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## ETH — Department Geosciences 2009

### The Media of the Permanent Exhibition 'focusTerra'

For the permanent exhibition 'focusTerra' in the atrium of the ETH (Swiss Federal Institute of Technology) in Zurich, iart conceived the mediation and planned the media technology.

The exhibition was designed by Holzer Kobler Architekturen. The topics 'Dynamics of the Earth', 'Treasures of the Earth' and 'Archives of the Earth' are presented on the three floors of the pavilion. Several media stations display current research

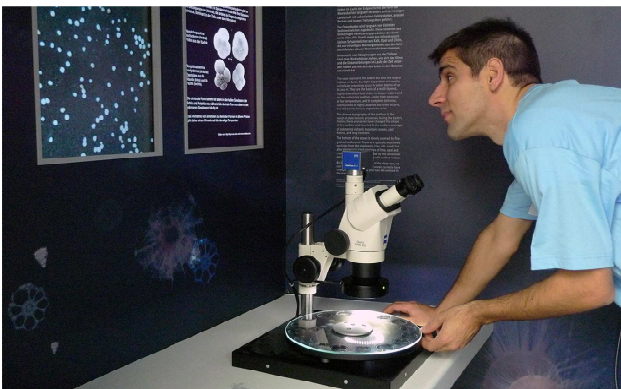
findings from the ETH. Their contents are being renewed by the institutes themselves via a customised content management system. On the exhibition's ground floor, two projections on semi-spheres show processes in the earth's mantle. On the second floor, an interactive binocular is installed. By selecting different specimens and looking at them through the binocular, visitors can retrieve additional information about the specimens that automatically appears on two screens on the wall.



Interactive media installation with results of the scientific work at ETH



Projection on semi-sphere showing processes in the earth's mantle



Binocular with information about the specimens shown on the screens above



Media station on geomagnetism

#### Client

ETH Zurich, Department Geosciences

#### Customer

Holzer Kobler Architekturen, Zurich

#### Services iart

Media concept and planning  
Planning of exhibition lighting  
Preparation of call for tenders within the realisation phase  
Construction management

#### Media

Audio and video installations  
Interactive multimedia stations  
Multi screen installations  
Large scale projections

#### Project Partner

Holzer Kobler Architekturen, Exhibition design  
tegoro solutions ag, Realisation of media

#### Project Duration

3,5 years

#### Opening

5 April 2009

#### Exhibition Duration

Permanent exhibition

#### Exhibition Area

1200 m<sup>2</sup>