@COACHELLA

Coachella Festival-Proposal

Jesse Easdon

RESEARCH

Coachella

- Location: Indio, CA, Empire Polo Club, Indio, CA
- Apr 12, 2019 – Apr 21, 2019
- The 2017 festival drew 250,000 attendees and grossed $114.6 million
- Artists are given access to the grounds just 10 days before the festival

RESEARCH

Instagram

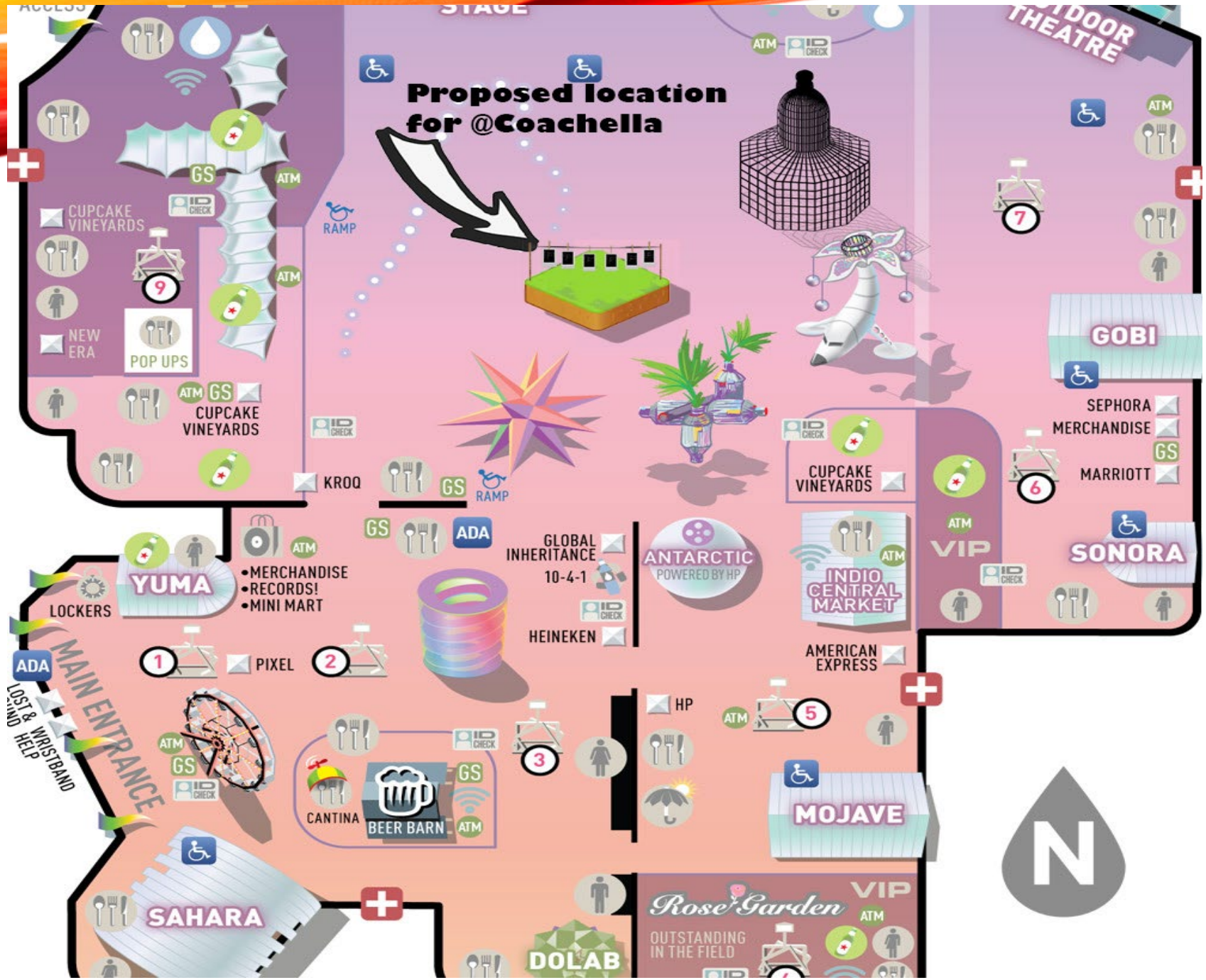
- As of June 2018 there are just over 1 billion users
- More than 40 billion photos have been shared in the Instagram history
- 60.4% of all users are aged between 18 and 24.
- The hashtags that will receive the largest following #Coachella, #Coachella2019, #FestivalFashion, #FestivalBeauty

NARRATIVE

Coachell is a world-class music and arts festival that host some of the most innovative and celebrated artist of our time. Attendees of the festival come from all over to experience a one of a kind festival. Many of the attendees chose to share their experience with their Instagram followers.

CONCEPT STATEMENT

We will create an art installation that turns popular Instagram photos of Coachella and live video feed into an analog image on a flip dot displays that are arranged to look like polaroid photos that are arranged as if hanging on a clothesline. The installation will have a different sizes of flip dot displays that cycle through different images. There will even be one that allows users to interact with it through an Instagram live account.


Proposed location for @Coachella
STAGE
OUTDOOR THEATRE
ATM
ID CHECK
GS
CUPCAKE VINEYARDS
RAMP
9
NEW ERA
POP UPS
KROQ
7
GOBI
SEPHORA
MERCHANDISE
MARRIOTT
6
ADA
GLOBAL INHERITANCE
10-4-1
HEINEKEN
ANTARCTIC POWERED BY HP
INDIO CENTRAL MARKET
AMERICAN EXPRESS
VIP
SONORA
YUMA
•MERCHANDISE
•RECORDS!
•MINI MART
LOCKERS
1
PIXEL
2
MAIN ENTRANCE
LOST & FOUND
WRISTBAND HELP
3
HP
5
CANTINA
BEER BARN
MOJAVE
SAHARA
DOLAB
Rose Garden
OUTSTANDING IN THE FIELD
N

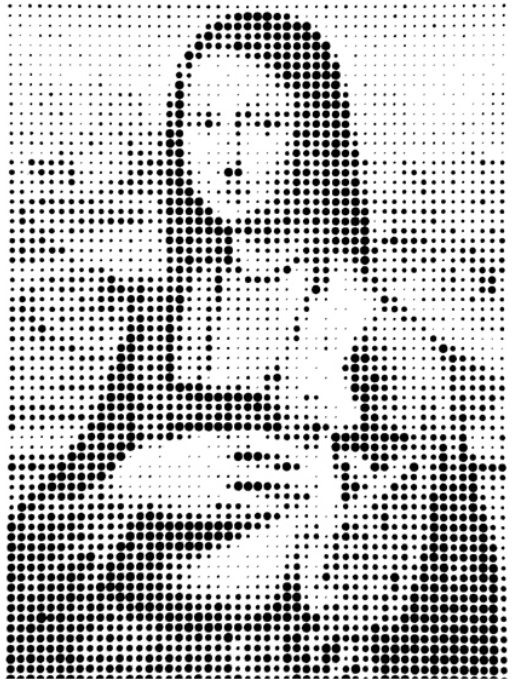
ARTBOARD

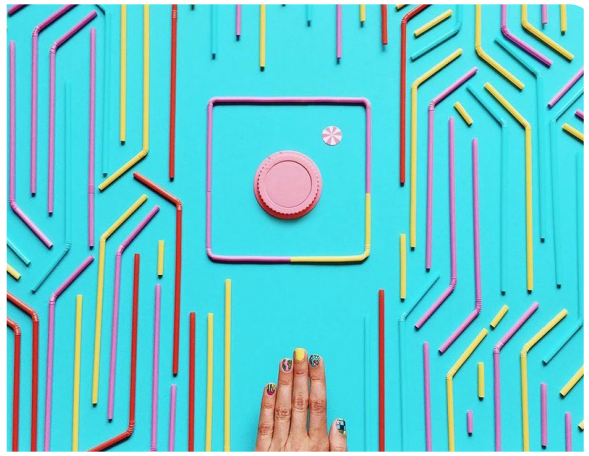
Art Concept:

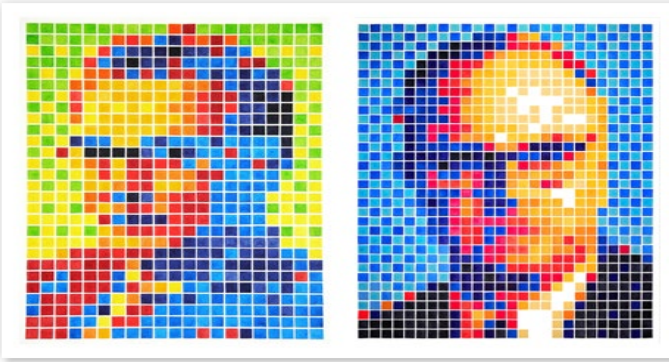
Using the digital feel of Instagram and turning it into analog art.

Aesthetic:

orange, red, and purple to match Instagram; with hard lines to give it a more digital feeling.







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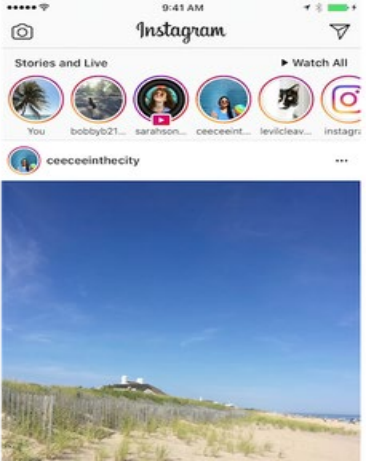
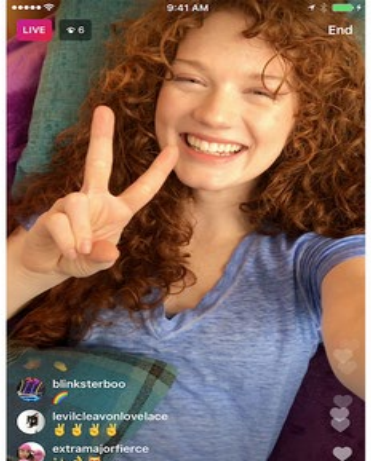
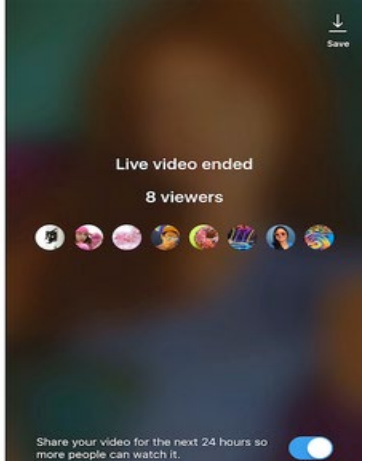
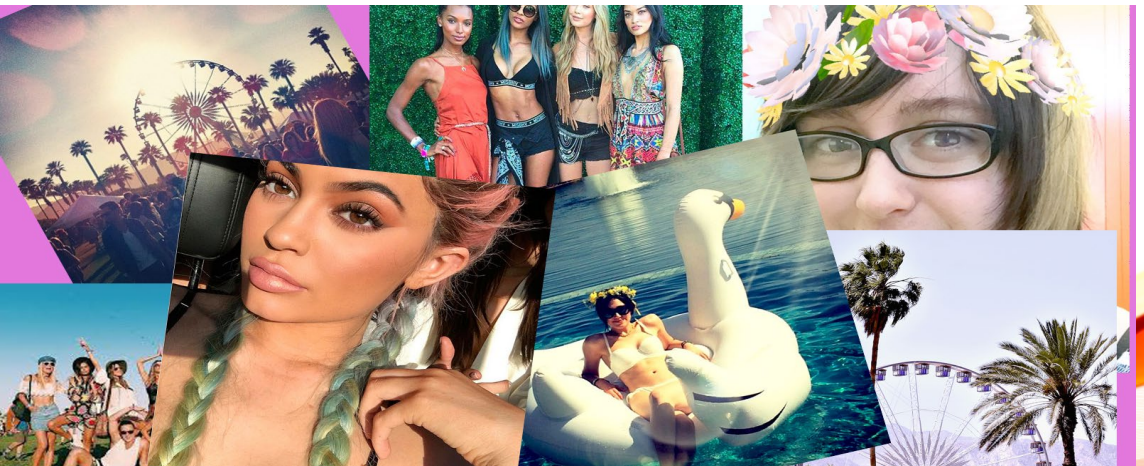
Cold Drinks



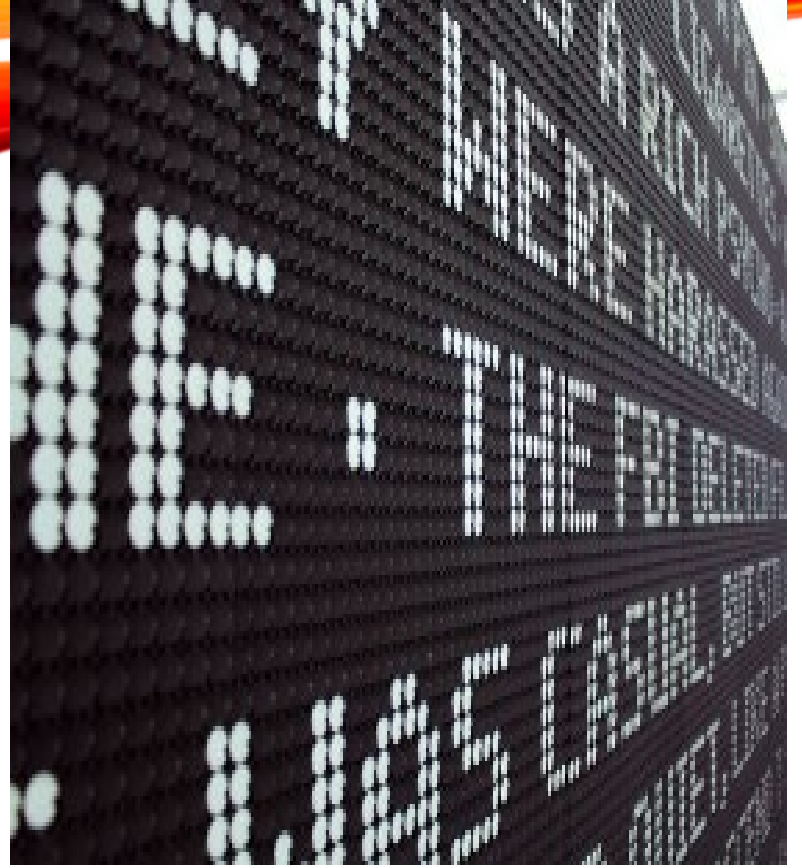


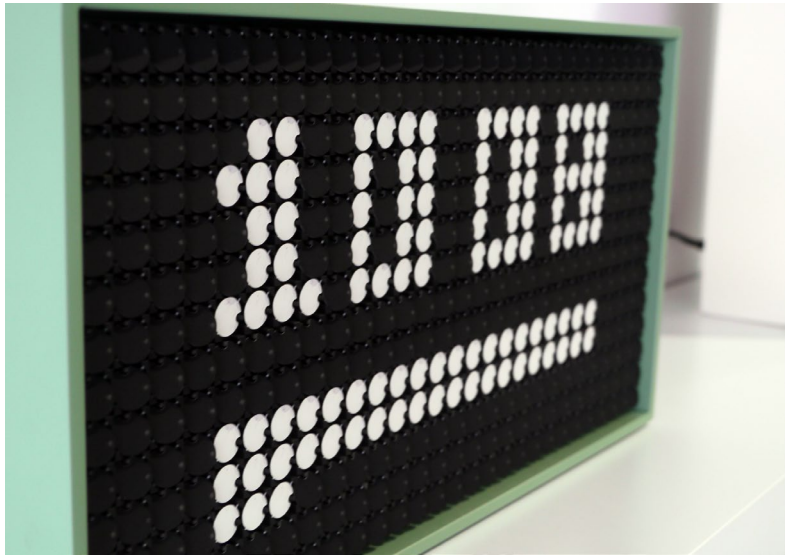




TECHNOLOGY / TOOLS

Instagram scraper and Instagram live to Touchdesigner

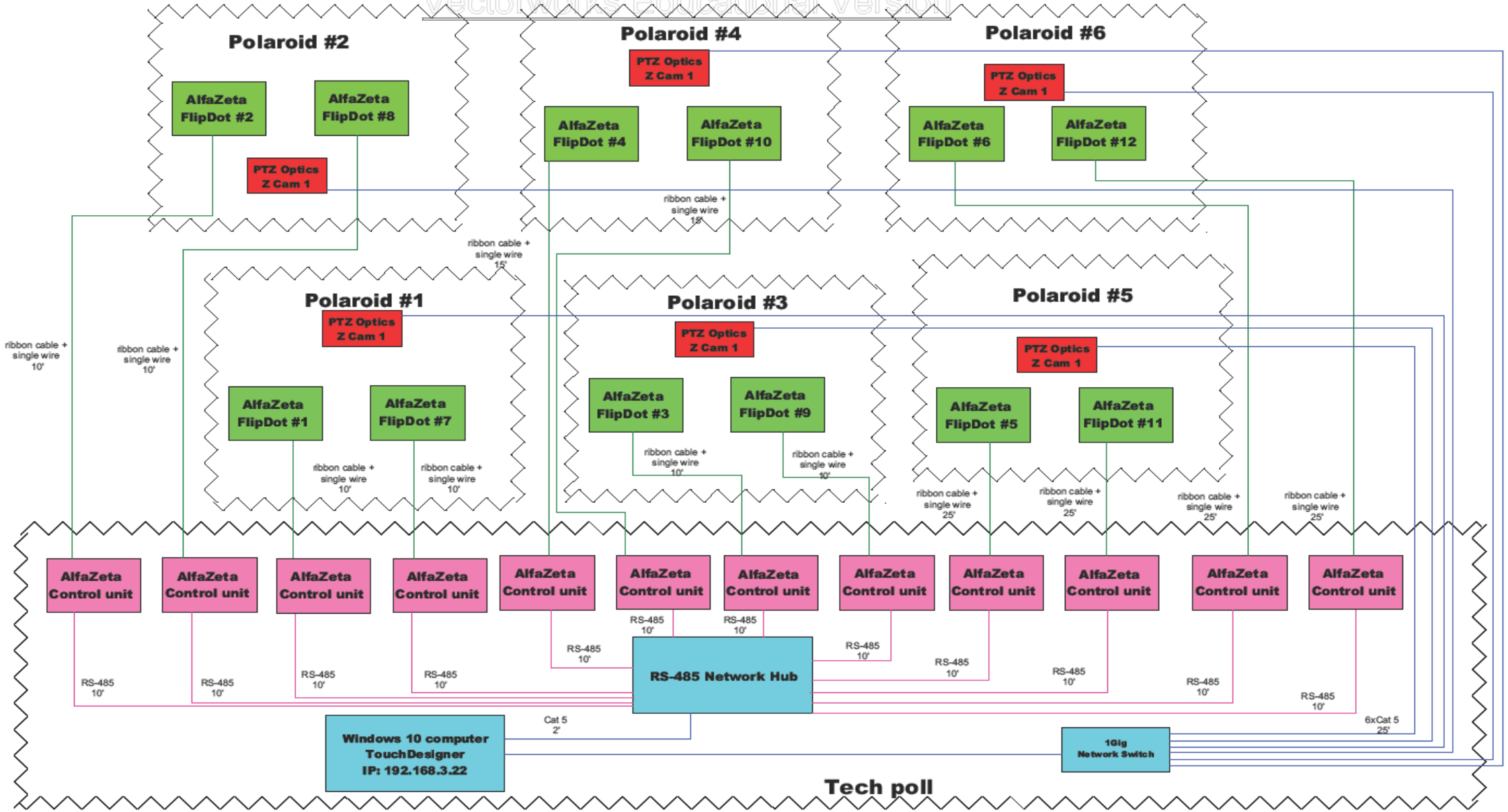




TECHNOLOGY / TOOLS

Binary flip dot displays controlled through Touchdesigner.

Vectorworks Educational Version

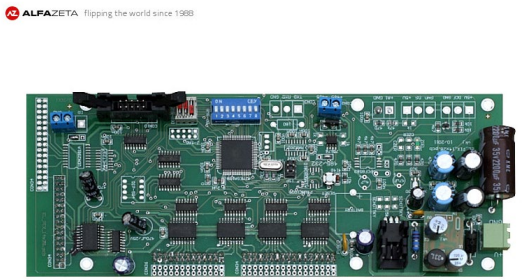


@Coacchella
Coacchella 2019
System Design
Jesse Easdon
Update: 12/10/18

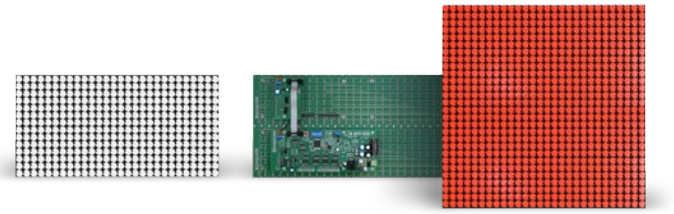
Vectorworks Educational Version

ALFAZETA FLIP-DOT BOARDS

- Technically speaking such a sign is a set of moving plastic disks with permanent magnet, which are driven by magnetic field. This technology was widely used for public transport or in sport signs where disks were slow and static. We managed to elaborate control method which allows to show moving pictures at a rate of 15 frames per second.



- power supply: 24V DC
- control protocol: RS-485
- output: digits' segments via a ribbon cable + “common” single wire
- Individual address set by DIP switch.



PTZ OPTICS - Z CAMS

- High Definition
- Wide Angle Lens
- Power Over Ethernet
- H.264 & H.265
- Built-in NDI compatibility for NewTek's industry leading IP technology