

# The Heart of the city



A project by Anaisa Franco  
in collaboration with Aravindh Panchadcharam  
and Annie McKinnon.  
Produced by Connecting Cities  
2015



<http://www.connectingcities.net>  
<http://www.anaisafranco.com>

## Summary

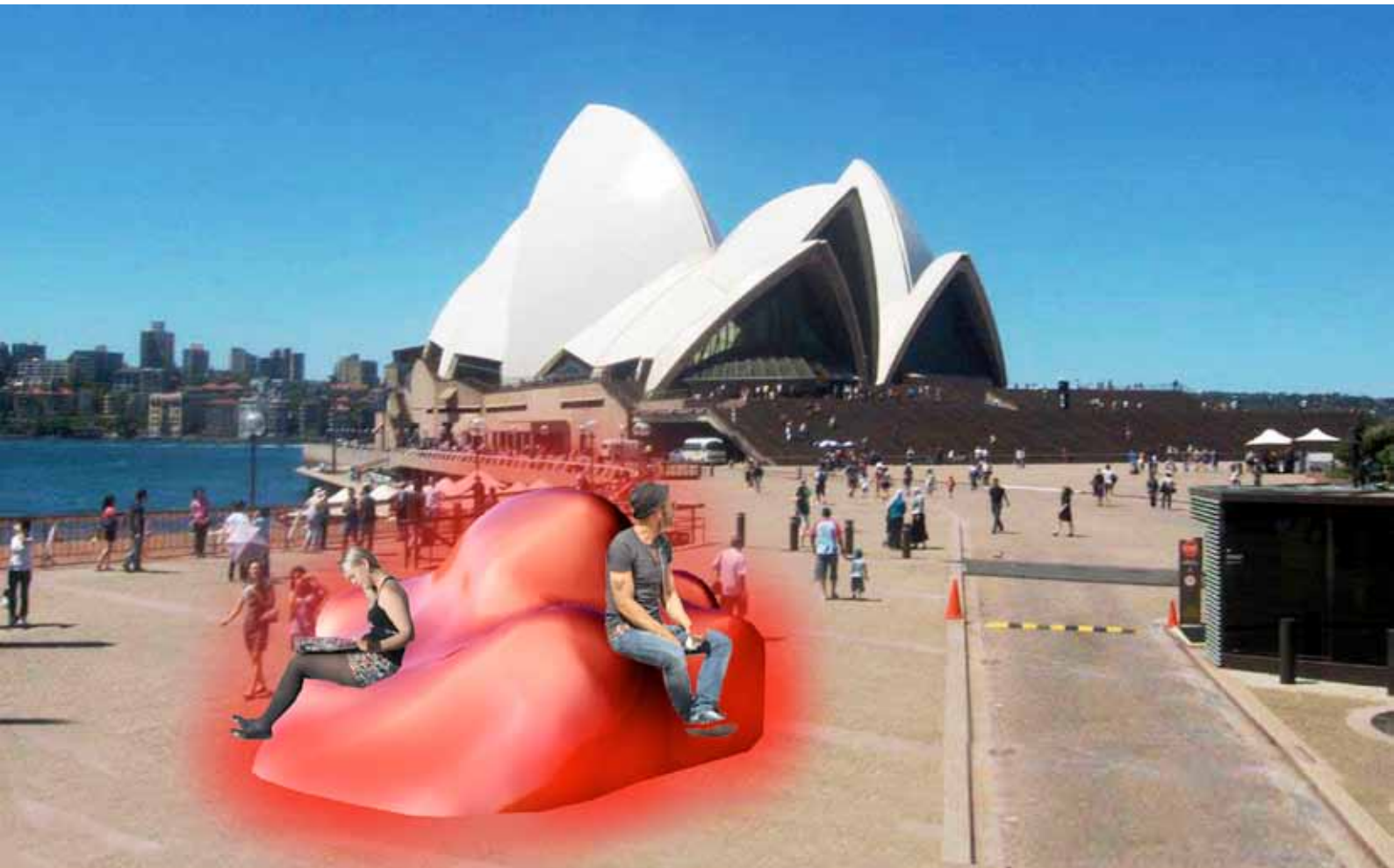
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# Description

The Heart of the city is an interactive public art sculpture that pulses light according to the heart-beat of the people. The sculpture invites several people to sit and interactive 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 heart beat 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.



Side view



Top view





# Technical designs

## 1. Conceptualizing the model

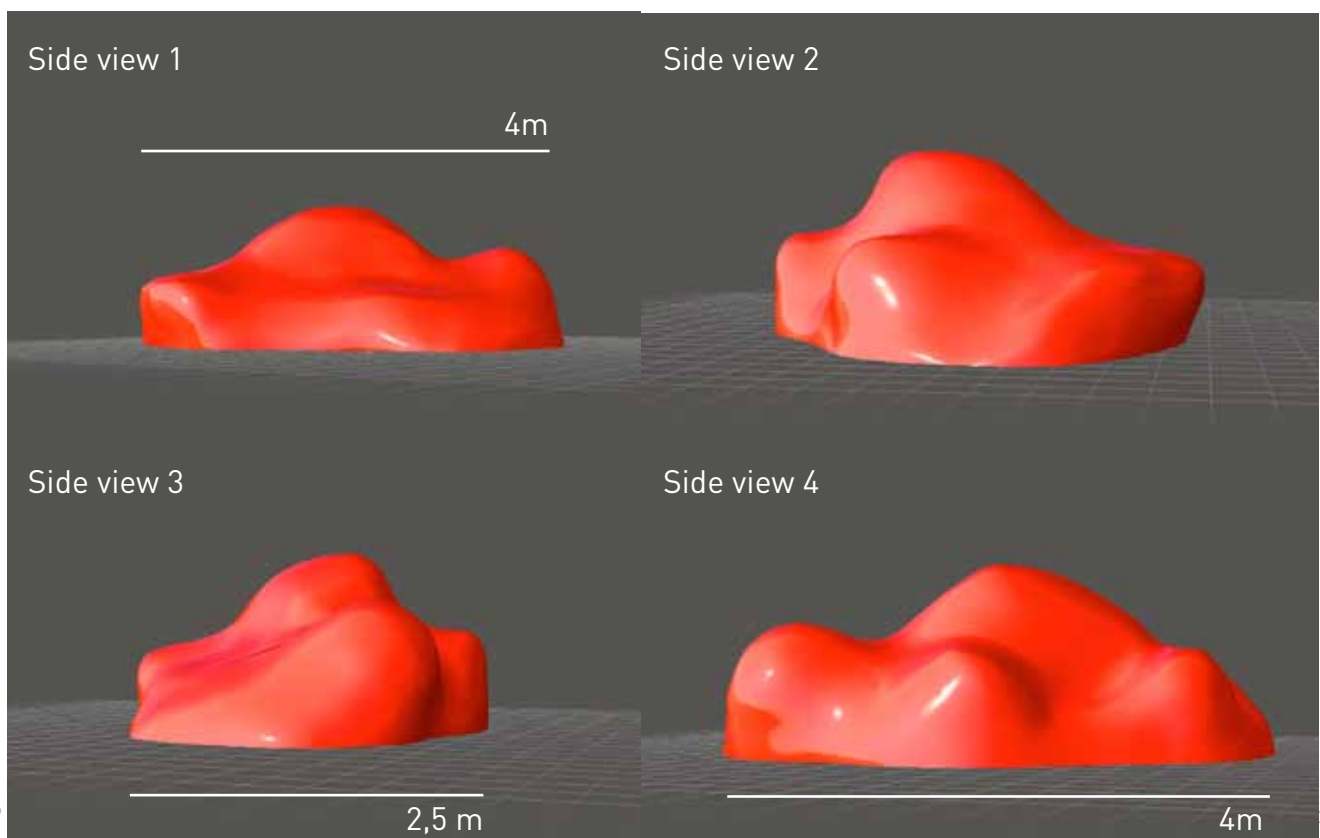
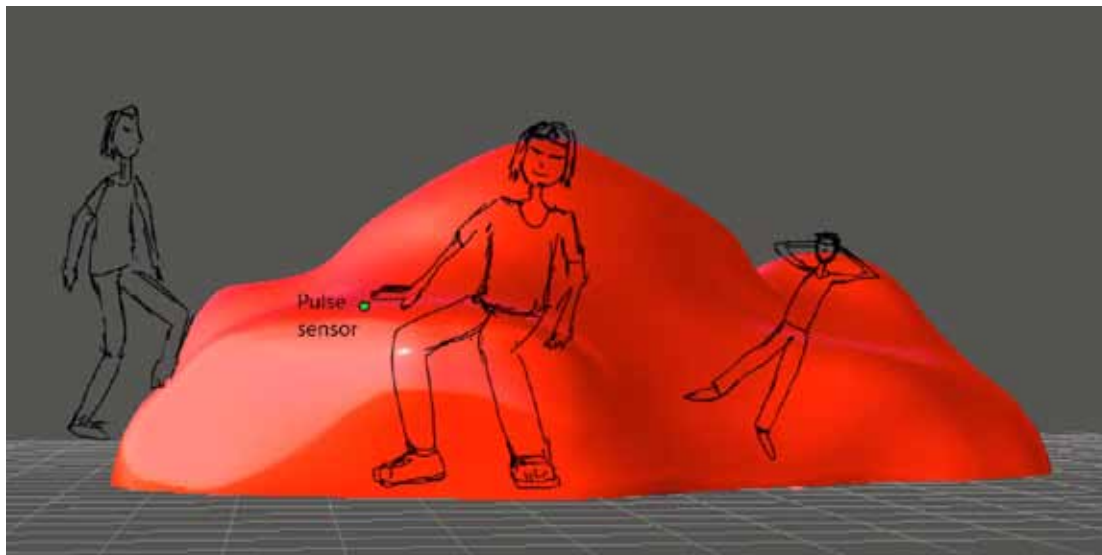
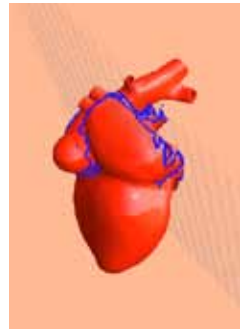
The shape of the sculpture comes from an original human heart model that I modified to get the desired shape for the project.

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 m<sup>2</sup>.

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



## Maquette

Maquette made with ceramics. Testing shape.



Aerial view. Abstract shape of a Heart.

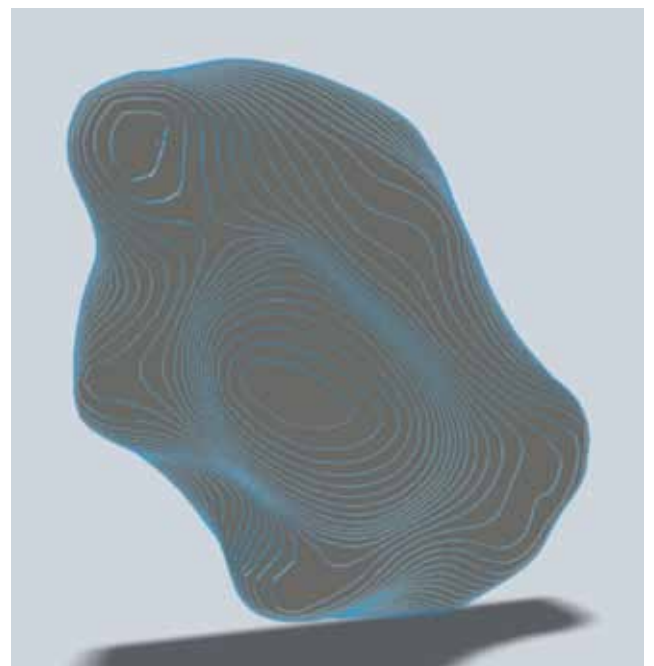
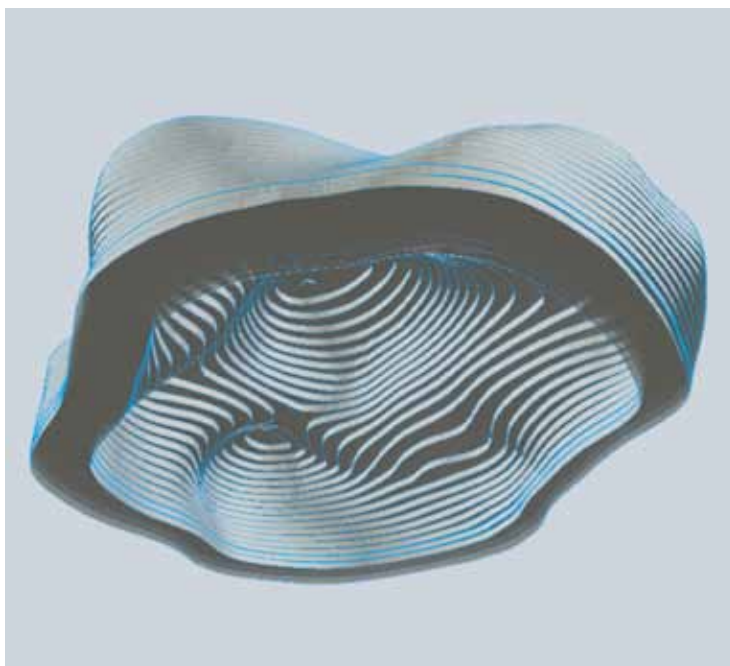
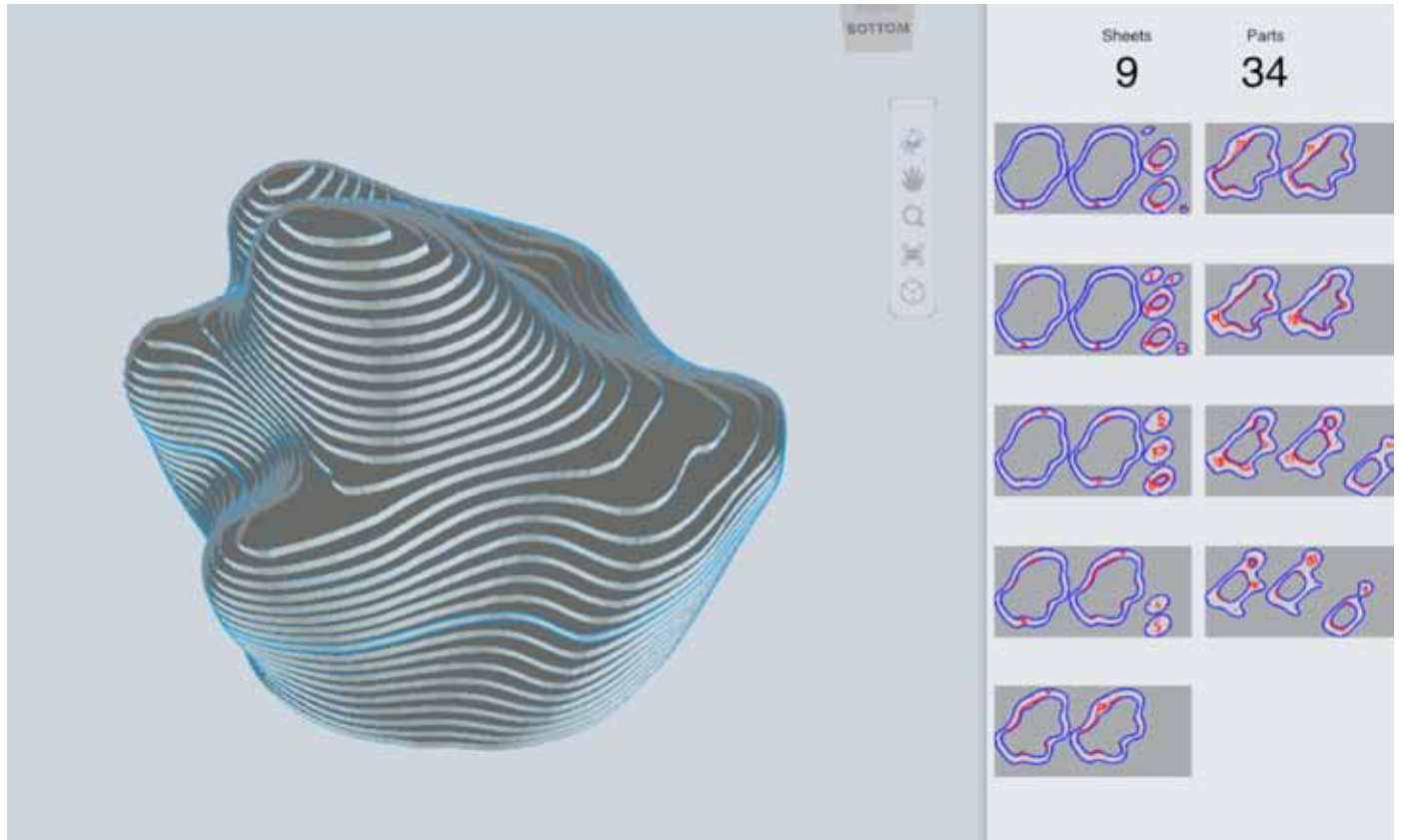


Size of the sculpture will depend of amount of money provided. At the moment I can buy 350 meters of LED Neon Flex supported by Vivid Sydney. If I get more I can more meters and the sculpture can be bigger.

## Internal structure

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.





## Styrofoam structure examples:

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.





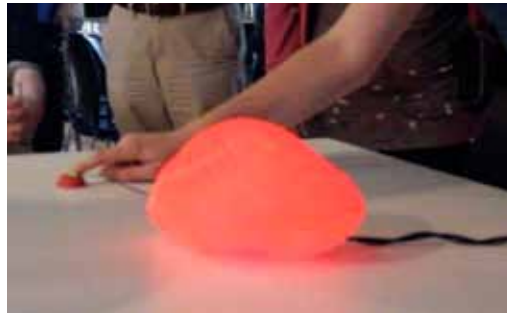
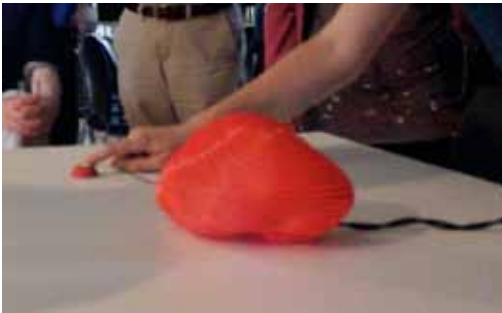
## LED Neon Flex

The piece is going to be covered with red LED Neon flex.



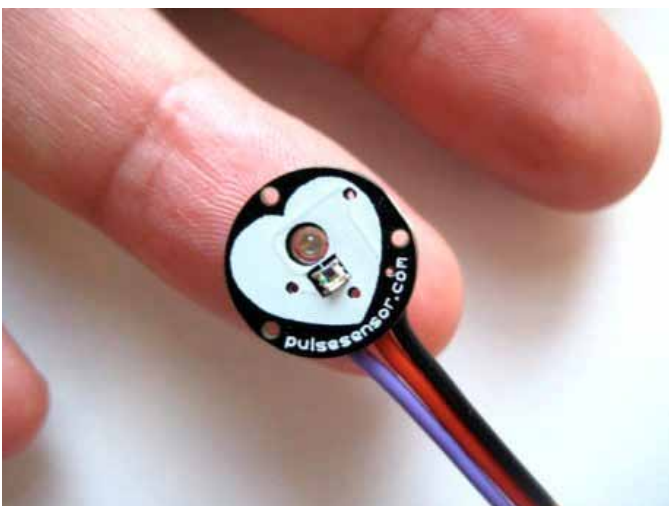
Example of lights on and off according to the heart beat.

See this video for a better understanding: <https://vimeo.com/106519576>



## Pulse sensor

The pulse sensor will be place on the sculpture. People need to sit on the sculpture and place their finger on the sensor. Suddenly it will light on and off following the participant's heartbeat.



## Tests and prototype with Led neon flex and Pulse sensor.

Recently I did 2 projects that exemplifies the feasibility of Led Neon Flex and Pulse Sensor.

One is **Heart Dialogue** that lights on and off using EL wire and Pulse sensor.

Please, watch the video:

<http://anaisafranco.com/heart.html>



And the other is **Your Wave of Happiness** that uses Led Neon Flex as the interface for human body interaction.

Please watch the video here: <http://anaisafranco.com/happiness.html>



# Chronogram

The project will take 2 months to build.

## 1st month

Programming led neon flex with pulse sensor

## 2nd month

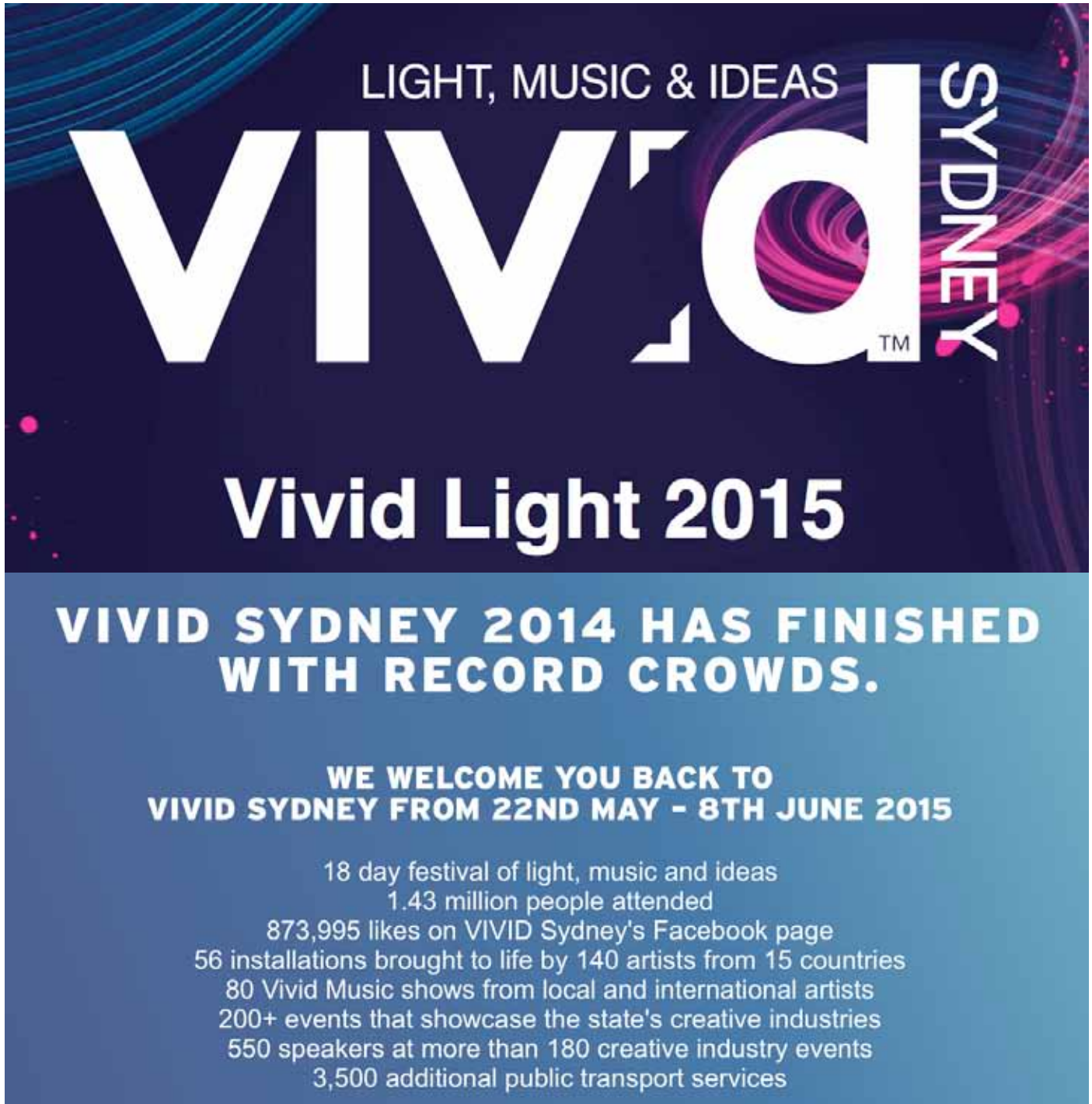
preparing styrofoam structure and monting all togheter.

# Delivery method

The project will be transported in a crate by ocean



## Benefits for your company:

A poster for Vivid Sydney 2015. The top half has a dark blue background with abstract light patterns. The text 'LIGHT, MUSIC & IDEAS' is in white. Below it, 'VIVID' is in large white letters, followed by a stylized 'd' that contains a colorful light pattern. To the right of the 'd' is the word 'SYDNEY' in white, oriented vertically. Below this, 'Vivid Light 2015' is written in large white letters. The bottom half of the poster has a solid blue background. It contains the text 'VIVID SYDNEY 2014 HAS FINISHED WITH RECORD CROWDS.' in white. Below that, 'WE WELCOME YOU BACK TO VIVID SYDNEY FROM 22ND MAY - 8TH JUNE 2015' is written in white. At the bottom, a list of statistics is provided in white text.

LIGHT, MUSIC & IDEAS

**VIVID** **d** **SYDNEY**

**Vivid Light 2015**

**VIVID SYDNEY 2014 HAS FINISHED WITH RECORD CROWDS.**

**WE WELCOME YOU BACK TO VIVID SYDNEY FROM 22ND MAY - 8TH JUNE 2015**

- 18 day festival of light, music and ideas
- 1.43 million people attended
- 873,995 likes on VIVID Sydney's Facebook page
- 56 installations brought to life by 140 artists from 15 countries
- 80 Vivid Music shows from local and international artists
- 200+ events that showcase the state's creative industries
- 550 speakers at more than 180 creative industry events
- 3,500 additional public transport services

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.

<http://www.vividsydney.com>

## 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

## Vivid Sydney Light Walk Contributor Rights and Benefits

In 2014, the Vivid Sydney website was accessed by more than 1.6 million visitors and the MyVivid app was downloaded by over 60,000 people.

In 2015, Destination NSW will be updating our digital assets for Vivid Sydney. Part of this update will include the addition of an online gallery featuring the Vivid Sydney Light Walk across multiple digital assets (including the Vivid Sydney website and the MyVivid app).

The Vivid Light Walk Contributor logo will feature on the pages pertaining to the artworks specifically sponsored by the Vivid Light Walk Contributor.

Vivid Light Walk Contributor logo placed here





# Location in Sydney



The Heart of the City will be located next to the Opera House, situated on Bennelong Point in Sydney Harbour, close to the Sydney Harbour Bridge, the facility is adjacent to the Sydney central business district and the Royal Botanic Gardens, between Sydney and Farm Coves.

Opera House was Identified as one of the 20th century's most distinctive buildings and one of the most famous performing arts centres in the world

The **Heart of the city** will be in the Heart of Sydney downtown and Haurbour.



Country : Australia  
Area : Sydney Operahouse  
Satellite Sensor : WorldView-2  
Acquisition Date : October 20, 2009  
Resolution (GSD) : 0.5 meters



www.satimagingcorp.com

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# List of Future Shows:

Next Dates:

## 1) VIVID LIGHT SYDNEY

22 May - 18 June

<http://www.vividsydney.com>

## 2) CONNECTING CITIES

To be decided. Possibly China and Germany in 2015

<http://www.connectingcities.net>

### Project selected for **Connecting Cities** Network:

Connecting Cities is a European and worldwide expanding network aiming to build up a connected infrastructure of media facades, urban screens and projection sites to circulate artistic and social content. In opposition to the commercial use of these urban media, we establish them as platforms on which citizens can exchange – within the city as much as between cities.

Project will be produced by Public Art Lab in 2015

## 3) LAND-SHAPE

June 15th, 2016

<http://www.land-shape.dk>

# Curriculums



**Anaisa Franco**  
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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.

**Short bio:**

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, Mediaestruc, 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 Biennale, 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.



**Aravinth Panchadaran**  
me@aravinth.info  
www.aravinth.info

I'm an engineer/artist working with new technologies.

**Short bio:**

Aravinth has a Masters in Electrical engineering from Technical University of Berlin and Bachelors in Electronics and Telecommunication engineering from SRM University, Chennai. He has been working with various corporations such as British Petroleum, Nokia Siemens Network, Daimler and as well art projects with Anaisa Franco.



**Annie Mckinnon**  
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www.anniemckinnon.tum-

**Short bio:**

Research Assistant to A/Prof. Bert Bongers, at the Interactivation Studio within the Faculty of Design, Architecture and Building, The University of Technology, Sydney