ELICIT
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Proposition

Elicit Projects was created to evoke and provoke new ideas – to cultivate a sense of constant creative renewal. Across the disciplines of design, architecture, art, fashion, print, and digital media, we challenge creators to explore new avenues that push beyond conventional boundaries. We generate these conditions by engaging in a dialogue with artists, where they can imagine their creations across a multiplicity of media-echo systems – to seamlessly remediate content across platforms – from print, to digital, to gallery exhibition as a multi-dimensional installation.

Elicit Projects will commission and curate online exhibits serving as vectors for creative exploration. Each exhibit will inhabit its own unique URL – its own identity akin to an individual presence in the physical world – functioning as a contemporary metaphor for how we live across a multiplicity of spaces. Each exhibition is approached as creating a precious object that reflects an inquiry into new forms of artistic expression in the worlds of art and commerce. Our approach to luxury proposes a future that all the while maintains a dialogue with culture and tradition.

Elicit Projects head office is based in Shanghai, the 21st century expanding mega-city, whose rate of expansion is only equaled to that of New York at the turn of the industrial revolution. In taking stock in understanding this rapidly growing and powerful city where both the cultural and physical landscapes change on a daily basis, our identity and our online presence were heavily influenced by this rapidity and fluidity of change. Our intention was to create a system analogous to the unabated rhythms of a city and country. We see this dynamic as fertile ground for creative exchange, rather then merely showcasing Western ideals of aesthetics – where creativity is the currency of exchange across our networks in New York, Paris and Shanghai.

Saulo Madrid

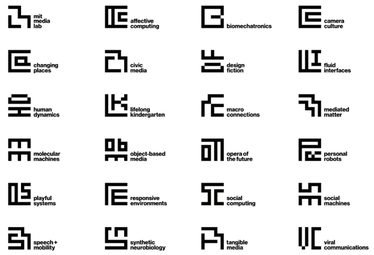
Identity
Elicit Projects

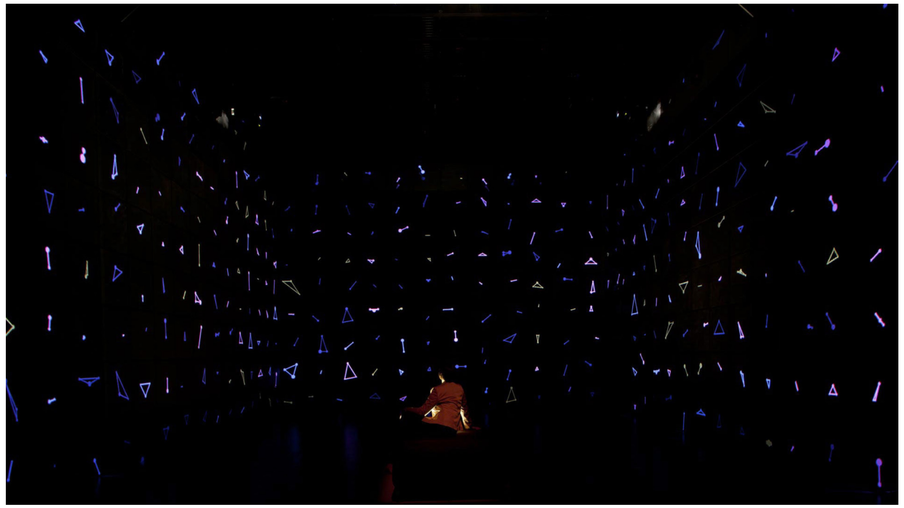
Inspiration

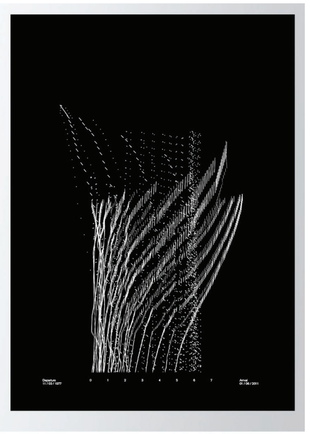
Working across multiple platforms and media echo-systems, the most significant creative problematic we have identified is systemic repetition – a mobius loop of recycled ideas, remediated to their most base denominator. If the positioning is only one of aesthetics, the image or object becomes reduced to anecdotal. The limitations of a curated platform without any methodology is that it will eventually find itself in the same position. Curation is critical finding the intrinsic meaning to inform the aesthetic process.

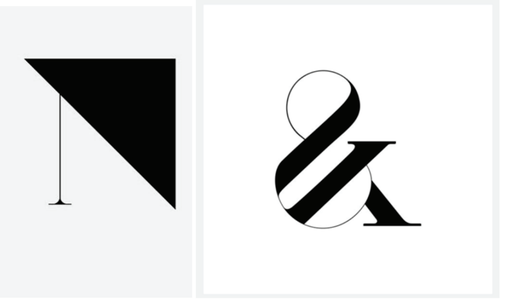
Elicit's purpose is to showcase a multiplicity of disciplines and outstanding artists in curated environments – from the digital world to physical, albeit print or gallery.

References

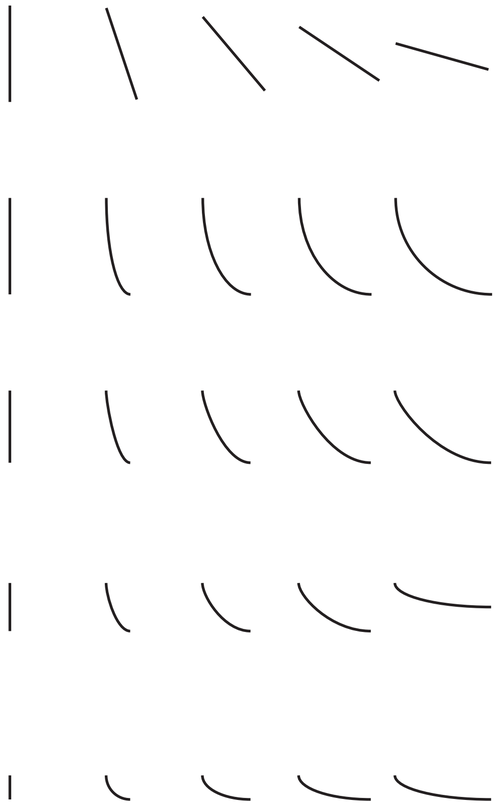

mit media lab
affective computing
biomechatronics
camera culture
changing places
civic media
design fiction
fluid interfaces
human dynamics
lifelong kindergarten
macro connections
mediated matter
molecular machines
object-based media
opera of the future
personal robots
playful systems
responsive environments
social computing
social machines
speech + mobility
synthetic neurobiology
tangible media
viral communications

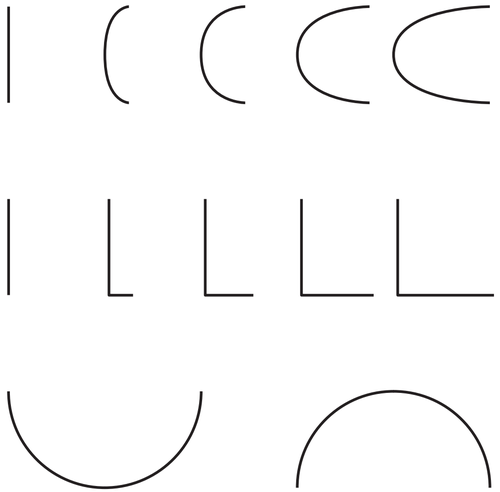


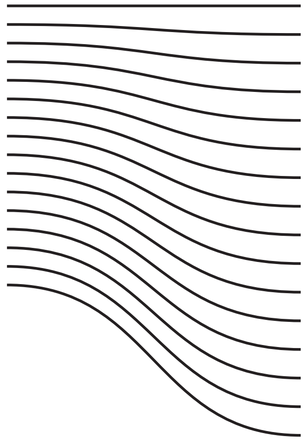


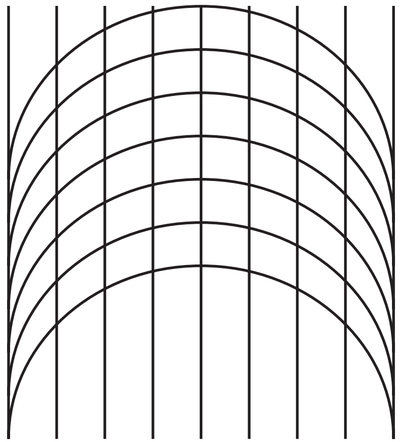


Process









Identity

The Elicit Projects identity began with the idea reflecting the constant of change and flux over time. Starting with the most basic design elements - the dot and the line – structurally, the identity was curated and designed to be able transform, recompose, and renew itself.

The lines represent mapping the Elicit Projects' creative DNA – akin to a plan of an exhibition.

Particles

Particles

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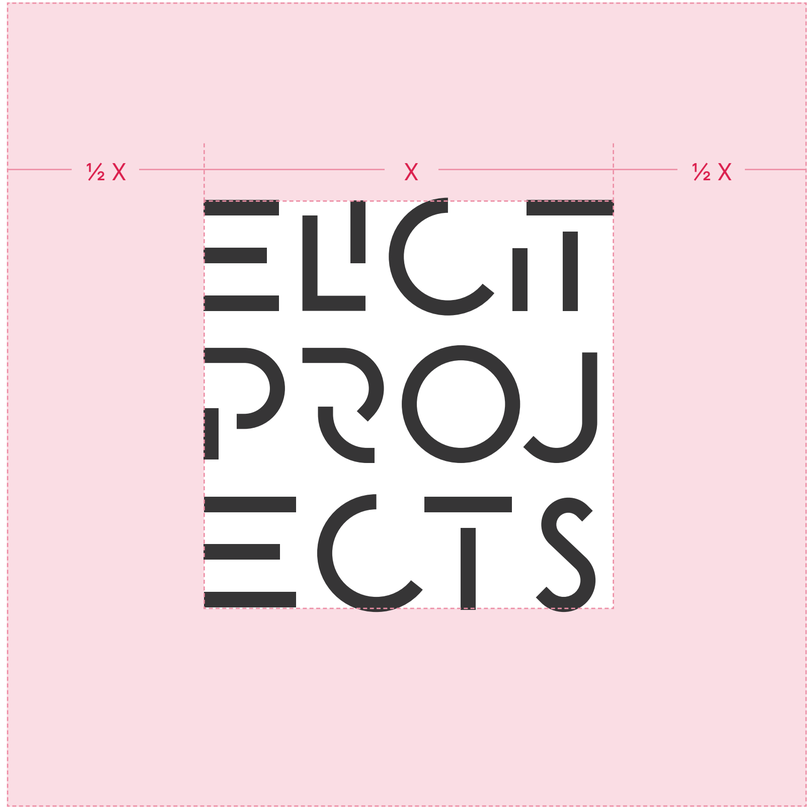
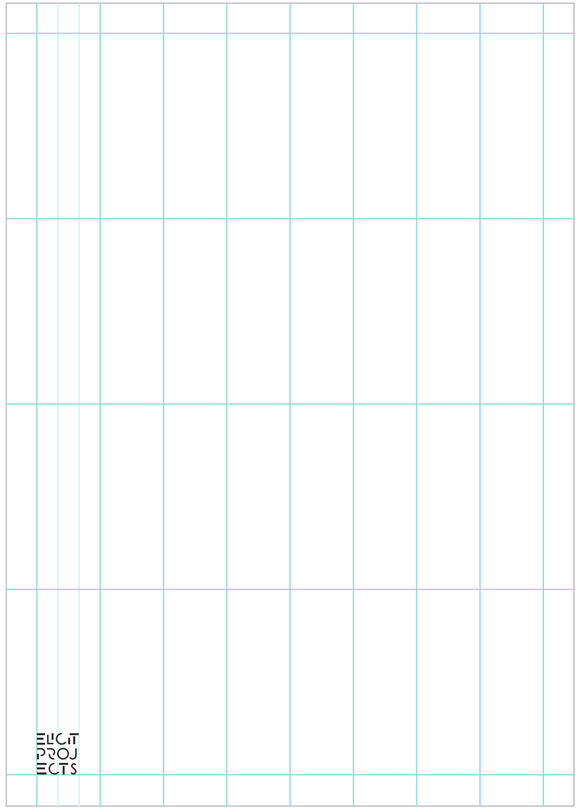
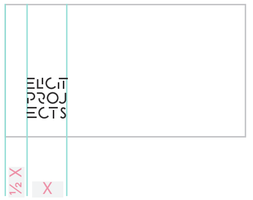
Logo free space

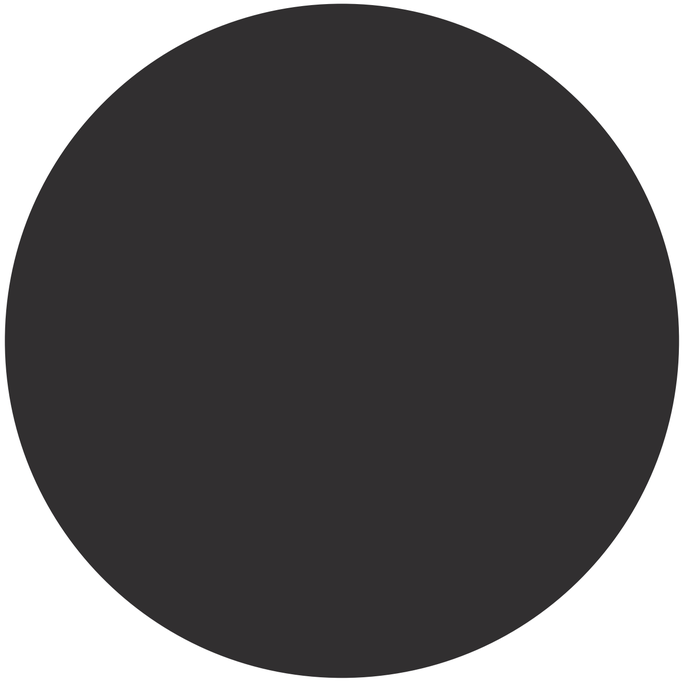


Logo placement





Colours



Black
CMYK 0.0.0.95

White
CMYK 0.0.0.5

Typography

Akkurat Bold

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Akkurat Regular

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Stationary

2015

August 6th

Nam liber temporcum.

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Elicit Project

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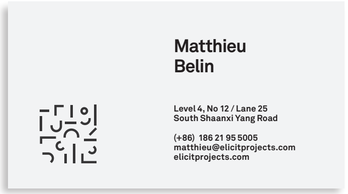
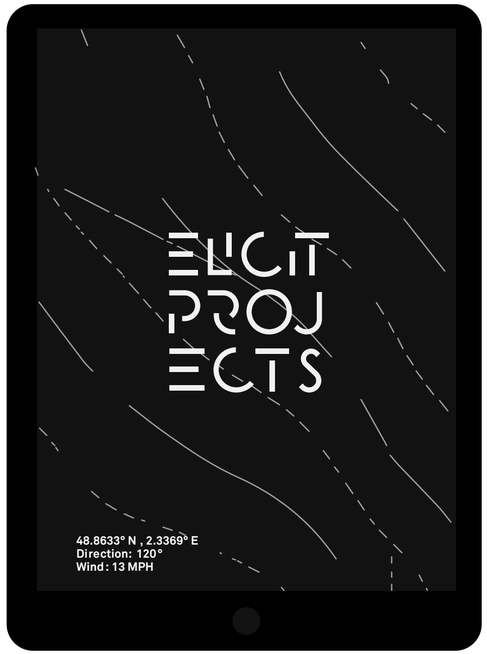


Physical

Online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48.8633° N , 2.3369° E
Direction: 120°
Wind: 13 MPH

ELICIT
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13.159° N, 34.1518° E
Population: 983156
Tweets/s: 5316

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ELICIT URL

The Elicit Projects website will launch with commissioning a curated digital sculpture that functions as a metaphor for flow, constant change and the human condition. The site will serve as a reference point, with each new project living as a unique URL – an extension of growing curiosity, and the way we consume information – akin to the non-linear structure of the human brain's neural network.

Within the chaos of the superfluity of data and information, we see opportunities to generate elegant solutions at the axis of art and technology. The artist used a generative code, harnessing data in a very precise manner by constructing complex mathematical rules to govern particles. Upon each visit to the site, the algorythm will generate a new and unique visual and audio experience to reflect the idea of constant renewal.

Elicit Project sees this as a dialogue with artists – the juxtaposition of curated content with particular parameters, while giving artists complete freedom to explore their creativity. We feel this ethos should inform every part of our creation process.

ELICIT URL / ARTWORK DESCRIPTION

The installation is made up of one emitter shaped in the form of a square. Combining the birth rate with the life of the particles we control the total maximum number. Too many particles and the performance gets cut drastically for the observer (the frame rate per second as the average machine can only handle a certain amount), too few and the performance looses much of its visual impact.

Each particle moves out from the square and gets caught up in a force pushing it forward – we call this force “wind”. A second force is applied directly after which we call “turbulence”. This second force is what causes any disturbance to an otherwise very linear motion and creates dramatic events in the particles narrow life span.

Each particle is made up of two triangles together forming a quad. One could see this from two angles, either its a quad sliced from one corner to the opposite, dividing an entity into two, or that two opposite pieces have merged together. The resulting quad is applied with the same color so to the observer it still appears as one unit. The size of the quad is in proportion to the velocity of the particle, as speed increases, in based on the velocity their length is transformed giving a visual relation to time.

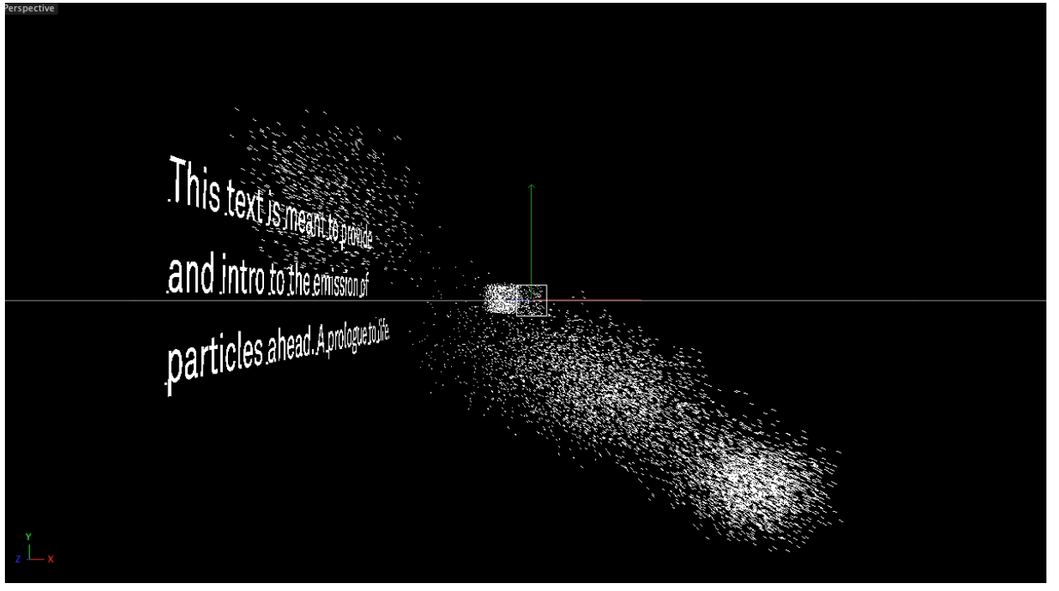
Because the particle is made up of an actual vertex-based surface, it can also pick up light and color from its surroundings, whereas a true line does not have any “body”. This allows our particles to properly reflect everything their bodies witness.

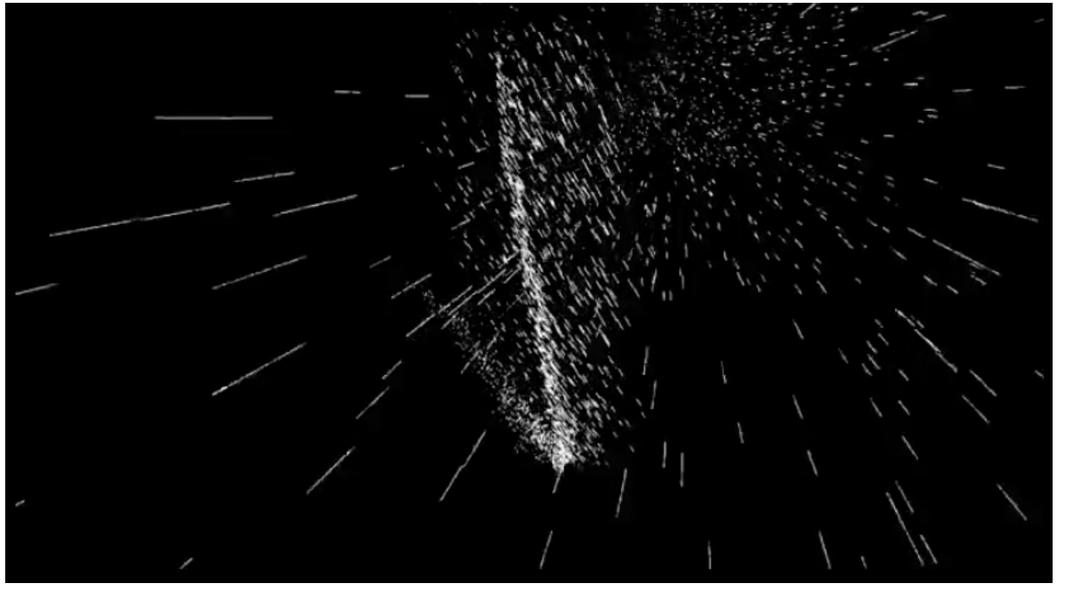
The distance travelled by each particle is decided by the overall speed and the particle life, but as soon as one particle dies a new one is born taking a new path.

To capture the movement we have created 1 camera which moves around the scene to capture the particles journey. Based on the algorithms of the forces, the camera pre-calculates the motion and places itself for the best viewing location. Every nth second the camera moves to a new location to present a different perspective, and in a sense represents nth amounts of perspectives as its positions will rarely ever be the same.

Within the space we are also placing sound emitters at positions x1, x2, y1,y2 ,z1 and z2. Each emitter carries a certain audio frequency and based on the cameras position, these segments are increased or decreased, making the environment responsive to the observers position. For instance, as the camera moves closer to the particles, a certain sound will increase making it a layered audio experience.

The particles are also aware of the sound being created around them, and have their movement respond slightly, making the dialogue between visual and audio stronger as they influence each other.


Perspective
This text is meant to provide
and intro to the emission of
particles ahead. A prologue to life
Y
Z
X



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