Project Title /
Artist(s):

RE : INCARNATED
Naween Noppakun

WHAT | WHY | WHEN | WHERE | HOW
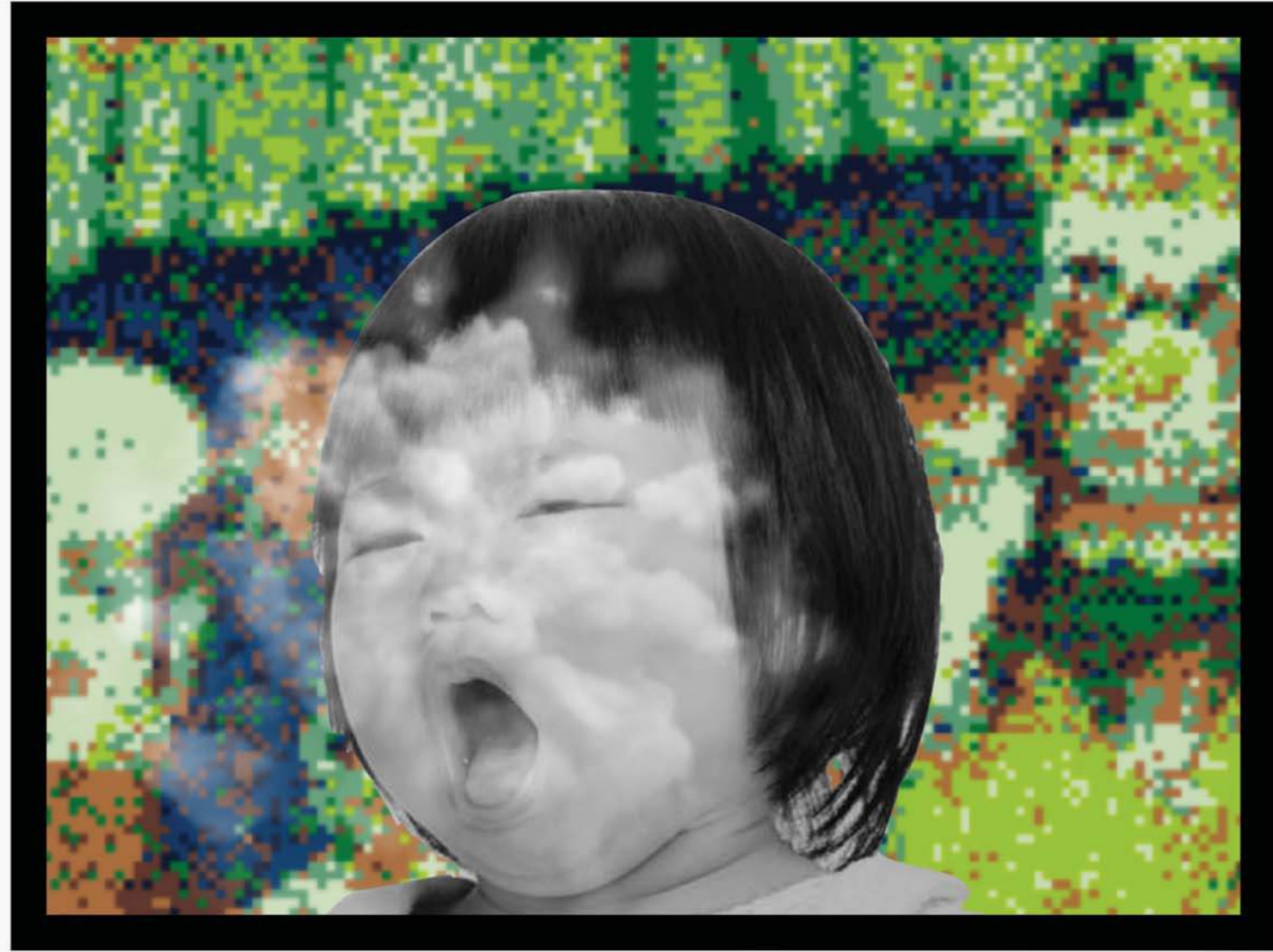
WHAT — Real time interaction between our awareness of environmental issue and data visualisation.

WHY — While we dream of the best living and working space in Bangkok downtown, other invisible issue seems arise.

WHEN — When CO2 reach critical amount in public space.

WHERE — Urban screens in public transit area..

HOW — The interplay between audience's attention and what they see on screen.

Motivation:

The rapid urbanisation in Bangkok causes serious pollution in certain zone already. And I can feel it will happen all over the place in the future. So I want to create an interactive artwork to bring up awareness between inhabitants, by using technology aids.

Artistic Idea
What is original / innovative?

The screen will show a person coughing against air pollution and green-tone visual noise in background until audience has enough attention to watch for 10 seconds. After that, coughing person will disappear and we see noisy background turns to people from other community looking back to audience. The idea aims to remind audience that they are a part of the work; it will start to interact only when there is enough attention from audience. In this sense, the artist and audience are co-creators as if they are reincarnated together to public art world.

Context
Relevance for the social and urban context of Bangkok (and global relations)

Re:incarnated reflects Bangkokians' personality corresponding with on-going transition to modernised city. At certain hours, We tend to be in the place where most infrastructures are available. But it also creates invisible issue. The artwork tries to tell audience that they could see the issue if they pay enough attention to it.

Community
How does the artwork provide audience with access and participation and facilitate intermediation of shared experiences?

Re:incarnated will invite all communities in Bangkok to collaborate at the very beginning of pre-production. If any community want us to go filming them, we will do. The coughing person will be selected on daily basis, in the same area where the screen is located. Interactive process will happen on existing urban screen that everyone can see and participate easily.

Technology
Technological feasibility and realisation

Once data sensor detect critical amount of CO2, it will trigger software to select clip to be played on screen in real time. Then eye-tracking sensor will capture audience attention from how long they are watching the video.

Speakers for coughing sound