

# Synesthesia

PROJECT NEWSLETTER

WEEK 4

September 20, 2013



## NEEDING/GETTING

### THIS WEEK

Week 4 saw us meeting with Damian Kulash and Tim Nordwind of OK Go on Monday and discussing the 3 ideas we had brainstormed. After discussing the "Sci Fi Circus Organ", "Qubes" and "Psychedelic Shadow" with the band, it was determined that we would move forward in prototyping the IR sensing technology required for the latter two ideas and then determine which was more feasible.

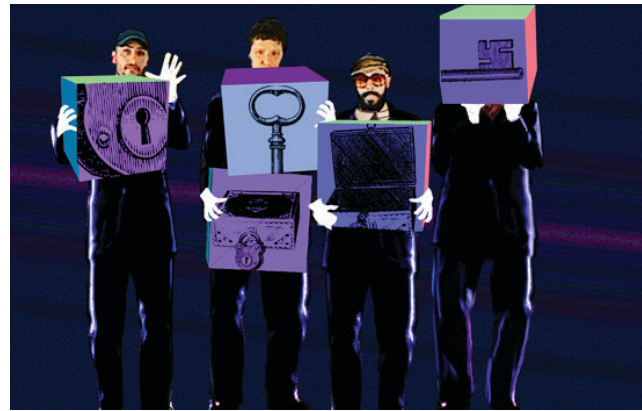
This week we spoke with Heather Kelley about interaction and the role of the audience in a concert experience. She shared with us her experiences at Ars Electronica when our client, Damian, had recently given a talk about the future of the concert experience. Christopher Popowich also stopped by and gave us a thorough rundown of the lighting rigs we will be contending with in concert venues. He was also able to give us some insight into the challenges we may face with projection based on his experience lighting performance and architecture.

With ¼'s fast approaching we feel confident that we're in a good place. We're working on establishing a long term timeline for completing the prototyping phase and moving into production as well as generating a budget for the project.

### PROGRAMMERS' CORNER

This week we dove into research about infrared technology and made use of some of the great wealth of knowledge in this building by talking to Dave Purta about the limitations and various types of IR. We also spoke to Ruth about working with IR and modified a PS Eye camera with an NIR filter to allow it to see only light in the infrared spectrum.

We set up the necessary libraries we'll be using for the project and were able to have it compile and established version control protocol which will allow us



to move quickly into the prototyping phase as soon as the materials ordered this week

arrive. We will be testing 2 different techniques of marking props with IR- using IR LEDs and reflective paint- and have already set up our IR modified camera to successfully detect IR signals and pass them to a computer to extract the information that needs to be processed.

### NEWS FROM ARTLANDIA

Feedback from the Producer's' Branding workshop identified some issues with the Psychedelia-theme graphics, including inconsistencies in style and overly busy layout. We swapped in a more flowy, organic-looking script title treatment with a customized font in place of the retro-tech font, Prisma, simplified the layout of the poster, and changed illustrations for the half-sheet front and logo. Our team photo is a tribute to the band's [paint-spattered fashion look from their 2010 video](#) , [This Too Shall Pass](#) (although we, for the most part, managed to keep the paint off our faces).



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