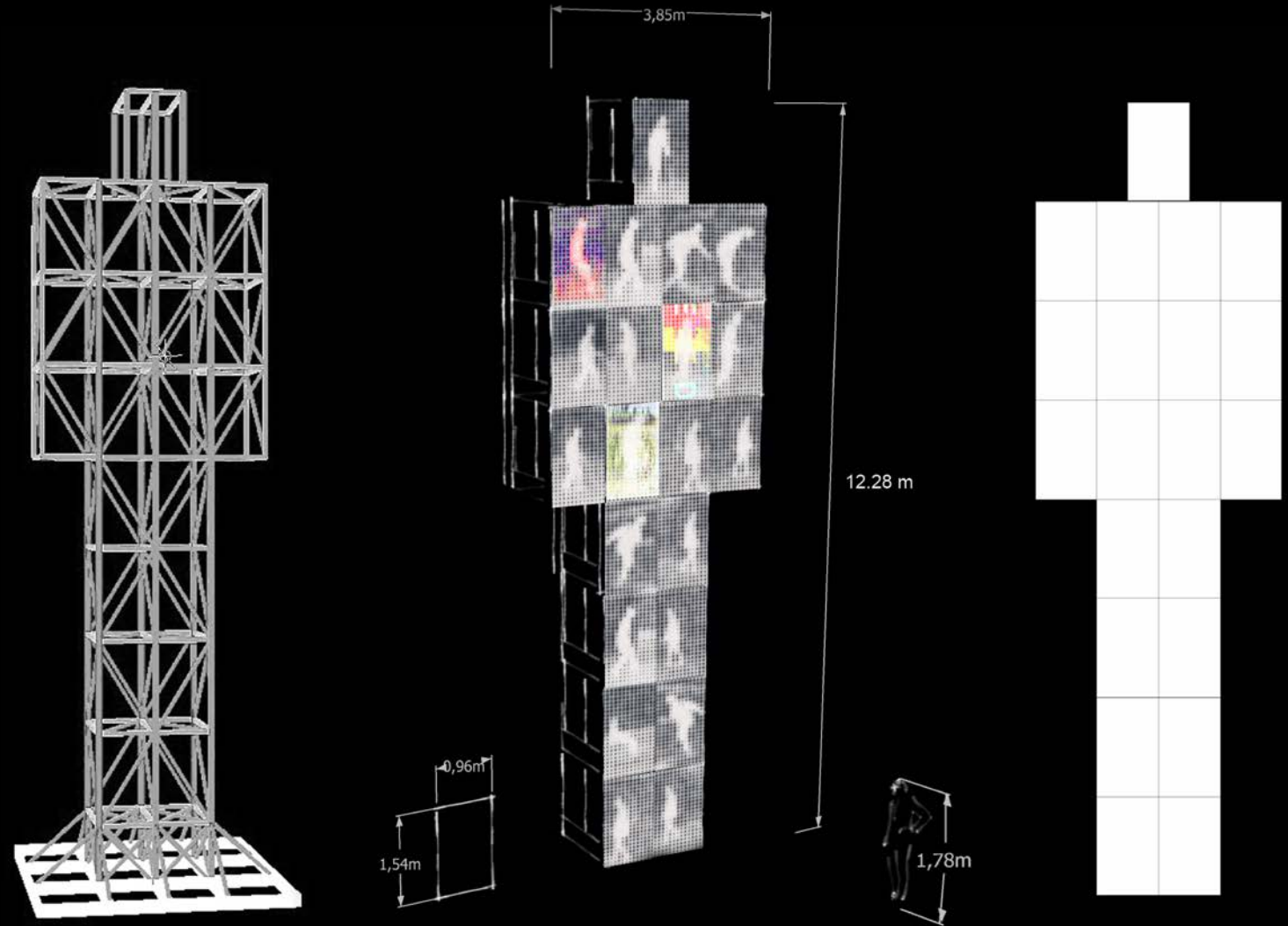




One person

Electronic body in an urban environment

Project by Venelin Shurelov



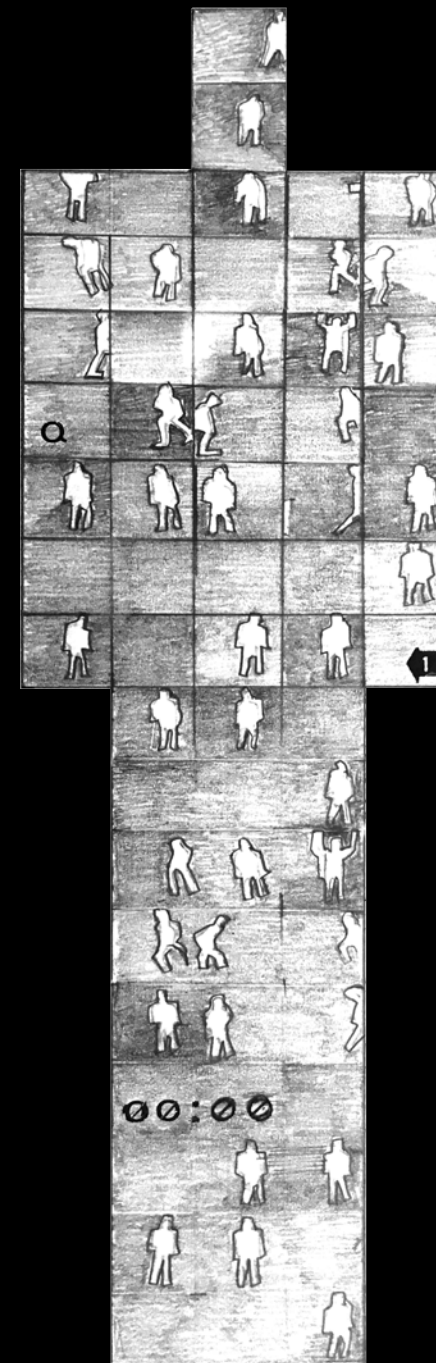
One person

Electronic body in an urban environment

Under the Program "Outside" of Sofia Municipality for support of temporary art installations in urban environment - site "Mausoleum"

"Knyaz Al. Battenberg I", Sofia, Bulgaria

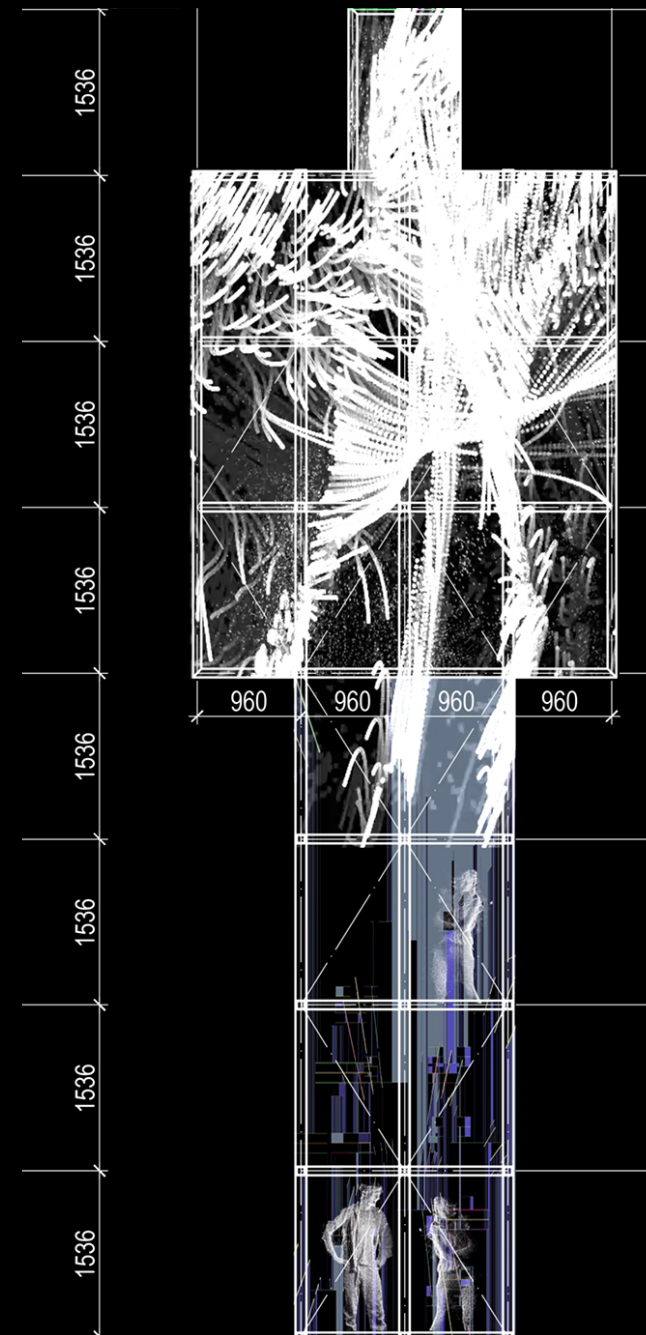
One year exposure period: 01. 10. 2020 - 01. 10. 2021



One person

Electronic body in an urban environment

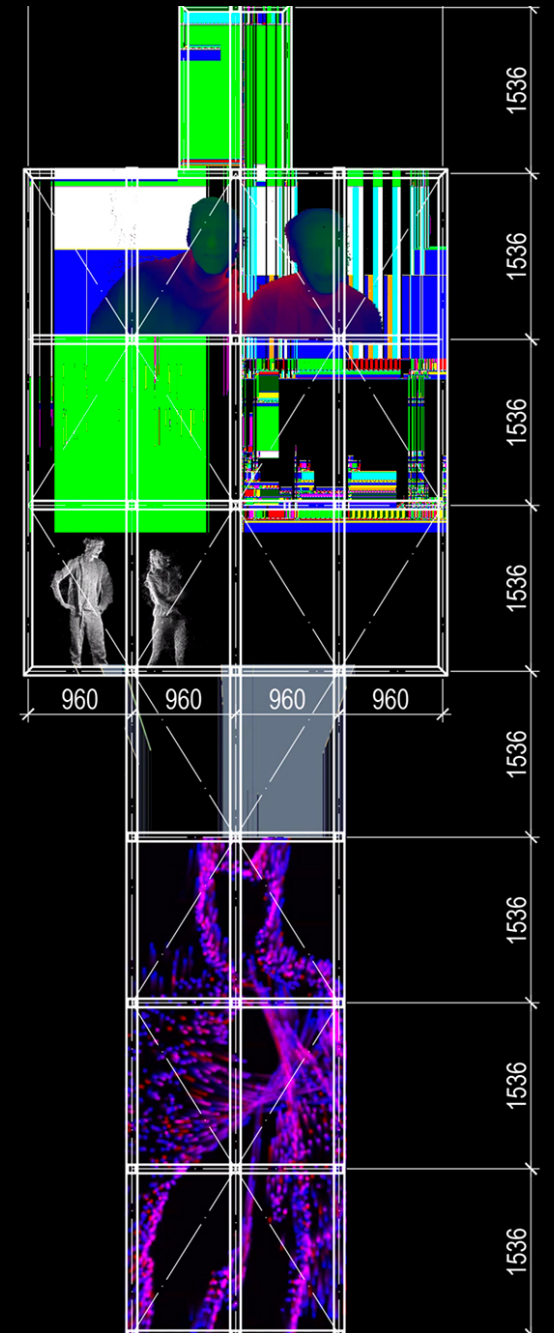
The One Person project is a high-tech interactive installation located in an urban environment. The installation is a complex technological facility with strictly defined functions. Visually, the object is an anthropomorphic figure, built of a modular steel truss structure and double-sided LED displays. Dynamic content is fed to the screens, which is generated by a computer algorithm in two modes.



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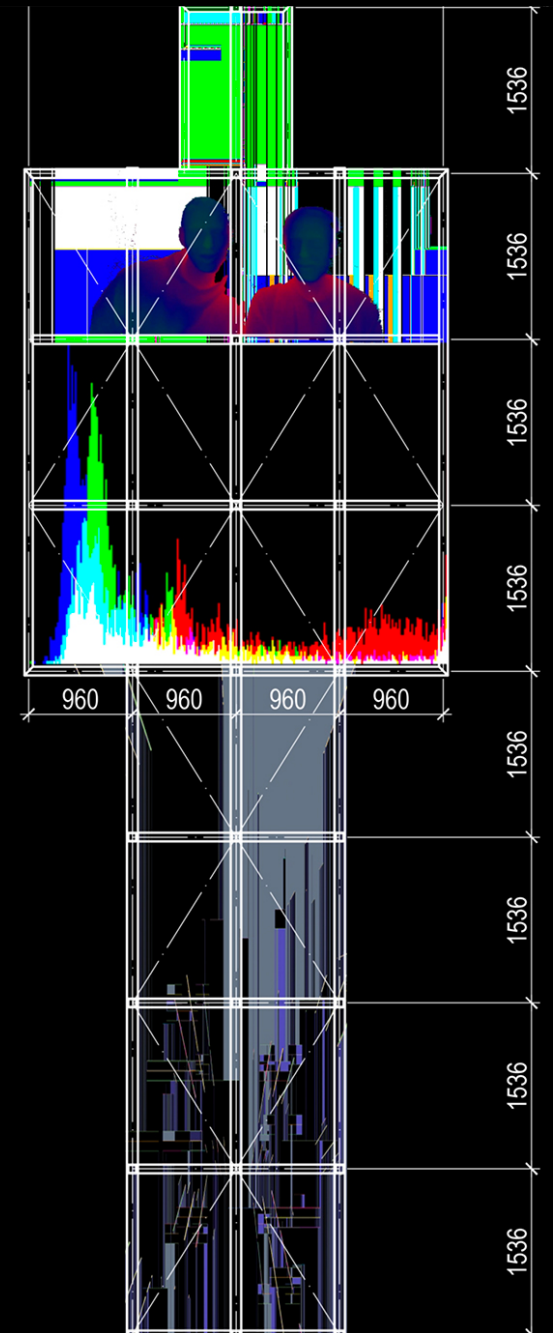
The first mode is associated with a signal received directly from two cameras located on both sides of the figure. At a certain interval of time, a repetitive short recording of the video surveillance is uploaded as a fragment on the screens, each of which has "caught" one or more passers-by. Thus, the large "screen body" will look composed of many other smaller figures. Every round the clock, video streaming is raised in "full format" for 10 minutes, allowing the viewer to apply his silhouette to the contour of the figure.



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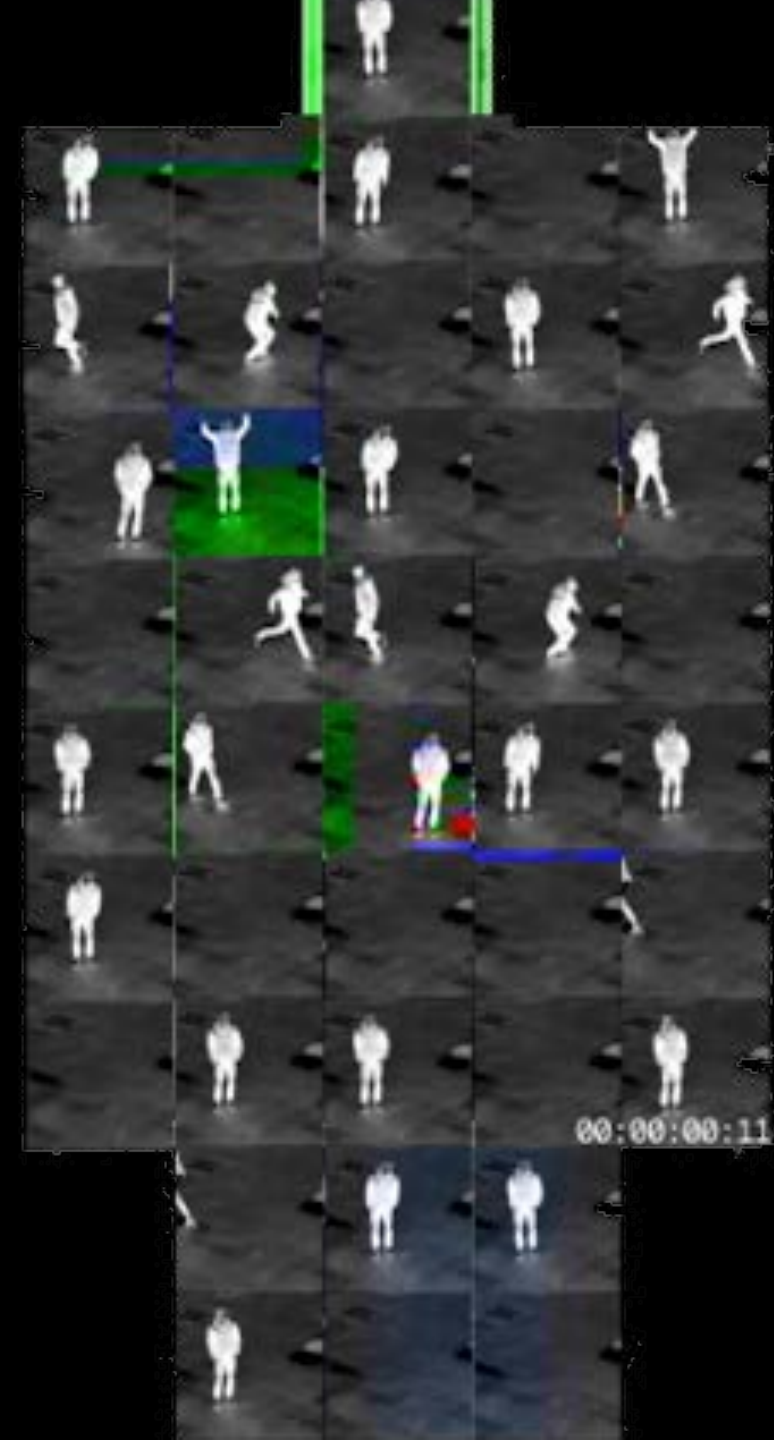
The second mode is generated by data analysis. In terms of technology, this is the most innovative part of the project. This mode refers to the computer management of systems related to infrastructure and the environment, the huge amounts of data collected by sensors in real time, the formation of a new information space called - BigData. "One person" functions through program code that collects, analyzes and visualizes information related to the city, its dynamics, the quality of the environment, etc. Visualizing and interpreting this information as artistic material is the "electronic substance" from which it is built One person.



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The two modes for generating screen content work synchronously in creating a homogeneous visual environment.

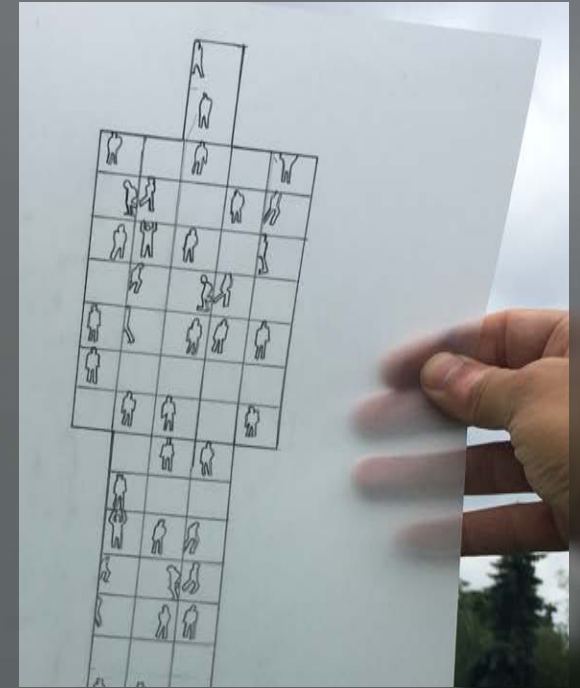


One person

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The installation "One Person" apply to the category of process-oriented art, in which the ways of interaction with the work are a composite and meaningful element. Through its functionality, the work is separated from the author's control and is a flexible structure that depends on human behaviour and changes in the environment. The place where the work is located requires such an approach. Advanced technologies allow to build systems with open access, with a liberal rather than authoritarian way of functioning. The object built on this principle would be a good reflection of the public image at the moment.

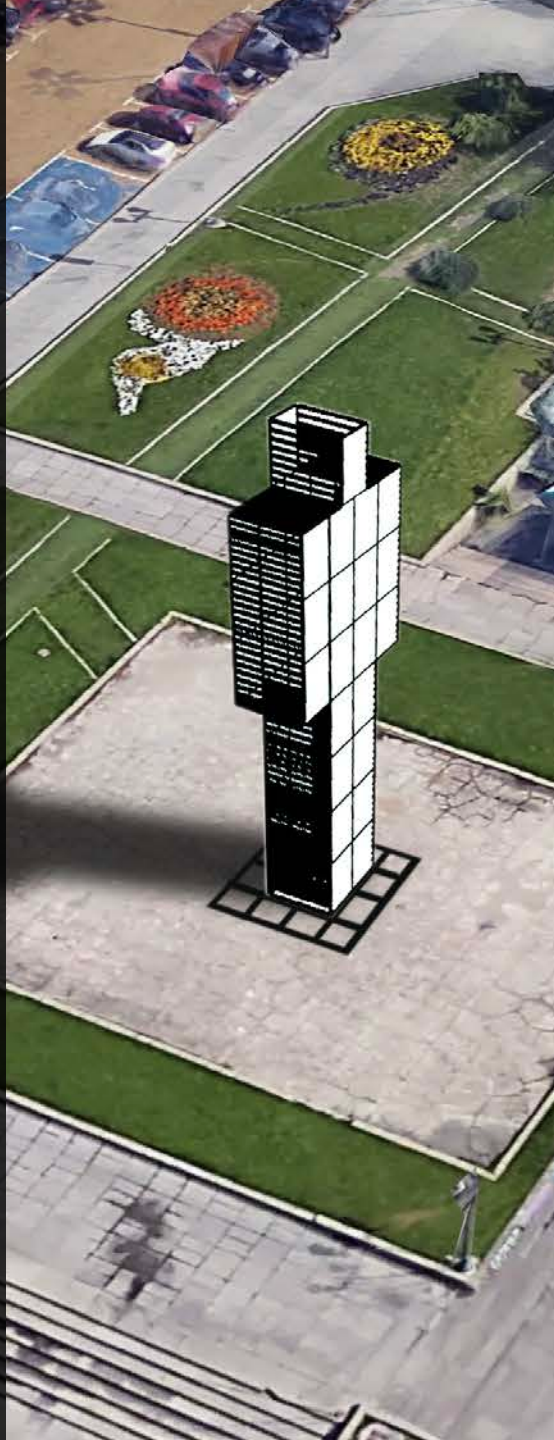
The figure that dominates the public space is not a specific historical figure, but a collection of a constantly updated set of passers-by or deliberate visitors. The interactive element leads to the possibility of game relationships, but could lead to sharp social messages.



One person

Electronic body in an urban environment

We have to follow the growth of One Person, to see its conclusions from the great equation of the city and its people.

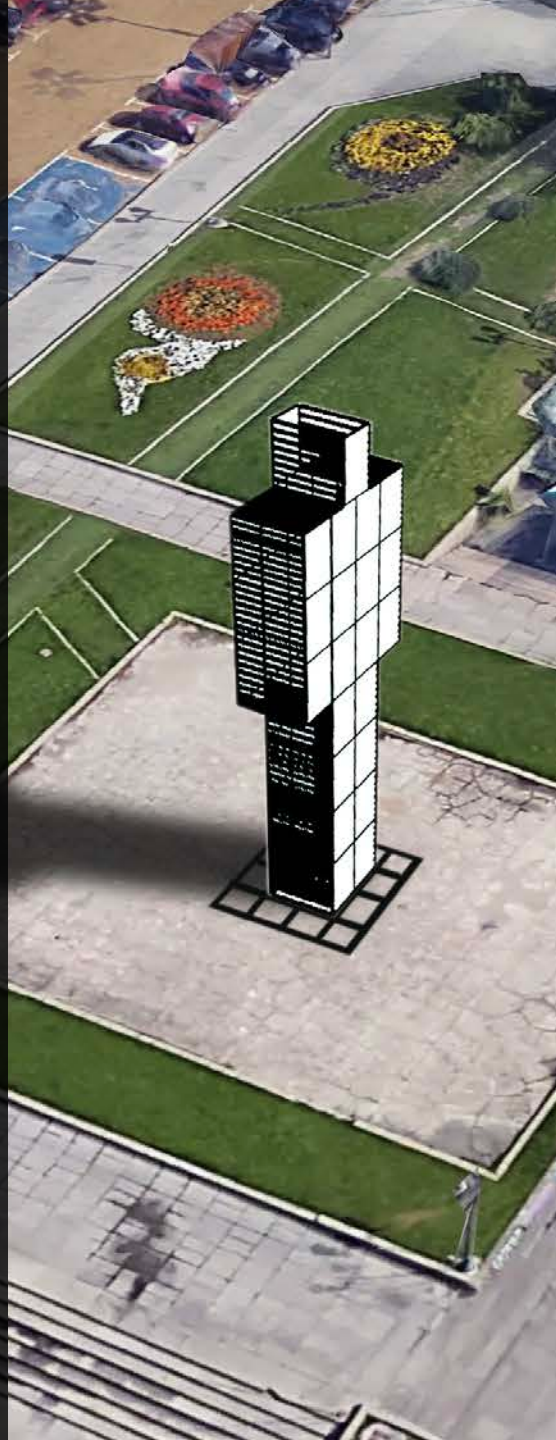


One person

Electronic body in an urban environment

We have to follow the growth of One Person, to see its conclusions from the great equation of the city and its people.

Be part of this process!



PR Campaign

As our partners we will take care of the exceptional visibility of your company:

- Engraved location logo
- Merchandise
- Website - main page
- AR - mobile application
- Hot Spot
- Press releases
- Social media
- You Tube - video channel of the project
- Documentary
- Short videos
- News, announcements, interviews
- Banners with media partners
- Logo and advertising presence in the project catalogue

One person

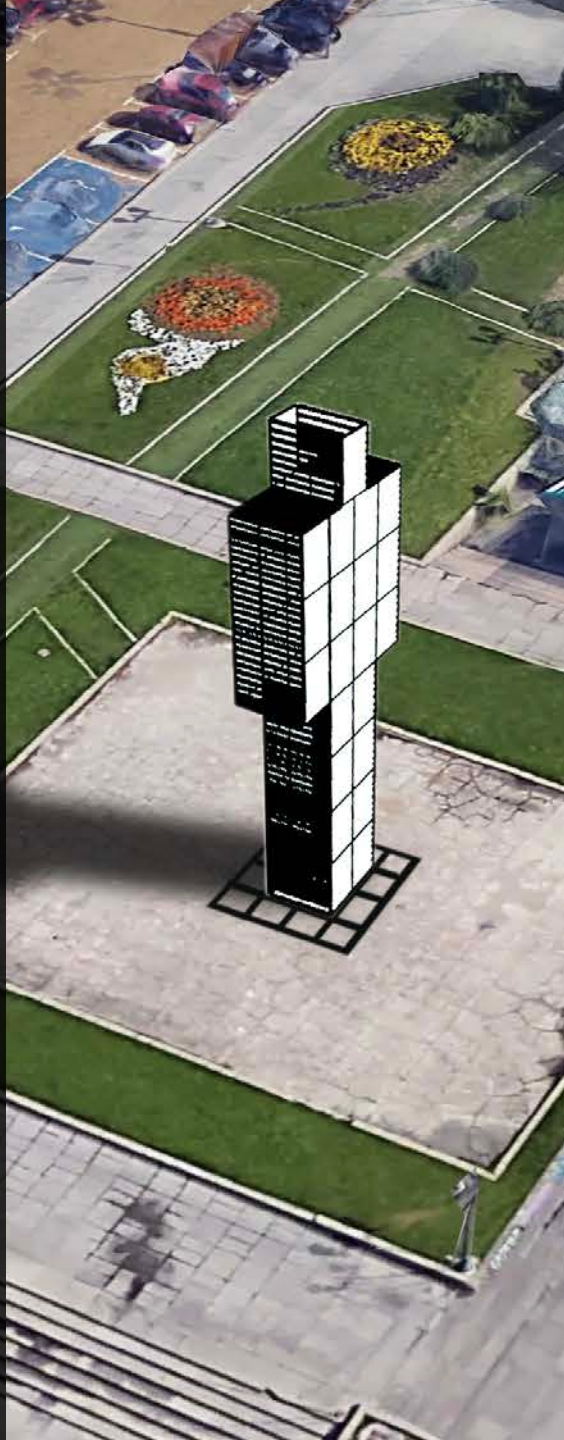
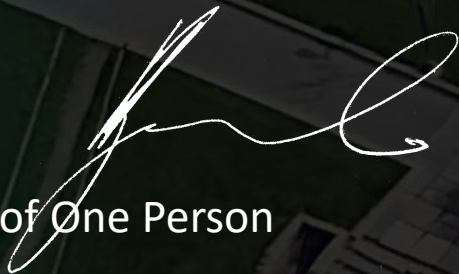
Electronic body in an urban environment

We have to follow the growth of One Person, to see its conclusions from the great equation of the city and its people.

Be part of this process!

With Respect:

Venelin Shurelov, author of One Person



Партньори



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Allianz

WÜRTH

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One person - *Electronic body in an urban environment.* Author **Venelin Shurelov**

Venelin Shurelov was born in 1977 in Burgas, Bulgaria. He lives and works in Sofia. He graduated in "Scenography" at the National Academy of Arts, Bulgaria - PhD (2009). Co-founder and lecturer in the master's program "Digital Arts", National Academy of Arts (2008-); Co-founder, part of the curatorial team and technical organizer of DA Fest - International Festival of Digital Art (2009-). Founder of SubHuman Theater (2004) and Via Pontica Art Group (2002-2005). Venelin Shurelov is the author of various interactive installations and performances, some of which are "Drawing Machine" (2005), "Fantomat" (2008), "Orthoman" (2009), "Tabula Rasa" (2010), "Shooting Range" (2012).), "Rotor" (2016) - presented at Ars Electronics Center, Linz. In 2011 he realized the cyber-lecture "Man Ex Machina", and in 2016 he staged the performance-installation "Post-Everything" as a guest lecturer at Towson University, USA. His projects are diverse and include drawing, interactive installation and performance, digital technology, video and art theory. He has a number of scenographic projects, solo exhibitions and common exhibitions, as well as participation in festivals in Bulgaria, Europe and the United States. He has been awarded many times for his work in the field of theater and contemporary art.





DA LAB Foundation was established in 2018 by Galina Dimitrova-Dimova, Antoni Raizhekov and Venelin Shurelov. Its goal is to develop, research and promote digital arts in Bulgaria. To initiate and participate as a partner in projects and joint initiatives in the field of contemporary art and culture. To build networks for the development of artistic practices, mixing art and technology, between research centers, university and academic structures, technological institutes, museums and galleries, state, municipal and non-governmental organizations in Bulgaria and abroad.