

## **The Artist: Everywhere**

Everywhere is a South Korean new media art duo, formed by Yunsil Heo and Hyunsoo Bang, that explores the relationship between the digital and physical worlds. They construct interactive installations that emphasize embodiment, relying on user movement and touch. Their interaction design extends beyond the screen, incorporating diverse mediums such as motion tracking, projection mapping, and tangible computing. Their works allow technology to be *felt* as much as it is seen, both physically and emotionally.

Bang, with a background in engineering and the sciences, focuses on the technical implementation. Specializing in tangible computing, he spearheads programming and system development, pushing the boundaries of real-time interactivity. Heo, with a background in design, brings the visual and conceptual aspects to life. She crafts poetic, intuitive, and emotionally engaging narratives, ensuring that their works are not only technically complex but also intellectually meaningful to the viewer.

Despite the technical intricacy behind their projects, Everywhere's installations are deceptively simple to engage with. They leverage natural human instincts, such as jumping when faced with an obstacle, creating intuitive interactions that require no manual or prior knowledge. Their works envelop the user, crafting immersive environments where participants actively contribute to the artwork's evolving form.

Rooted in the belief that technology should not be confined to passive observation, Everywhere's practice treats it as an extension of human intuition and playfulness. Their installations engage all the senses, touch, sight, sound, and occasionally even smell, resulting in deeply immersive and inviting experiences. Their projects often blur the boundaries between art and game, forming responsive spaces that dynamically react to users' presence and gestures.

Collaboration, for them, is deeply personal. They believe that their shared connection as a family only operation enhances their creative synergy, fostering an intimacy that translates into their work. This philosophy extends to the themes they explore, as many of their projects are family or child oriented, designed to strengthen generational bonds through interactive experiences.

## **The Work: Cloud Pink**

This emphasis on bonding and reaching each individual is exemplified in their "Cloud Pink" installation, an immersive media artwork that invites participants to engage with computing in a tactile and sensory manner. The installation consists of a stretchable fabric screen onto which swaying pink clouds are projection-mapped. Viewers can physically poke and press the fabric, and in response, the clouds ripple, swirl, and disperse, creating an immediate and organic interaction that blurs the boundaries between the physical and digital realms.

Using a Kinect sensor to detect movement, it transforms tactile input into the childhood dream of “touching the sky,” allowing participants, both children and adults, to experience the illusion of interacting with soft, floating clouds. The gentle pink hues reinforce a sense of warmth, heightening the emotional and sensory experience as well. This carefully designed interplay between technology and tangible interaction allows viewers to not only observe but also directly influence the visual elements as they change and morph.

Conceptually, “Cloud Pink” explores the ephemeral nature of interaction, reflecting on the fleeting, impermanent qualities of life exhibited in the ever-changing installation. Just as clouds shift and dissolve, the marks left by participants vanish over time, symbolizing the transient nature of human experiences and memories. The use of a soft, stretchable surface enhances the sensory experience, making digital interaction feel almost organic and intuitive. The artwork bridges the gap between virtuality and reality, offering an experience that feels both familiar and dreamlike.

The impermanent approach emphasizes the poetic potential of technology, turning computation into something intimate and reactive rather than distant and abstract. By inviting direct physical engagement, “Cloud Pink” fosters a deeper emotional connection between participants and the digital world, ultimately serving as a meditation on presence, play, and impermanence, transforming a simple childhood fantasy into an evocative, interactive artwork that lingers in the minds of those who experience it.