

Q&A

with artist Cecilia Lalatta
Costerbosa

Where did the idea for the Parametric Hybrid Wall come from? What is your vision?

I started working in interior design, understanding architecture and physical structures. Then I became interested in virtual multimedia and began to integrate the two fields in interactive pavilions. I wanted to change the passive structures and pavilions we have today into something dynamic. I researched fractal geometry, algorithms and mathematics, and realized that art can be an imagining of mathematical rules, and that these geometries lend themselves to building structures with very interesting shapes. The dream is to build a pavilion or temporary structure that can be easily assembled but can adapt to any kind of background or context and, most importantly, interact with users. With digital electronics you can interact with reality, the input can be any kind of light or sound or

vibrations or magnetic stimuli or wind, anything coming from nature, any stimulus, and the digital sensors understand this message, process and then translate it into a real reaction from the pavilion or the wall. The user is on one side, the input is any kind of thing that can be coded and read by sensors, and in the middle is the pavilion, so it is a double reaction in two directions. It's a truly reactive environment.

Why specifically did you choose to use open source material, Arduino and 3d printing

First of all, I had no money! So for people like me, the open source environment is great to enable you to realize your dreams. I wanted to demonstrate that if you can dream, you can do it. The working prototype cost around 200 euros. So if you want to do something, you can do it with the technology we have now, share it, then other people help to find solutions or grow the concept. The idea is to collaborate and find new solutions together through open online forums – in my case, by finding experts and partners to help move my project towards using photovoltaic panels.

How do you see this project as having a social focus, as improving peoples' lives?

This project was developed initially for exhibition design, as it is a great field to experiment, producing ephemeral but strong

structures and finding something that really works. Then you can take the most important elements and translate, into intelligent homes and cars and the smart environment. For example, your home can be smart enough to close the blinds when the sun is shining and you need to sleep. Improving everyday life is definitely the next step.

What are you looking for from ITU Telecom World?

To follow your dreams, sometimes you need money too, and the confidence of someone that has money to let you try something. I don't want to find big pockets, but some support, and people with great ideas to share, to believe in my project and focus on the innovative possibilities. I am also hoping for interesting discussions, looking to see if there are other people with ideas similar to mine, and how we could share or mix ideas.