

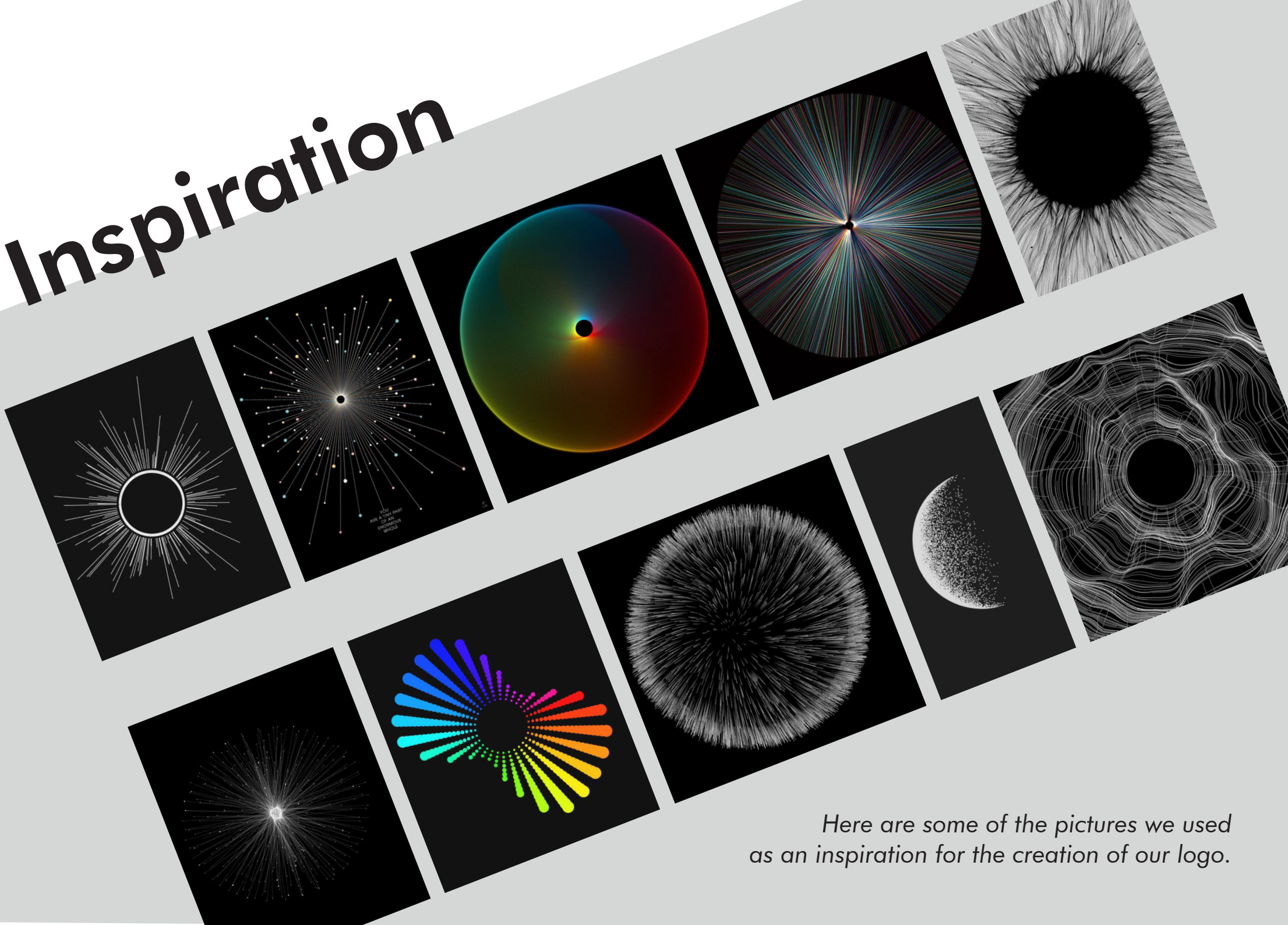
Jeanne Lebigre & Paul Rozaire

Generative processing logo



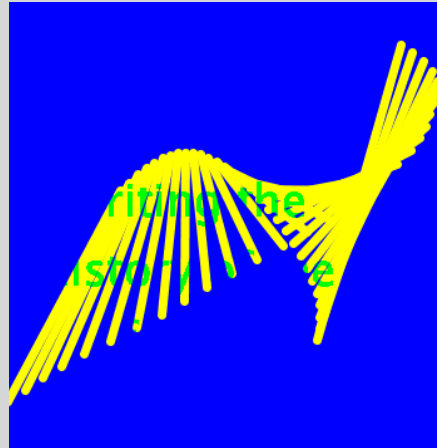
Writing the History of the Future
- ZKM -

Inspiration



*Here are some of the pictures we used
as an inspiration for the creation of our logo.*

Different ideas



One of our ideas was «Moving Lines».

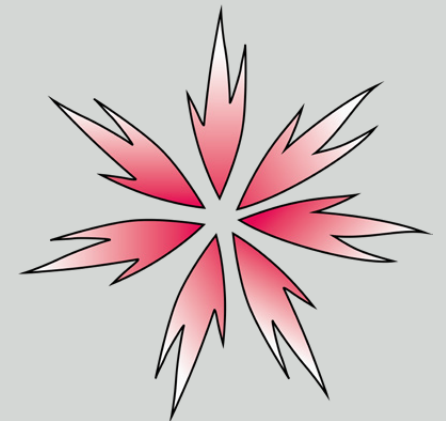
It was possible to read «**Writing the history of the future**» when the lines highlighted the text, and only when they did. The meaning is that the future keeps writing itself. We also added other colors and when the lines highlight the text the colors mix to get another color : blue and yellow equals to green.

It reminds us that we can create new colors by blending and new inventions for the future by using existing ones.

The closest idea to the final logo was this flower.

We wanted to make a flower growing when someone is speaking or blows like a dandelion. The flower's petals grow the same way the dandelion's petals fly away.

They are destined to a future so that other petals can grow. It is the cycle of life.



Présentation



Writing the History of the Future
ZKM



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Here is the logo we finally chose to design. It is entitled «**Digital Sunrise**».

Why this logo ?

The exhibition's title is «*Writing the History of the Future*». What else than a sunrise to symbolize the future of humans, always rising but never fully observable ? Sunrays show how dazzling our destiny can be. The fact is that humanity is continuously writing and modifying its own future, and that every decision can influence and let its destiny take several turns. This is the reason why we chose to create an interactive logo : it shows that, with their actions, humans can master their own fate.

Description

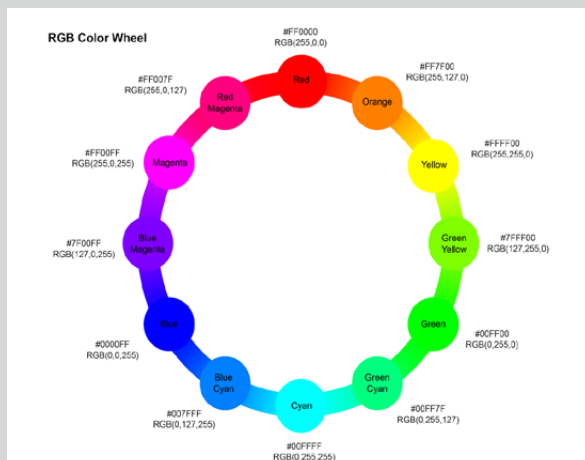
Lines

Sunrays are represented by lines. The reason why we chose such geometrical forms is that they remind the digital world. Indeed, binary code is composed of series of 1 and of 0, thus, the lines of our logo could be associated with the 1, and the half-circle with the 0.

They all have different sizes and colors, randomly chosen by the computer.

Every line is different, and grows differently too. It represents the random side of life, you never know what tomorrow is made of. You can be dragged to the ground or pushed to the sky with words you hear, that's what our lines are trying to say.

Colors



The colors of the logo were chosen to be part of the RGB color wheel, for two reasons :

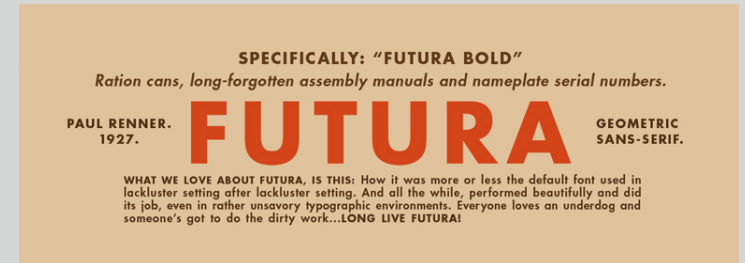
- those colors represent the coloring process computers use. Indeed, we wanted to use the three main colors (red, green, blue) and the colors they are able to create when they are mixed in the exact same proportions (magenta, yellow, cyan), using additive synthesis. For esthethical purposes, we also added colors such as red magenta, orange or blue cyan and added some transparency.

- the current exhibition's logo contains the basic colors of the color wheel, so our logo has a link with the current one.

Description

Typography

The font used to write the name of the exhibition is Futura. The name of the font speaks for itself : it is the font of the future. It was used to write the future in 1969! A commemorative plaque from the Apollo 11 mission stands on the moon. This font is still used nowadays and keeps inspiring new fonts and new ideas. Our logo embodies the evolution and this font too !



Sound interaction

We decided to create a sound-interactive logo because interaction is essential in the «Writing the history of the future» exhibit in ZKM. Interaction attracts attention which means that if you interact with a piece of art you will remember it.

We also think that our voice can do a lot for the future. Our voice can change the logo's shape which means that we can modify the future by speaking.

But there is a twist in the logo : if you speak too loud, the colors will change. It means that if you really want you can change so much in this world. You don't have to use violence, actions. Words can be very powerful.

Posters

