

2025 Gaudí Media Art Hackathon

URBAN ESCAPE

TEAM RUNAWAY | GWONTAEK KIM, SEOHYUN KIM, JIMIN YU, JUYUCK LEE

2025 Gaudí Media Art Hackathon

Team Introduction

01

SEOHYUN KIM



JUYUCK LEE



TEAM RUNAWAY

JIMIN YU



ORIGINATOR

SEOHYUN KIM

PLANS NEW SPATIAL POSSIBILITIES
AND SETS THE TEAM'S DIRECTION.

SEOHYUN KIM



JUYUCK LEE



JIMIN YU





EMPATH

JUYUCK LEE

DESIGNS SENSORY EXPERIENCES
THAT RESONATE WITH PEOPLE.

JUYUCK LEE

GWONTAEK KIM

JIMIN YU

SEOHYUN KIM

MAKER

GWONTAEK KIM

TRANSFORMS IDEAS INTO
CONCRETE AND VISUAL FORMS.

GWONTAEK KIM



JIMIN YU



JUYUCK LEE



GEOHYUN KIM



MAKER

JIMIN YU

REMOVES TECHNICAL BARRIERS
TO MAKE EVERY IDEA REALIZABLE.

Problem & Challenge

02

PROBLEM



Modern cities are shaped by efficiency and capital, dominated by **rigid, rectilinear concrete structures**.

Yet, human perception and cognition have evolved through **curves, fractals, and the organic patterns of nature**.

This disconnect numbs urban bodies and minds, severing their connection to nature, and causes psychological and ecological fatigue.

WHY IS THIS IMPORTANT?

A city is not merely a functional space,
but a place where **human senses and spirits dwell**.
If this gap remains unaddressed,
the humanity of future cities will continue to wither.

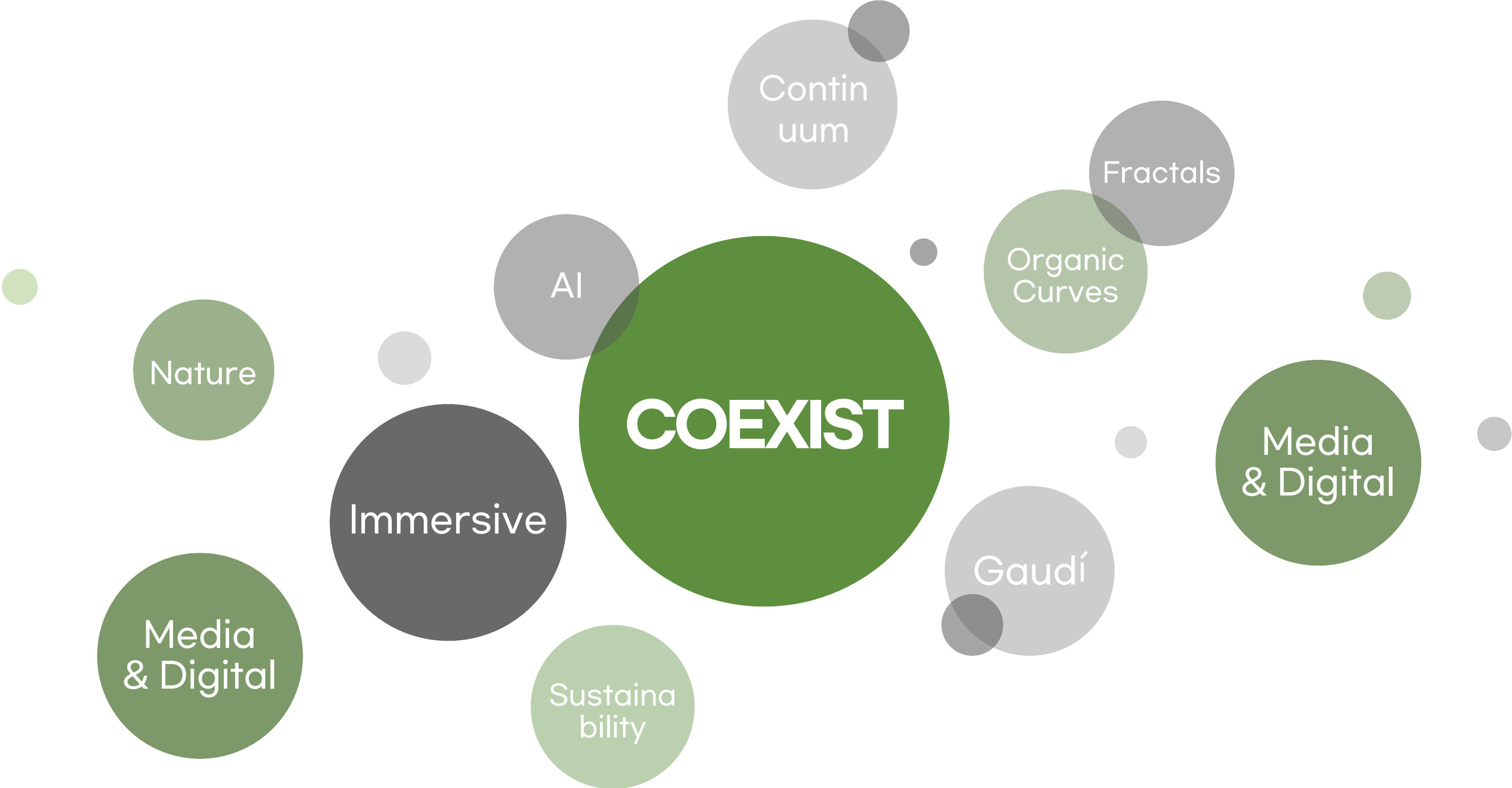
CHALLENGE OBJECTIVE

To use digital facades to **dismantle and expand urban structures**,
softening rigid boundaries and creating experiences that guide people to
physically **feel and escape back into the sensory order of nature**.

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Concept

03





“ URBAN ESCAPE ,”

URBAN ESCAPE

An **immersive media installation** combining a **prism structure** atop urban media facades with AI-generated **fractal nature visuals**.

Through this prism, audiences experience the city's rigid concrete structures **shattering apart and deconstructing**, revealing **explosive, curvilinear organic patterns of nature** emerging from the cracks.





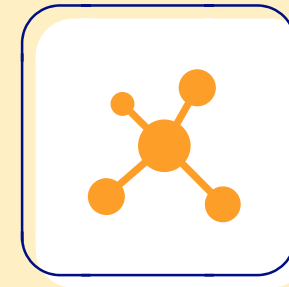
ESCAPE
DECONSTRUCTION
CONNECTION

CONCEPT SKETCH & PHOTO



CORE PRINCIPLE

By integrating nature's self-similarity (fractals) with Gaudí's organic curves, we create a sensory threshold that deconstructs the city and guides escape into nature.



Inspiration

We draw inspiration from nature's self-similarity and its inherent patterns that connect all living forms.



Integration

By integrating these natural principles with Gaudí's organic architectural philosophy, we design spaces that breathe with life.



Transformation

This opens a sensory threshold where city and nature coexist, guiding people to freedom and connection with nature.

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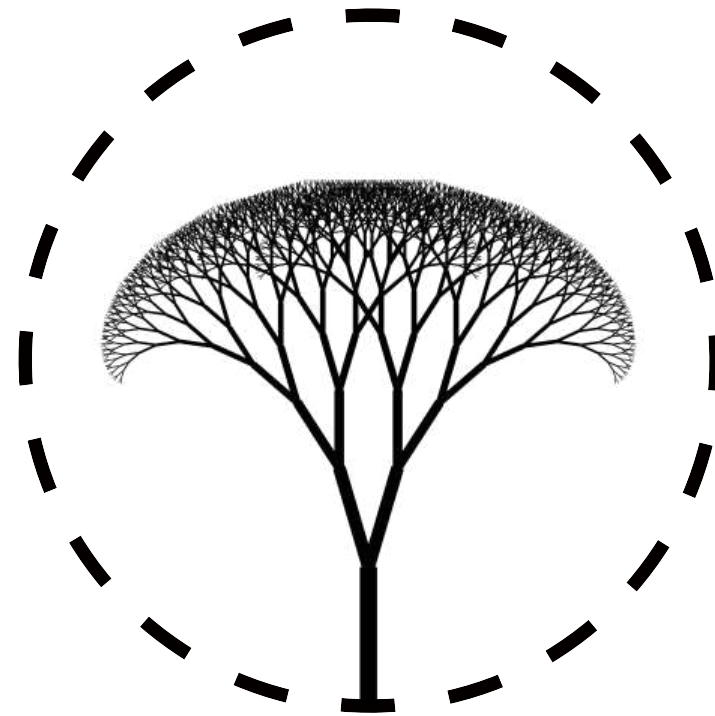
Creative Process

04

INSPIRATION



**Gaudí's philosophy of
nature's supremacy : wave forms**

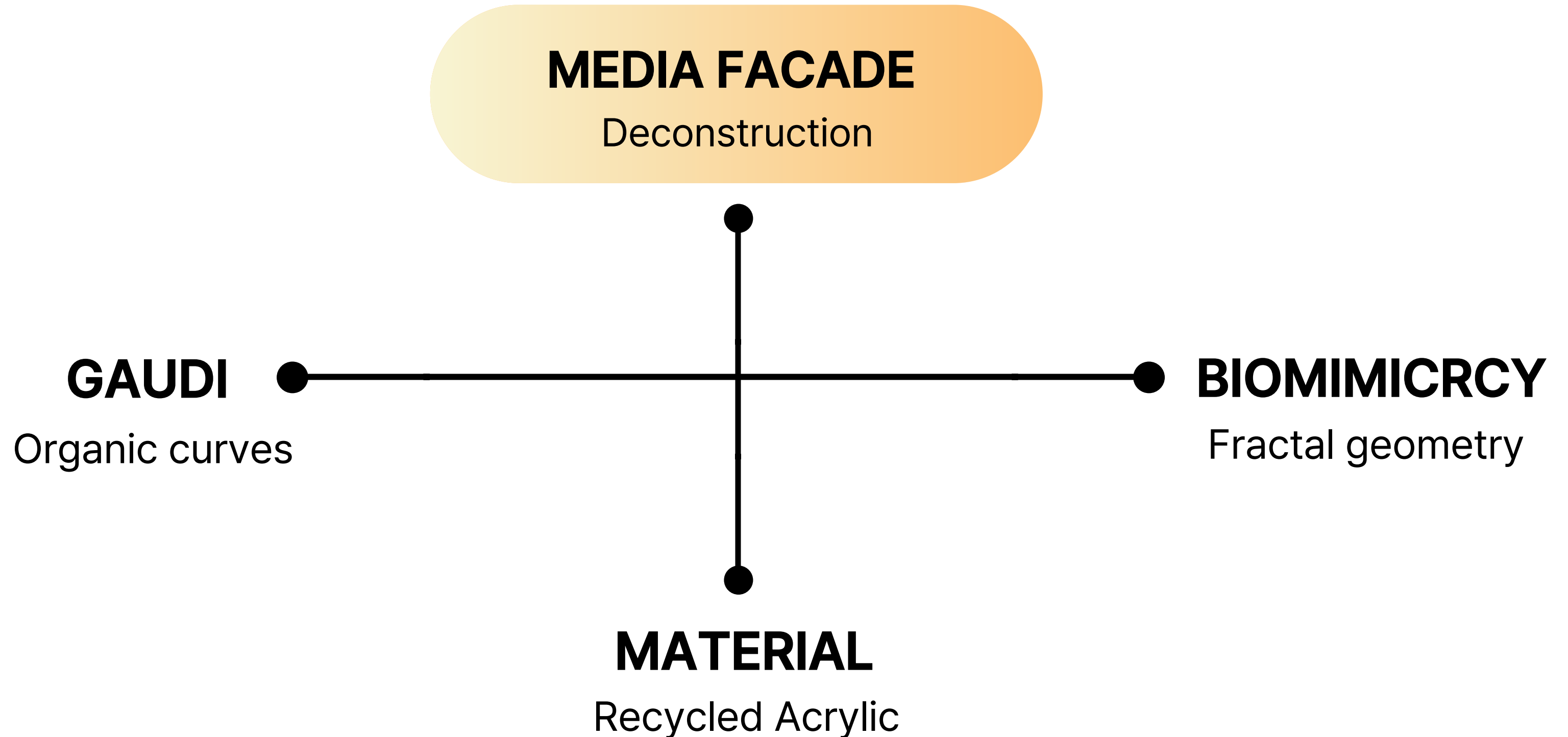


**Fractal geometry
as the language of natural complexity**



**The philosophical act of
deconstruction
as our primary artistic technique**

Interactive media installation using a digital billboard covered with recycled acrylic

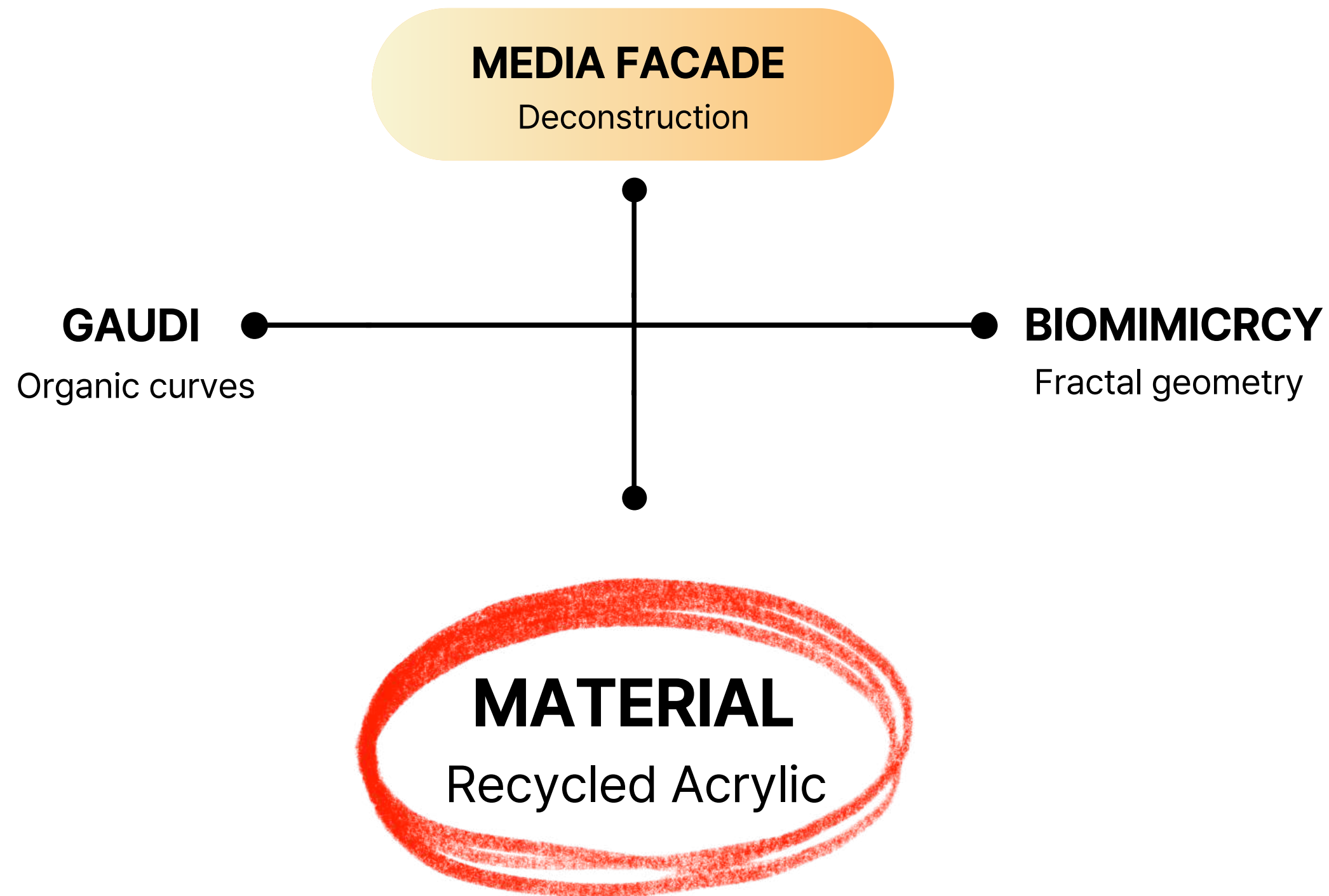


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Interaction & Storyboard

05

Interactive media installation using a digital billboard covered with recycled acrylic



Interaction

Recycled Acrylic

Sustainable

Resource Efficiency



Our prism structure is made of recycled acrylic, a lightweight, durable, and sustainable alternative to glass that reduces carbon emissions and promotes circular use of urban waste.

Beyond material sustainability, this acrylic prism functions as an interactive element, altering light refraction and reflection based on viewer position and movement.

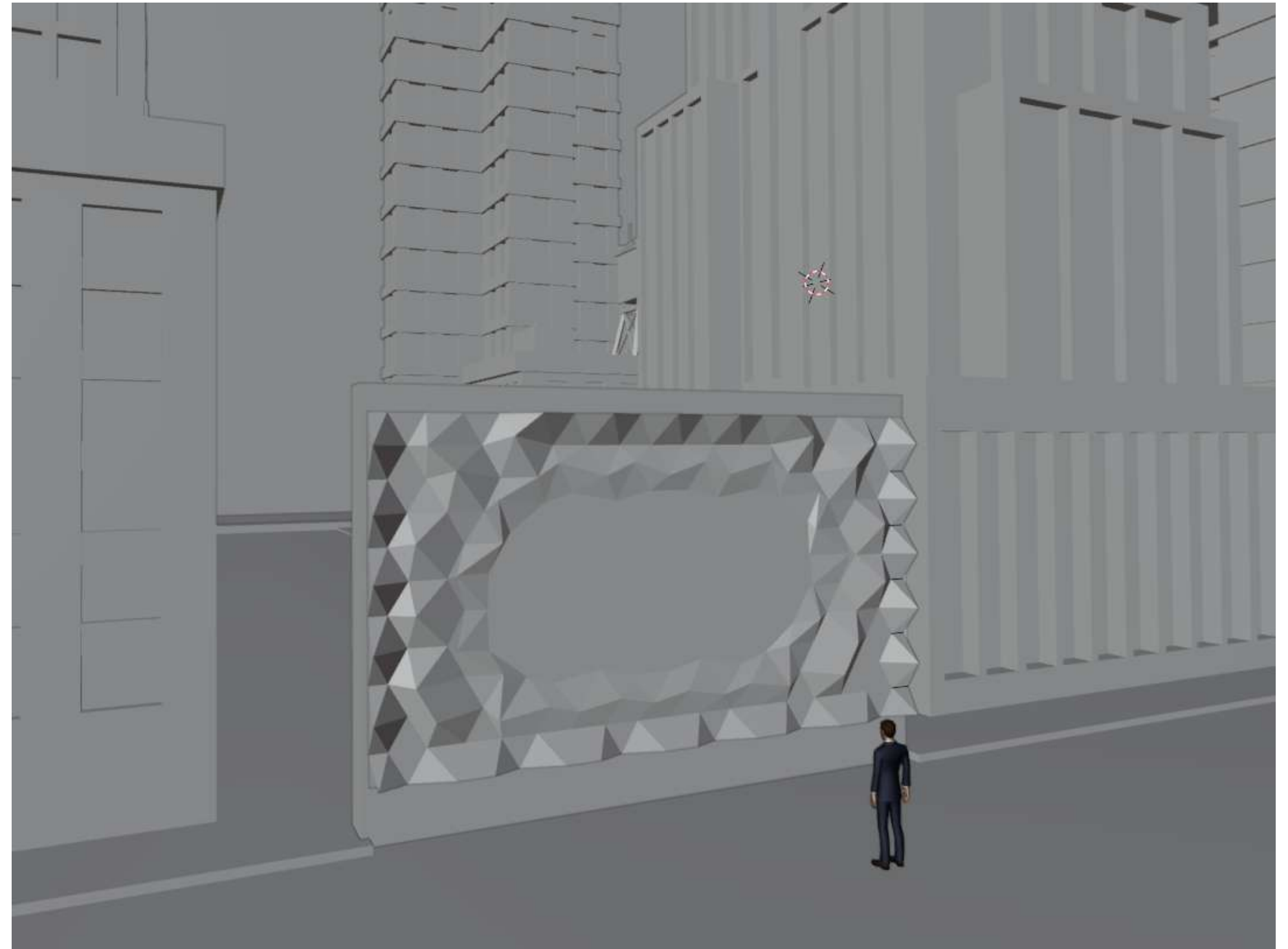
This creates dynamic, multi-layered visuals where city and nature images break apart, merge, and distort, immersing audiences in a responsive and transformative experience.

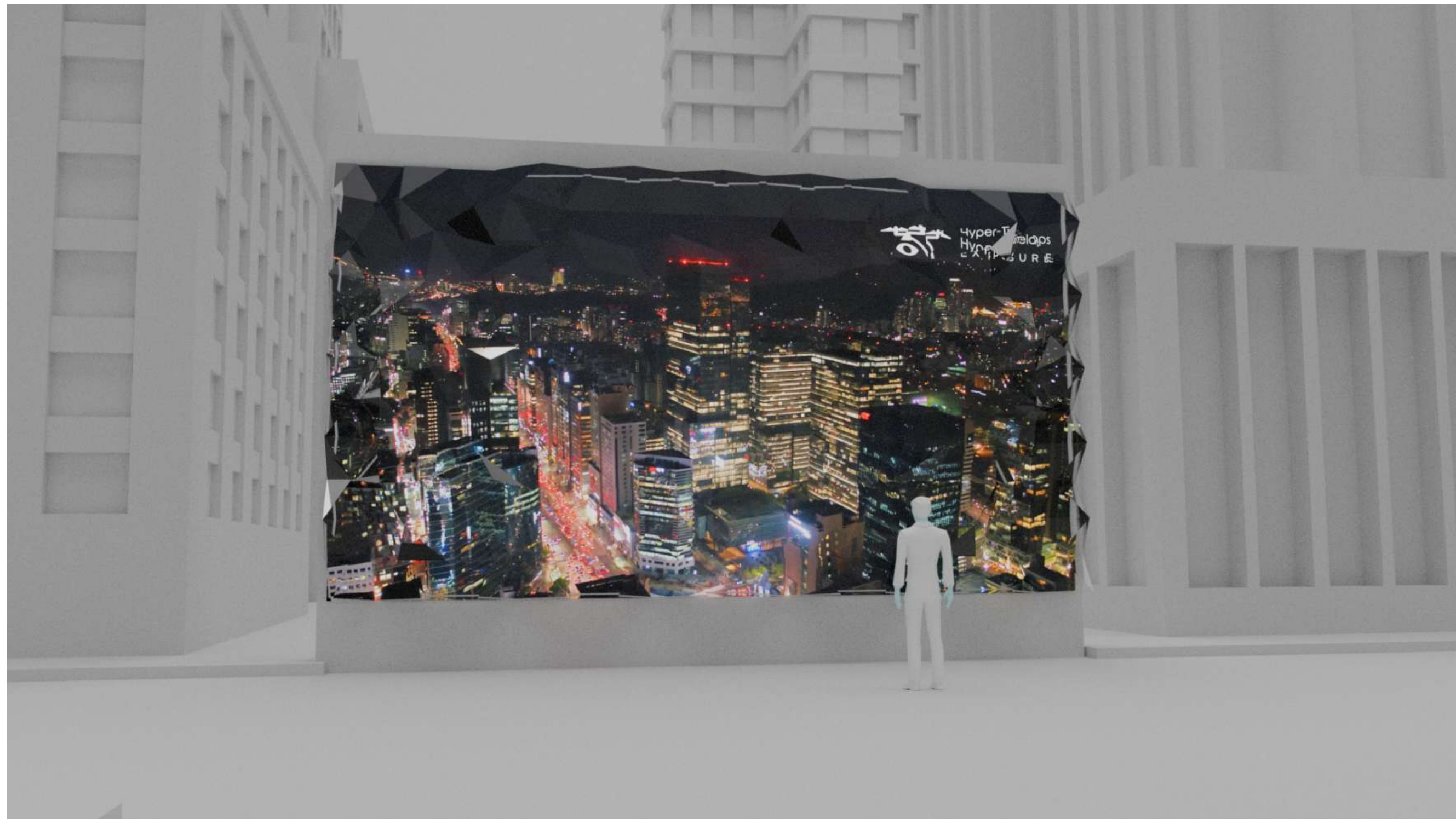
Interaction

Recycled Acrylic



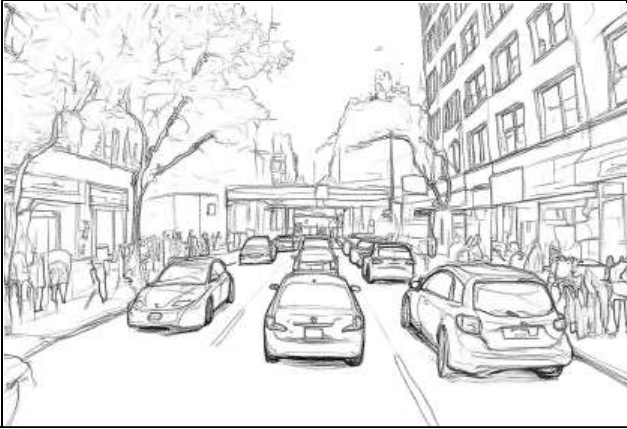
Sustainable



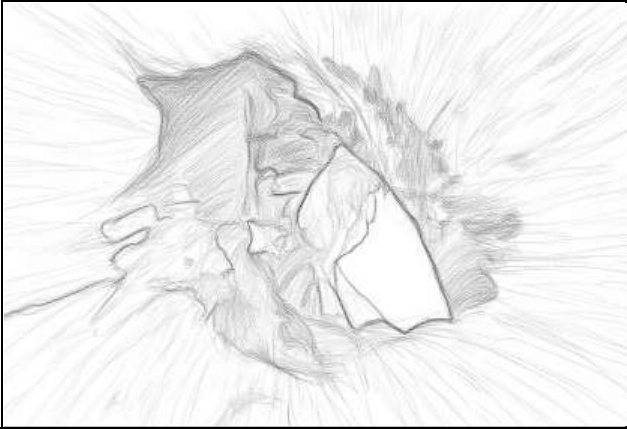
Resource Efficiency


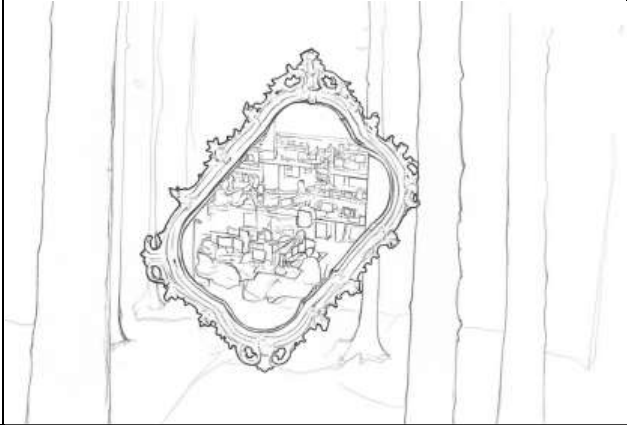




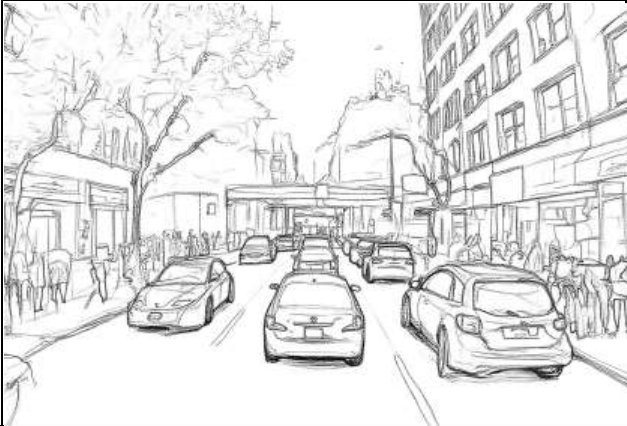


SKETCH STORYBOARD

SC	PICTURE	NOTE
1		office (complicated)
2		city (rigid)
3		city

SC	PICTURE	NOTE
4		A little bit of Gaudi
5		Curve, into nature
6		Curve, into nature



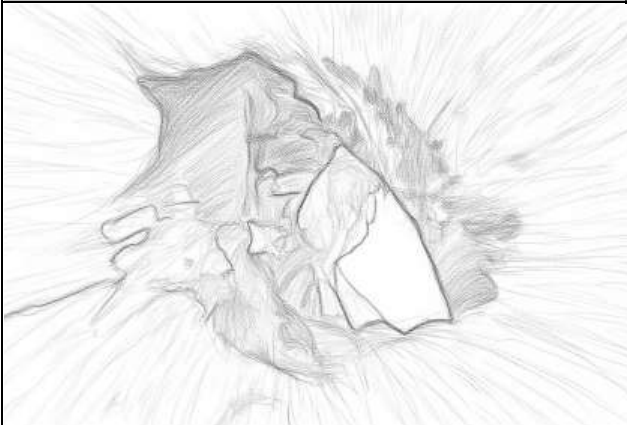
SC	PICTURE	NOTE
7		nature
8		Reflected (regression)

SC	PICTURE	NOTE
1		office (complicated)
2		city (rigid)
3		city

This storyboard begins in a rigid and complex urban environment, passes through the curvilinear forms of Gaudí’s architecture, and finally guides viewers into an escape and return to nature.

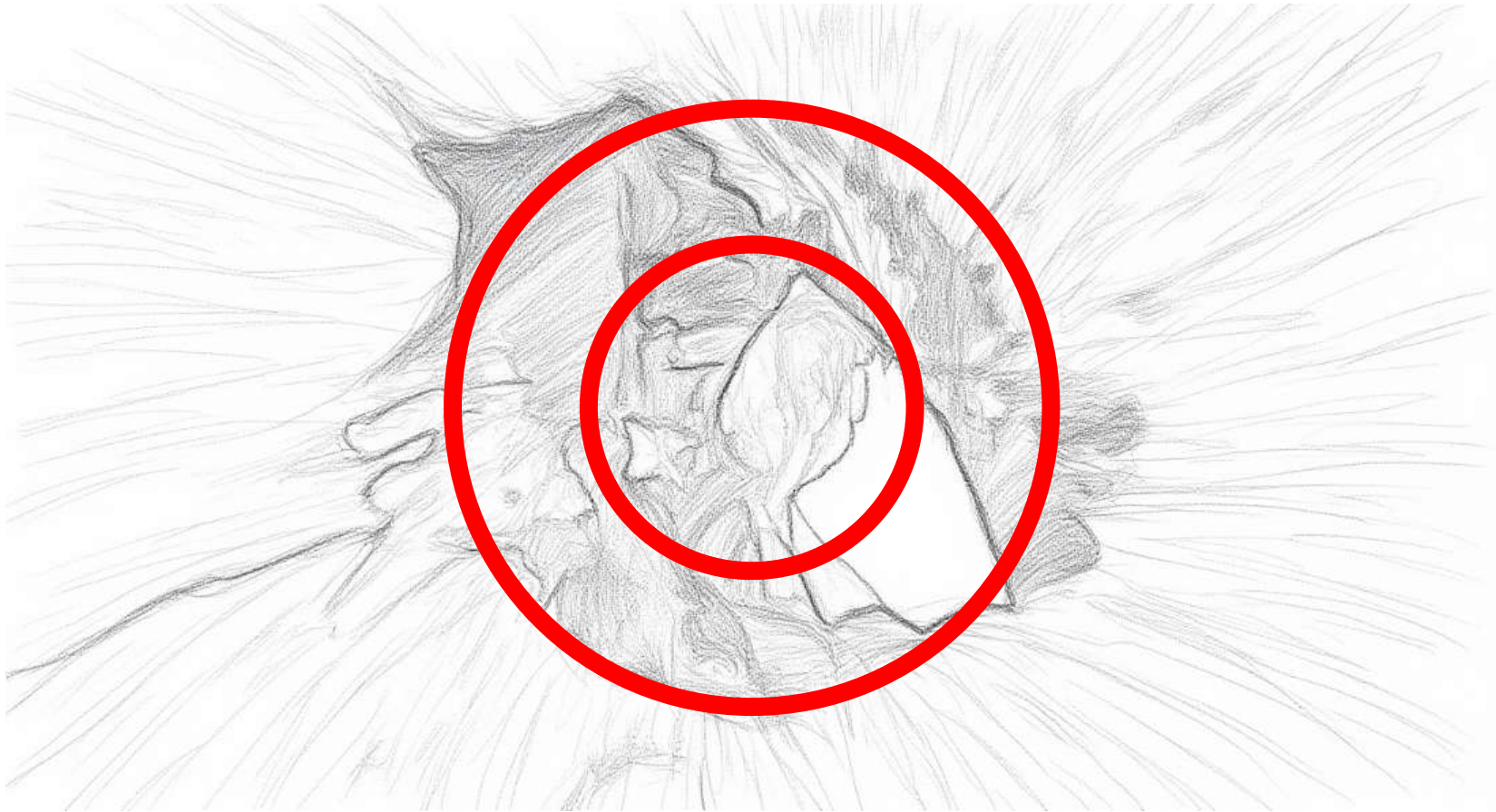
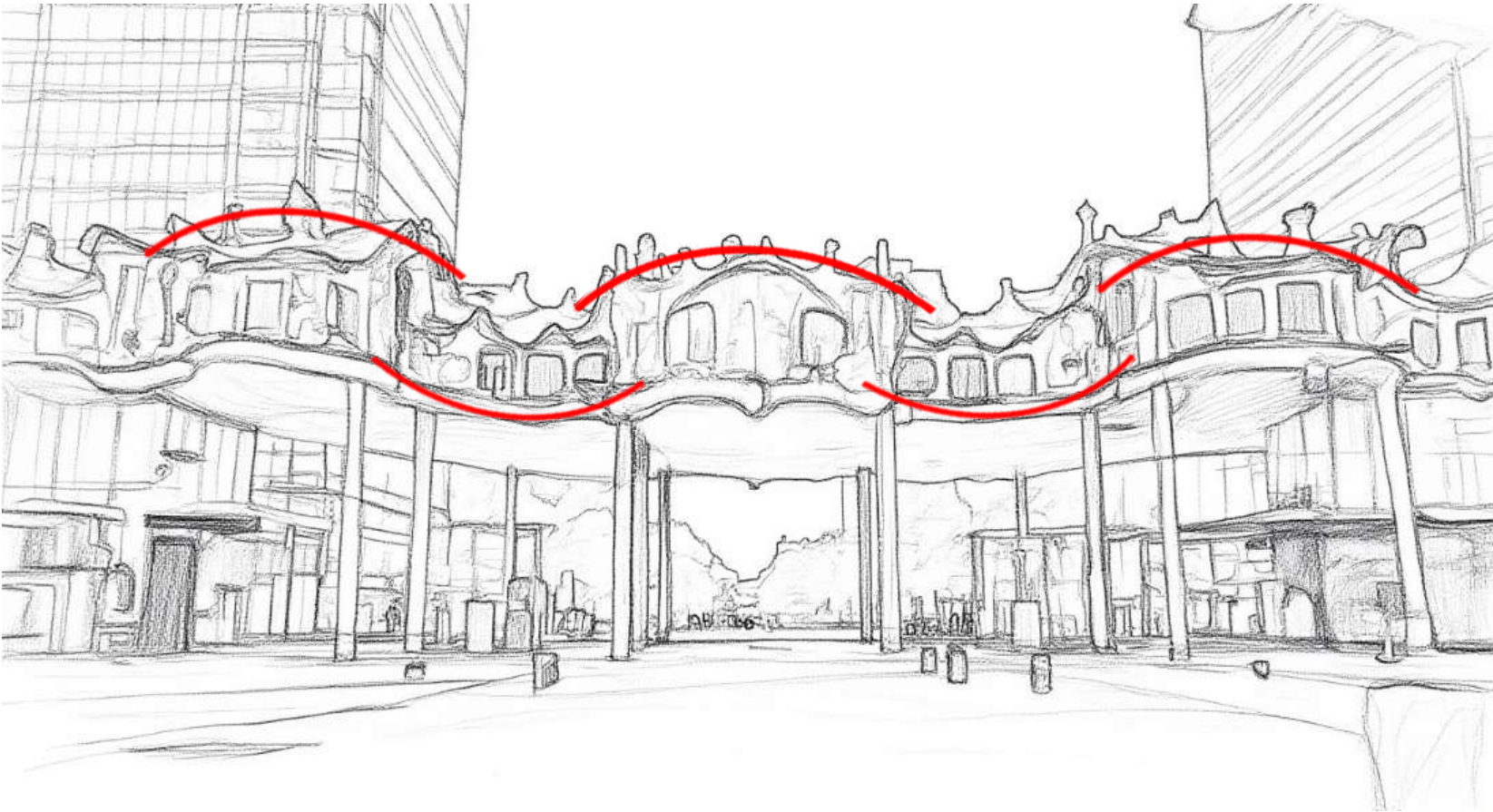
Scenes 1-3 depict the cluttered and standardized daily life of offices, subways, and traffic, symbolizing the harsh concrete reality that suppresses human senses and freedom.


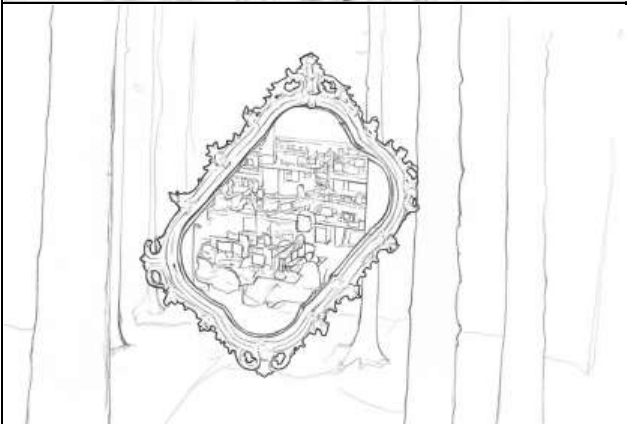


SC	PICTURE	NOTE
4		A little bit of Gaudi
5		Curve, into nature
6		Curve, into nature

In Scene 4,
a glimpse of Gaudí’s organic, curving
structures appears within the city,
hinting at a turning point towards nature.




Scenes 5-6 show the vision becoming
distorted with curves,
as the city gradually deconstructs into
fractals and organic natural patterns,
drawing the viewer deeper into nature as if
being absorbed.








SC	PICTURE	NOTE
7		nature
8		Reflected (regression)

Finally, in Scenes 7-8, viewers arrive in a liberating forest filled with sunlight, and in the last scene, a mirror-like reflection of the city appears, prompting reflection on the dual coexistence and regression between urban life and nature.

FINAL IMAGE STORYBOARD

SC	PICTURE	NOTE
1		office (complicated)
2		city (rigid)
3		city

SC	PICTURE	NOTE
4		A little bit of Gaudi
5		Curve, into nature
6		Curve, into nature

SC	PICTURE	NOTE
7		nature
8		Reflected (regression)

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Visual Prototype

06

video 01

video 02

Impact & Feasibility

07

SOCIAL&CULTRUAL IMPACTS

Deconstructing urban surrounding in visual form makes people imagine the city as living, shapable one. This can shape new discourse of new urban design, lining up with Gaudi's core methodology.

SUSTAINABILITY

Instead of building the structure from the ground up, we can use existing digital billboards and upcycled acryl ad fillms,. This minimizes the unnecessary use of resources. At the same time, the facade lets people to slow down and take control of their own senses, in contrast to commercial ads.

FEASIBILITY

From production to display, the project is based on widely-used commercial tool and materials, gives **less challenge to technical difficulties but more focused on creativity**. It leads to **less financial pressure** – compared to similar projects.

INSTANT EXECUTION IS AVOIDED

This project needs research and preparation for public display. And Acrylic structure should be refined and redesigned to fit the screen in use.

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Final Message

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OUT PROJECT AIMS TO....

**EXTEND GAUDI'S DESIGN METHODOLOGY
INTO CONTEMPORARY,**

**BY OFFERING AN EXPERIENCE OF
NATURE'S ESSENCE REVEALED
FROM DECONSTRUCTING STRUCTURED WORLD**



**THANK YOU FOR
ATTENTION**