

Information Centre 'Zürich-West' 2007

Projection on 3D Model

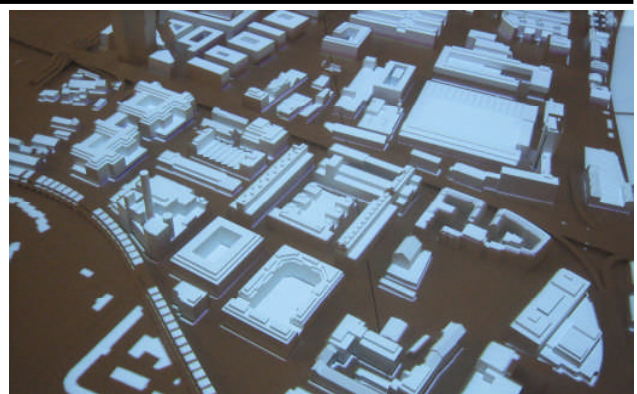
iard conceived and planned the media for the Information Centre 'Zürich-West' in Zurich, Switzerland. One special element is the changing three-dimensional city model, which dynamically shows the urban development of this part of Zurich. The city model provides a vivid, dynamic illustration of current and future architectural and transport developments in an area that has undergone significant change in the course of history.

Film, photographs and animated images of different planning and building phases in this part of Zurich as well as its new tramline

are projected onto a three-dimensional model measuring 6.6 x 3 metres. The façades and functions of three-dimensional buildings are altered; two-dimensional areas are populated, built up, travelled in. Texts are temporarily incorporated so as to communicate further information. In this way, the plain object acquires an external appearance and details are added that enable viewers to visualise changes in the locality over time. The vividly portrayed sequences drawn from daily life in a metropolis offer an insight into the complex situations with which real planners have to contend.



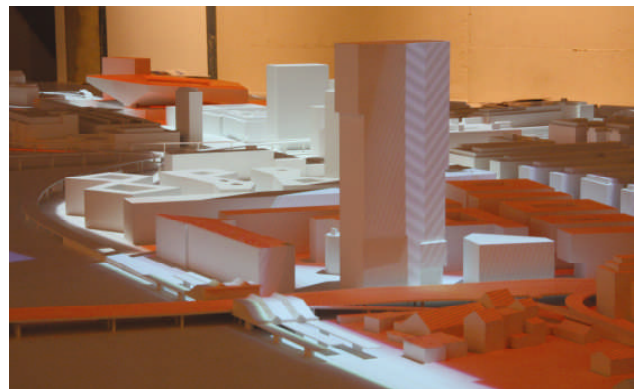
3D model of Zürich West



3D model with highlighted buildings by means of projection



3D model with projection at the opening of the information centre



Differentiation of areas by means of colour

Customer

Stadt Zürich, Amt für Städtebau, Stadtplanung

Client

Holzer Kobler Architekturen GmbH, Zurich

Services iart

Planning and realisation of the media
Realisation and animation of model projection

Media

Three-dimensional city model with projection
Monitor installations
Projection
Lighting
Ambient sound

Project Duration

2 months

Opening

April 2007

Exhibition Duration

Permanent exhibition