

GREENPIX| OPENING PROGRAM|Exhibition Sponsorship Opportunity

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Description

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What:

GreenPix, a ground breaking project developed by Simone Giostra & Partners with Arup, results from the ambitious collaborative talent of architects, engineers, programmers, artists and curators.

GreenPix Curatorial Team, lead by Luisa Gui, introduces the first permanent video installation program on the world largest color LED display. The innovative GreenPix Media Wall is a self-sufficient organic system that stores solar energy during the day and uses it to illuminate images by night.

Then unprecedented immense scale of the display will allow a generation of young artists – both local and international – to create site specific and socially relevant projects. Located in the Xicui entertainment complex near an Olympics site in Beijing, the new-generation showcase is a highly visible venue, both within the metropolis and internationally.

In collaboration with a diverse team of independent curators, art institutions, galleries, media schools, corporations, collectors and benefactors, Green-Pix commissions to each of the participating artist one or more videos. Each art work will be collected and preserved in an archive with GreenPix for future presentations.

Where:

Xicui Building, Beijing

When:

On-gong program starting in May 2008

The full integration of media/information technology with architecture in an urban context represents a new kind of communication surface devoted to unprecedented forms of art, while projecting information about the behavior and activity of the building to a wide range of distances and engaging a vast audience within the city of Beijing.

The innovative use of technology and experimental approach to communication and social interaction defines new standards in the context of urban interventions worldwide, raising global interest in the integration of digital technology with architecture and reinforcing the reputation of Beijing as a centre for innovation and urban renewal.

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Description



03 | About GreenPix

GreenPix - Zero Energy Media Wall - is a groundbreaking project applying sustainable and digital media technology to the curtain wall of Xicui entertainment complex in Beijing, near the site of the 2008 Olympics. Featuring the largest color LED display worldwide and the first photovoltaic system integrated into a glass curtain wall in China, the building performs as a self-sufficient organic system, harvesting solar energy by day and using it to illuminate the screen after dark, mirroring a day's climatic cycle.

The Media Wall will provide the city of Beijing with its first venue dedicated to digital media art, while offering the most radical example of sustainable technology applied to an entire building's envelope to date. The building will open to the public in May 2008, with a specially commissioned program of video installations and live performances by artists from China, Europe and the US.

The project was designed and implemented by Simone Giostra & Partners, a New York-based office with a solid reputation for its innovative curtain walls in Europe and the US, with lighting design and façade engineering by Arup in London and Beijing. Content manager Luisa Gui will coordinate the opening program.

GreenPix is a large-scale display comprising of 2,292 color LED's light points comparable to a 24,000 sq. ft. monitor screen for dynamic content display. The very large scale and the characteristic low resolution of the screen enhances the abstract visual qualities of the medium, providing an art-specific communication form in contrast to commercial applications of high resolution screens in conventional media façades.

Xicui's opaque box-like commercial building gains the ability of communicating with its urban environs through a new kind of digital transparency. Its "intelligent skin" interacts with the building interiors and the outer public spaces using embedded, custom-designed software, transforming the building façade into a responsive environment for entertainment and public engagement.

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GreenPix Media Wall



04 | Exhibition Sponsorship

By becoming an exhibition sponsor, corporations, foundations and individuals play a vital role in the development and presentation of an extraordinary art program.

Committed to building relationships with its supporters, GreenPix can customize its sponsorship programs to meet the sponsor's particular interests.

Here a list of acknowledgements and benefits offered by our standard sponsorship program:

Aknoledgements:

- Credit on printed and digital invitations to opening events and related printed materials;
- Credit on home page of GreenPix website, as well as on the exhibition section;
- Link from greenpix.org to sponsor's home page;
- Credit on full page of Art Forum magazine or other newspaper/magazine ads;
- 5 seconds credit on GreenPix Media Wall before and/or after the screening of the video piece, or the entire curated program.

Benefits include:

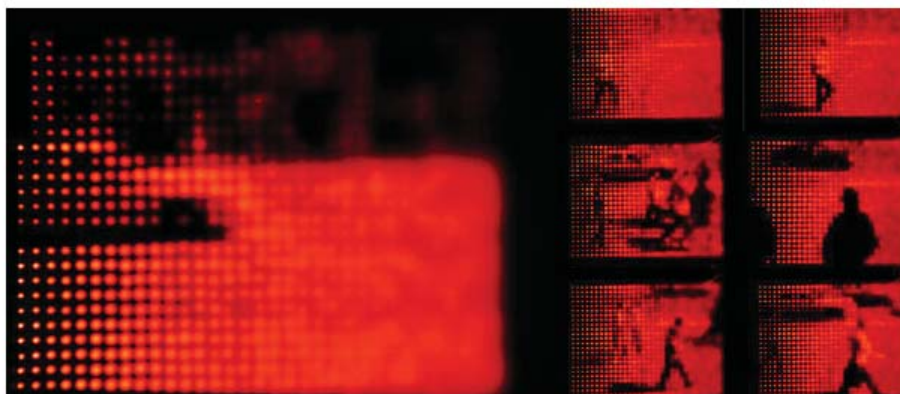
- Invitation to opening night and opening dinner, and speaking opportunity at opening dinner;
- Loan of artwork for display in corporate buildings lobbies, galleries, museums or other venues;
- Corporate events at the Xicui Restaurant and Entertainment Center (including outdoor space for public transit), the high-profile hospitality venue where GreenPix media wall is located;
- Photography and filming of GreenPix media wall for corporate advertisement purposes.

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greenPIX

A Sustainable Media Wall by SGPA

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JIM CAMPBELL

"STARLIGHT"

September 22 - December 2, 2007

Jim Campbell uses the computer as a "connection machine" to power works that play on viewers' perceptual experiences. From the building blocks of numbers, text, sound, still images, moving images, etc., Campbell uses algorithms and other mathematical constructs to create art that intentionally pushes the boundary of sensory perception. Curator Steve Dietz notes in his

catalogue essay, "Campbell is interested not in ever greater realism, but precisely in that the threshold at which something besides chaos - or "noise" in information theory - is perceptible."

- > Feb 8 - Feb 18, 2008
Xu Bing : A Case Study of Transference
- > Sept 22 - Oct 2, 2007
Jim Campbell : Starbright
- > Aug 21 - Sept 1, 2007
Feng Mengbo : Phantom Tales
- > Summer 2008
Olympics

↓ SPECIALS

Movie
Picture
Interview



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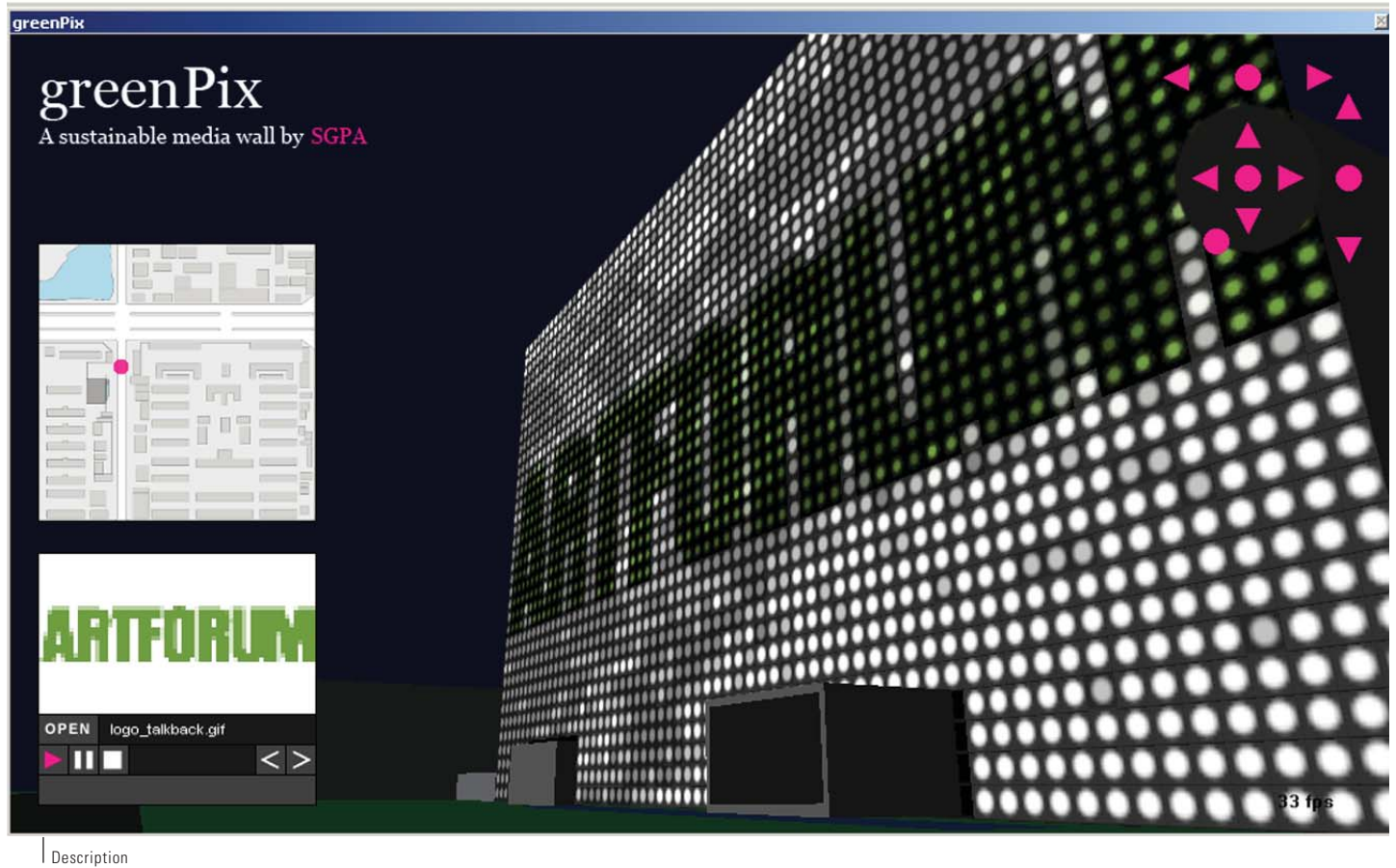


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