Site Specificity and the Digital Image

For this project, we will work in groups to create videos that will be projected onto surfaces in surprising spaces around Knobview Hall. Your video will need to create a relationship with the site on which it is projected, physically and conceptually. We will do this visually by mapping your groups video to fit on a certain element of architecture. The content of your group's video also must relate to the site conceptually. Think about what is happening in your video and how those elements relate to the shape of the architecture. Does your video need to be very large and overwhelming or does it need to be small and intimate? What is your video saying about the site, how people interact with the site, what the social purpose of the site is? How do people interact with the piece?

Each group member will contribute at least 30 seconds of video to the final work. It is up to your group to decide what the content/focus of the video will be and how to combine group members videos into one cohesive work. Your group may want to choose a theme, each create/capture footage related to that theme and then pull them together creatively in Premiere or work together on one/several video shoots around a focus/theme.

Technical considerations:
- your site either needs to be dark during the day
- access to electricity
- placement of projector
- access to space

Requirements:
- There is no size restriction, except for that it must relate conceptually to your video. If it is big, ask yourself why it is big and vice versa.
- The video must be at least three minutes long.
- video must physically and conceptually relate to the environment

Artists to look at:
- Jenny Holzer
- Krzysztof Wodiczko
- Raphael Lozano Hemmer

Skills we will learn:
- projection mapping - Millumin
- using projectors as art tools
- art in public spaces

Critique: October 25th