



SP URBAN DIGITAL FESTIVAL - Third edition
Galeria de Arte Digital do SESI-SP
[November 3-30, 2014](#)



The first SP URBAN was created in 2012 with aims of expanding the concept of electronic art in the merge of architecture, art and media and creating a new channel for artistic and cultural dissemination in the city of São Paulo.

The festival emerges as a living organism in the middle of São Paulo's urban scene in which national and international artists explore intrinsic relations between the metropolis and its inhabitants and artistic expressions with new technologies.

The third edition of Digital SP_Urban Festival explores the theme [DIGITAL AFTERIMAGE](#). An afterimage is an optical illusion of what continues to appear in people's vision and mind after the original "image" has ceased.

Today artists are exploring digital tools and aesthetics in simultaneous play with technological possibilities and confrontation with artistic paradigms from before the digital. Concepts of connectivity, civic engagement, spectacle, social affect and audience affect have shown to be guiding today's artistic orientation. In a few decades from now, today's practice with the digital art will resonate for a new generation of contemporary artists, as afterimages of a period influenced by particular artistic ideas, urban visions, aesthetic challenges and technological curiosity. After the Kinect camera is considered an old device, after the sensation of scale has ceased, after interactivity has become intuitive, after the hype of real time is over - what do we want of the meaning, role and impact of urban digital art of today?

DIGITAL AFTERIMAGE invites artists to consider the larger questions relating to the future of urban digital art; its civic and social values, architectural opportunity, and how it informs our subjectivity and human behavior. It asks the overall question: What do we want to be the afterimage of today's digital art and its meaning in the urban public space?

Please consider how your work responds to the following aspects:

Urban vision:

- How does the artwork leave a "mark" on 1) the memory of people on Paulista Avenue, and 2) future reflection on artistic practice with digital art in urban public space?

Media architecture:

- How does the artwork critically consider the integration with the architecture, not just as a "flat screen"?



Aesthetic challenge:

- How does the artwork challenge aesthetic ideas (or clichés) of the digital that we are familiar with today?

Technological curiosity:

- How does the artwork use technology without reaffirming technology?

Social aspects:

- How does the artwork demonstrate a way of speaking to a complex, massive audience on Paulista Avenue and in some way affecting the social dynamic?

Eight projects will be selected that elaborate on the formats: Interactive installation, video based (around 3-4 minute duration) and performance synchronized with the multimedia façade.

Project proposals must contain a conceptual description, brief biography, illustrative images and a list of technical requirements and assembling (if necessary).

Artist fee and production budget will be negotiate according to the project needs.

Project proposal must be sent until **23th of July** to e-mail adress: marilia@vervesp.com.br

The visual works will be broadcast daily in the programming loop Interactive installations will run from 20:00 to 22:00.

The performance projects will be given up to 4 presentations scheduled during the show.

Information and videos of previous shows are available through the links:

www.vervesp.com.br

www.spurban.com.br

www.youtube.com/user/VerveCultural?feature=watch

<https://www.youtube.com/watch?v=T0fLVlqSfYY>

ENVIRONMENT - LOCATION

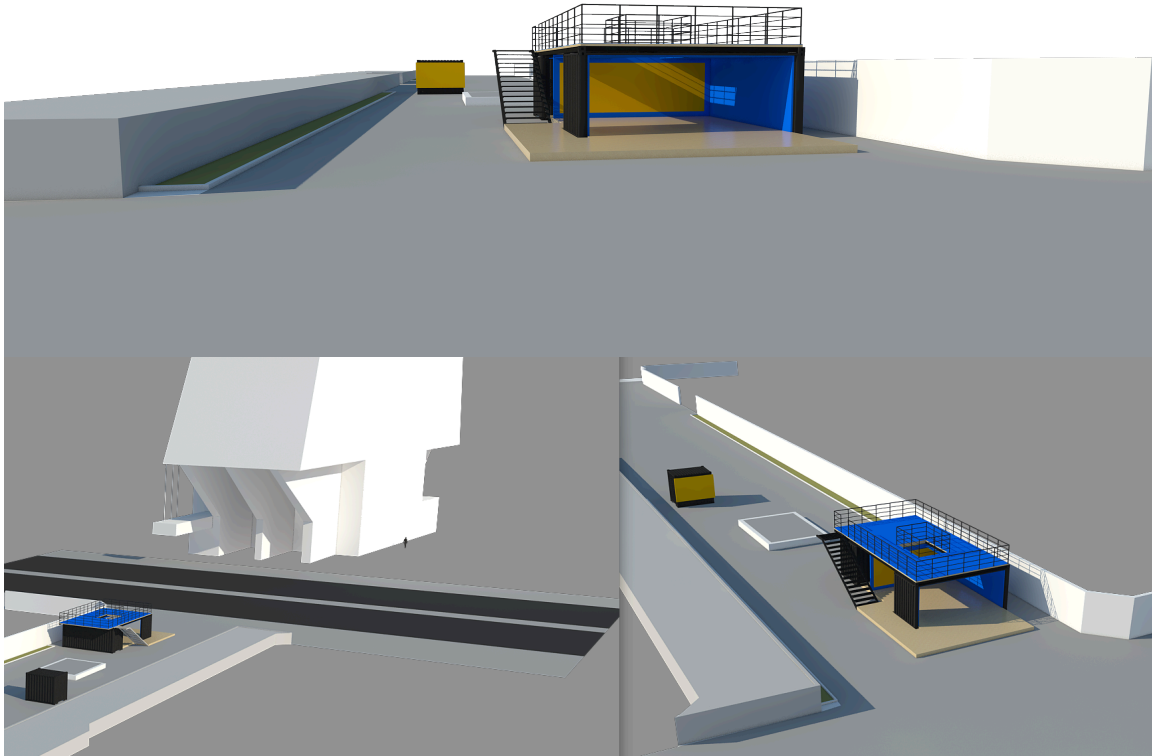
The Galeria de Arte Digital do Sesi-SP is a unique and permanent space to display experimenting projects of artistic and cultural content. It is located in FIESP/SESI Building – Avenida Paulista 1313, São Paulo, Brazil. Avenida Paulista is the most representative Avenue of Latin America. Besides being the main financial center it is a center of cultural centrality and important for its arts and entertainment offerings. It has the largest number of corporate headquarters, banks, consulates, hotels, hospitals, and scientific, cultural and educational institutions in Brazil. This Avenue is characteristic for its dozens of public transport stops and broad sidewalks with a large number of pedestrians; millions of people from all regions of the city and beyond pass the Avenue daily. The Avenue is one of the few areas in São Paulo that brings together people of all classes and social functions – in a city that has almost no areas for social conviviality in public space. It is a central goal of the Galeria de Arte Digital do Sesi-SP to establish such a space in the presence of the artworks, on Avenida Paulista and on the Alameda Rio Claro, a public square across the Avenue from the FIESP/SESI building.



GALERIA DO SESI_SP FAÇADE + MIRANTE PROJECT

For the third edition of the Digital SP_Urban Festival the exhibition will unfold across the Galeria de Arte Digital do Sesi-SP as well as two temporary LED screens on the Alameda Rio Claro (public square across the street).

Artworks may use just the Galeria façade or unfold across all surfaces.



LED SCREENS (yellow)

Screen inside Mirante Structure

01 LED Display 5,12 x 1,92mts

Vertical resolution: 288

Horizontal resolution: 768

Resolution: 288 x 768 pixel

Screen in the middle of Alameda Rio Claro

01 LED Display of 3,20 x 1,92mts

Vertical resolution: 288

Horizontal resolution: 480

Resolution: 288 x 480 pixel



FAÇADE TECHNICAL DOCUMENTATION

Infrastructure Type

Permanent, Nighttime, Display

Resolution

Vertical resolution: 214 lines

Horizontal resolution: 167 lines

Resolution: 214x167

Nodes/ Pixels

Number of total nodes: approximately 26. 000 LED Clusters (pixels)

Each Cluster/Pixel are formed by 4 LEDs: 2 red, 1 green and 1 blue (2R1G1B)

Brightness: luminous Intensity 4.5 cd / cluster.

Interactive Interfaces

The gallery has no permanent interfaces, considering the needs of each project and the municipal regulation in public spaces, interface devices are installed temporarily.

Any technology can be used, but it is necessary to display an image in the required position (see the pixel map).

Operational System / MAC & PC

- Operating System: Mainly MAC OSx, but Windows or Linux can be used depending on the specifications and requirements of each work.

- Imposa Player installed on a PC-Windows for transmission of content in video format .MOV with Photojpeg codec. Also images in .JPG or .PNG

- Type of video inputs: VGA or DVI 1024x768@60Hz

- To send images of the interactive area to the control room inside the building, the platforms used are: Modul8, MadMapper, Resolume Arena, Processing, OpenFrameworks, Unity. For any other, just ask.

Internet access & connectivity

Control room: Cable connection to PC/MAC and Wi-Fi

Interaction area: Depends on the needs of each project.

Audio

The works (video or interactive) must have audio according to this setup:

44.100KHz

16 bits

Mono

Pixel Map

The mask must be drawn into a 1024x768 canvas using just a small part (resolution: 214x167) according to the coordinates below:

| Left | | Front | | Right | |
|---------|---------|----------|----------|----------|----------|
| 37, 259 | 46, 259 | 120, 259 | 171, 259 | 245, 259 | 251, 259 |
| 37, 426 | 98, 426 | 99, 426 | 192, 426 | 193, 426 | 251, 426 |



or you can use the SESI_facade.png file as your "map-ing" ;)

Mask files and examples are available from this link:

<https://www.dropbox.com/sh/c58wcu5ss5gsmt/AABQTpblHy5OzYs81VdDALwa>



MORE INFO

For questions please contact: spurban@spurban.com.br