

SWARM LIGHT

Watch

Random International is an eleven person studio founded in 2005. Based in London, Random International, strives to create installations which engages the user and encourages relationships to form between the viewer and the artwork. This is very evident in their piece the "Swarm Light". In their words, the installation has a "collective consciousness" which responds to noises made by the viewer or viewers. Light acts as a swarm or a flock of birds and travels in a pack until the viewer interrupts the installation by making some type of sound. The swarm can manifest itself darkness but the installation really comes to life when the swarm is represented by light. The light floods the walls with phenomenal patterns and making the installation seem very much alive. Constructed out of LED, polished brass rods and a plethora of circuit boards, software and algorithms this is incredibly beautiful and very inviting.

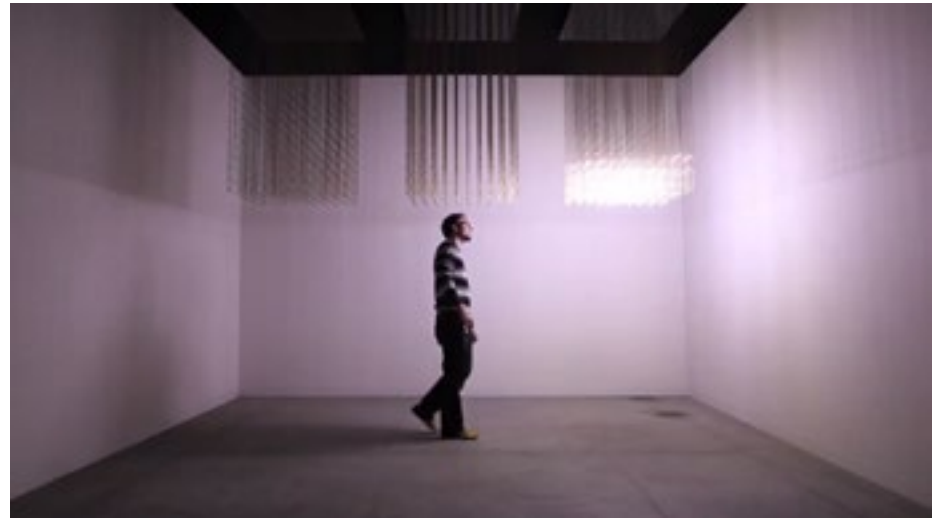
ONE

The Installation is in its dormant form the swarm travels in a pack around and through the three cubes.



TWO

The viewer approaches the installation. The light is still traveling in a pack. Yet because of motion sensors in the pack it avoids the viewer.



THREE

The observer creates some type of sound, in this case a clap. The sound sensor picks this up and causes the instillation to react.



FOUR

Swarm Light spings to life dispersing and moving in various directions and speeds.



FIVE

The swarm eventually returns to its pack state and continues to avoid the user.



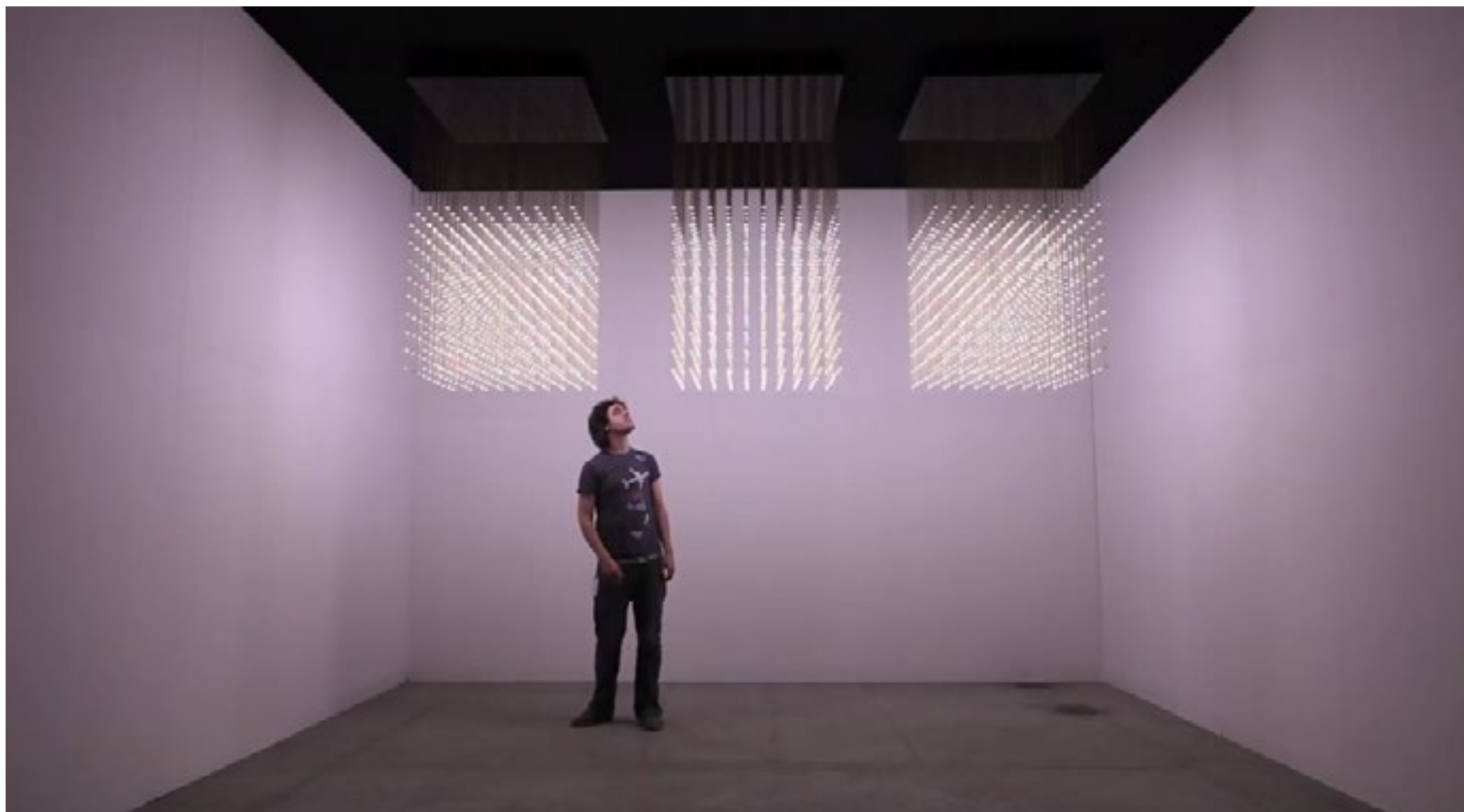
All in all I believe this instillation does most things very well, there are just a few things I would change or alter.

I love how the instillation isn't blatantly user responsive. One could view the light traveling in a pack from a distance through the cubes and be completely satisfied. I think because the user interaction is kind of veiled It makes the whole experience a bit more magical. I think the construction itself is beautiful the brass rods reflect the light perfectly and give the whole installation a more high quality feel.

There are very few things which are unsuccessful. The one which stuck out to me most blatantly was how lackluster the dark on light version felt compared to the light on dark. The later felt so much more alive and responsive. While there is something to say about simplicity I think it would have benefited the instillation to have a bit more customizability, and possibly play with a variance of color.



Example of the brass and LED construction Which gives the Installation a high quality feel.



Example of the lackluster dark on light version. This screen shot was taken right after the viewer clapped.