



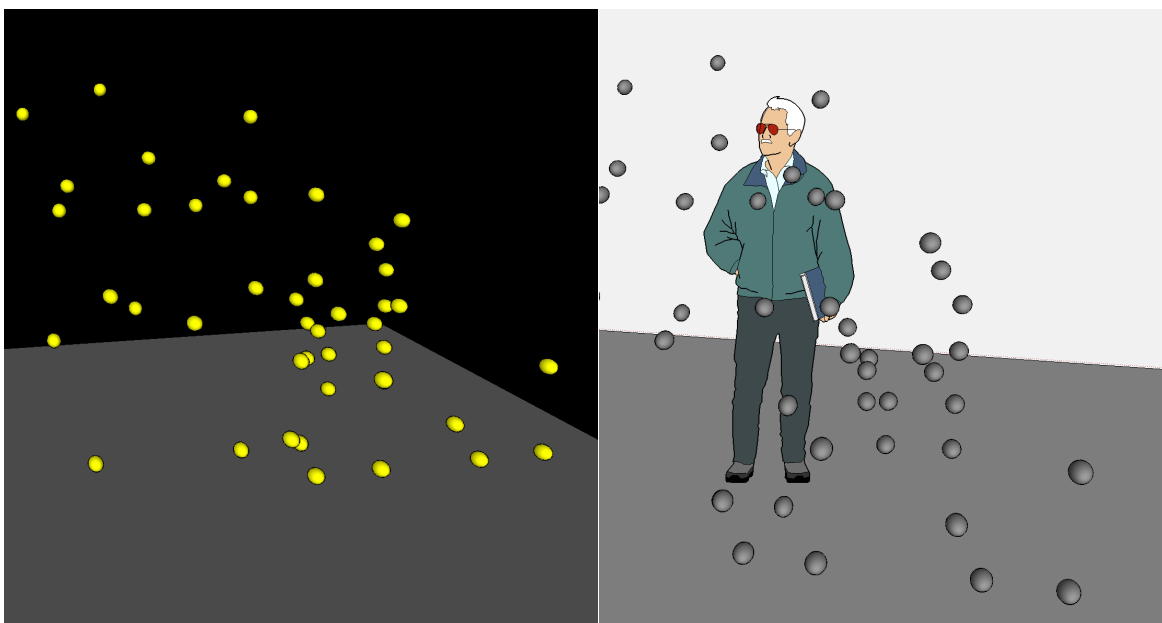
FRESH MEDIA PROPOSAL

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PROJECT PROPOSAL 1

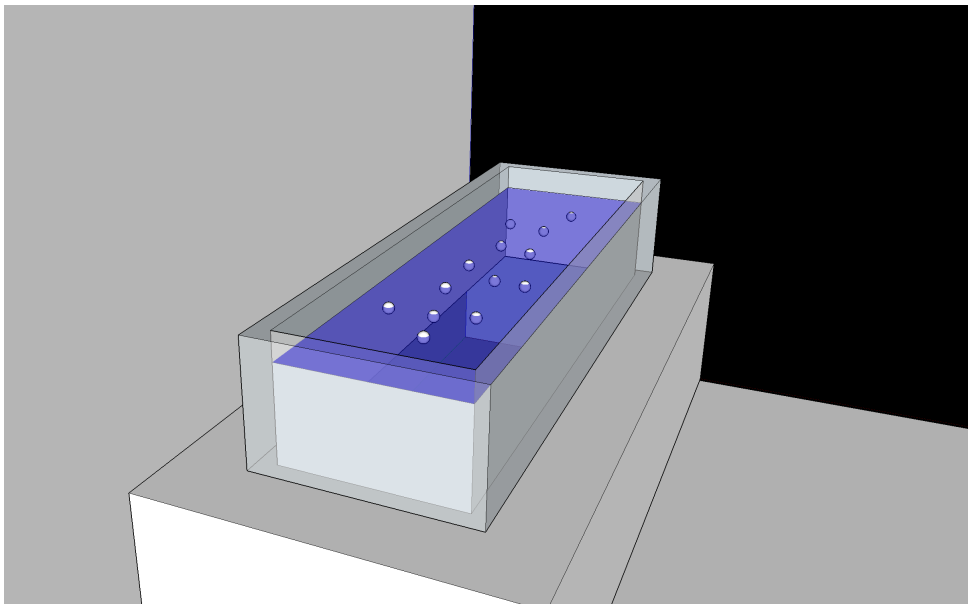
Memories/Beauties That Cannot Be Captured

A LED installation consists of two parts: In one part, about 60 to 100 LEDs are flickering simulating the fireflies. There will be sound and light sensors to control the lightness of these “fireflies”. Loud sounds and light will turn off the LEDs, which recreates my personal experience at an event of setting free fireflies where the fireflies failed to light up because of sound and camera lights generated by the crowds.

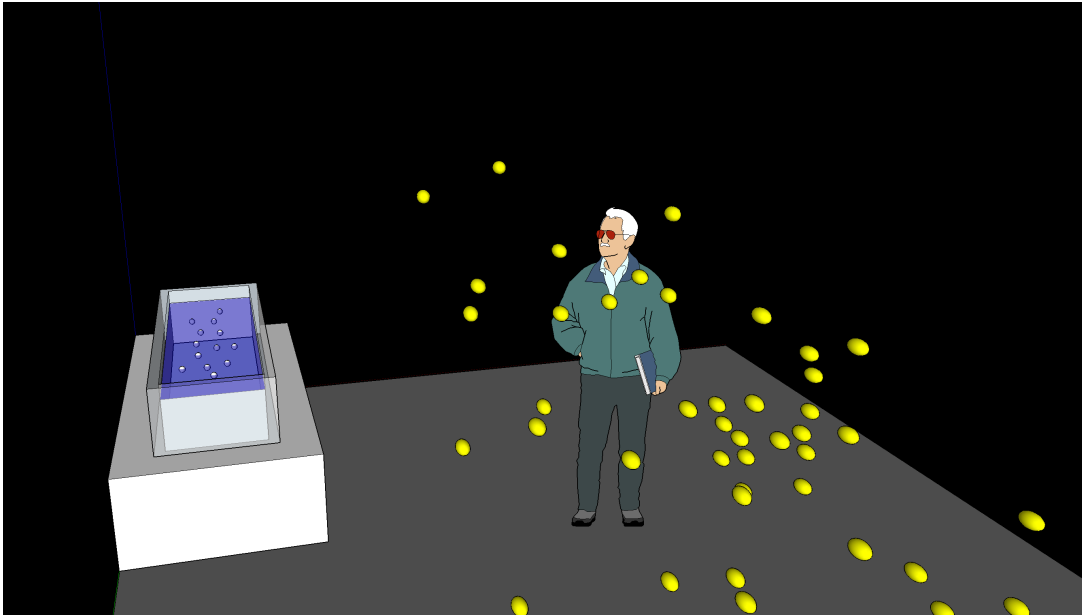


My inspiration came from an experience I had about 3 or 4 years ago when I went back to Guangzhou for the summer. Due to the rapid city growth in the cities of China, kids in Guangzhou had less and less chance to see fireflies in real-life. City of Guangzhou purchased a great number of fireflies from the country area in the north and transported via flight to the Baiyun Mountain. A public event was organized to set free of all the fireflies at once for city people to appreciate the nature beauty. At the event due to excessive amount of people, sound and flash lights at that night, the fireflies didn't light up very well and a lot of them died before even taking off.

The other part of the installation will be in a water tank. It is inspired by my other personal experience at the bio-bay in Puerto Rico. Approximately 20 to 40 LEDs will be constructed to be floating on the water and producing the effect of the bioluminescence. As the people pick out the LEDs with hand, the light will fade away. The lights will light up again once put back in the water.

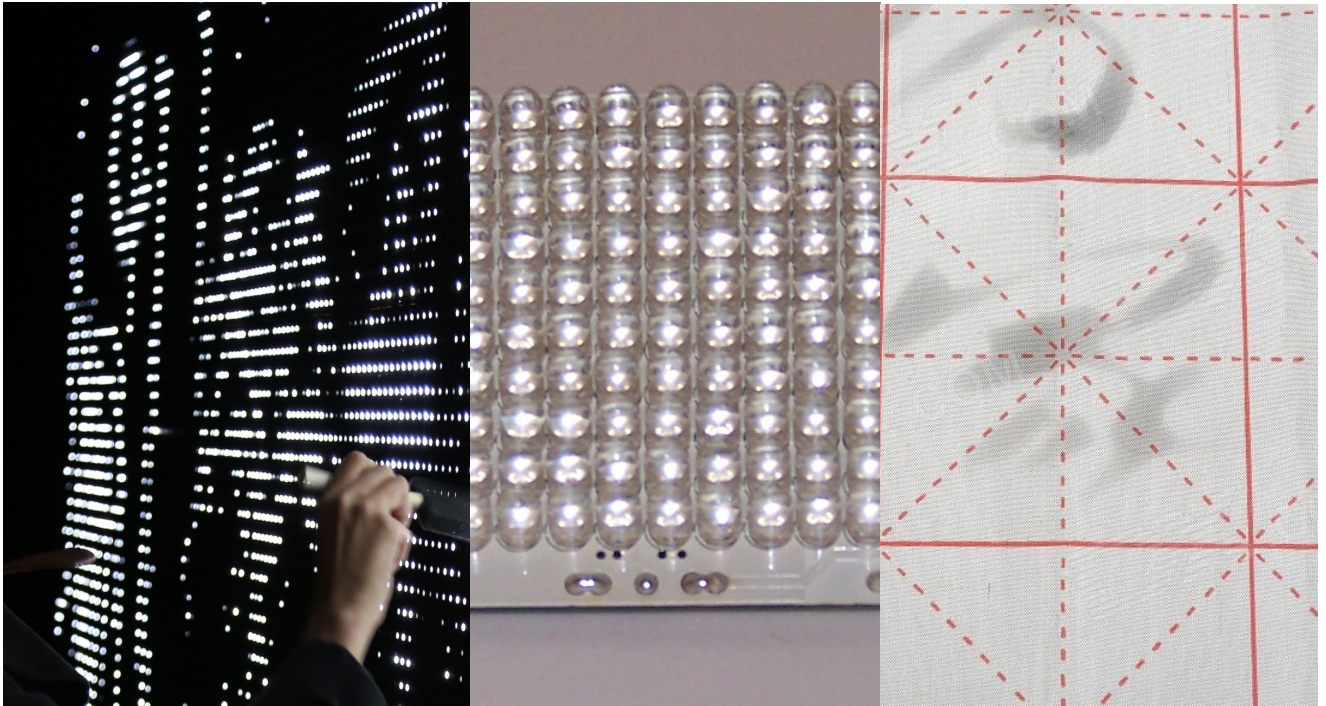


Both of the pieces will need to be installed in a dark space, preferably in a small quiet room. (See next page)



Project Proposal 2

An interactive piece of LED Chinese calligraphy/painting pad will be created with LED lights utilizing the conductivity of water. Inspired by magic water writing cloth



and the similar reaction of the cloth material and electronic circuit, when writing with a dampened brush on the crafted LED panel, the brush path will light up, and will fade away as the water dries. This device is designed to encourage a magical experience for the audience to create a piece of art with electronics.

SPACE

Dark and closed space (preferably one of the two rooms in the back) with walls

EQUIPMENTS

- A water tank
- a desk
- ~150 LED bulbs
- magic cloth <http://www.amazon.com/Magic-Cloth-Water-Painting-Calligraphy/dp/B004BAKAIC>)