CLONE

PRODUCTION

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CLONEPRODUCTION SHANGHAI CO. LTD.

瞌龙多媒体设计（上海）有限公司

PORTFOLIO

公司作品

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公司简介

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COMPANY

ABOUT US

CloneProduction is a Shanghai based multimedia studio specialized in immersive installation, interactive experience and software engineering.

With more than a decade of professional background in architecture, visual art and software development, our approach is guided by a sensitive observation of each project's context.

We combine strong research practices with specific working methods to deliver playful user interactions, robust softwares and elegant visual identities.

For corporate interiors, permanent exhibitions or public spaces, we develop relevant and reliable systems. For visitors, we create meaningful and entertaining experiences.

Often called by challenging clients, we have the privilege to collaborate with multidisciplinary artists, international universities and innovative companies.

Together, we design reactive and inspiring media spaces.

关于我们

瞌龙多媒体视觉 (上海) 有限公司, 专注于媒体建筑、多媒体空间设计、沉浸式装置, 交互媒体装置和软件工程。

拥有建筑设计, 视觉传达和软件开发十多年的经验。公司的设计方法论建立在, 对每个项目背景、环境的全面分析和敏锐观察之上。

我们在不间断的研究和实践中, 形成了独有的工作体系。为我们可以出品趣味性的交互、强大且稳定的软件和风格独特的视觉设定奠定了基础。

我们为建筑物的外部表皮或者室内空间提供媒体材料及其内容。还为永久性展览或公共空间的媒体装置, 开发定制可靠的系统。对于观者, 我们为其创造有意义和有趣的体验。

常服务于期待高品质产品的客户, 还有幸和业界的艺术家、国际大学与创新型的公司合作。

我们同合作伙伴一起设计了反响强烈和鼓舞人心的媒体空间作品。

Irwin Quemener

Born in France in 1984, he is from a generation who grew up alongside computers, internet and affordable cameras. Since childhood, he has always been interested in technology and visual design as a medium to express creativity.

In 2006, he received his Bachelor's Degree from Laval University with a virtual architecture specialization. He earned his Master's Degree in 2009 from Paris Val de Seine's Architectural School.

Self-taught software developer, he created interactive scenography for brands, agencies and museums. His work as a visual artist has been showcased in festivals across Germany, France, the UK, Malaysia and China.

His international experience in both architecture and digital art led him to teach media-space design and real-time graphic composition at the Shanghai Conservatory of Music.

叶文

1984 年出生于法国巴黎的 Colombes 区。他成长在电脑开始兴起的时代背景下，很早开始对视频艺术满怀热情，并一度作为他创作和表达的媒介。

他在巴黎国立建筑学院学习建筑设计，并于 2009 年获得硕士学位。期间在加拿大魁北克省拉瓦尔大学的数字建筑系进行了一年的国际交流。

毕业后，担任建筑师的同时，开始自学计算机代码编写实时图形。他为品牌、广告公司和博物馆制作互动式装置。作为视觉设计师他参与了在阿姆斯特丹、伦敦、德国、法国和意大利的数字艺术节，并展出作品。

凭借他在建筑领域和数字艺术方面的经验，现于上海音乐学院数字媒体系教授媒体空间设计和实时图像创作的课程。

Lyu Min

Born in China in 1987, she started drawing at a very young age. Her mother always nurtured this interest by taking LyuMin to painting classes where she eventually developed a passion for art.

Focused on illustration and animation, she studied Visual Communication Design in Central South University where she graduated in 2010.

As an art director, she gained expertise providing design strategies, global branding and on-screen graphics for Beijing Television, Shanghai Huanwei and Alibaba.

Her talents for graphic design and visual art are what's driving the studio to reach their creative ambitions. Her professional background in the TV industry enables her to lead large scale multi-media projects.

吕敏

她出生于 1987 年，从小开始学习美术。看到她的兴趣和天赋的母亲，送她去接受专业的绘画课程，从未有任何事物可以阻止她对艺术的热情。

在中南大学，学习视觉传达设计，专注于平面插图和动画。

毕业后，她开始担任美术指导。任职于中视、上海幻维数码和阿里等，为动态图形领域提供设计策略。

她对平面设计和视觉艺术的喜爱推动了公司的创造力。在动态视觉设计行业的专业背景使她能够领导大型多媒体设计项目。

项目展示

02

PROJECTS

上海中心“巅峰之眼”

"The Eye"
SHANGHAI TOWER

Client : Xenario Year : 2017

The Shanghai Tower is the world's second-tallest building after the Burj Khalifa in Dubai. Near the top, the "Tuned Mass Damper", a large pendulum suspended by cables acts as a counterweight to stabilize the building in case of extreme structural loads. "The Eye" is the exhibition space located on the tower's 125th floor (632m).

"The Eye" aims to inform and educate visitors about this gigantic device. Immersive and interactive media installations immerse people in an experience that sparks imagination.

At an altitude of 579.4m, visitors' curiosity is empowered by the world's highest multimedia exhibition.

上海中心大厦是继迪拜哈利法塔之后的世界第二高楼。大厦顶部安装着“调谐质量阻尼器”，一个悬挂在电缆上的大摆作为配重，在极端结构载荷的情况下起到稳定建筑物的作用。

“巅峰之眼”是位于塔楼 125 层（632 米）的展览观光空间，体验沉浸式的互动式媒体装置为观光者解析阻尼器的工作原理。

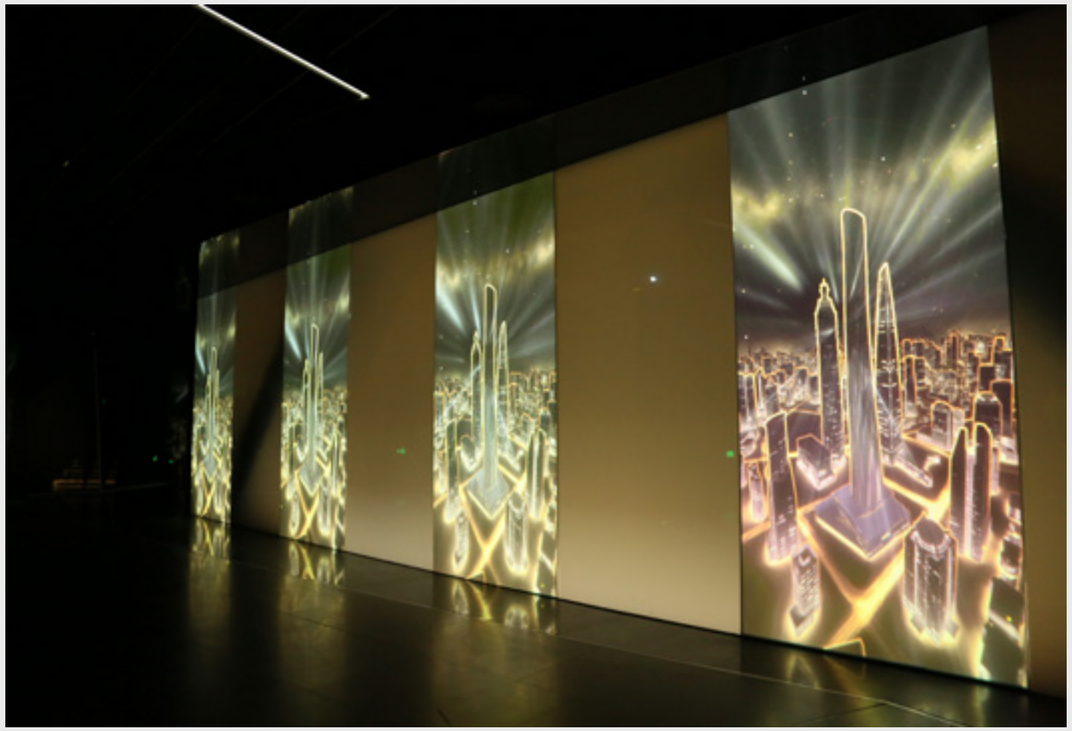
位于海拔 579.4 米的世界上最高的多媒体展览，足以满足游客的好奇心。

The exhibition's unique atmosphere is a result of aesthetics and technical research conducted throughout the art direction. Consistent accross all media installations, the visual identity is inspired by the interior design and its material palette composed of gold, white and black. To enhance the immersive experience, projected compositions produce multiple reflection effects to blend seamlessly with the surrounding environment.

展览空间拥有独特的氛围，是源于对整个建筑的艺术美学和技术的研究。媒体装置的视觉方向，同室内设计所用材料的质感和色调保持一致——金色、白色和黑色。融合了屏幕投射在地面的反射效果，与周围环境完全融合，增强了参观体验的沉浸感。

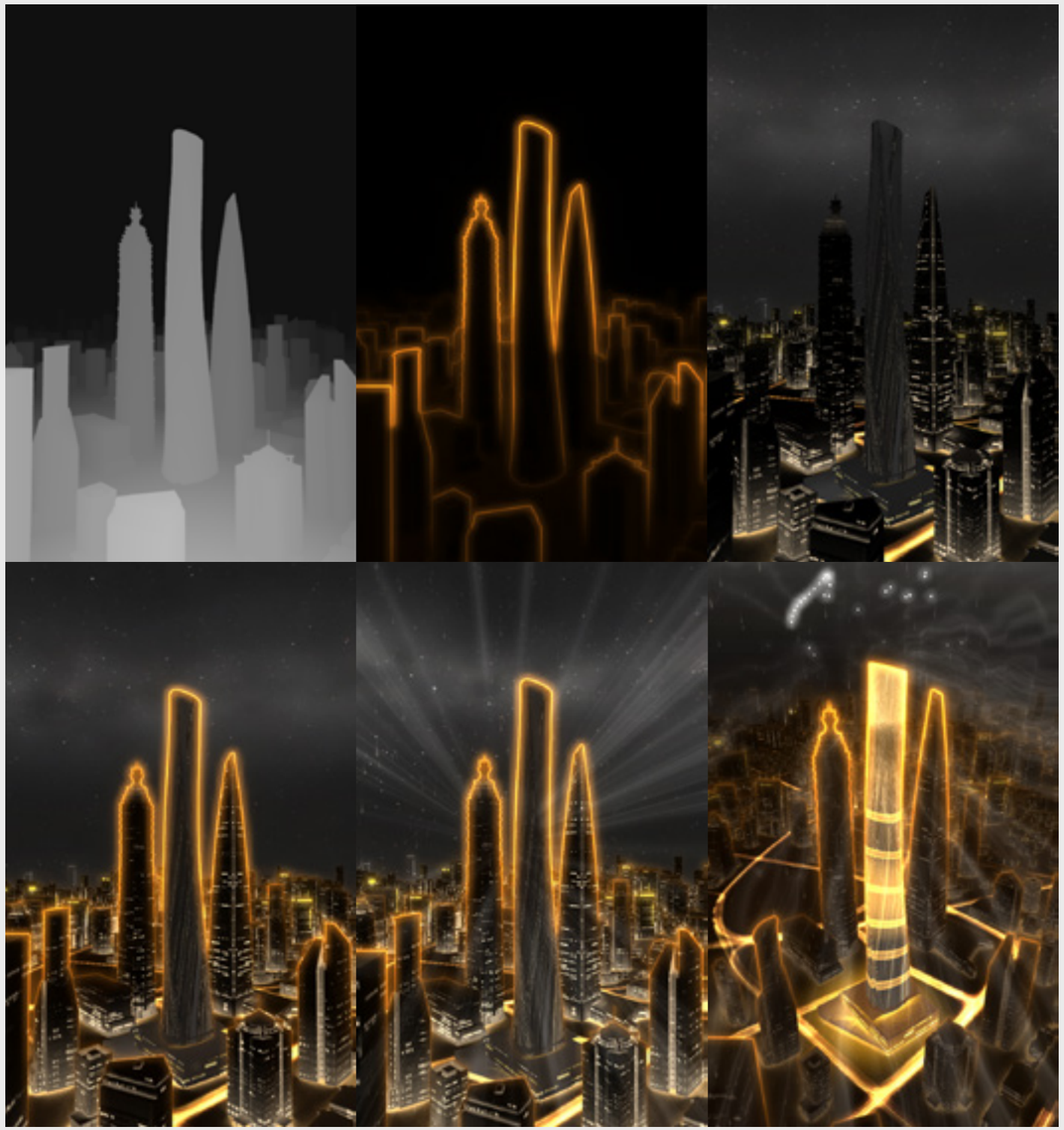
The first installation aims to give a better understanding of what makes the Shanghai Tower's tuned mass damper so unique. Projected on a kinetic wall, this animated visual journey features a bird's eye view on the world's most famous high-rise building. Using hand gestures, visitors open motion graphics to compare different technologies used to stabilized skyscrapers.

第一个装置目的在于，更好地诠释上海中心“质量阻尼器”的独特之处。在会动的墙体上设定了一个旅程媒体装置，动画穿过世界上著名的几个最高建筑。参观者通过手势操作点开图形动画，来比较这些用于稳定摩天大楼的不同技术。



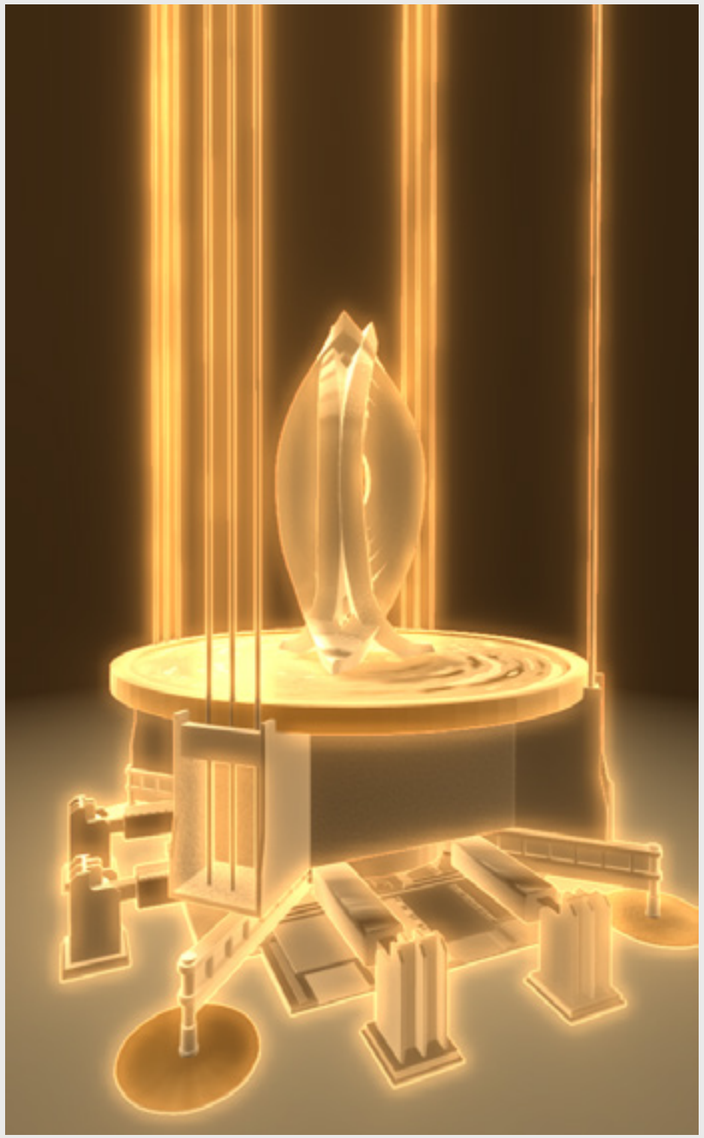
The second installation gives the opportunity to take control of a weather simulation. By waving their hands in front of an interactive 3D scene, visitors generate real-time winds on the Shanghai Tower. Depending on movement speed and direction, if enough pressure is applied on the tower the mass damper eventually triggers. The glass wall can turn transparent and expose the real machine located behind.

第二个装置可以用来模拟天气。观光者来到互动三维场景前挥动双手，根据手移动的速度和方向，可实时模拟出上海中心大厦的风荷载。当大厦被施加足够的压力时，质量阻尼器便触发。于此同时，在视效上玻璃墙体将透显出位于大厦顶端的阻尼器。



3D layer-based compositing of the Shanghai Tower and its surrounding area.

上海中心大厦及其周边地区的三维层的特效合成。



Interactive 3D replica of the Shanghai Tower's "Tuned Mass Damper".

上海中心大厦"质量阻尼器"的三维复原互动装置。

HOLOFIT 产品视觉识别

HOLOFIT
Identity Research

Client : HOLOFIT Year : 2018

Research in spatial visual identities for the development of future products. A technical and conceptual exploration in computer-generated material for interior spaces.

Five different physical activities are represented through their symbolic meanings. Colors and shapes are used to compose distinct materials sharing similar characteristics : graininess, luminosity, contrast and movement.

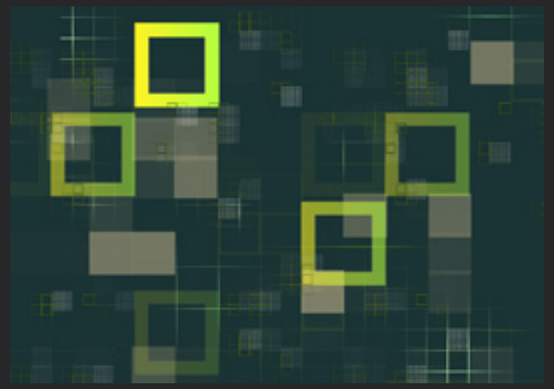
研究未来产品开发的空间视觉识别。对使用计算机程序生成的媒体空间材料的技术和概念的探索。

五种不同的体育活动通过视觉描述定义来体现。使用颜色和图形化的编辑：颗粒感，光度，对比度和运动，构成了同体系且不同主题内容的材料。

GROUP TRAINING

Group Training : formal, organized, regulated
Symbol graphic : square

团体训练 ： 正式、有组织、规则
符号图形 ： 方形



PERSONAL TRAINING

Personal Training : dynamics, focus, tension
Symbol graphic : triangle

个人训练 ： 活力、专注、挑战
符号图形 ： 三角形

HOLOCYCLE

Holocycle : path, speed, velocity
Symbol graphic : line

全息自行车 ： 线性、速度、竞技
符号图形 ： 线

ballet PUMA

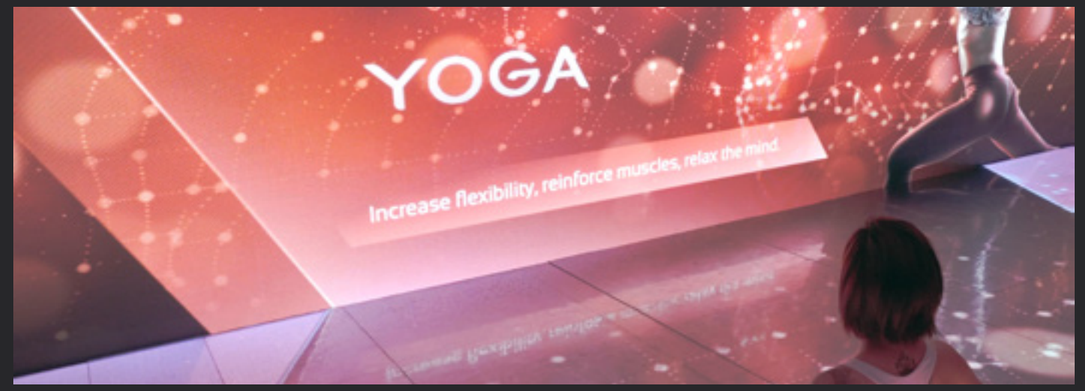
Ballet : elegant, delicate, sensual
Symbol graphic : circle

芭蕾舞 ： 优雅、细腻、感性
符号图形 ： 圆圈

YOGA

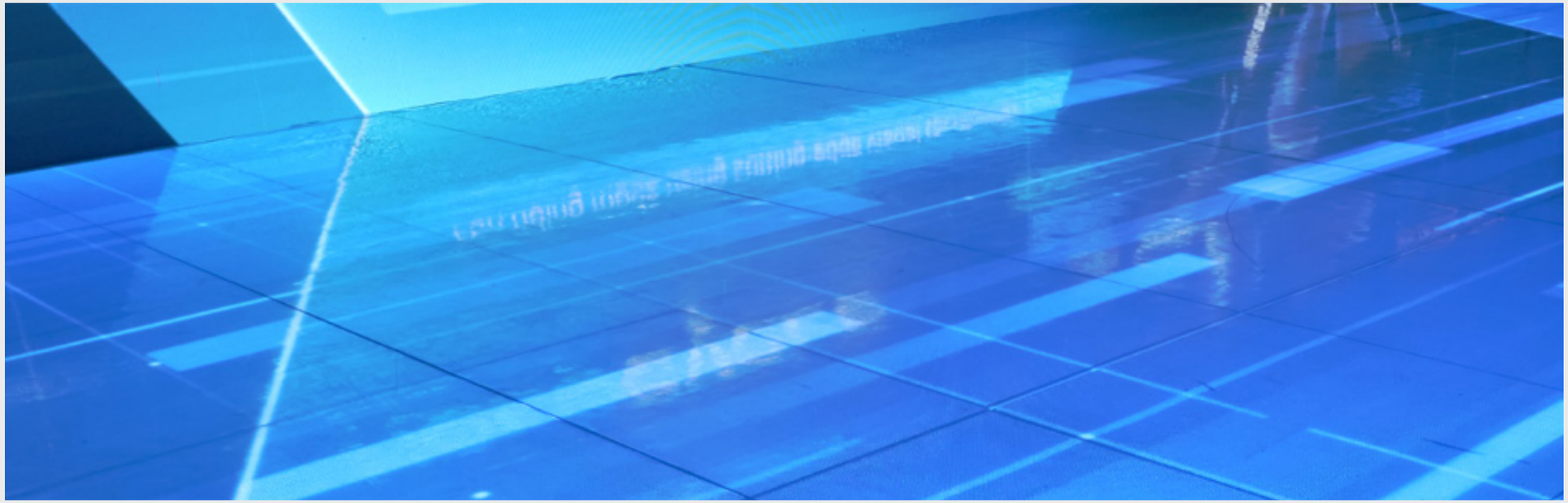
Yoga : well-being, comfort, relaxation
Symbolic figure : particle

瑜伽 ： 健康、舒适、放松
符号图 ： 粒子



A protective plastic layer prevents impact; reflectiveness is used as a design component. Darker areas make illumination from the wall to merge into the floor. Running on graphic cards, customs GPU shaders generate living material which continuously evolves, with smooth and endless transformations.

起防撞击功能的塑料保护层，材料所具有的强反射性被用作设计元素。在地面图形的设计上，留出较暗的区域。这样使得墙壁的高亮部分可以充分的投射在地板上。GPU 着色器通过显卡实时运行，可生成平滑并无限变化的图形动画。



HOLOFIT YOGA HOLOCYCLE PERSONAL TRAINING GROUP TRAINING BALLET 05/16/2018 14:54:

YOGA

Increase flexibility, reinforce muscles, relax the mi

HOLOFIT 团队训练

HOLOFIT
Group Training

Client : HOLOFIT Year : 2018

“Group Training” is a HOLOFIT media-space product for fitness clubs and sport events. It aims to exercise several different muscle groups at once to improve coordination and neuromuscular control. Supervised by professional trainers, it is a fun workout for large groups of people.

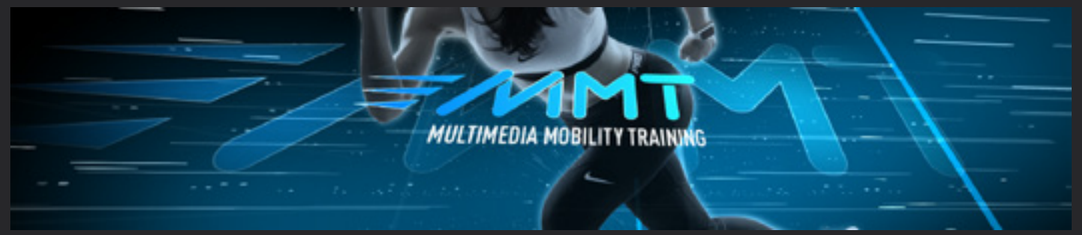
“全息团体训练课程”是一款应用于健身俱乐部和体育活动中的媒体空间产品。它旨在进行多部位和综合性的肌肉锻炼，以提高协调性和肌肉控制力。 在专业教练的指导下进行， 对于参与到大团体训练的人群而言，这是一个生动有趣的锻炼过程。

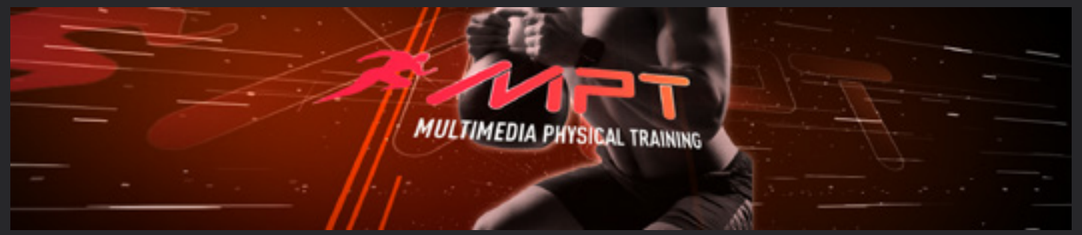
ICONS

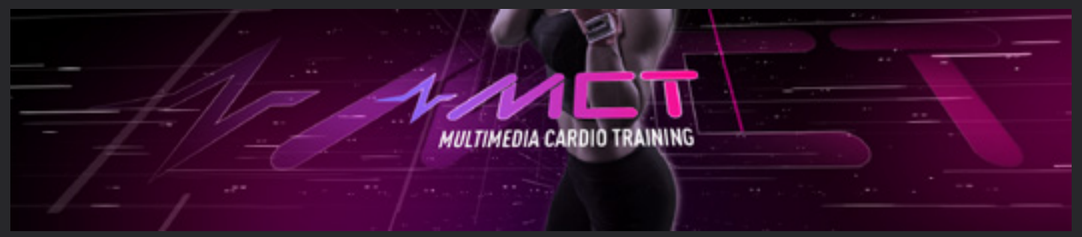
A “visual language” made of different icons is used to describe “functional training movements”. The role of each icon is to indicate specific body part positions, optimal movement directions or equipements to use. This pictogram collection covers a wide range of possibilities for single and cooperative training.

图标

由图标组成的这些“视觉语言”用于描述“功能性的训练动作”。主要用于指示身体特定部位的放置、移动方向还有需要使用的器械等。当被应用于单人或团体的健身培训时，这个视觉语言动作库展示出了广泛的可能性。





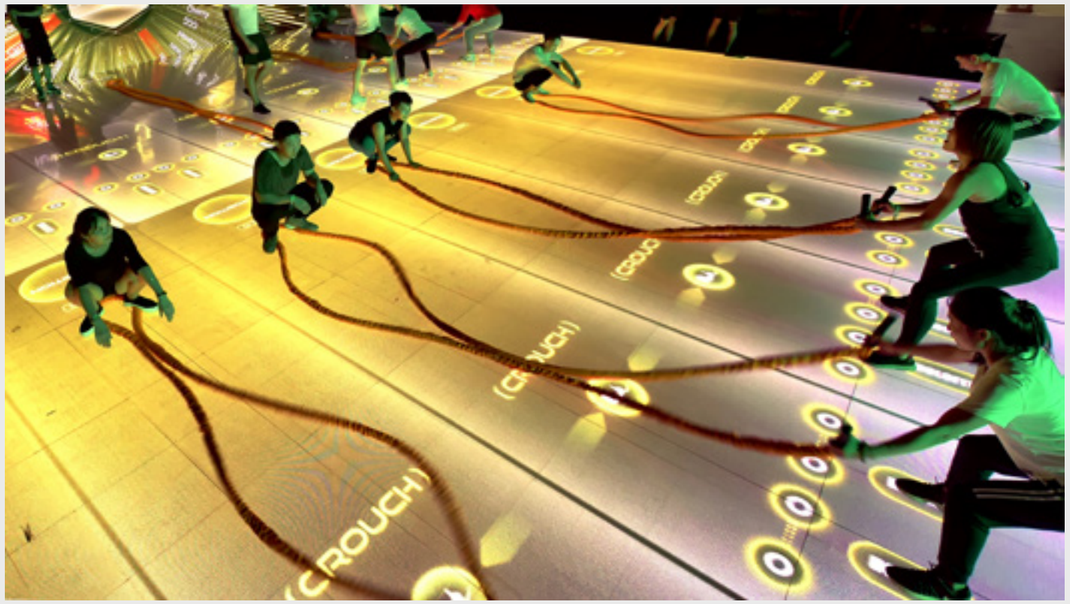


5 COURSES SYSTEM

An in-house editor allows Holofit's staff members to design the movement layouts. They combine and organize them in libraries to create Holofit's certified fitness classes : MPT, MCT, MET, MST and MMT. The files created are displayed by the "Group Training" software on the LED floor.

五种课程体系

团体训练课程由五种课程体系构成，面向不同需求的受训者。基础课程：MMT; 中级课程：MCT,MST,MET 高级课程：MPT。根据课程的特性，我们设计了象征图形符号；根据课程的难易强弱，我们设定了色彩体系。



When leading training sessions, instructors hold a small bluetooth controller to interact with the system. It becomes easy to switch between movements, select different class options whilst moving around the space to provide support to students.

Real-time data coming from the participants' wireless sensors display body state information on the LED wall. The overall immersive experience is enhanced by generated visual effects in sync with the music to immerse the space in dynamic and engaging atmospheres.

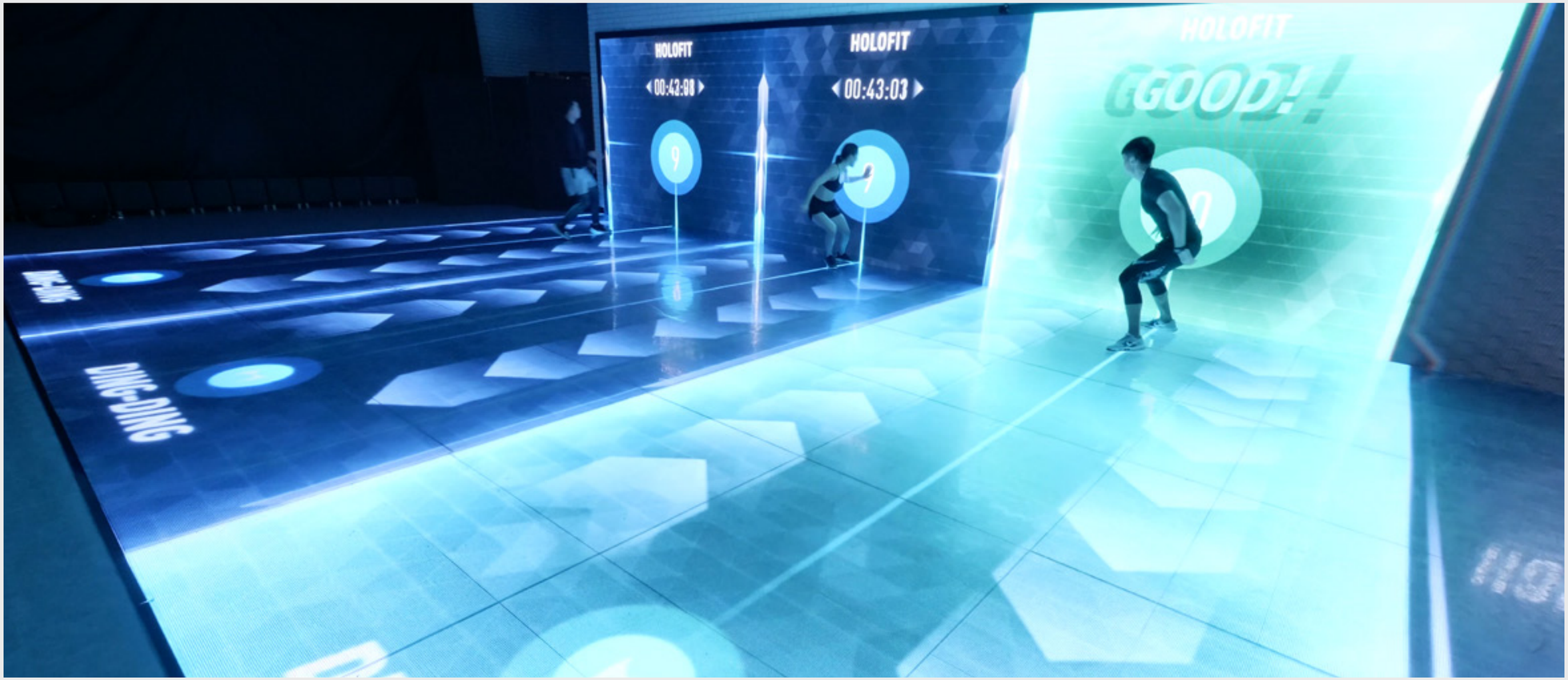
为参与者提供反馈身体状态的直观信息，佩戴的运动手环采集实时数据，并通过无线传感器显示在 LED 墙面屏幕上。为了提供动感且有激励机制的氛围，通过设计与音乐相匹配的视觉动效来增强整体沉浸式的体验。

在健身培训课程中，教练手持一个小型蓝牙控制器与系统进行交互。可以轻松地在动作之间切换，选择不同动作和课程。与此同时还可以自由的穿梭于学员当中提供支持，极为便利。

HOLOFIT 私教训练

HOLOFIT
Personal Training

Client : HOLOFIT Year : 2018



Part of Holofit's product line, "Personal Training" is a media space intended for fitness club, gym and sport events. The training process is composed of eight types of movement targeting all body parts.

Being installed in different locations, this system can be adapted to various screen sizes. Depending on the situations, several attendees can participate and exercice together.

It uses wireless controllers for trainers to navigate through the different modes and multi-touch LED wall for participants to interact.

"全息交互私教训练区"是 HOLOFIT 产品线的一部分。被运用于健身俱乐部或体育活动中的多媒体空间产品。其中挑战环节是针对八个不同的身体部位的训练，建立的空间运动引导系统。

产品可被安装在多样的环境场所，是由于其系统具备了配适不同尺寸的屏幕的功能。便于活动主办方亦或品牌方，随时随地的让参与者加入到训练当中去。

配置无线控制器、多点触摸 LED 屏、多模式选择菜单，帮助培训师与训练者更好的互动。


NIKE PRO

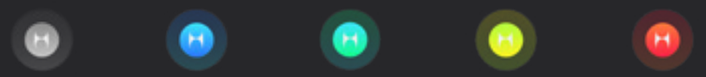
States
成绩

High Knees
高抬腿

Foot Area
脚状区

Mat
瑜伽垫

Hand Zone
手状区



Lower Limps
俯卧撑

Core Power
核心力量

Touch Point
触摸点

Graphical Language

Based on sharp and triangular elements, an icon based graphical language is inspired by the context's characteristics : dynamic, precise and competitive.

Vibrant colors reveal progression steps and highlight focus points. The spatial user interface indicates recommended body positioning and movement direction.

功能图标识别

图标视觉语言的设计基于锐利的三角形作为的主设计元素。根据项目的主题展现出：动感、精确和竞技。

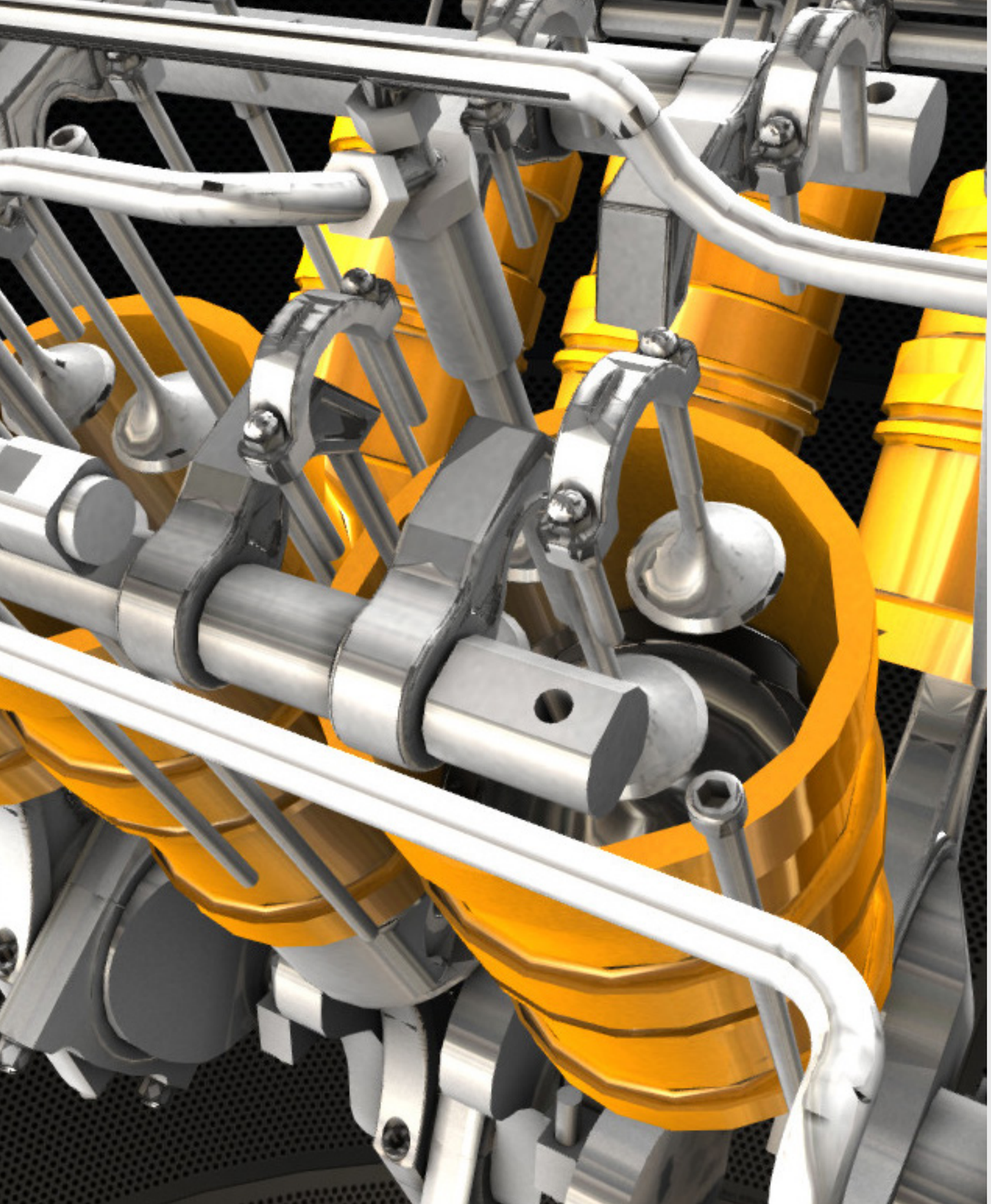
使用浓烈的色彩来强调和突出视觉焦点。以梯度的色值为指示信号，传递训练的阶段和强度。空间的交互界面指示肢体定位和引导运动方向。

Due to LED screens brightness, the graphic style is highly contrasted to attenuate illumination and increase visibility. In action, immersive visuals with intense transition effects engage peoples to challenge themselves.

由于 LED 屏幕自为光源，在图形化设计的处理上拉大对比度，避免大面积的高亮色调。从而达到较好的感官识别度和舒适度。沉浸式和强劲的视觉动效激励参与者挑战自我。

三维可视化

MULTI-TOUCH
3D Visualization



MEKAVIZ

MekaViz is a 3D visualization system for multitouch screen. It was first showcased during Laval Virtual, an international exhibition and conference on VR/AR and immersive techniques in France.

MekaViz facilitates the understanding of complex prototypes and assembled machines through the intuitive presentation of industrial products.

With a touch screen, users manipulate 3D objects and select different parts that compose it. During interaction, additional information is dynamically displayed.

MekaViz is connected to an online content management platform. This enables the flexibility to administer texts, photos and videos from the internet. These tools provide the user with continuous and dynamic control over product information.

MekaViz 是一个用于多点触控屏幕的 3D 可视化系统。首次在 Laval Virtual 展会期间展出，这是法国的一个虚拟现实和沉浸式技术的国际展览会议。

MekaViz 通过把工业产品直观呈现，来帮助理解复杂的机械原型和组装方式。

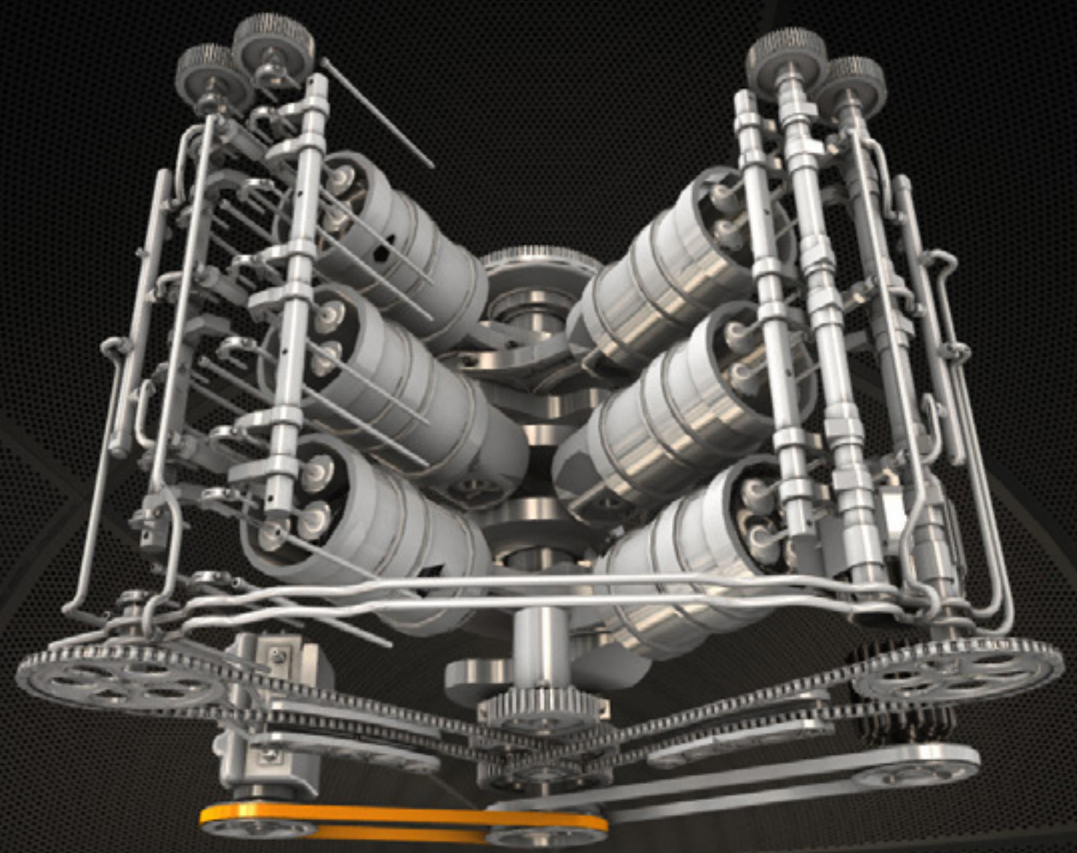
触摸屏控制，用户可以操纵三维空间中的对象并选择组件。人机交互，动态实时的显示选中部件的信息。

MekaViz 链接到在线内容管理平台，灵活地接收来自网络的文本、照片和视频。这些功能的工具帮助用户持续而机动的控制并获取产品信息。

MEKAVIZ

MX472-RCT

A V6 engine is a V engine with six cylinders mounted on the crankcase in two banks of three cylinders, usually set at either a right angle or an acute angle to each other, with all six pistons driving a common crankshaft.
It is the second most common engine configuration in modern cars after the inline four.



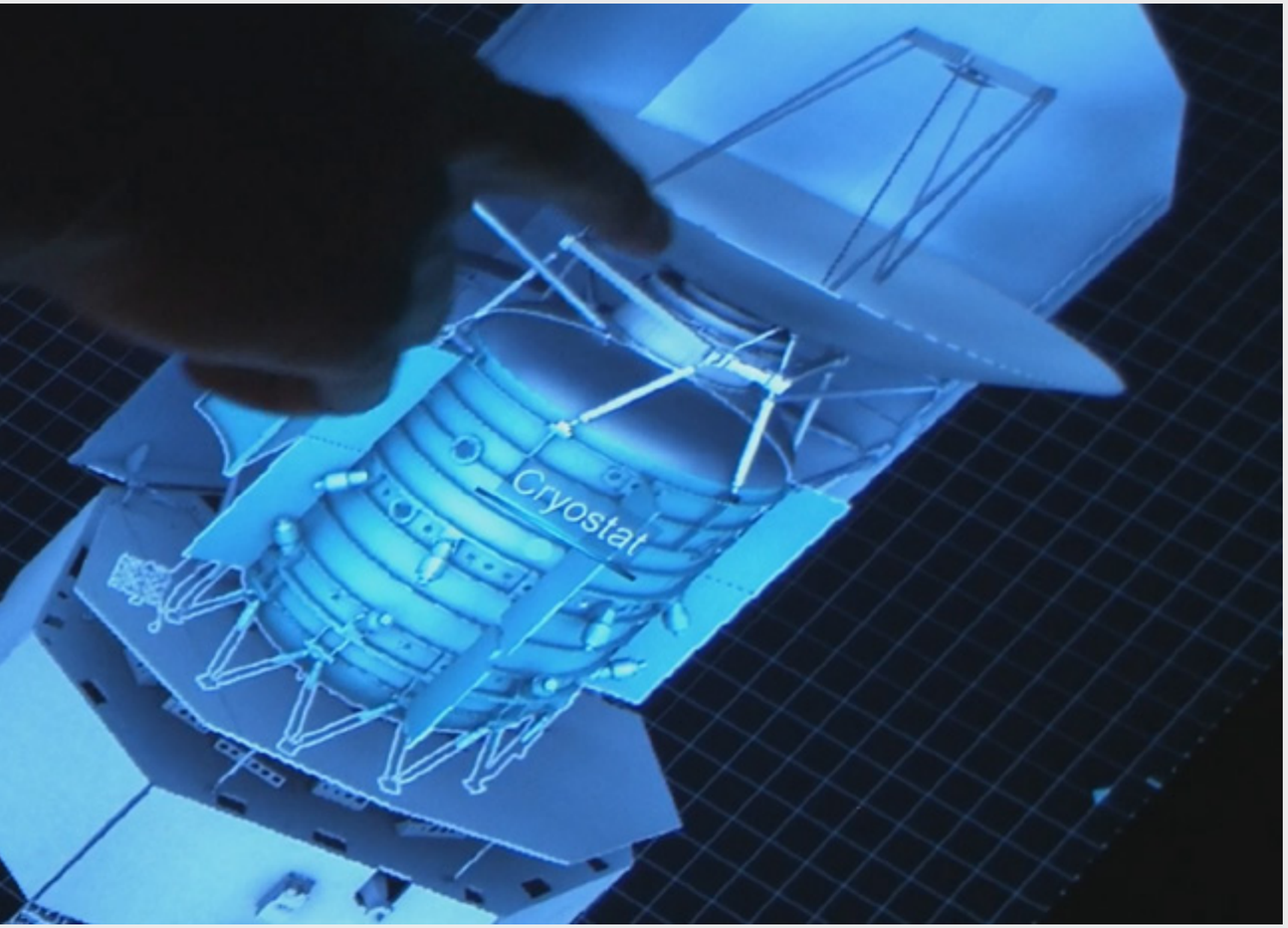
MX472-RCT / Belt

A timing belt, timing chain or cam belt is a part of an internal combustion engine that synchronizes the rotation of the crankshaft and the camshaft(s) so that the engine's valves open and close at the proper times during each cylinder's intake and exhaust strokes.
In an interference engine the timing belt or chain is also critical to preventing the piston from striking the valves. A timing belt is a belt that usually features teeth on the inside surface, while a timing chain is a roller chain.

HOME COMPANY PRODUCT CONTACT

项目展示 PROJECTS

MECANOLOGIE



A replica of the largest infrared telescope ever launched introduces visitors to spatial observations and scientific imaging processes.

Immersed in the dark, the audience interacts with a touch screen to control projected visuals, simulating the observation of a galaxy.

Animations and texts detail the realization of an astronomical image. These aids facilitate the understanding of the telescope's technical operations.

Our first installation to introduce visitors to spatial observations and scientific imaging processes was created for the 2014 Scopitone Digital Art festival in Nantes, France.

Active from 2009 to 2013, The Herschel Space Observatory was the largest infrared telescope ever launched, a space observatory built and operated by the European Space Agency (ESA).

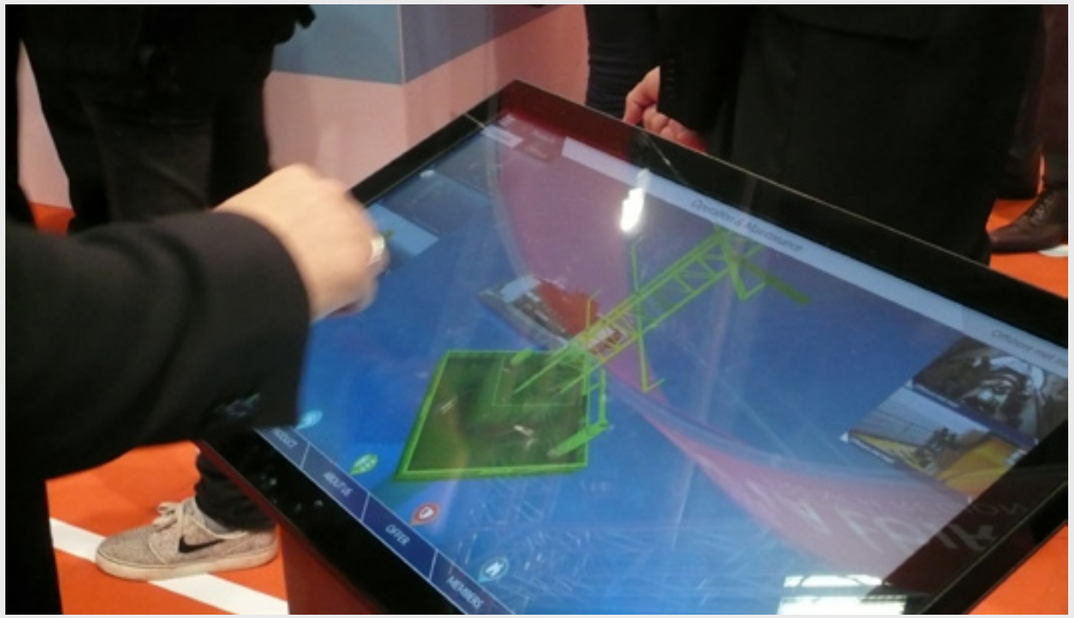
相当于空间天文台最大的复制品，这个装置向参观者展示了空间站观测和科学成像的过程。

沉浸在黑暗中，参观者通过触摸屏来控制模拟银河系的投影视觉效果。

天文图像以动画结合文本的形式展现出来。这些辅助性的工具用来帮助参观者更好地理解空间天文台的操控技术。

在 2014 年法国南特举办的 Scopitone 数字艺术节上，实现了我们的第一个介绍空间观察和科学成像过程的交互装置。

由欧洲航天局（ESA）建造和运营的赫歇尔空间天文台，安装有空间中最大的远红外反射望远镜。



NEOPOLIA

Founded by local business owners, Neopolia is a network which brings together 208 industrial companies from the Pays de la Loire region in France.

We created a multi-touch real-time 3D visualizer for Neopolia Aerospace and Neopolia EMR. Users of the visualizer navigate through a range of products made by local factories.

Wind turbines, electrical sub-stations and A380 aircrafts can be manipulated to display information on local factories manufacturing their different parts.

A 3D world map aids discovery of international exportation. Text and photos from a database describe Neopolia's member technical know-how.

This visualizer was first used during the Paris Air Show 2015, the world's premier and largest event dedicated to the aviation and space industry.

Neopolia 由当地企业共同创立，汇集了法国 Pays de la Loire 地区的 208 家工业公司。

我们为 Neopolia Aerospace 和 Neopolia EMR 创作了一个多点触控的实时三维可视化的产品展示软件。软件的用户，通过可视化操作来浏览当地工厂生产的一系列产品。

操控风力发电机、变电站和 A380 飞机，展示出制造其不同部件的工厂的信息。

三维世界地图作用于展示产品出口的通道。文字和照片的数据库，用来描述 Neopolia 成员所拥有的专项技术。

全球首屈一指的航空航天盛会，2015 年在巴黎举办。在展览期间这款可视化软件首次被投入使用。

项目展示

PROJECTS

研究探索

03
RESEARCH

实时图形组合

Realtime Graphic Composition

We conduct internal research and development projects while keeping a focus on gaining experience in order to expand our artistic skills and technical knowledge.

At an intersection between graphic design and engineering, our creative process involves a comprehensive approach without commercial restriction : content sourcing, software development, visual composition.

Depending on the location where visuals are displayed, we take into account the light intensity coming from the screen as key parameter to create subtle and structural reflection effect on the surrounding space's materials.

为了汲取额外经验，在无商业限制的条件下，我们从未停止过自主研发，从而来扩充自身的技艺和知识。

处于视觉传达和软件工程的交叉点上， 我们采用综合材料的创作方法：采集内容、软件开发再到最终合成。

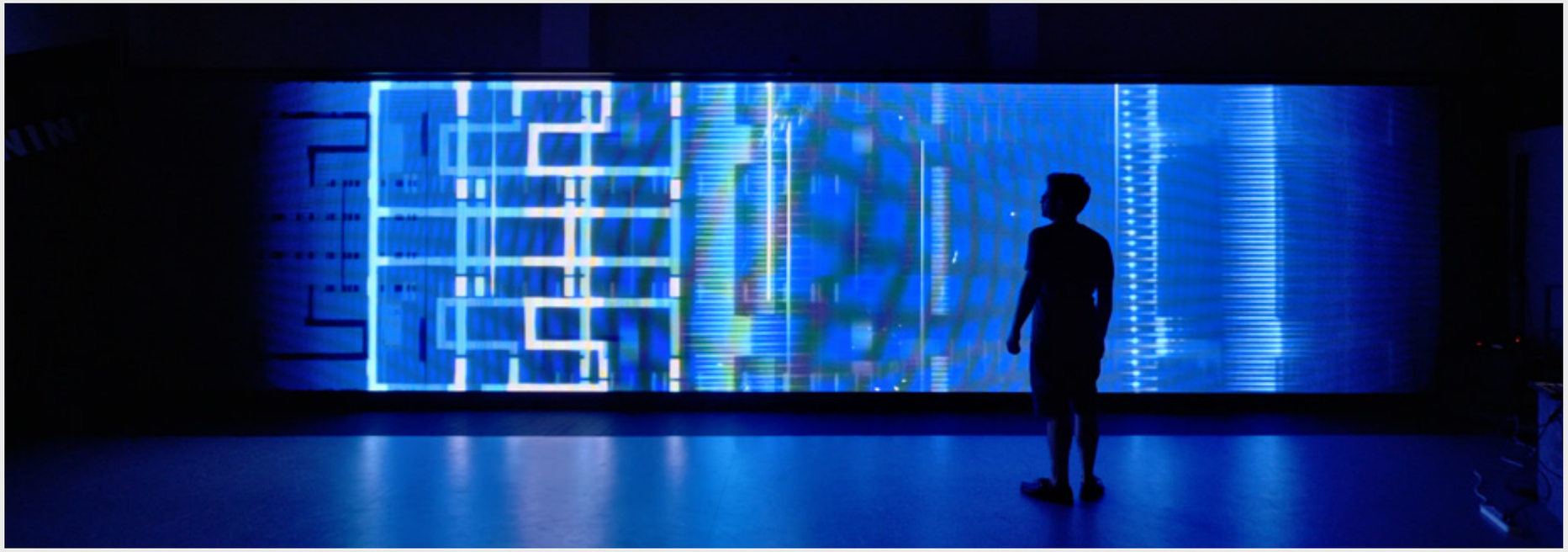
根据视频装置所处的位置，我们将屏幕的亮度作为关键的参数，去设计与周围空间材料所产生微妙和结构性的反射效果。

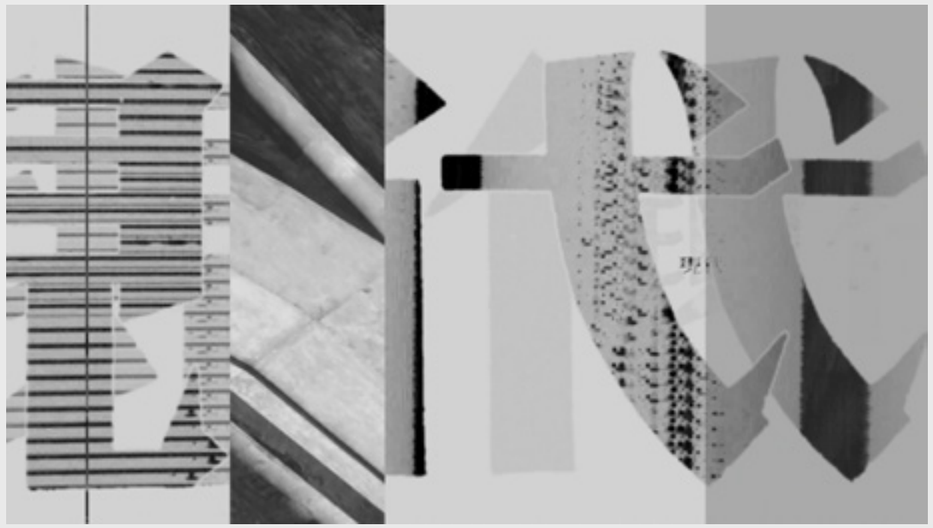
Sourcing and processing original content is the foundation of our workflow, we like to compose with elements that characterize the world we live in. Urban landscape and its architecture are deep sources of inspiration for us as buildings' facades, ornamentations and materials say a lot on human behaviors, beliefs and traditions. Related to purpose, time and climate, architectural visuals give spatial and historical dimensions to our graphic composition.

原创内容的采集和处理是我们工作流程的根基。我们热衷于利用在生活中所发掘到的，特征强烈的物质去构建作品。建筑和城市景观是灵感的深层来源。建筑物的外墙、屋顶、装饰和材料等，这些都可为人类的行为、信仰和传统提供信息。 正是由于建筑设计往往与其功能、 年代背景和气候环境紧密相关，而因此所具备的特质给我们的图像内容提供了空间和历史维度。

Metalwork ornamentations found on buildings doors, a typical aspect of old Shanghai's architecture. Here used as graphic elements for a real-time mural compositions.

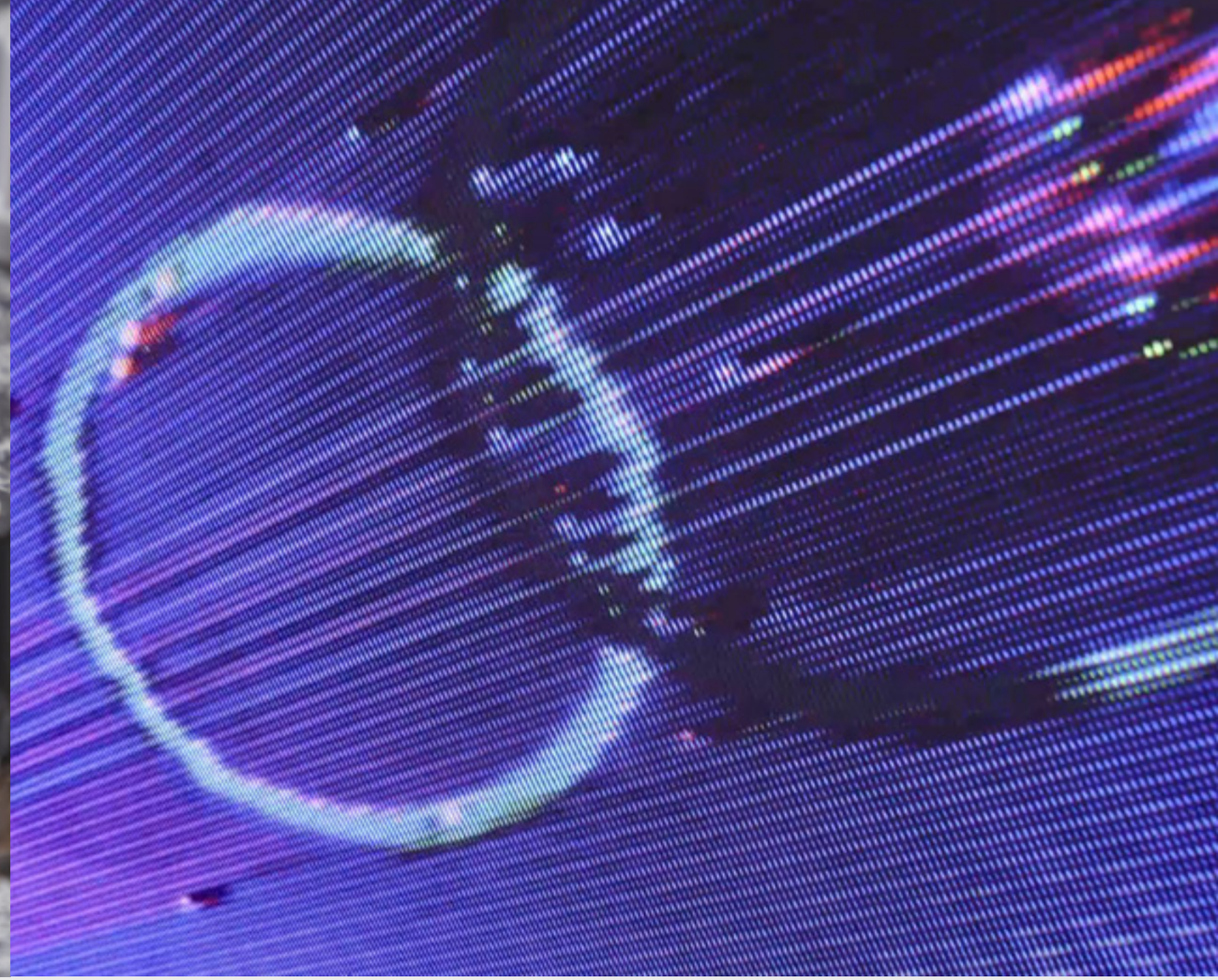
房门上的金属装饰，是老上海建筑的典型。这些被采集到的，被用作为实时视频材料的图形元素。





Our work contains extensive use of typography as to represent our involvement towards local culture. The urban environment is surrounded by signs, advertisements and graffitis that informs us about design choices and spoken languages. Typography is also an important part of the identity of a place as it's used to determine how the content is meant to be understood.

我们的作品中，广泛使用了最能体现当地文化的元素——文字。是由于在城市生活中，布满了具有设计导向和信息传达的标识、广告和标牌等。用于内容的理解，文字信息必然成为表现地方特征的重要部分。

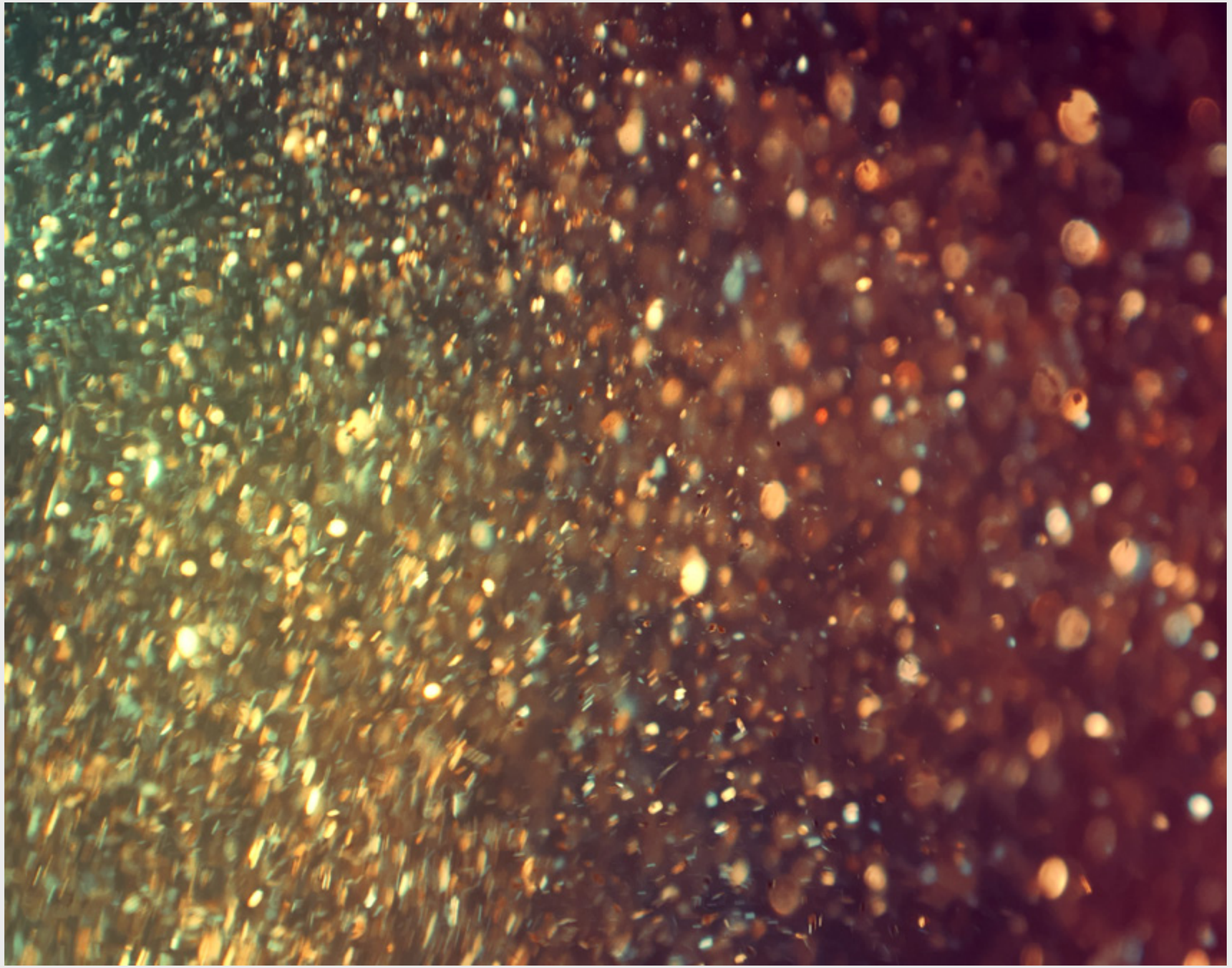


Before affordable and powerful computers, visual effects and motion graphics used to be made with hardware equipment. Even if digital technology has improved significantly it is still interesting to process video through old analog machines. With VCRs, cathodic TVs and old mixers from the pre-digital era, we filter and alter digital images to create unique color tones and textures. Imperfections caused by bad signal quality generate abstract patterns and unexpected glitches impossible to produce digitally.

在电脑未普及的时期，视频效果和动态图形都是由硬件设备来实现的。在如今，即使已全面进入了数字时代，然而通过旧的模拟处理器来实现动态图形仍然非常有趣。使用 VCR、阴极电视和前数字时代的旧合成器，来增加滤镜和图像编辑，创作出了独特的色调和纹理。有趣的是，这完全归功于由于缺乏信号而导致的故障，发生了主流的数字技术无法实现的意外效果。

As a playful approach to content creation we also use “practical visual effects”. Filming with macro lenses, embossing powder, soap bubbles and plastic bags under water creates surprising material; reflection effects and natural looking movements. Many everyday life objects are potential material for visual effect production, the accidental variations by real world physics generate eye catching complexity and endless levels of details.

“实验性视觉”创作，也成为我们一个有趣的探索。微距拍摄，彩粉、肥皂泡或浸在水中的塑料袋等作为材料，其自然多重的光反射和超物理的动态都展现出惊人的效果。日常生活品成了动态视觉制作的潜在材料，由于自然真实的属性以及变化的偶发性，而产生了复杂且无限的细节。



We started the development of a real-time 2D and 3D software called “CMiX” to build our graphic compositions. Comprised of two standalone applications : a user-interface and a rendering engine, it is built with the VVVV toolkit and coded in C# language. CMiX runs on Windows operating system and is published open-source under the MIT licence.

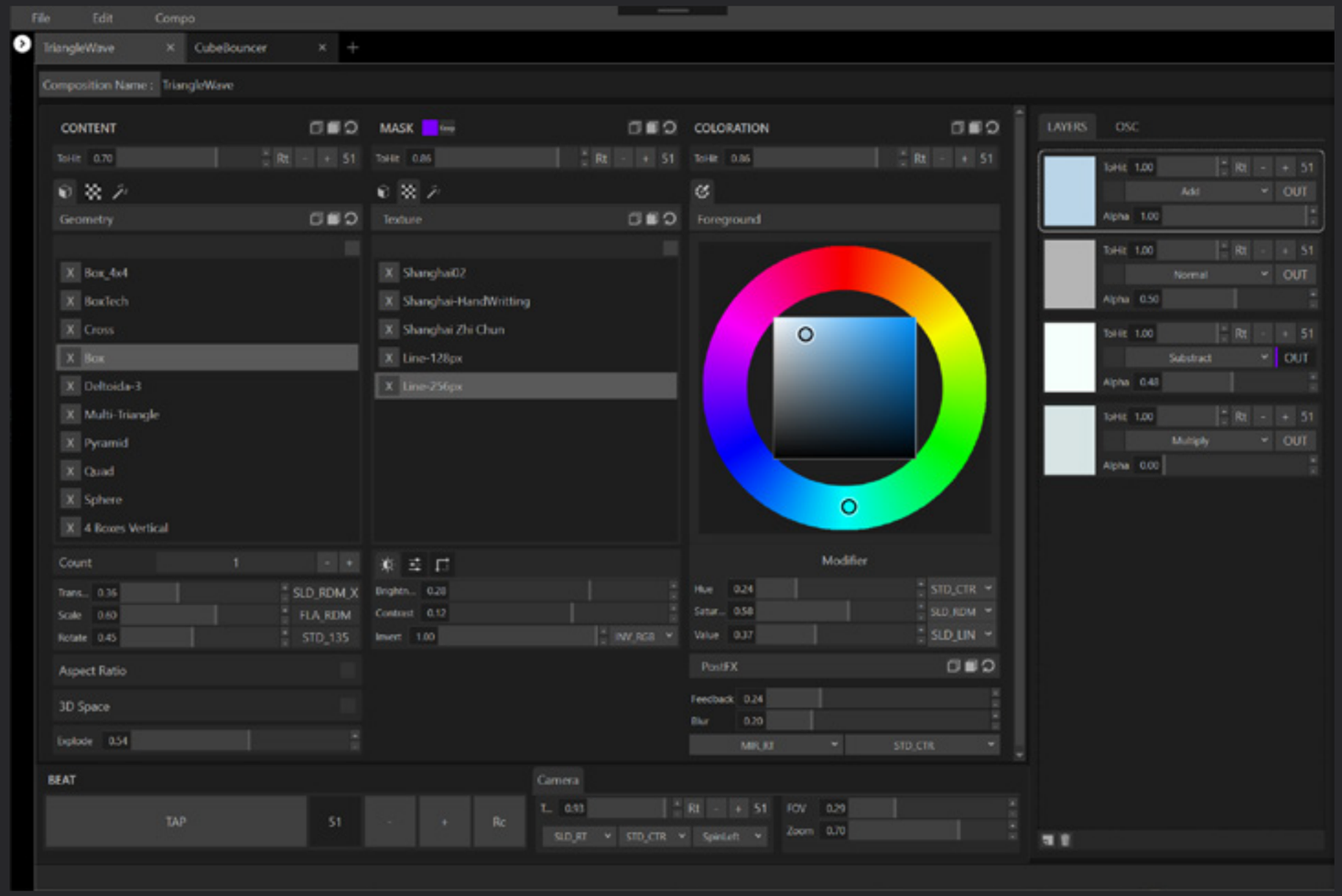
为了实现图像和影像的合成，促使我们开发了名为“CMiX”的实时视觉软件。它由两个独立的应用程序所组成 ：用户界面和渲染引擎。由 VVVV 工具包构建，C ＃语言编写。CMiX 在 Windows 系统环境下运行，在 MIT 发布许可。

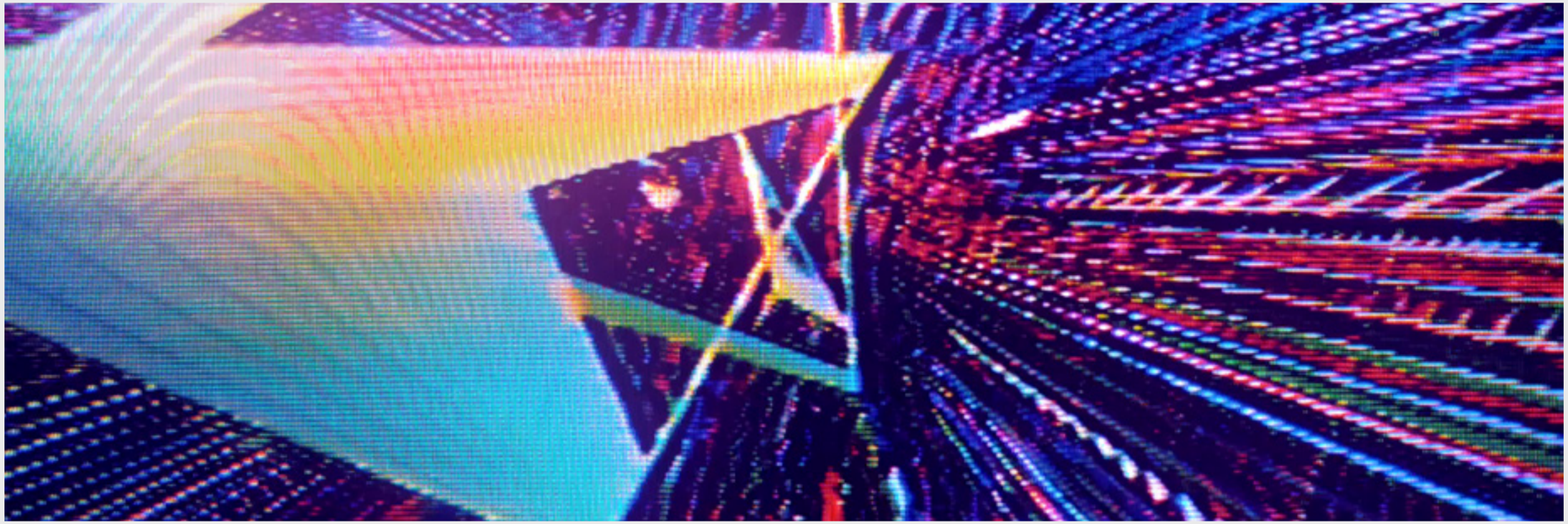
Features

- Work with any number of layers at a time
- Per layer blend mode and opacity controls
- Mask system for each layer
- Tap and record BPM
- Adjust tempo to the beat
- Randomized animations
- Geometry object loader
- Animated geometry translation, rotation, scale
- Geometry shader effects
- Image texture file loader
- GPU video player for fast playback
- Color adjustment
- Luminosity keying
- Colorpicker
- Animated color hue, saturation and brightness
- Post effects (blur, feedback, etc.)
- Camera control with animation for 3D scenes
- Import and Export composition files
- DirectX11 rendering engine

功能

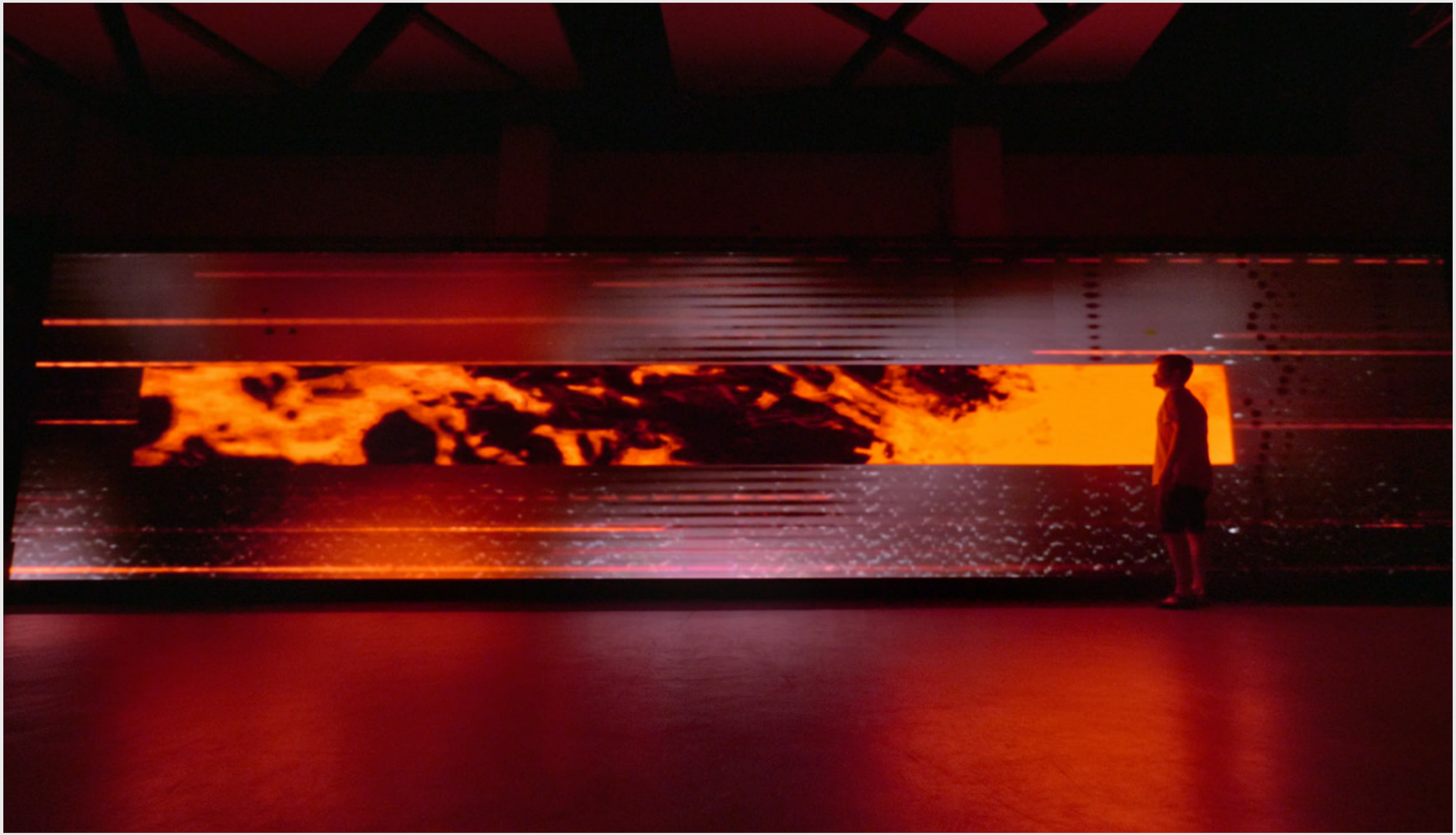
- 多图层编辑
- 层级别混合模式和不透明度的可编辑
- 图层遮罩
- 点击记录节拍
- 节奏匹配到节拍
- 随机动画
- 加载几何对象
- 编辑物体动画：平移、旋转和缩放
- 几何着色器
- 图像纹理文件加载器
- 高速 GPU 视频播放器
- 色彩调控
- 亮度调节
- 颜色选择器
- 控件修改色调、饱和度、亮度
- 特效（模糊，拖影等）
- 三维动画摄像机
- 导入和导出合成文件
- DirectX11 渲染引擎





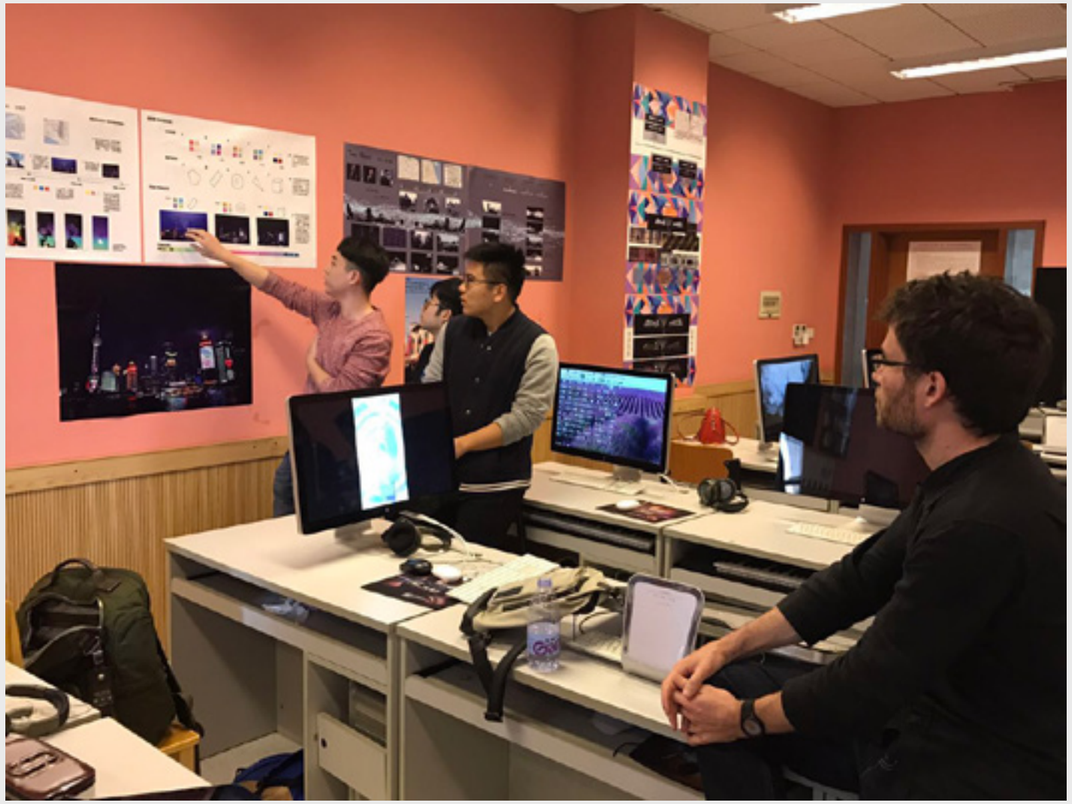
CMiX allow us to blend photos, videos and 3D shapes in a very open and spontaneous manner, without thinking too precisely about the final outcome. Based on immediate feeling, we improvise with colors and animation until we reach satisfying aesthetics, a “beautiful accident”.

CMiX 的开发是鼓励，开放和自发的方式对图像、视频和三维物体进行合成。而不是基于前期精准的设定，这同于表演艺术的即兴创作，不断通过调整画面的色彩和动画，直至出现一个满意的效果，一个“美丽的意外”。



媒体空间设计课程

MEDIA SPACE
Design Class



PUBLIC MEDIA SPACES

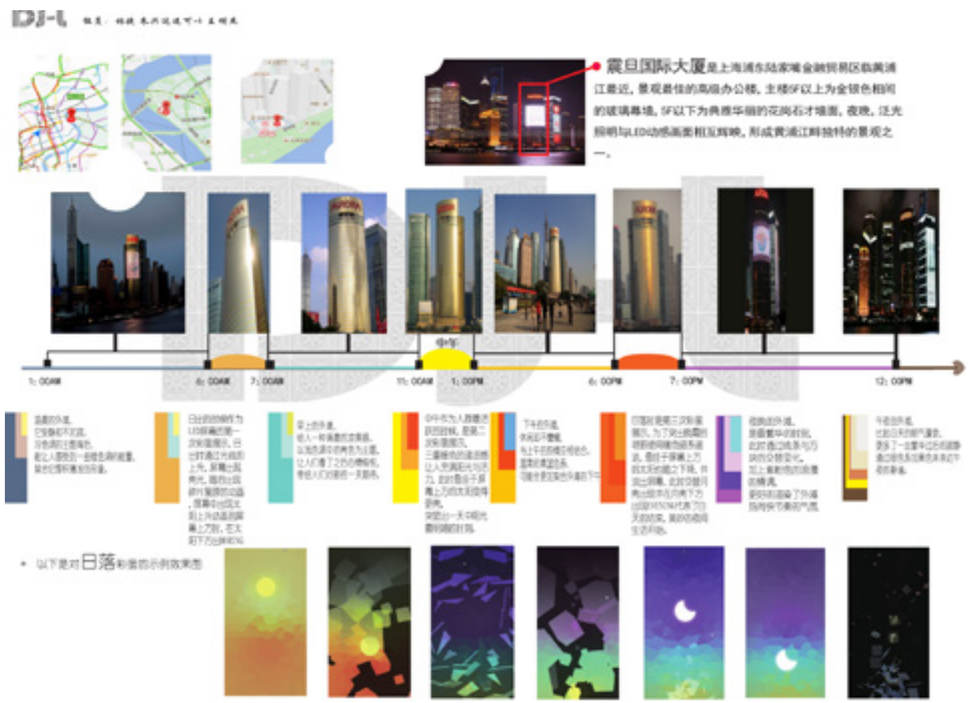
In collaboration with the Shanghai Conservatory of Music's Digital Media department, we conducted research on the topic of "Public Media Spaces" since 2013. Short and intensive sessions let students explore the relationships between time, space and the visual arts. Organized in groups of three to five, participants design spatial multi-media installations.

The goal of these sessions is to discover original approaches in media-space design. We inspire students to consider history, culture and architecture as core parameters. Students create localized projects with unique visual impact. The projects are in close connection with specific contexts.

公共媒体空间

自 2013 年起，于上海音乐学院的数字媒体学院，对“公共媒体空间”这一主题进行研究。 通过短期而密集的课程让学生探索时间、空间和视觉艺术之间的关系。学生三到五人为一组来设计空间多媒体装置。

工作坊的初衷是找寻媒体空间的设计创作方法。我们鼓励学生将历史、文化和建筑视为核心元素。由于学生创作的项目，都来源于发掘到的本地化的特征，结果往往具有很特别的视觉冲击力和相关性。



The research process for these projects is inspired by architectural design methods. The process positions relevant environmental information against the creative process. It is composed of five distinctive work phases : site analysis, concept design, artistic experiment, project development and finally, public showcase.

Each group of students find a potential place for a multimedia project anywhere in the city of Shanghai. Remarkable for its history, function, size or architecture, the location can be anything from building interiors to outdoor spaces. The site's characteristics are analyzed through students' personal and sensitive point of views to spark the start of relevant concepts and ideas.

Through each phase of the day, students' multimedia installations create an artistic and cultural journey in relation with its surrounding environment.

这些项目的开展进程，受到建筑设计方法的启发。创作过程开始于定位到地点并分析此地的环境信息。它由五个不同的工作阶段组成：场地分析、概念设计、艺术实验、项目开发，最后是公共展示。

每组学生需要在上海的任何地方去发掘一个潜在的多媒体项目场所。记录下这里的历史、功能、大小或建筑风格、地理位置等，然后去采集信息：可以是建筑内部空间亦或室外公共空间。学生通过对所选地点的观察和感受来分析这个地点的特征，从而激发出相关的概念和想法。

通过当天的每个时段，学生的多媒体装置表达出了与周围环境相关的艺术和文化之旅。

Artistic experiments are an opportunity to develop unusual aesthetics and production methods. Therefore, students are encouraged to combine diverse techniques and knowledge learned in other classes : graphic design, 3D rendering, photography, video, real-time programming, hand-made models and practical visual effects.

实验性的艺术探索往往会带来不同寻常的视觉可能性。 因此，我们鼓励学生结合其他课程学到的各种知识和技术：平面设计、三维渲染、摄影、视频编辑、编程、手工制作模型和实验性视觉。

TEAM JACK

指导老师：Irwin

考察地点：徐汇滨江绿地

创作思路 如今繁荣的滨江大道 人们可能不记得它

曾今的样子 它见证过这座城的兴衰荣辱 看遍过人世的苦辣酸甜

我们仿佛借他之口 讲述给人们这里的故事

日间主色调

夜间主色调

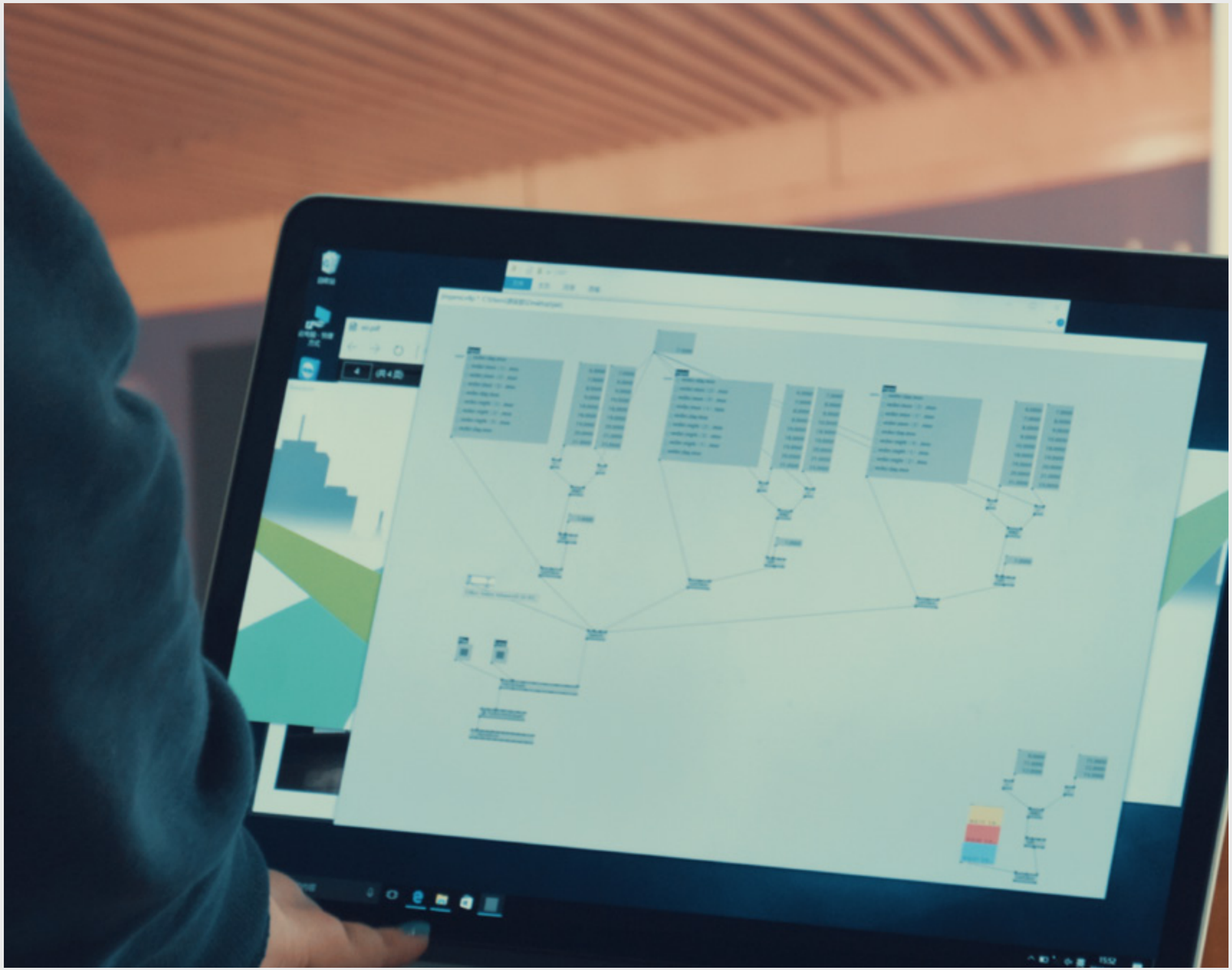
地理位置

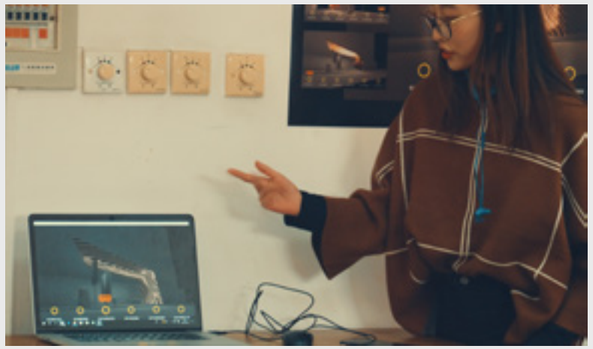
11:00-13:00

战事图景
沾污了黄浦江

13:00-15:00

隧道的那束光
光明也来了



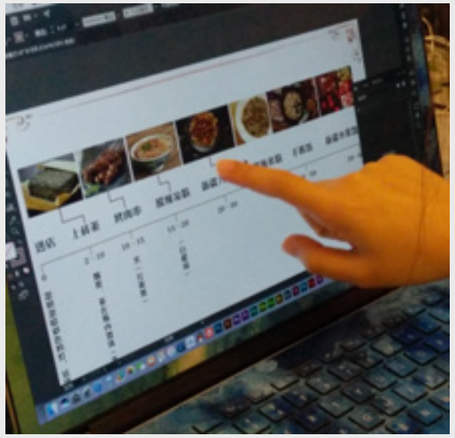


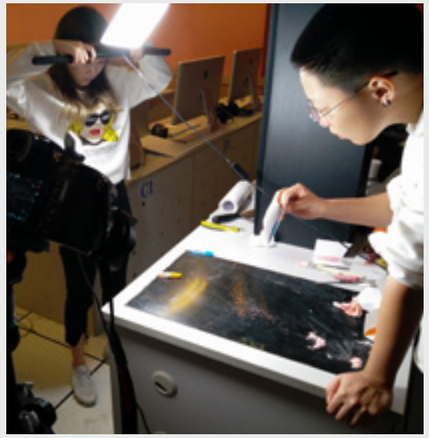
During project development, students confront a fictional proposal with a real-world situation. They transpose research and conceptual ideas to make a structured project presentation. Finally, each team compares and debates their work with graphic documents, real-time visuals and software prototypes exhibited in public.

在项目的开发的过程中，学生面对的是把虚构和设想投入到现实中去。他们需要把研究的过程和主题概念，系统地转化为可演示的成果。最后，每个团队将作品输出并形成图形文档、实时视觉和软件原型，进行公开展示、分享并展开交流和讨论。

The physical presence of an installation based on its size, shape, and location, puts into question the relation between it and its surrounding environment. Volume, proportion, reflection effects, graphics velocity and material compositions are all at play, affecting the audience's spatial perception.

一个装置的物理存在是具有大小、形状和位置等属性的。 真正的去思考，人与其周围环境之间的关系。 体积、比例、反射效果、动画速度和材料等，都在影响着观众的空间感知。





RESTAURANT VISUALS

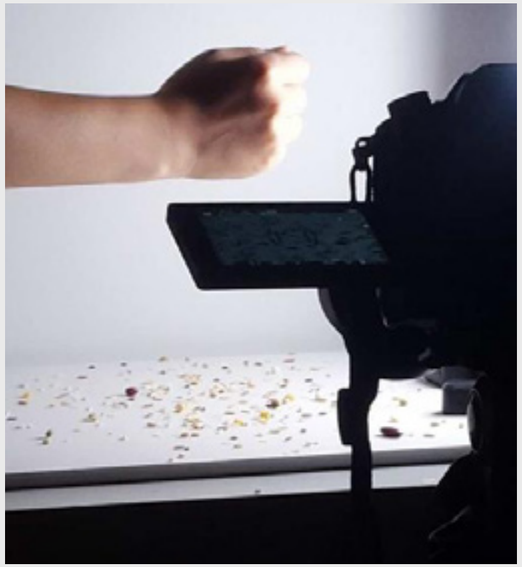
In this research session, groups of students explore the relationship between food, space and time to create an unique visual dinning experience.

Inspired by the cultural heritage of Chinese cuisine they imagine a visual theme to display on the restaurant's wall.

餐厅沉浸氛围

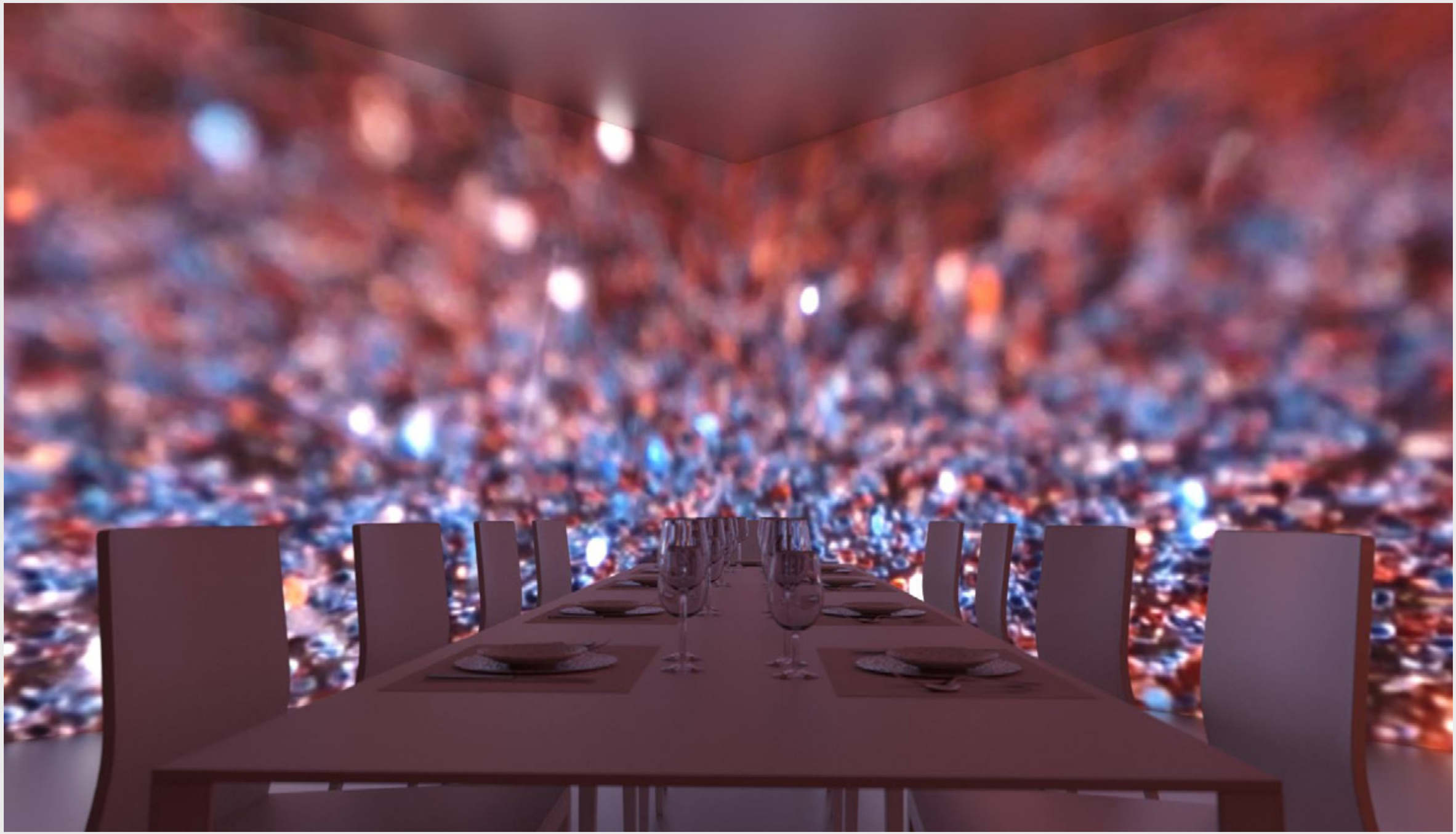
在这一次的研究主题中，每组学生通过探索食物、空间和时间之间的关系，创作出独特的用餐视觉体验。

源于博大精深的中国美食文化，他们任意选择一种主题的餐厅。展开想象，在所选的空间中去创作动态视觉效果。



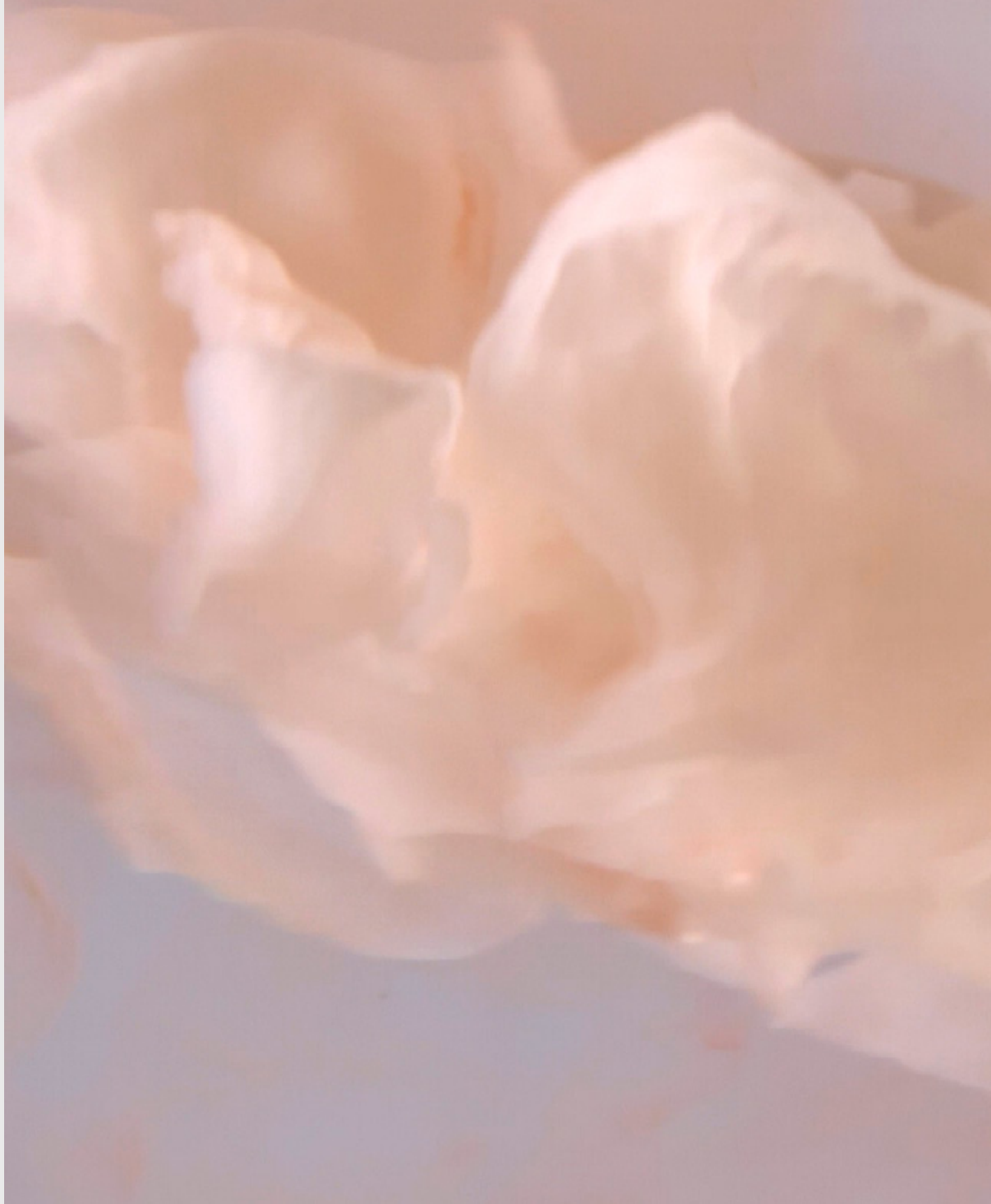
Filmed with macro lenses, visuals are created with a playful approach using food falling on colored backgrounds and paint dissolving in water.

通过微距拍摄散落到彩色背景上的食物和溶解到水中的颜料，获得了生动的效果。



Based on the type of food served and the service, the visuals make dinner become a sensory experience where visuals influence the perception of taste to engage all senses.

根据食物的类型和服务特色所设计的沉浸式视觉，为用餐过程增强了全方位的感官体验。



表演视觉

04

LIVE VISUALS

2017

SWEATSHOP
Arkaik, Siesta, Sam Binga
ALL Club, Shanghai - CHINA

2016

POLYCON FESTIVAL
DJ Blink
The One Academy, Kuala Lumpur - MALAYSIA

SWEATSHOP 9 YEARS ANNIVERSARY
TC, Siesta
The Shelter, Shanghai - CHINA

SWEATSHOP SPECIAL
Dom & Roland (Metalheadz, MovingShadow)
The Shelter, Shanghai - CHINA

2015

SYNDICATE SESSION
My Nu Leng & Woz (Black Butter Records)
Dada, Beijing - CHINA

YEN, FETISH HALLOWEEN
DonkeyTonk, DJ Clir, Kay C (Syndicate)
Tango, Beijing - CHINA

GEM-FEST
W&W / Sunnery James & Ryan Marciano / Evol Waves
Main Stage, Anaklia - GEORGIA

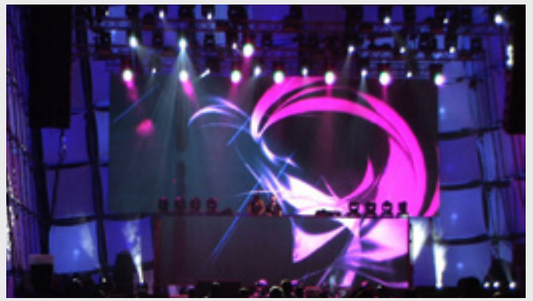
B-SEITE FESTIVAL
Clone meets Sissip
Zeitraumexit, Mannheim - GERMANY

TECHNO LEGEND
Robert Hood (M-Plant), Opuswerk, Oram Modular
Zoo Usine, Geneva - SWITZERLAND

SYNDICATE SESSION
Docscott (31 Records)
Dada, Beijing - CHINA

Arkaik

W&W



Sunnery James & Ryan Marciano

2014

HAOMEIMEI LIVE
The Portman Ritz-Carlton, Shanghai - CHINA

B-SEITE FESTIVAL
Clone Meets KRTS
Herschelbad, Mannheim - GERMANY

B-SEITE FESTIVAL
B-Seite meets Hermann Art Kollektiv
Alte Feuerwache, Mannheim - GERMANY

SHARED LOVE PARTY
Oslo - NORWAY

Clone Meets KRTS

2013

VISUAL KITCHEN
Clone feat. VJ Eps
FunkyFood, Valencia - SPAIN

WAKE UP PARTY 2
Numeric Ravers, Pzylo, Coqporn, GTronic, AcidWar
Stereolux, Nantes - FRANCE

LOVE AND SHOCK
ZhuHai - CHINA

KAZANTIP Z21
Marco Carola, Armada Music
Kazantip Republic - UKRAINE

W33.TV Opening Party
Berlin - GERMANY

WAKE UP PARTY
CyberPunkers, Numeric Ravers, Pzylo, Coqporn, Urbansky
Stereolux, Nantes - FRANCE

NODE13 CLOSING PARTY
A Guy Called Gerald, Oscar Burnside, Jacob Korn, Krystyna
NODE Forum for Digital Arts, Frankfurt - GERMANY

B-Seite meets Hermann Art Kollektiv

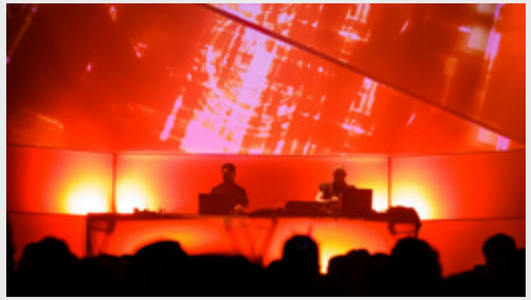
Zhuhai Love and Shock

2012

BYOB
Platoon Kunsthalle, Berlin - GERMANY

KAZANTIP Z20
Kazantip Republic - UKRAINE

VJ MEETUP
London - UK



Numeric Ravers

2011

FUTURE BASS
School Bar, Beijing - CHINA

SPOOKED HALLOWEEN
WengWeng, Elvis.T, M.Ross, ZhiQi, JacksonLee
Lantern Club, Beijing - CHINA

2010

FUTURE BASS
School Bar, Beijing - CHINA

CORE LAB
CoreLab Headquarter, Beijing - CHINA

Kazantip Z21

Kazantip Z20

艺术展览

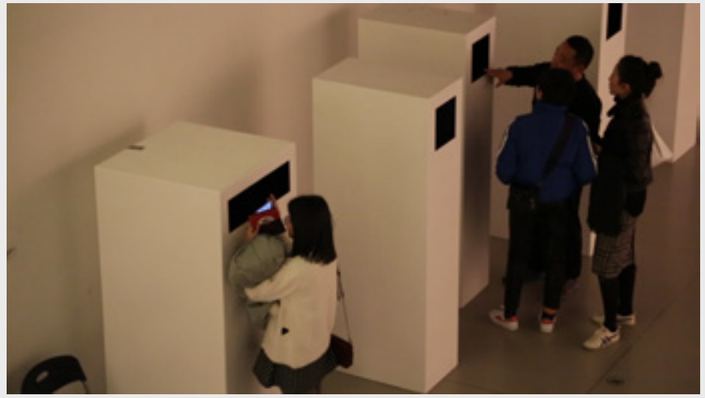
05

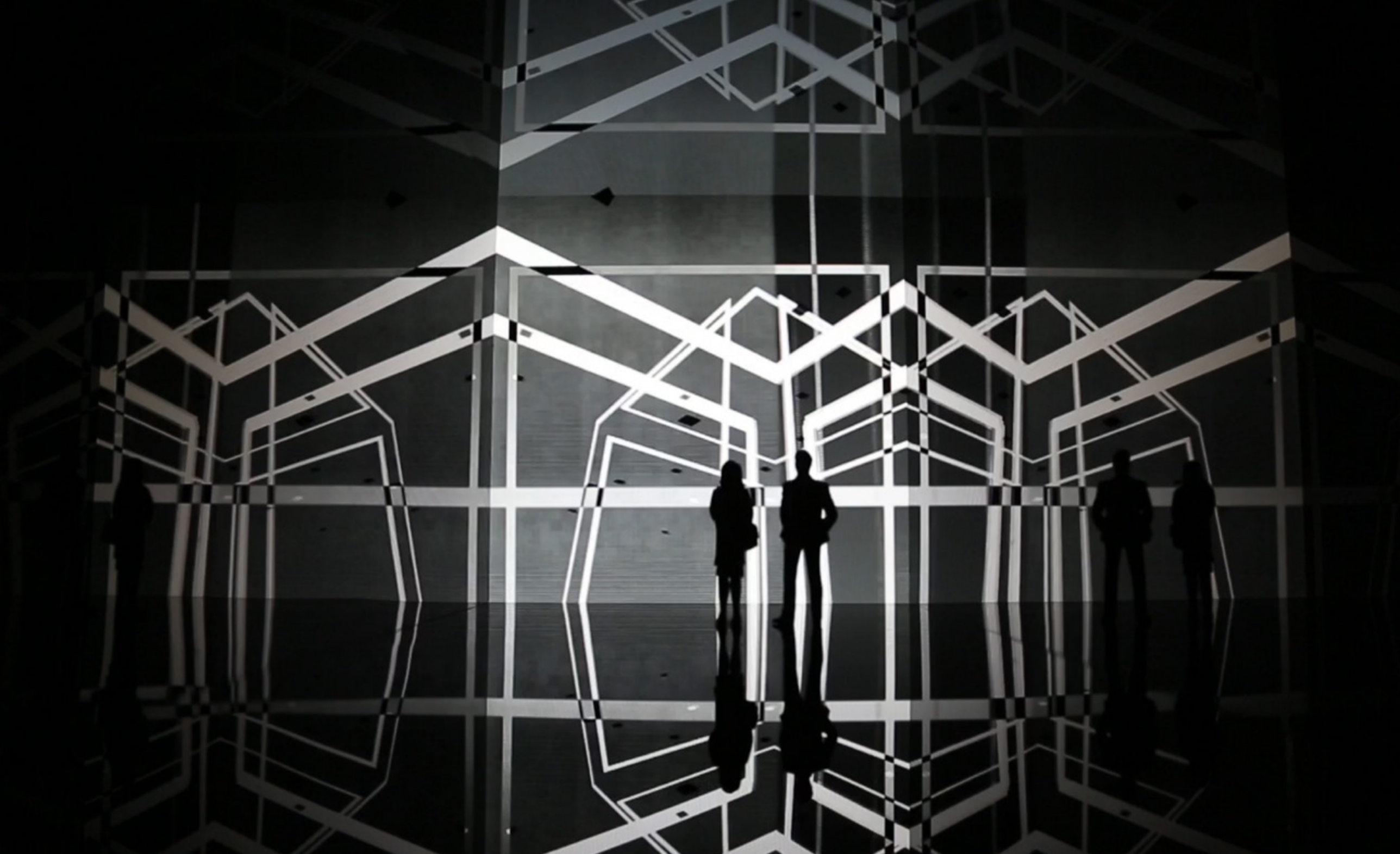
EXHIBITIONS

MEDIA SPACE

Visual Installation

Transmedia Energy Field - 2017
MOCA, Shanghai - CHINA





SPECTRAL KINECT

Interactive installation

Festival of Contemporary Culture - 2015
Port-Louis - MAURITIUS

Maker Festival - 2015
Beijing - CHINA

Ten+One ArtSpace - 2014
Guangzhou - CHINA

W33.TV - 2013
Berlin - GERMANY

Microsoft HUB - 2013
London - UK

ROCHE ZUGA B

LED sculpture

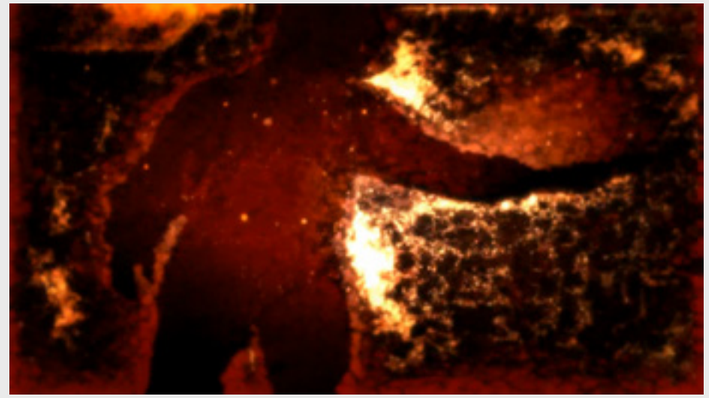
B-Seite Festival - 2015
Roche Headquarter, Mannheim - GERMANY

FROM HELL

Interactive material

W33.TV - 2014
Berlin - GERMANY

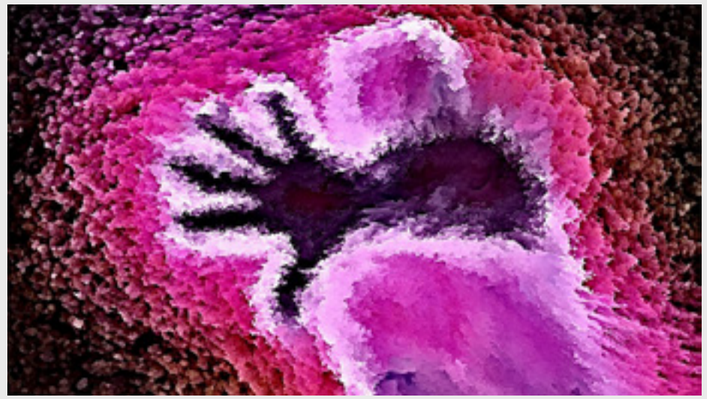
B-Seite Festival - 2013
Mannheim - GERMANY



PAINTERLY DREAM

Interactive material

Matrouoshka Mini Festival - 2013
London - UK



DEEP BLUE

Leap-Motion installation

Journée interfaces gestuelles - 2013
Stereolux, Nantes - FRANCE

工作坊与讲座

06

WORKSHOPS & TALKS

WORKSHOPS

2016

VVVV FOR REALTIME VISUALS
The One Academy, Kuala Lumpur - MALAYSIA

2015

REAL-TIME LIVE GRAPHIC COMPOSITION
Shanghai Conservatory Of Music, Shanghai - CHINA

INTRODUCTION TO REALTIME VISUALS
Shanghai Conservatory Of Music, Shanghai - CHINA

2014

INTRODUCTION TO REAL-TIME VISUALS
Shanghai Theater Academy, Shanghai - CHINA

INTRODUCTION TO VVVV
B-Seite Festival, Mannheim - GERMANY

2013

VVVV FOR BEGINNER
Shanghai Theater Academy, Shanghai - CHINA

TEXTURE FX IN VVVV
Stereolux, Nantes - FRANCE

A SIMPLE VJ APP
Stereolux, Nantes - FRANCE

VVVV FOR BEGINNER
Stereolux, Nantes - FRANCE

KINECT BASICS
NODE Forum for Digital Arts, Frankfurt - GERMANY

KINECT PLAYGROUND
NODE Forum for Digital Arts, Frankfurt - GERMANY

TALKS

2016

GENERATIVE LIVE VISUALS
Polycon Festival
The One Academy, Kuala Lumpur - MALAYSIA

2015

TEACHING METHODS
VVVV MeetUp
Shanghai Conservatory of Music, Shanghai - CHINA

2013

REALTIME TECHNOLOGIES IN LIVE PERFORMANCE
International New Media Symposium
Shanghai Theater Academy, Shanghai - CHINA

TEXTURE FX IN VVVV
NODE Forum for Digital Arts
Frankfurter Kunstverein, Frankfurt - GERMANY

2012

FROM PIONEERS TO TODAY'S ARTISTS
Generative Art Talk
Microsoft Research, Beijing - CHINA

FROM PIONEERS TO TODAY'S ARTISTS
Generative Art Talk
Ullens Center for Contemporary Art, Beijing - CHINA

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