

Heart of the city



by Anaisa Franco and Aravindh Panchadcharam

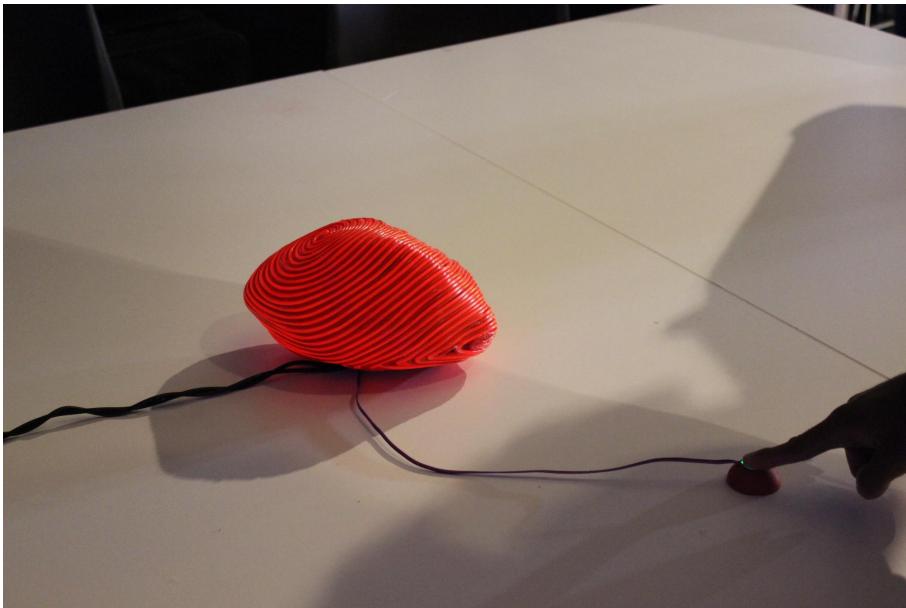
Introduction - anaisafranco.com

Searching for the creation of a “sixth” sense, Anaisa Franco creates interfaces that interconnect the physical with the digital inspired by concepts of psychology and dreams, she provides behaviors, feelings and imagination for the artworks.

Born in 1981, she lives and works as an artist. In the last years she has been developing New media Artworks in Medialabs, residencies and commissions such as Medialab Prado, Mecad, MIS, Hangar, Taipei Artist Village, China Academy of Public Art Research Center, Mediaestruch, Cite des Arts, ZKU, SP_Urban and MAC Fenosa. Mostly of the works were developed by grants and prizes. She has a Master in Digital Art and technology at University of Plymouth in England, UK and graduated in Visual Arts at FAAP in Sao Paulo. She has been exhibiting in America, Asia and Europe as the as EXIT Festival in Paris; ARCO Madrid in Spain; Europalia in Brussels; Live Ammo at MOCA Museum of Contemporary Art in Taipei, Taiwan; TÉKHNE at MAB Museum of Brazilian Art in São Paulo, Brazil; Sonarmática at CCCB Centre de Cultura Contemporània de Barcelona in Barcelona, Spain; the 5th Seoul International Media Art Bienalle, Seoul, Korea; Vision Play at Medialab PRADO; SLOW at Plymouth Art Centre in England and many others. She is represented by Adora Calvo Gallery in Spain.

Work

Heart Dialogue



Your Wave of Happiness



Heart of the City

The Heart of the city is an interactive public art sculpture that pulses light according to the heartbeat of the people. The sculpture invites several people to sit and interact with it.

When a person places its finger on the pulse sensor located in one of the seats of the sculpture, it starts light on and off according with the rhythm of the heartbeat of the user. When nobody is touching the pulse sensor, the Heart of the City has its own rhythm and illumination.

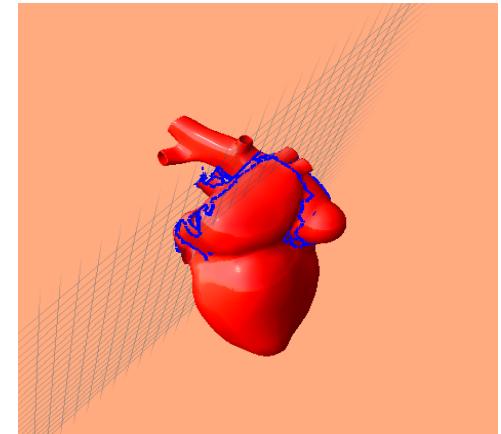
The piece aims to bring closer the heartbeat of the citizens by creating a heart to the city where people could hang out and experience an expansion of their own heart shared with others.

Technical Description

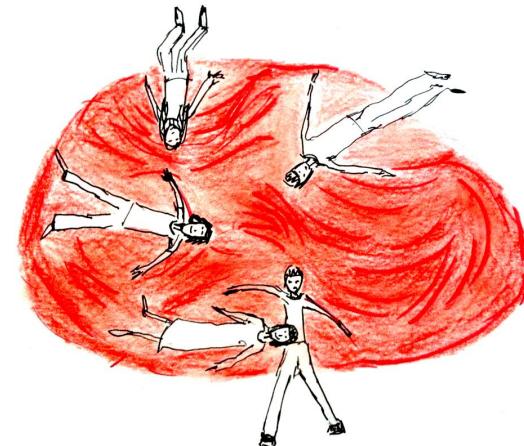
The shape of the sculpture comes from an original human heart model that I modified to get the desired shape for the project.

The sculpture will fit several people at the same time. It will have only one pulse sensor located in one of the seats that will pulse the light of the entire sculpture on and off. It can only be activated by one person at a time.

The sculpture surface will be 10 m². The structure will be robust, waterproof, durable and its shape will be adapted and can be scaled according to the space around it.



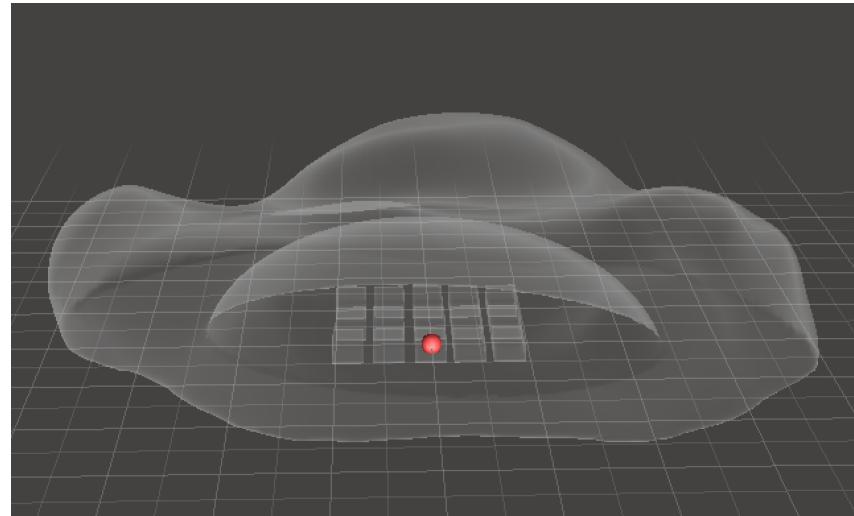
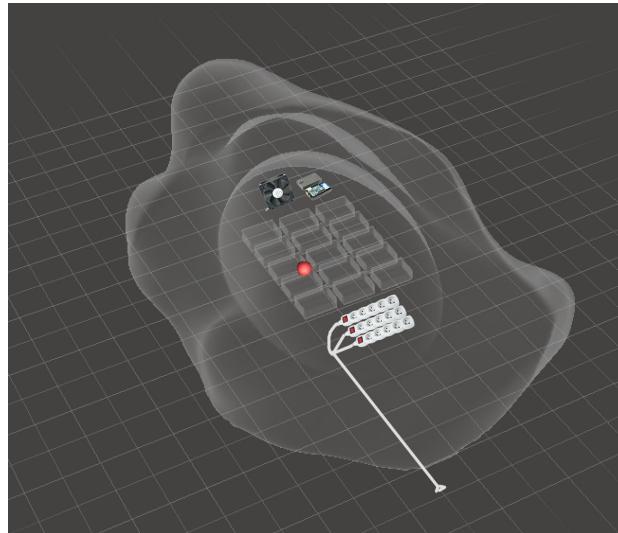
Technical Description - Concept



Technical Description - Internal

The interior structure will be made with Styrofoam. The inside will be empty to store the electronics waterproof box.

The styrofoam shape is covered with LED Neon flex to create a skin-feel touch.



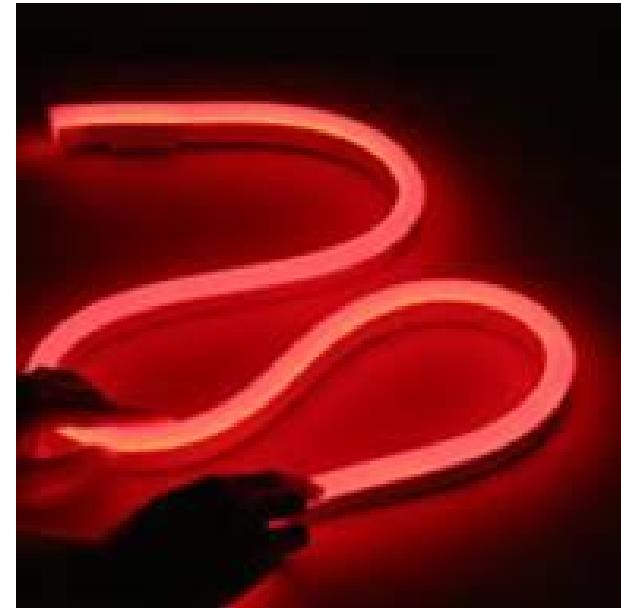
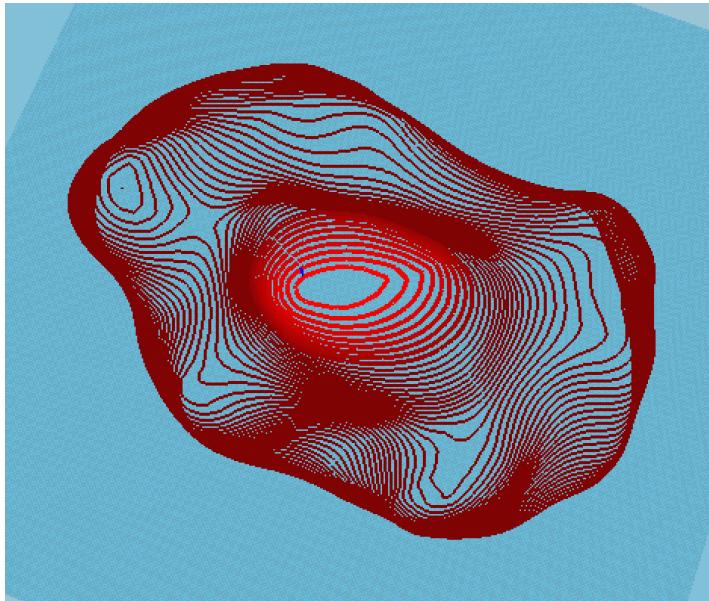
Technical Description - Internal

Internal structure will be made with Styrofoam and a layer of resin. Will be developed in the Design lab of UTS, University of technology Sydney. From April 18th until May 22th, 2015.



Technical Description - External

The styrofoam shape is covered with 300 meters of LED Neon Flex to create a skin feel touch.

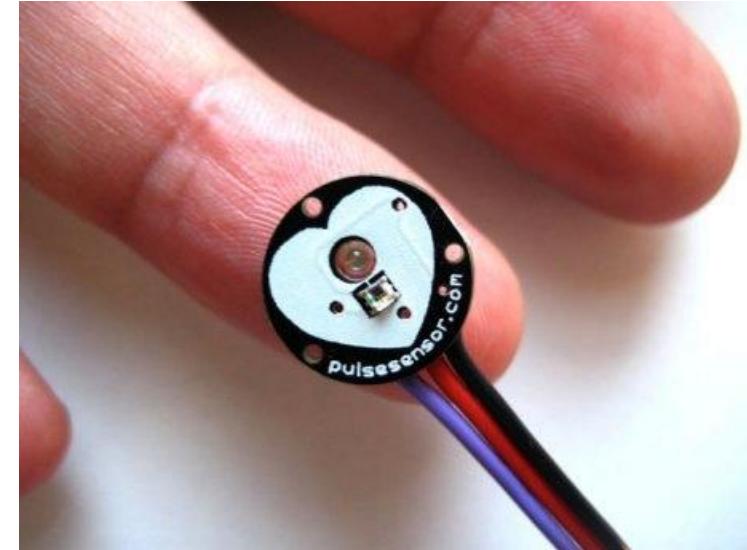


Technical Description - Material

LED Neon Flex



Pulse Sensor



Cultural Value

- The piece aims to bring closer the heartbeat of the citizens by creating a heart to the city where people will experience an expansion of their own heart shared with others.
- Arts promote true prosperity
- Arts drive tourism
- Arts spark creativity and innovation
- Arts have social impact
- Arts mean business

Cultural Value

How other companies are involved in cultural and social development ?



Venue - Sydney, Australia

- Sydney is the most populous (4.57 Million) city in Australia and Oceania and located on Australia's east coast. The metropolis surrounds one of the world's largest natural harbours.
- Vivid Light Festival from 22nd May till 08th June and it had 1 Million visitors in 2014.



Venue - Jena, Germany

- Jena is a German University town and has a population of nearly 110,000. The city's economy is based on the high-technology industry and research, making Jena an innovation centre in Germany. The optical and precision industry is the leading branch to date
- Jena Light Festival in 2015 after it this year is announced as Light Year by Unesco
- Produced by opto-electronics producers in Germany such as Carl Zeiss and Jena Optik,



Venue - Guangzhou, China

- Guangzhou is the capital and largest city of Guangdong province in South China and has a population of 8.25 Million
- Guangzhou Light Fair will feature a complete range of forums and product presentations to encourage exchange of lighting designs and cutting-edge lighting technologies.



What is in for Yetu with Heart of The City project?

Your logo will be displayed in Vivid Light Sydney Website and in the Wayfinders of the work. In 2014, up to 1.4 million people viewed the Wayfinders as they participated in the Vivid Sydney Light Walk.

Vivid Sydney Light Walk Contributor Rights and Benefits

Each Light installation is accompanied by a lightbox that also acts as a Wayfinder. Destination NSW pays for these Wayfinders to be installed and operated. The Wayfinders provide information about the specific installation, the route of the Light Walk, and general information on Vivid Sydney.

The Vivid Light Walk Contributors logos are included on these Wayfinders to recognise their contribution. In 2014, up to 1.4 million people viewed the Wayfinders as they participated in the Vivid Sydney Light Walk.

Vivid Light Walk Contributor logo placed here



What is in for Yetu with Heart of The City project?



What is in for Yetu with Heart of The City project?

- Festival in Jena and Guangzhou will have 2 installations that must be connected via internet.
 - Yetu Gateway is the better choice for internet of things
 - Therefore Yetu Hardware will be introduced to makers, tinkers, artists communities via press that publishes about our projects.



What do we need?

- Since the material cost of this project is high, we would like to get some amount of money as sponsorship.
- If yetu is interested in promoting their hardware, we would love to use it for the festival where we have more than one installation*.

Thank you
