

# NIGHTSEEING

*Leni Schwendinger's NightSeeing event took to the streets of Frankfurt to interpret the light and shadows of the city's nightscape.*

Light Projects' Leni Schwendinger visited Frankfurt to deliver a special edition of her NightSeeing tour.

The event, sponsored by French urban furniture manufacturer Technilum, delivered a special program aimed at raising awareness of light, and shadow, in nighttime environments, to a sell-out crowd of 75 guests. The evening kicked off with a brief presentation at the Haus Am Dom. Schwendinger started with an overview of some wider aspects of lighting theory that apply to the general public and design professionals alike. She eloquently explained how during the light walk guests would start to see the effects of light and the nighttime environment in a transcending way. The light walk, she said, is an exploration and discovery of "existing conditions", shadows, reflections and emanations that define a nightscape. A diversity of attendees included lighting designers, students, engineers, art lovers, architects, frankfurt residents and even

Olympic organisers were in attendance, originating from a spread of countries including Canada France, Germany, Switzerland, United States, Greece, Sweden and Spain.

The walk took the group on an hour adventure through Frankfurt am Main beginning at the Frankfurt Cathedral and continuing along the main river front. The route was picked to offer attendees the best opportunity to discover the hidden atmospheres of Frankfurt's nighttime environment under the guidance of Schwendinger's artful eye. "NightSeeing in Frankfurt was a great event that showed people the city lights with a very artistic and detail oriented approach," commented Alexi Nollet, North America Sales Director, Technilum. "The Technilum team was delighted to help sponsor this event and bring it to Luminale to an amazing group of international attendees!"

[www.nightseeing.net](http://www.nightseeing.net)



Photos: Lara Elbaz Lighting Design

# MEDIA FAÇADES SUMMIT

*The Frankfurt School of Architecture hosted the second edition of this international conference.*

Building on its first edition, the second Media Façade Summit ran in parallel to this year's Light + Building, providing a forum for discussions around the emergent issues and challenges of media façades, urban screens, and out-of-home displays. Top creatives and leading experts in the field - as well as around 150 visitors, a mixture of architecture, designers, students, industry and council representatives - came from across the globe to discuss a variety of issues relating to the design and construction of media façades.

The day began with a presentation of a new book *Urban Media Culture* by Susa Pop, Ursula Stadler and Gernot Tscherteu with the authors sharing their views and visions of how digital technologies will form a new urban environment.

The event continued with presentations from industry, academia and architects, beginning with an opening lecture by M. Hank Haeusler entitled 'Media Façades Quo Vadis?'. Haeusler outlined the potential for media façades when integrating 21st century computer technologies thus allowing building façades to become responsive envi-

ronments. Through these robot-like façade systems, he suggested, architecture will be able to take a greater role in the current smart / intelligent cities discussions and allow better resource utilisation through better data mining in the built environment. Other speakers included: Jan Miebach on Traxon's "Flame Tower" project in Baku; Martin Teigeler from AS&P Frankfurt discussing the role of media façades and media architecture in an urban setting; Markus Pfisterer of GMP and Thomas Mueller of Lichtvision discussing the Warsaw Football Stadium; Sebastian Oschatz of MESO on

a new strategy for developing content; Dominik Harris of Cinimod revealing their experimental approach to interactive design; Uwe Brueckner of Atelier Brueckner discussing works such as his 360° media façade concept; and Thomas Frenzel of Milla & Partner on the German Expo Pavilion project in Shanghai.

A keynote speech by Ben van Berkel of UNStudio, 'Who is afraid of colours?', closed the conference, which concluded with an evening of networking and the launch of a new media installation by BoxLED.

[www.mediaarchitecture.org](http://www.mediaarchitecture.org)

