



phyletic museum | processes: living paintings

video artist, director, producer: robert seidel [www.2minds.de]

light designer, technical supervisor: florian licht

soundscape: robag wruhme [freude am tanzen | musik krause]

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project description

“processes: living paintings” is a 35 by 16 meter full façade projection with a corresponding light choreography, ambient music and synced sound effects shown on the 2/2/2008 in Jena, Germany. It was especially created for the 100th anniversary of the Phyletic Museum founded by Ernst Haeckel as well as the event „Jena illuminated“ being part of the opening ceremony for “Science City 2008”.

video concept

The projection consists of five “living paintings” which turned the Phyletic Museum into an architectural canvas. These “tableaux vivants” refer to the accommodated phylogenetic collection which was given to the public by Ernst Haeckel in 1908. Additional inspiration comes from the nearby Institute of Systematic Zoology and Evolutionary Biology, where Seidel used to study and which, for instance, researches the locomotion of animals. All these impressions of color, movement and form are combined with his personal artistic research into intertwining primordial structures, whirring micro-surfaces, traces of smeared motion-fragments, nostalgic optical aberrations, pulsating mirage shadows as well as biographical reflections.

live realization

The façade of the museum was immersed in shimmering light by a 35 by 16 meter 2K-video using 3 projectors. To create a connection with the interior, every window was illuminated from the inside and synced with occurrences in the cinematic structure.

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Reacting sound effects tied everything even closer together. The 5 minute video loop had an unique ambient soundtrack of 17 minutes that shifted constantly, generating singular experiences with every viewing. With this complex technical setup “processes: living paintings” was breathing life into the museum on that one and only winter night. Its multi-layered complexity freed the audience of around 20.000 to create their personal narrative flow and filled the museums square with a dense cloud of spellbound whisper.

full production credits

Video Artist, Director and Producer

Robert Seidel

Light Designer and Technical Supervisor

Florian Licht

Soundscape

Robag Wruhme (Freude am Tanzen | Musik Krause)

Video Documentation

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Live Setup

Hendrik Wendler, André "Willy" Willscher, Andreas Günther, Steffen Jochmann, Jörg Wolfemann

Projection Equipment

MX Wendler Video Software, e:cue lighting control, PVS Jena, Radio Meixner

Special Thanks

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biography

Robert Seidel (1977) started studying biology at the Friedrich-Schiller-University Jena and finished his media design diploma at the Bauhaus-University Weimar. His personal films were shown at over 240 festivals, museums and galleries worldwide and honoured with several prizes. For example, his diploma _grau won an Honorary Award at the Cologne KunstFilmBiennale and the Prize for Best Experimental Film at Ottawa International Animation Festival.

Seidel lives in Jena, Germany. Besides his personal art he works as a director and journalist. His clients include Atlantic Records, Sleek, Universal Everything, ARTE/ZDF, Addison-Wesley and Galileo Design. For his Zero 7 music video he was chosen as one of „30 directors to watch“ by Canada's leading commercial production magazine 'boards.

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