





2025 Gaudí Media Art Hackathon

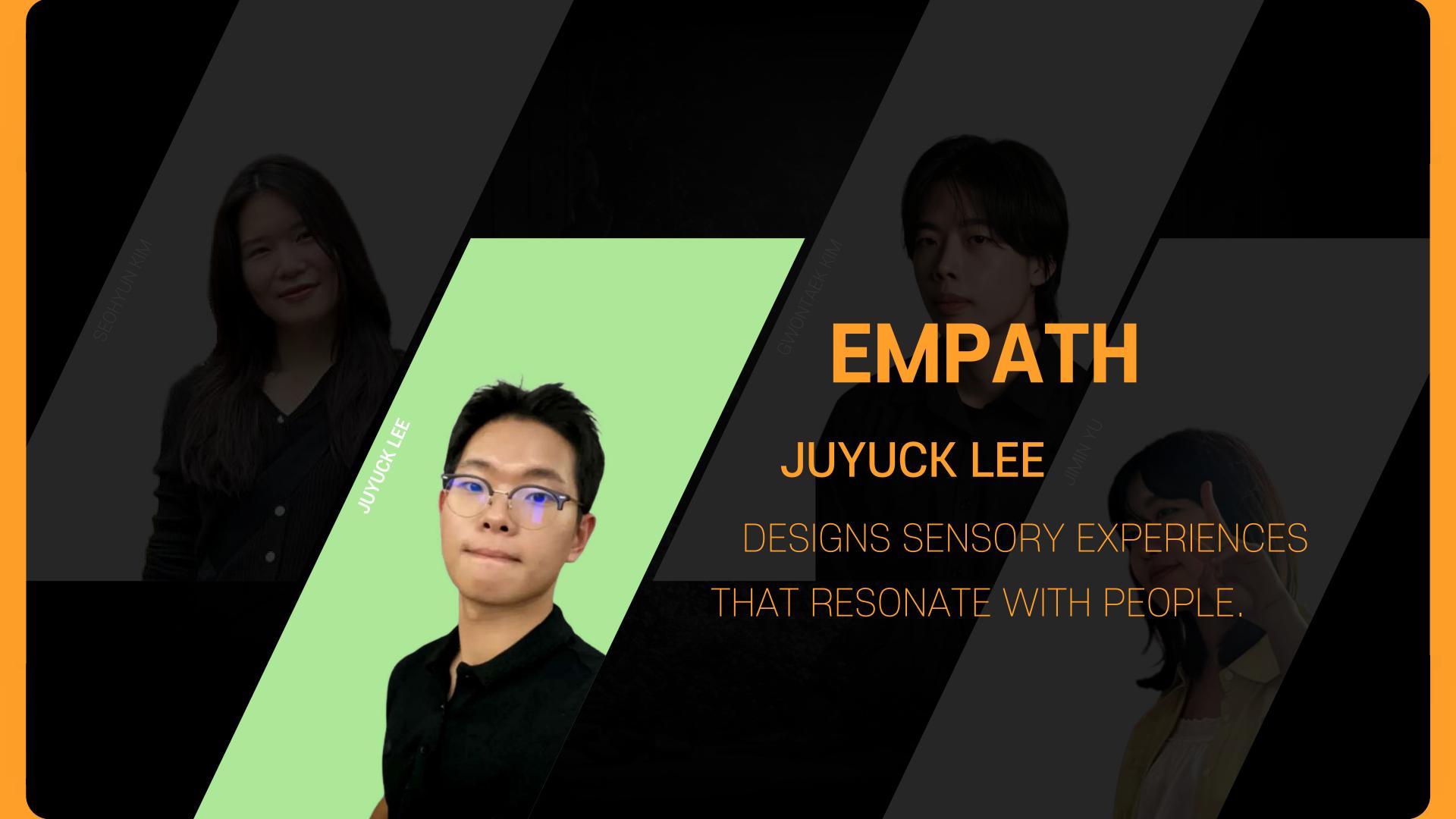
JRBH ESGAPE

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















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.

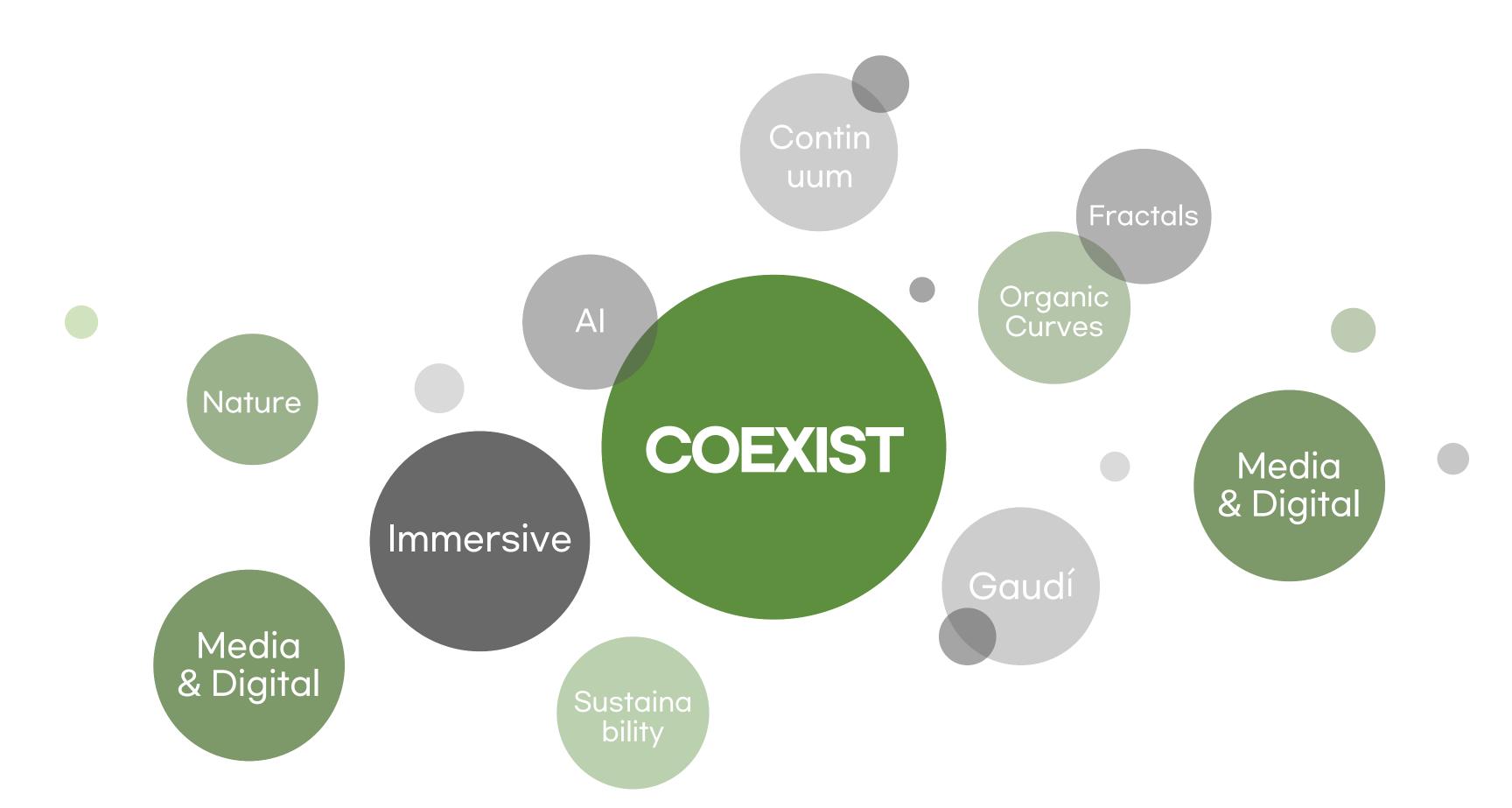
WHY IS THIS IMPORTANT?

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.



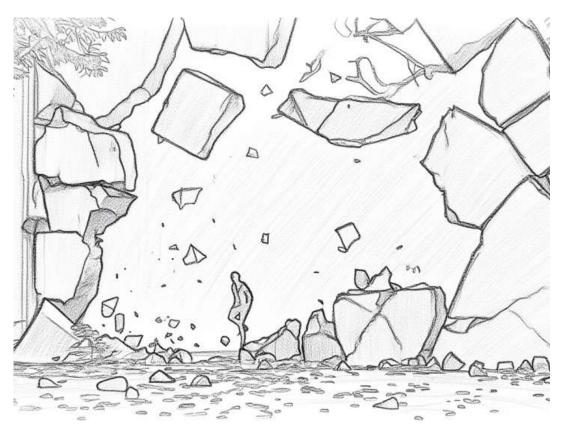




URBAN ESCAPE

An immersive media installation combining a prism structure atop urban media facades with Al-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

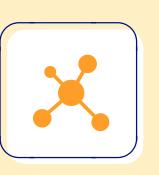
CONCEPT SKETCH & PHOTO





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.



CONTEXT

2. Team discovery

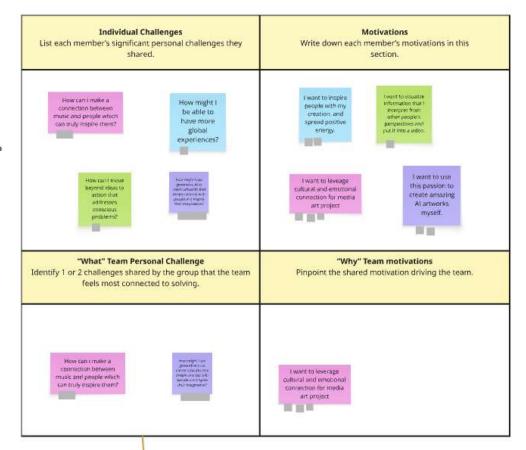
This exercise encourages participants to share their findings from the individual excercise with their teammates and collaboratively cluster insights into common themes. This process will help the team define their challenge approach and align their efforts based on shared motivations, challenges, values, and skills.

Team context Bring together your individual challenges and cluster them into common themes

Use the dots below to vote the challenges that the team is most connected to

0 0 0 0 0

Bring the most voted challenges and team motivations for later reference



CONTEXT

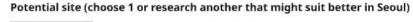
3. Context discovery

In this exercise we need to do a first initial brainstorming of different challenges and opportunities we can think about related to our challenge brief.

Read through the Brief and provided resources:

Context and brief:

Challenge Brief English [For participants] | Notion





Problem definition:

Participants should brainstorm and cluster problems within three focus areas—Design-Oriented, Human-Centered, and Sustainability-Oriented—then evaluate how these align with personal challenges and insights. Finally, they should identify 1-3 core problems to address in the challenge.

Problem definition	Design oriented problems Focus on aesthetics, functionality, accessibility, and integration of new technologies.	Human centered problems Consider what people might think, feel, say, or do regarding the challenge.	Sustainability oriented problems Explore challenges in reducing environmental footprints, resource use, or designing for longevity.
Brainstorm Use the provided categories to brainstorm problems based on your knowledge, research, or experiences. Spatial Expansion Merge physical and virtual space Brand Experience Turn buildings into narrative platforms Community Engagement Use light, motion, or interaction to connect people Team Personal Challenges Alignment Reflect on how personal challenges shared earlier can enhance or add relevance to the identified problems.	third styristics of the styris	d lonely cleath a lonely cleath Allowed species and control of the control of t	therefored sheetinger deterdined sheetinger deterdined sheetinger High traffic composition and sheetinger Fine description General sheetinger Linear Helpt sheet s
Define the Core Problem/s Define at least 1 core problem in each category based on the themes and align them with personal insights. This will inform the first half of the "How might we" statement	indicent service of the incise	Grade of the in- tenth continued and tenth on its Bryck halogonal Strong and Strong and Strong and	Literatures Literatures

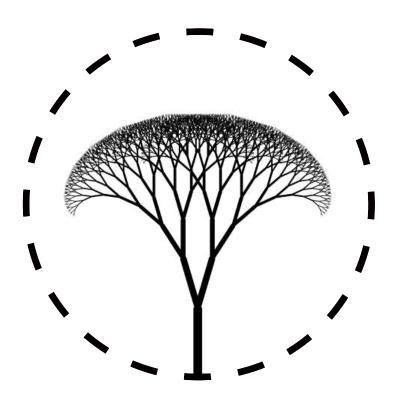




INSPIRATION



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

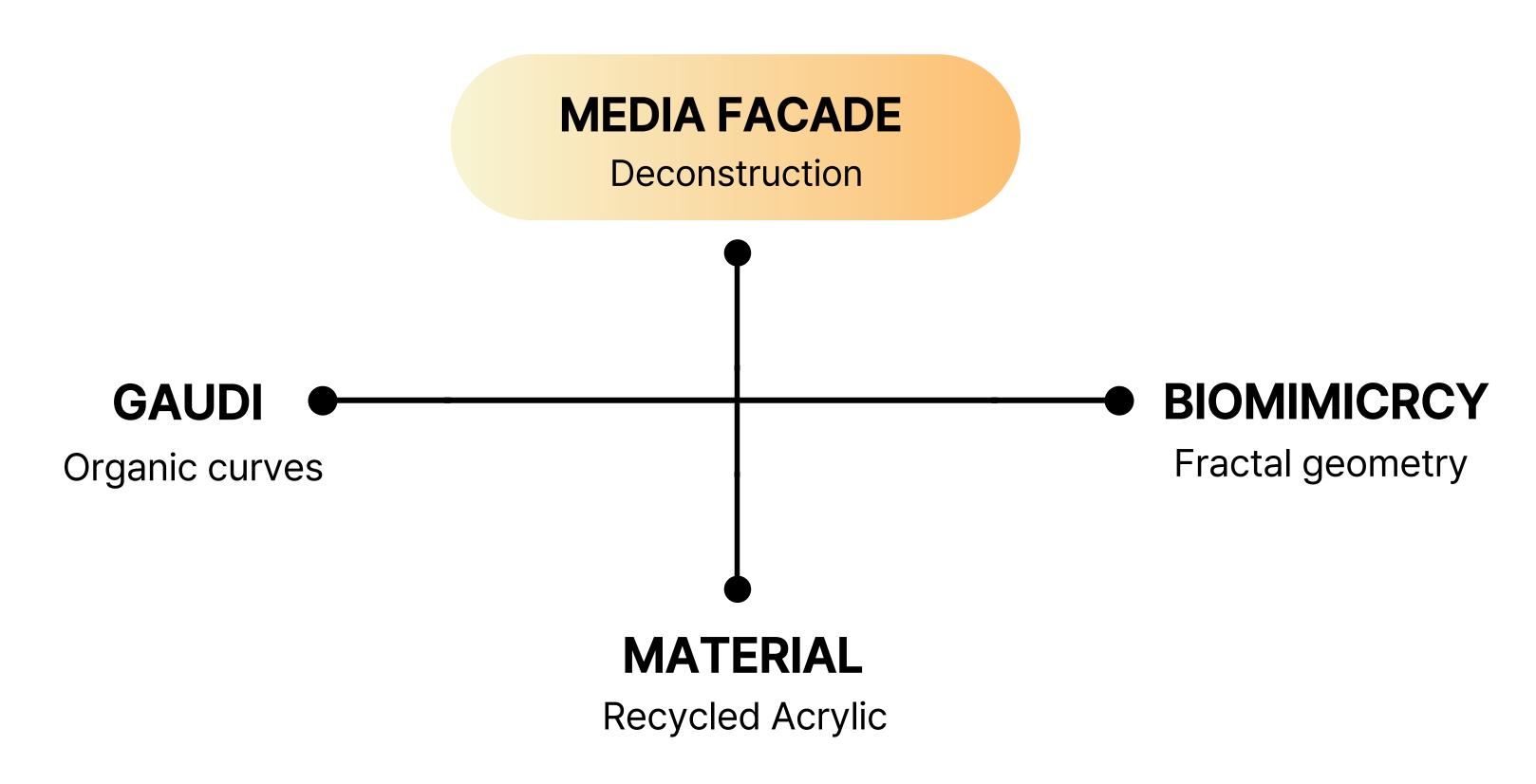


Fractal geometry as the language of natural complexity



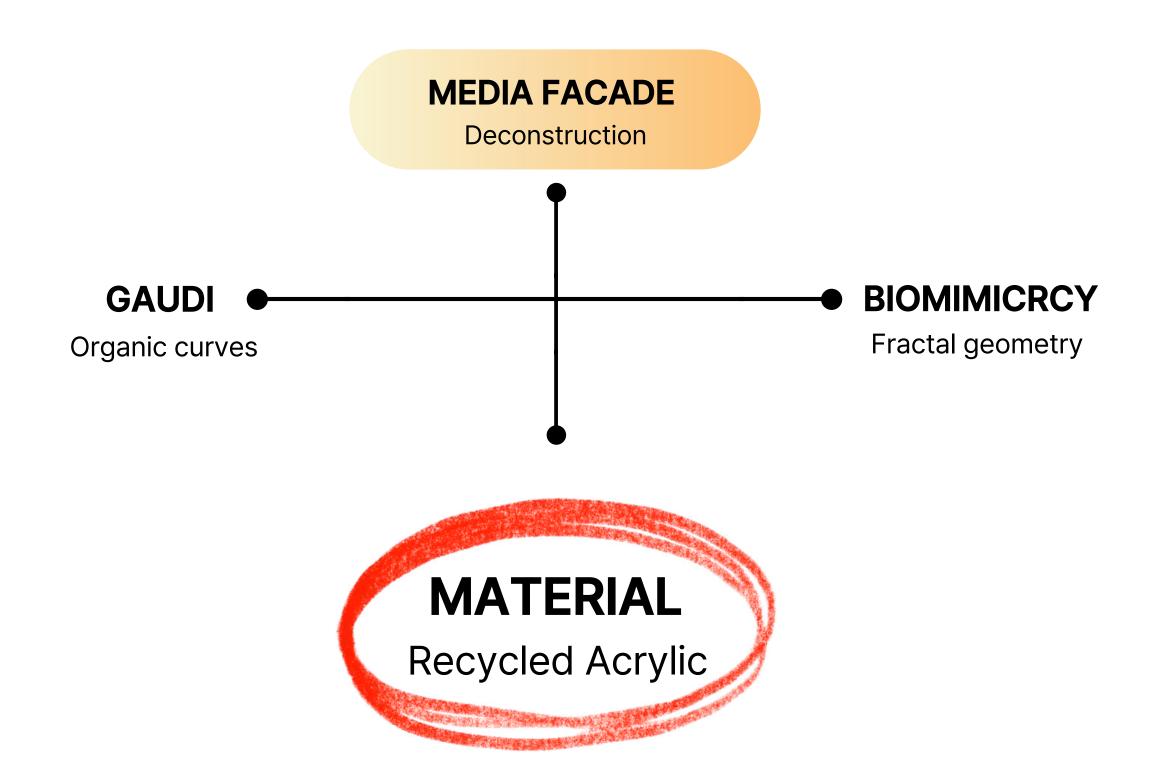
The philosophical act of deconstruction as our primary artistic technique

Interactive media installation using a digital billboard covered with recycled acrylic





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.

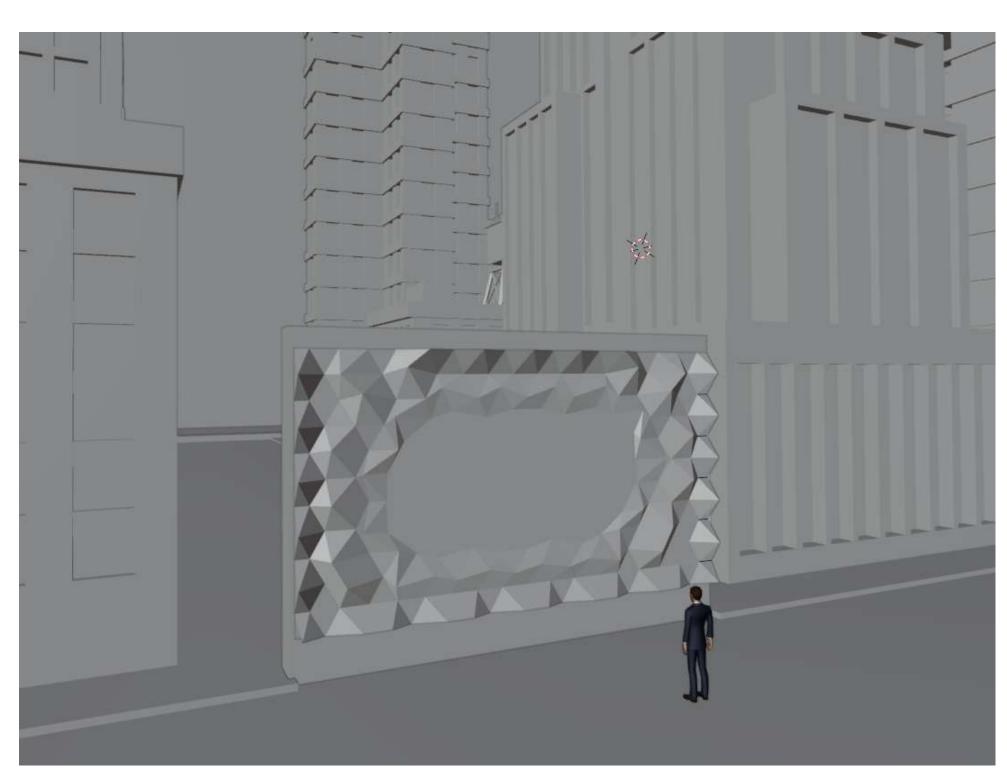
Interaction

Recycled Acrylic

Sustainable

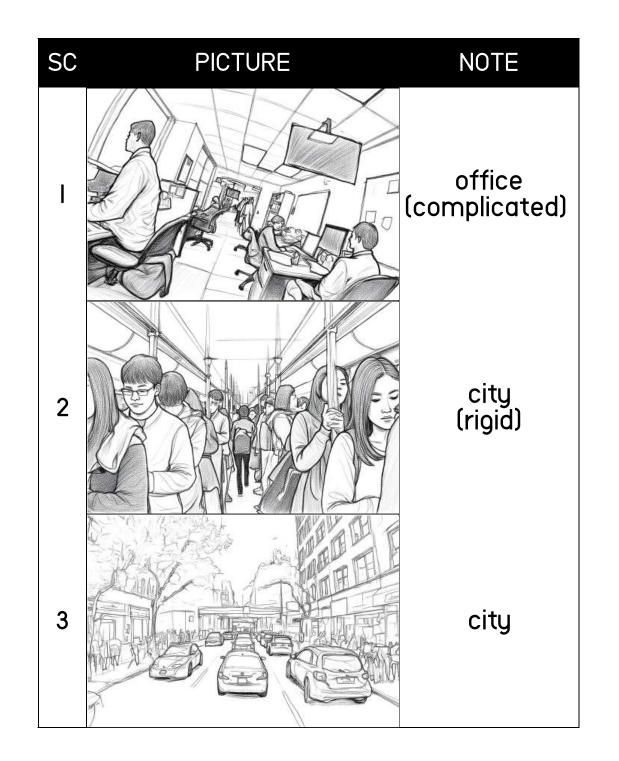
Resource Efficiency

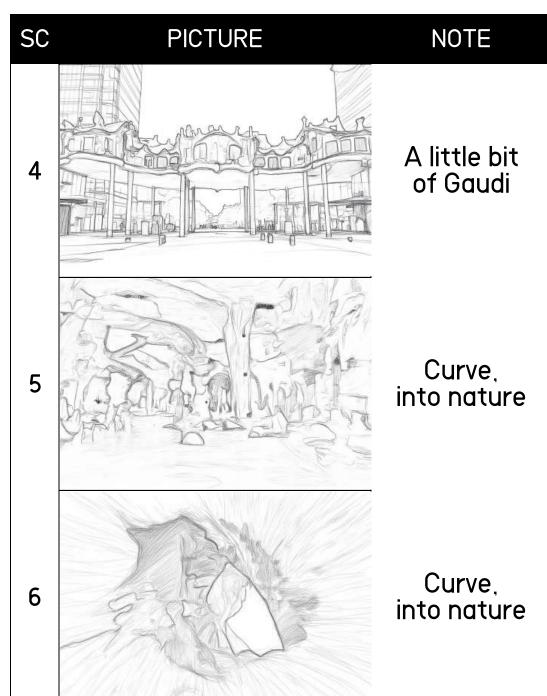


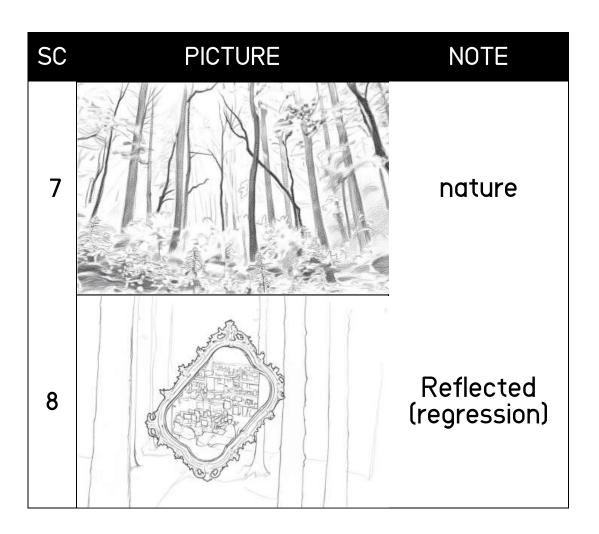


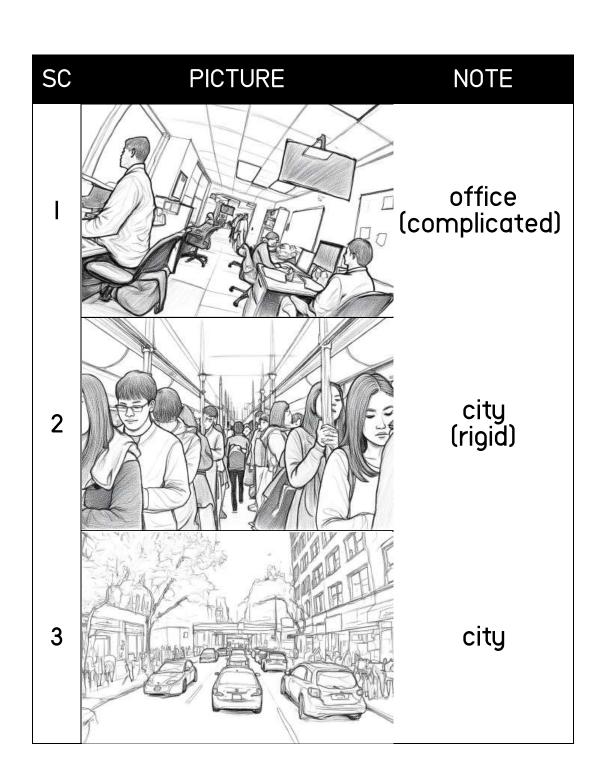


SKETCH STORYBOARD



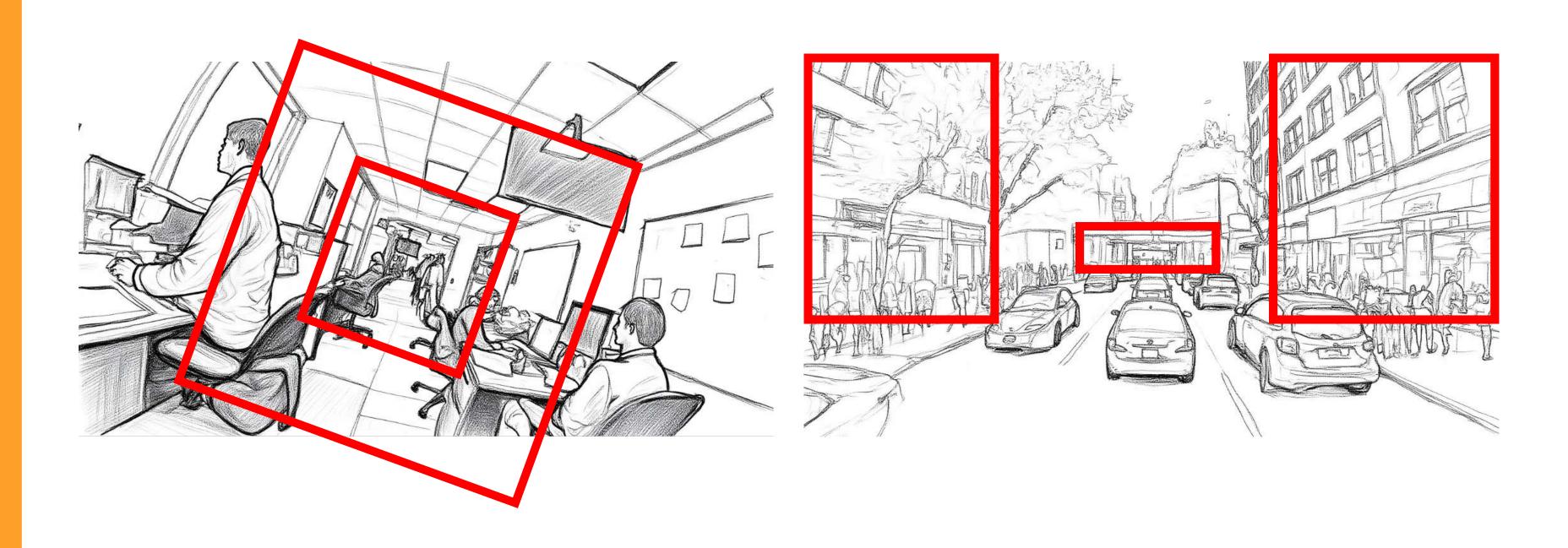


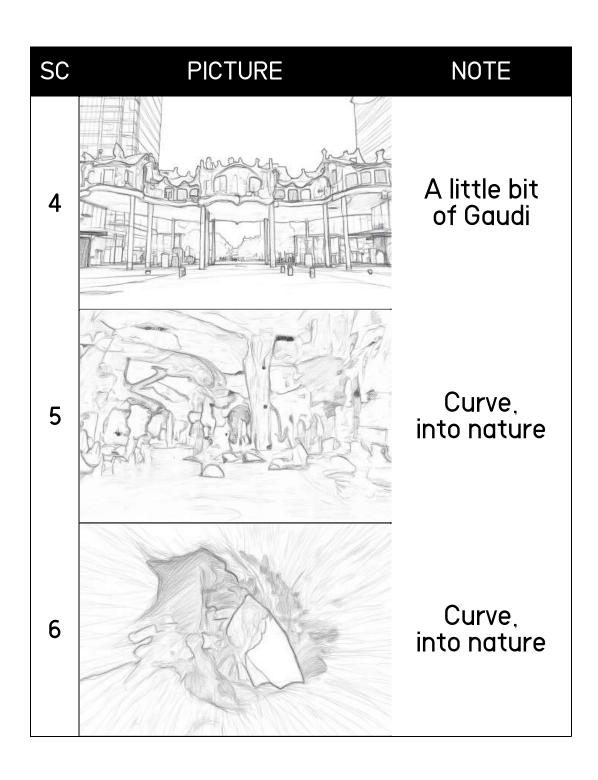




This storyboard begins in a rigid and complex urban environment, passes through the curvilinear forms of Gaudí's architecture, and finally guides viewers into an escape and return to nature.

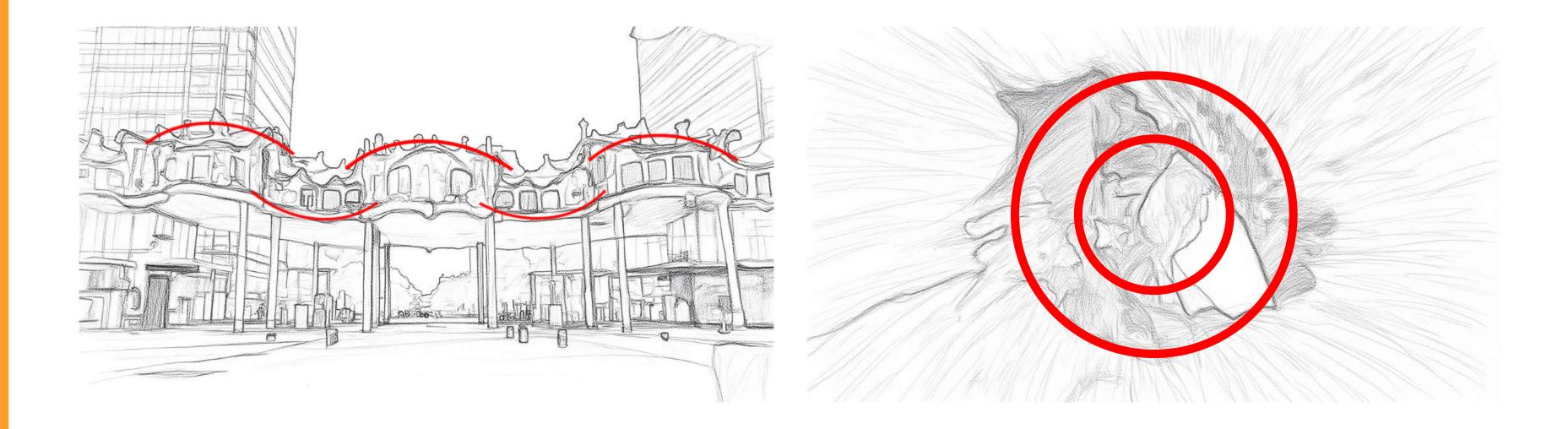
Scenes 1-3 depict the cluttered and standardized daily life of offices, subways, and traffic, symbolizing the harsh concrete reality that suppresses human senses and freedom.

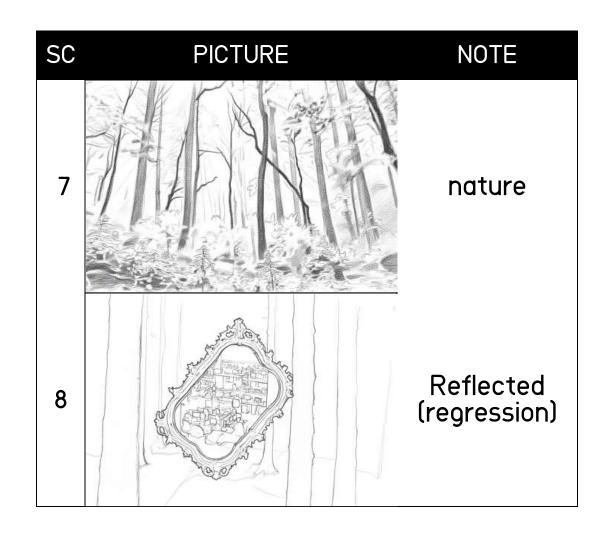




In Scene 4, a glimpse of Gaudí's organic, curving structures appears within the city, hinting at a turning point towards nature.

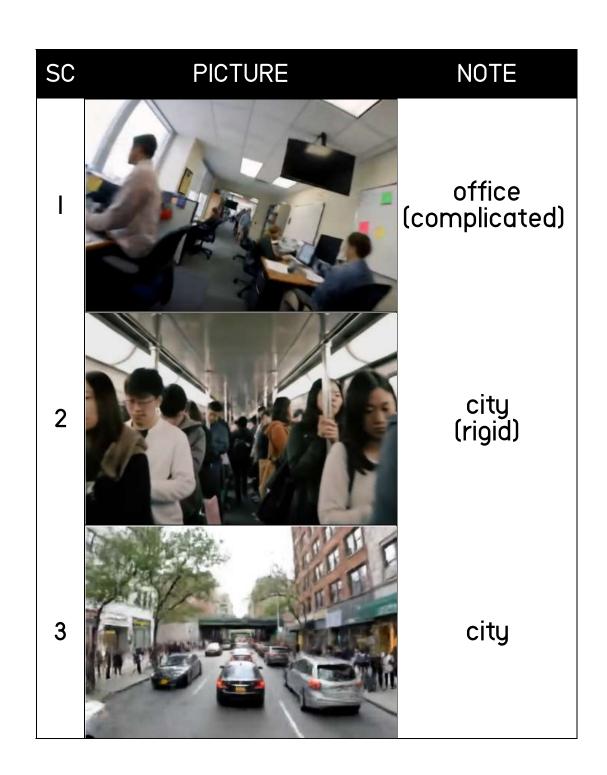
Scenes 5-6 show the vision becoming distorted with curves, as the city gradually deconstructs into fractals and organic natural patterns, drawing the viewer deeper into nature as if being absorbed.

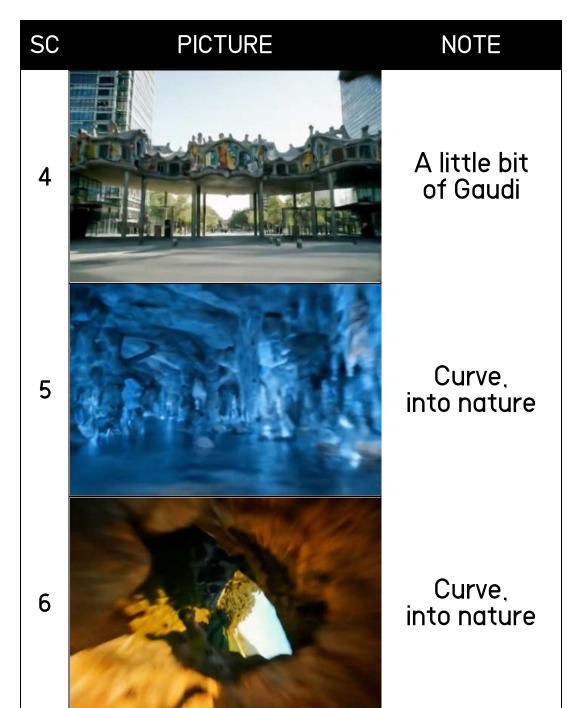


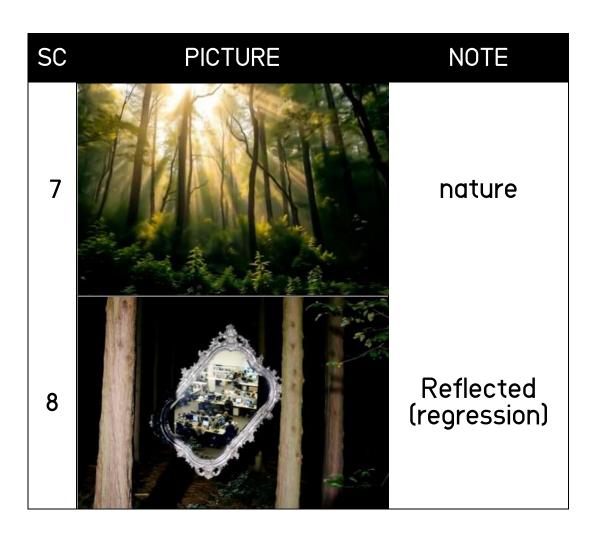


Finally, in Scenes 7-8, viewers arrive in a liberating forest filled with sunlight, and in the last scene, a mirror-like reflection of the city appears, prompting reflection on the dual coexistence and regression between urban life and nature.

FINAL IMAGE STORYBOARD









video 01

video 02



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 unnecesary 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 challenege to technical diffculties but more focused on creativity. It leads to less financial pressure - compared to similar projects.

INSTANT EXECUTION IS AVOIDED

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



OUT PROJECT AIMS TO....

EXTEND GAUDI'S DESIGN METHODOLOGY INTO CONTEMPORARY,

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

