu
Students:	Damon Chen
	Yulin Fu
	Skye Gao
	Jonghyun Jee
	Andrew Li
	Yinyin (Linda) Lu
	Yi Pan
	Eadin Wang
	Summer Willarson
	Lily Yu
	Romee Zhou
	Xiaoyan (Rosanna) Zhou
	Yanru Zhu

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