

# **WHAT OPPORTUNITY WAS THE PROJECT ADDRESSING**

**by Daan Weijers**

### **What opportunity was the project addressing**

Directors and cinematographers work with a carefully crafted colour palette in the movies they make. For example, the warm tints of a Woody Allen picture or Stan Kubrick's love for the colour red. These palettes often convey a certain atmosphere about the movie to its viewer.

More often than desired, this special attention to the colours of a film go unnoticed. Efflorescence wanted to bring this back to people's attention by allowing them to experience movies through a different lens.

The interactive installation analyses movies frame by frame, and creates 16 sequenced colours. The colours are then translated to a sound: The hue of the colour determines the base scale, the saturation measures the pitch and the brightness establishes the volume at which it's being played.

"It's sort of like scoring a movie by using the colors in the film itself."

[The Creators Project]

(<http://thecreatorsproject.vice.com/blog/sound-machine-film-colors/>)

### **Who were you designing for**

YOLO

### **What was the impact?**

YOLO

### **What was the project's design process?**

yolo

### **Rationale**

YOLO