

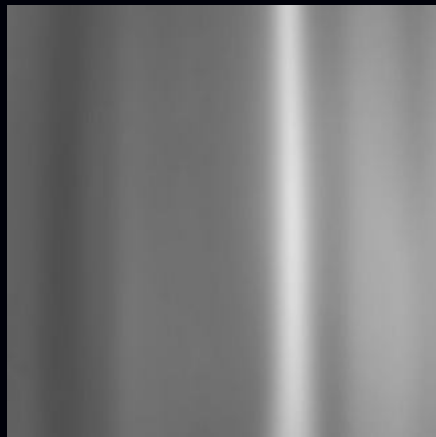
THE BALANCE OF THE HUMORS

An interactive installation inspired by Galen's theory.

BRIEF

Galenicum will participate in the CPHI 2025 fair in Frankfurt (October 28-30), one of the most important events in the pharmaceutical sector. This year, they want to break away from convention and stand out from the other booths through art, integrating a piece that represents their identity and mission in an innovative and memorable way, creating their own “**Galeno.**”

MATERIALS



“SCIENCE SALUTES CULTURE”

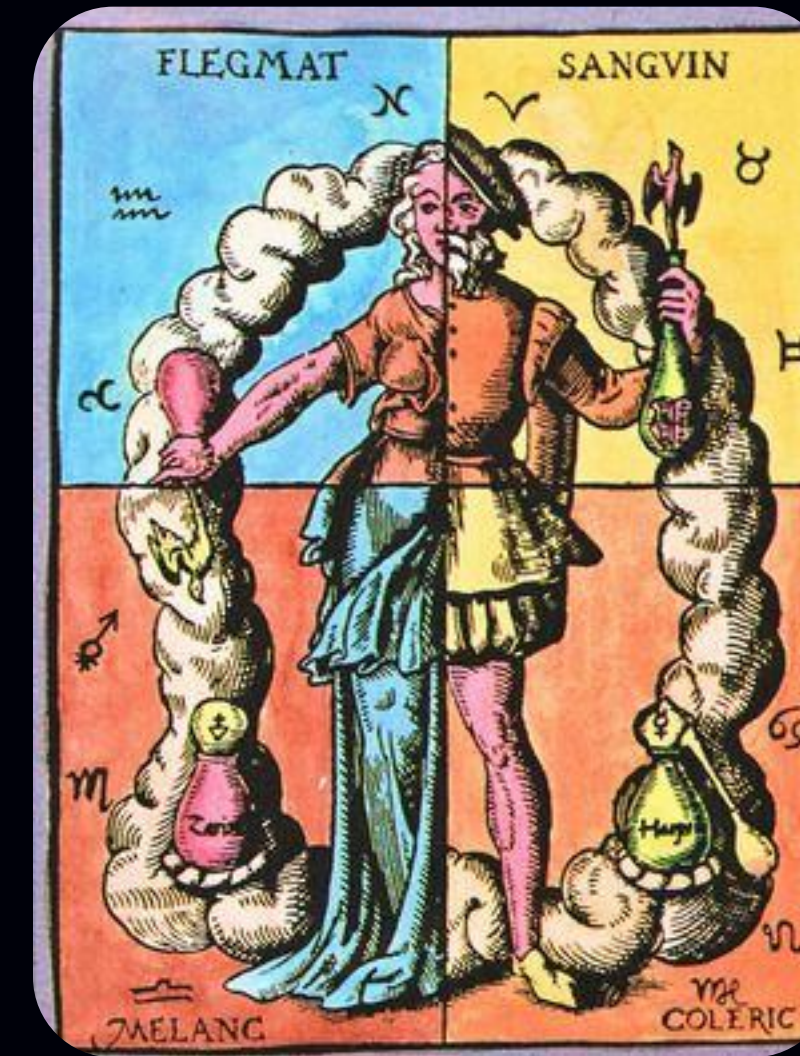
MOODBOARD



INSPIRATION

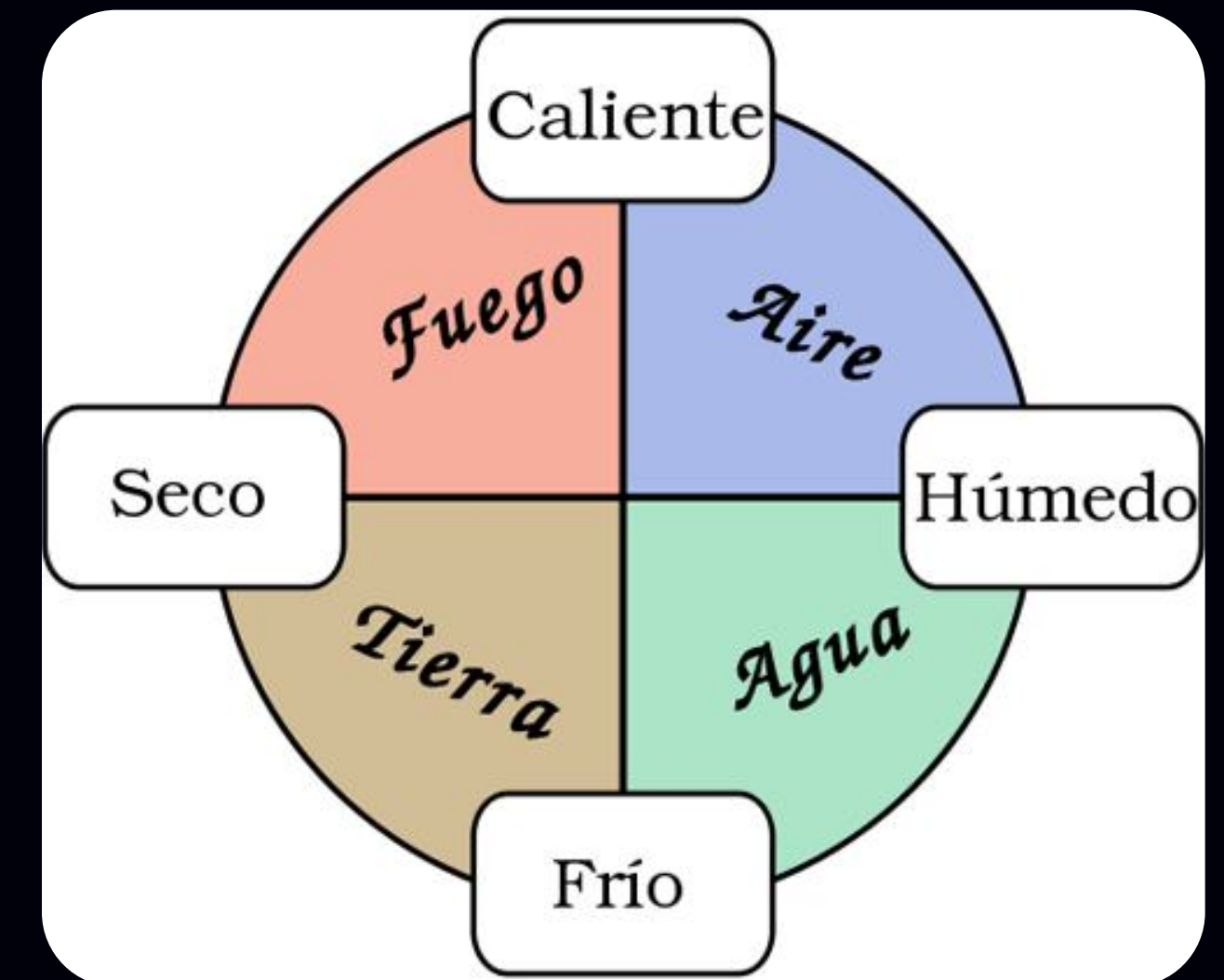
THE THEORY OF THE FOUR HUMORS

This theory states that the human body is composed of four basic substances, known as humors (although they refer to liquids), and that a perfect balance between them must be maintained to prevent all kinds of illnesses, both of the body and the spirit.



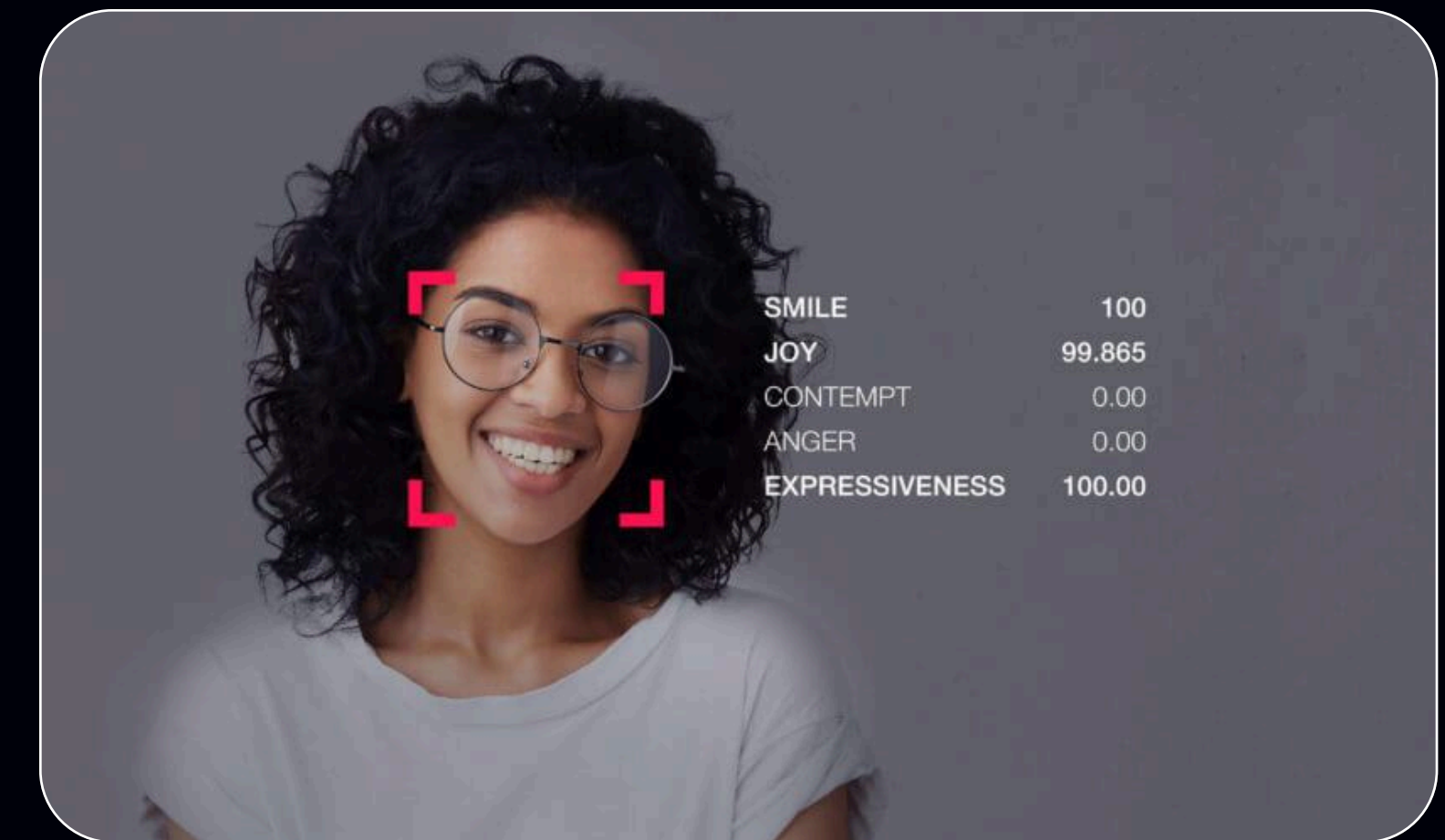
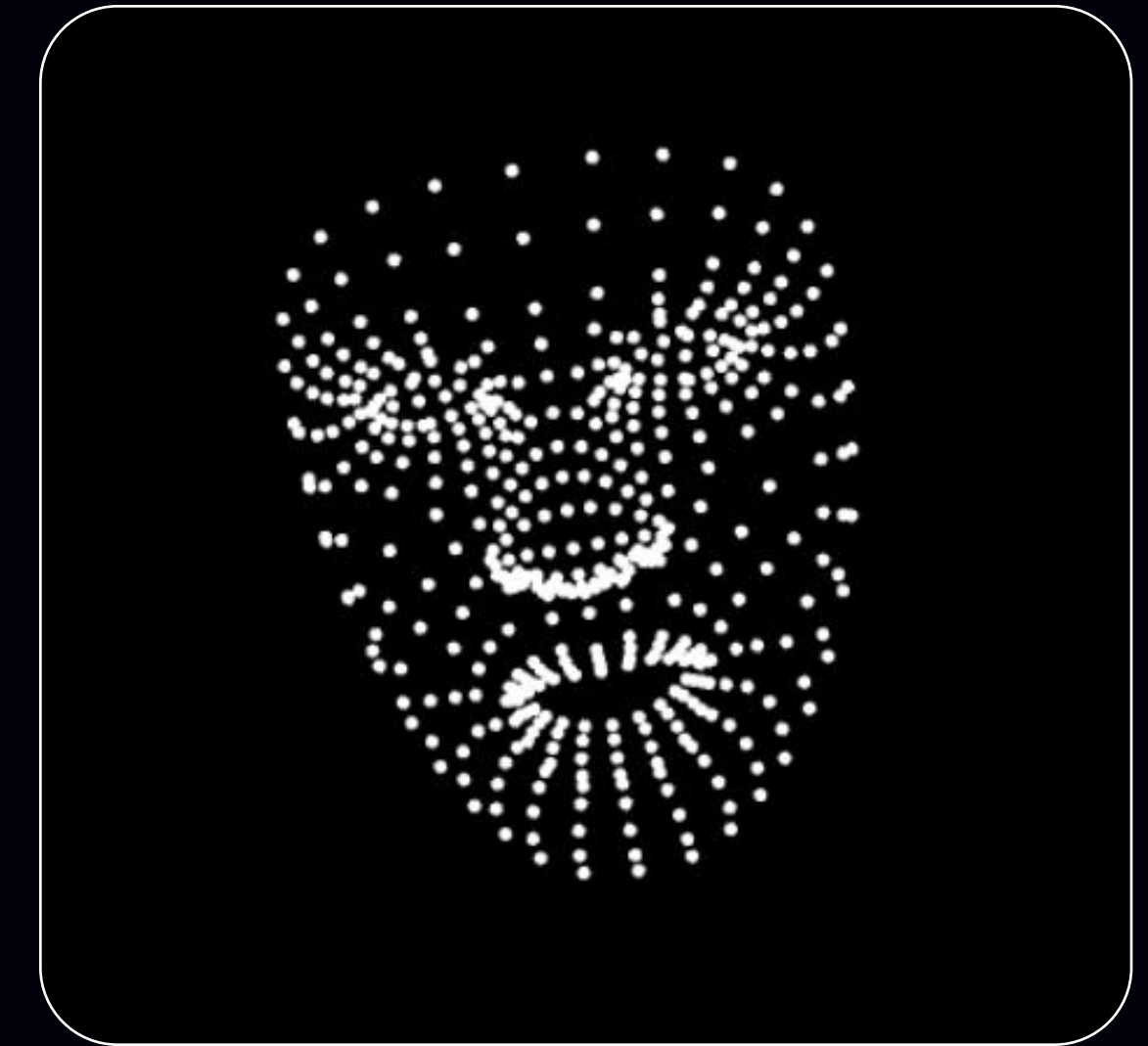
Colors and meanings:

- Blood (Red): Energy and passion
- Yellow Bile (Yellow): Drive and aggressiveness
- Black Bile (Black/Purple): Melancholy and reflection
- Phlegm (Blue): Calmness and serenity

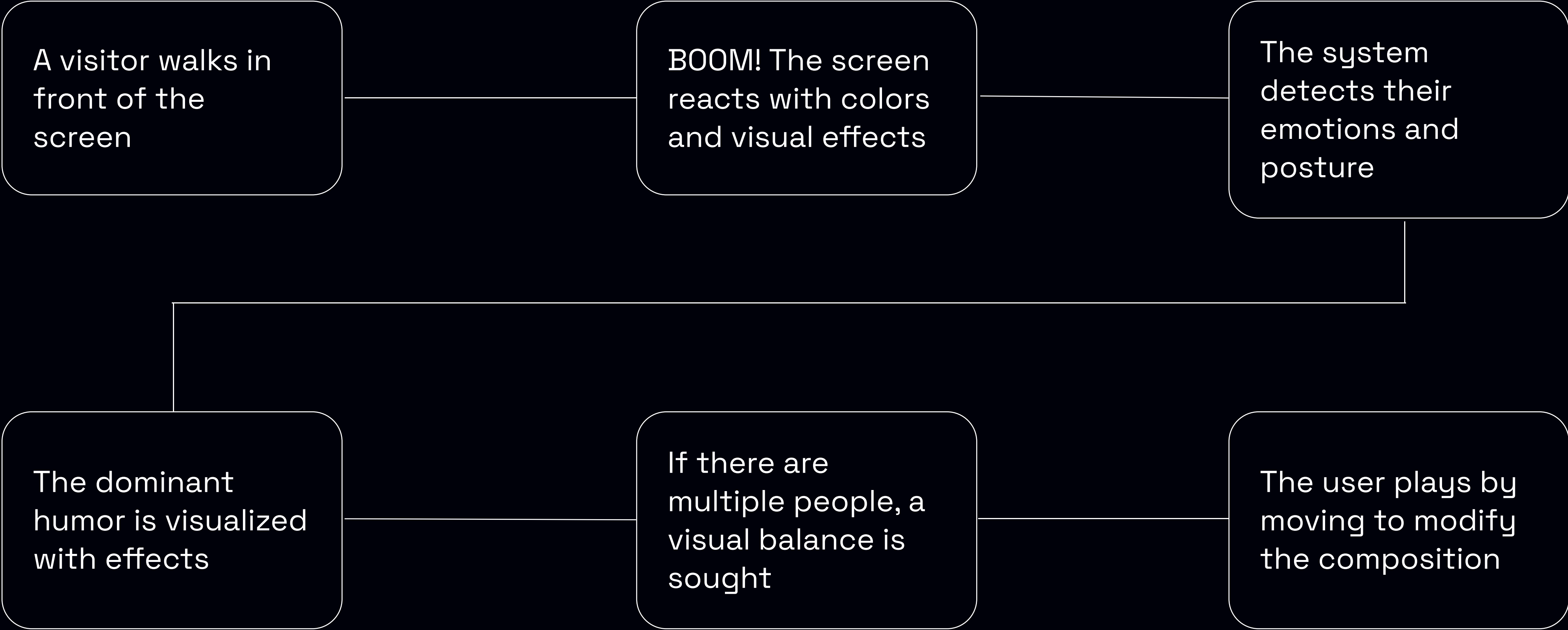


INSTALLATION

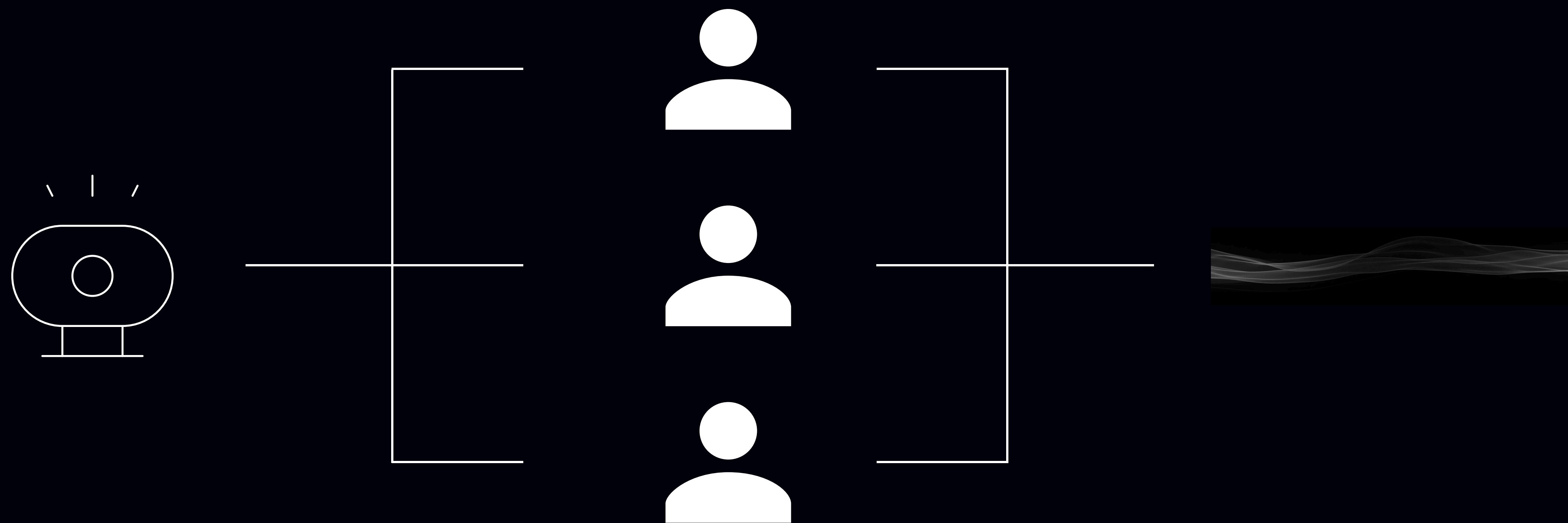
- A giant screen reacts to the movement and expression of the visitors.
- It detects the emotional and physical state of all visitors to generate a unique GALENO with a visual effect.
- Our GALENO represents the collective, not just an individual. it is the fusion of all of us.
- The humors are visualized as dynamic waves on the screen.
- The interaction aims to evoke awe and reflection on emotional balance.



USER EXPERIENCE



KEY ELEMENTS



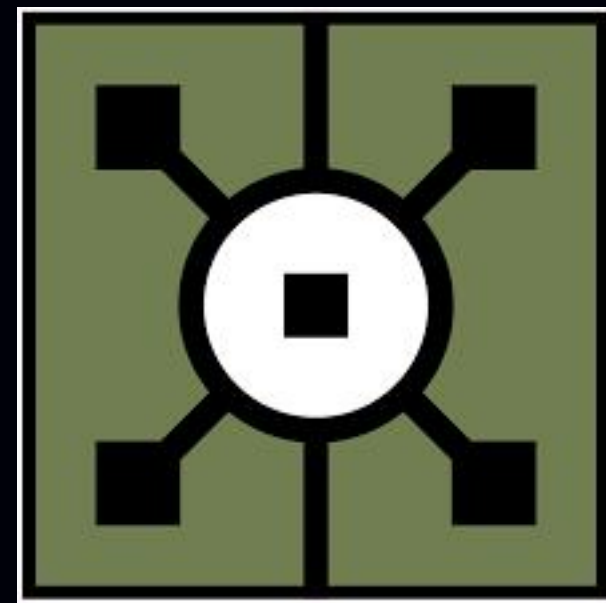
Camera with person detection and facial expression detection (deepface)

Interactive fluids (Touchdesigner)
Emotional reactivity
Physical interaction to alter the balance of all visitors

TECHNOLOGY / SOFTWARE

TOUCHDESIGNER

(For 3D visualization and WOW effect)



DEEPFACE / PYTHON

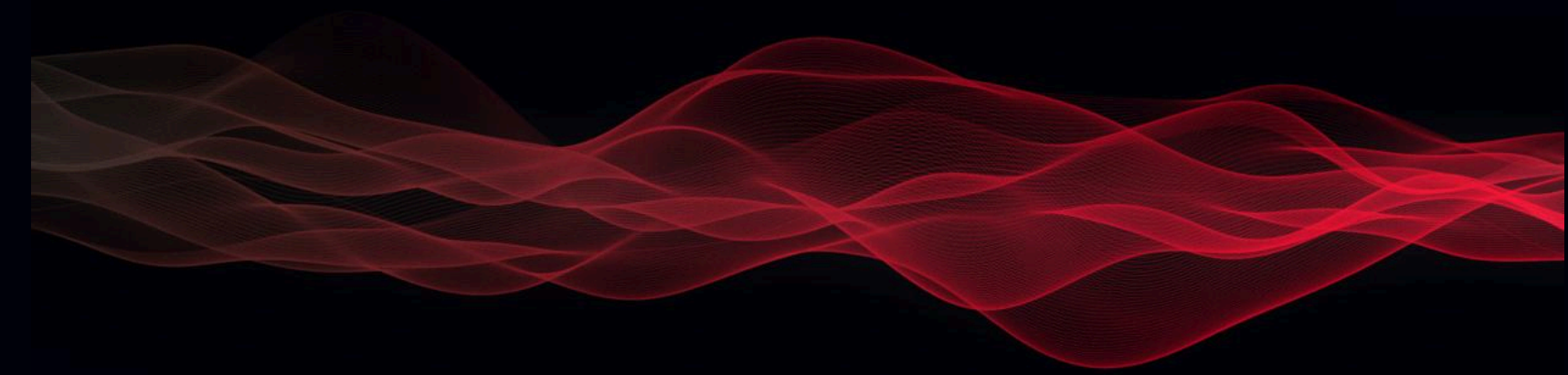
(For person and emotion recognition)



VISUAL EXAMPLES

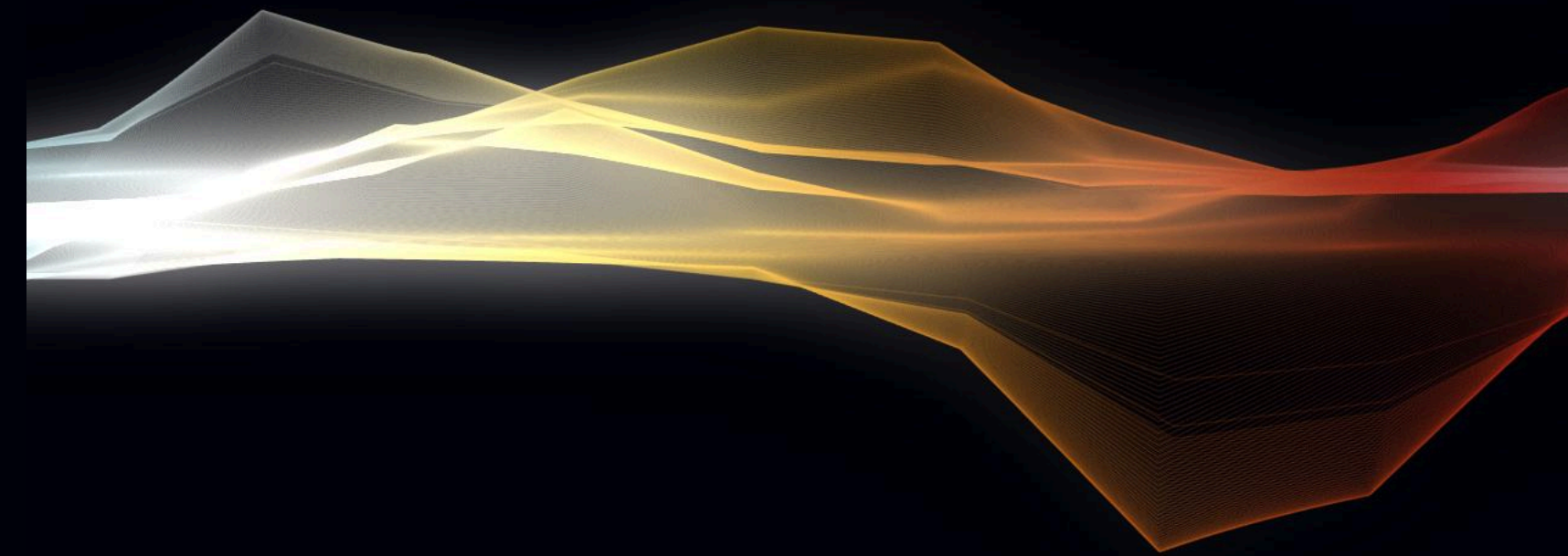
ENERGETIC AND PASSIONATE PERSON

High frequency (lines with many oscillations in a small space)
Medium-high amplitude (marked waves, but not exaggerated)
Medium regularity (some variations to give a sense of movement)
Dynamic fluidity (lines that appear to move quickly)



IMPULSIVE AND AGGRESSIVE PERSON

Variable frequency (areas with many waves and others more calm)
Extreme amplitude (very high and very low waves, with abrupt changes)
Low regularity (chaotic and irregular waves)
Abrupt fluidity (lines with breaks or sudden points of change)



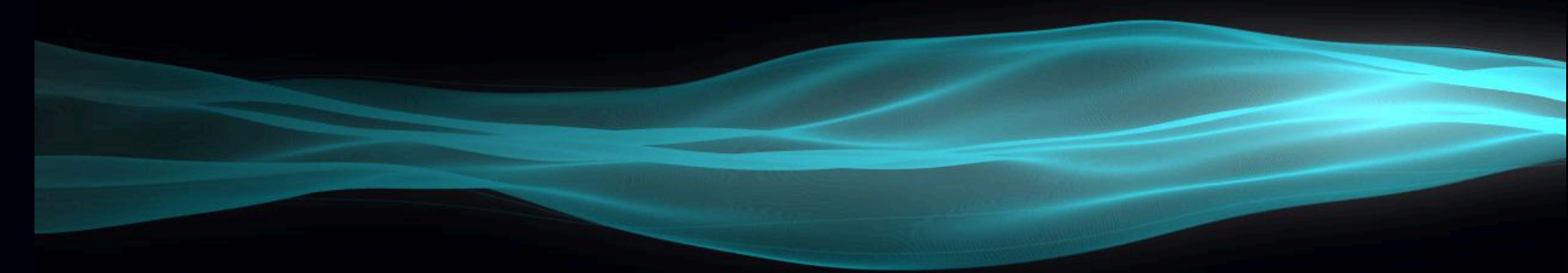
MELANCHOLIC AND REFLECTIVE PERSON

Medium-low frequency (waves more spaced out, gentle)
Low amplitude (small oscillations, no abrupt peaks)
High regularity (predictable and harmonious pattern)
Smooth fluidity (lines that flow like a water wave)




CALM AND SERENE PERSON

Low frequency (wide and relaxed waves)
Medium amplitude (gentle variations, no extremes)
Very high regularity (perfectly harmonious waves)
Extremely smooth fluidity (lines without interruptions or breaks)




IMPACT AND OBJECTIVE

A rectangular box with rounded corners containing a background of flowing, wavy lines in shades of red and dark red.

Reflect on emotional
balance and interaction
with others

A rectangular box with rounded corners containing a background of flowing, wavy lines in shades of yellow, orange, and red.

Create a WOW experience
that surprises and captures
attention

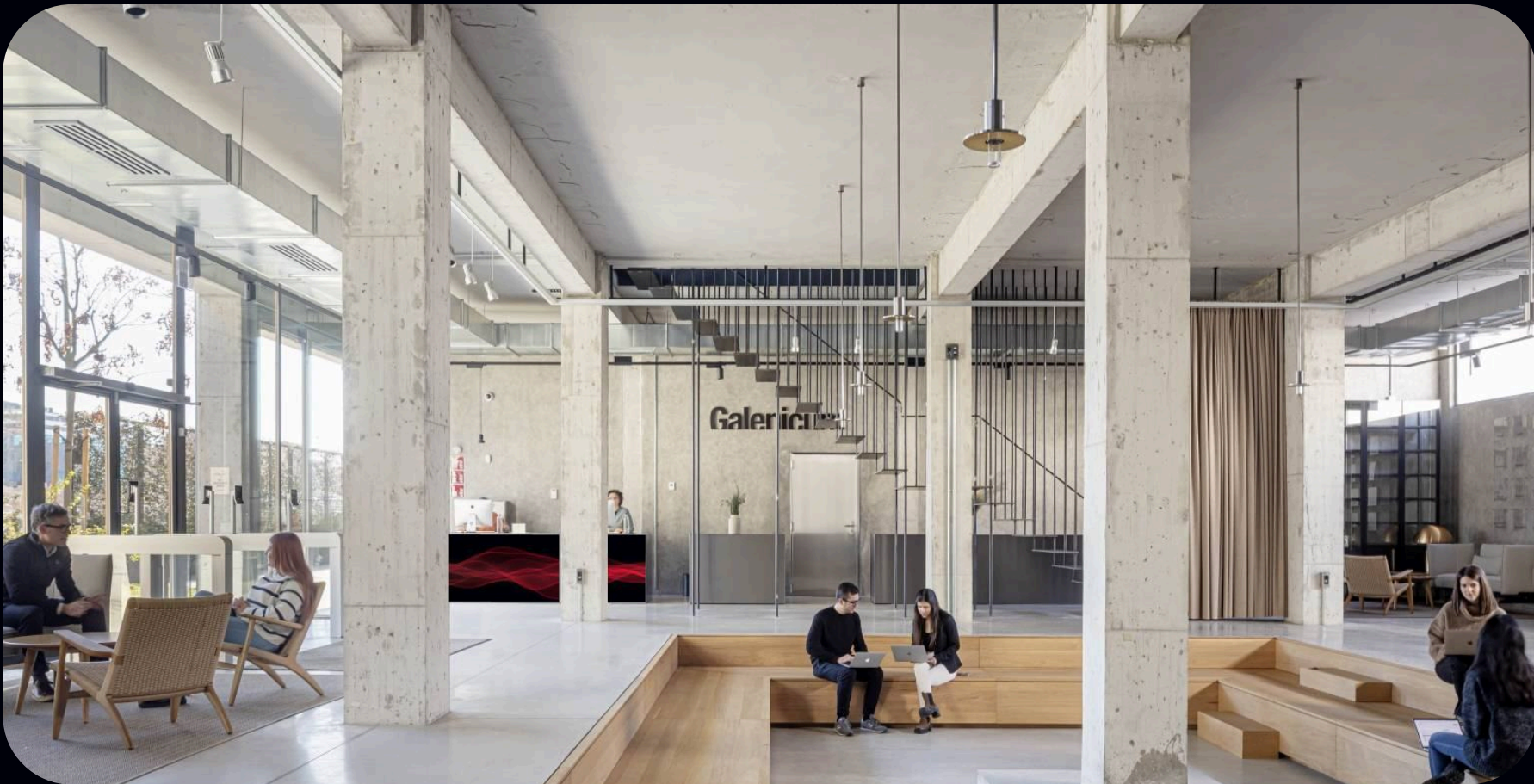
A rectangular box with rounded corners containing a background of flowing, wavy lines in shades of purple and dark purple.

Connect historical science
with modern technology

A rectangular box with rounded corners containing a background of flowing, wavy lines in shades of teal and blue.

Stimulate participation and
play in an artistic space

MOCKUPs



BUDGET

Concept	Cost (€)
Development of the interactive visualization (Touchdesigner)	1.500 €
Implementation of movement and emotion detection (deepface)	1.200 €
Creation of WOW effects (dynamic fluids, custom shaders)	1.300 €
Optimization and testing (performance, bugs, stability)	1.000 €
	5.000€ (without IVA)

NEXT STEPS

Define the installation
space (indoor, outdoor,
sizes, screens, etc.)

Create prototypes for
interaction and
visualization

Test emotion and
movement detection

Integrate WOW effects
and optimize the user
experience



THANK YOU

If you have any questions or need more details,
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