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Theme - The Power of Immersive Media Arts

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Exhibition noitidirdx3

The power of immersive media arts

沉浸藝術 一鳴驚人

The contemporary art form of media arts is empowering not only artists but also brands to craft creative experiences to impress and inspire their target audiences.

媒體藝術不但是當代藝術家的創意舞台，也是各大品牌給引觀眾目光的新興媒體。

Creative use of technology has made it possible to blend stunning visuals, mesmerising music, and traditions at a whole array of locations. Building façades can house head-turning 3D renditions of ocean waves, sports cars, wild animals, and anything that the commissioned artists dare to excite their viewers with. Pop music concerts and traditional Korean performances, on the other hand, can also be innovatively graced by the holographic presence of mega stars or interactive virtual percussionists. These are some of the genius projects of d'strict, a trailblazing digital design company from Korea.

Storytelling that transcends boundaries

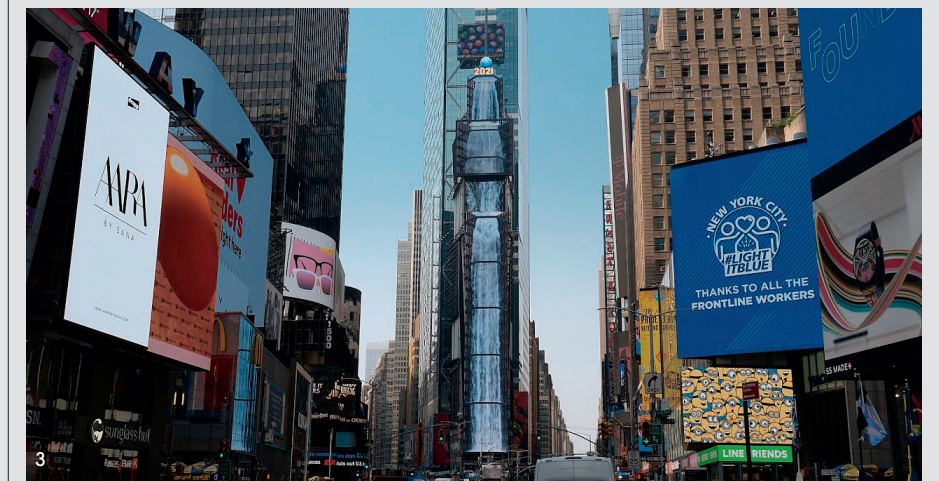
Immersive media art also connects different communities. The traditional Korean percussion music *samul nori*, for example, was revived in d'strict's presentation of *Digilog Samulnori: Dead Tree Blooms* (2010). "Viewers of all ages were truly excited by

the interplay between advanced multimedia technology and cultural heritage of the performance. When the association with something old is renewed with more contemporary elements, the younger audiences are drawn to connect with and appreciate their traditions," said Kim. Culture is undoubtedly kept alive through a new way of storytelling in this case.

創意與科技交織出突破想像的媒體藝術：建築物外牆可以化身震撼3D場景，時而翻起巨浪，時而百獸奔騰。而音樂會只要利用互動全息圖，便可以加插流行天王或虛擬古典樂師的精彩演出。這些都是韓國頂尖數碼设计公司 d'strict 的傑作。

說好超越界限的故事

沉浸式媒體藝術的另外一種功能，是連結跨越世代的社群。d'strict 於2010年為韓國傳統的「四物農樂」辦過一場別開生面的表演。Kim 說：「我們以先進的多媒體科技結合傳統敲擊樂，為年輕觀眾帶來強烈的新鮮感，鼓勵他們欣賞自己的根源和文化。」嶄新的說故事方式，無疑有助延續傳統。



L. J. Kim, Executive Director of the LIVX Division of the trailblazing Korean company that created the above projects, presented a keynote speech at the Knowledge of Design Week (KODW) held in Hong Kong in June 2023. Sharing the power of immersive media arts with SIGNED, she discussed how digital media, content and technology may be taken out of the box to democratise the art experience.

L. J. Kim 是韓國多媒體设计公司 d'strict 新設部門 LIVX 的執行總監，於2023年6月來港為「設計智識周」擔任演講嘉賓，並與本刊分享了數碼媒體、內容創作和尖端科技如何跳出框框，令藝術體驗更貼近群眾。



Stunning public art around the world

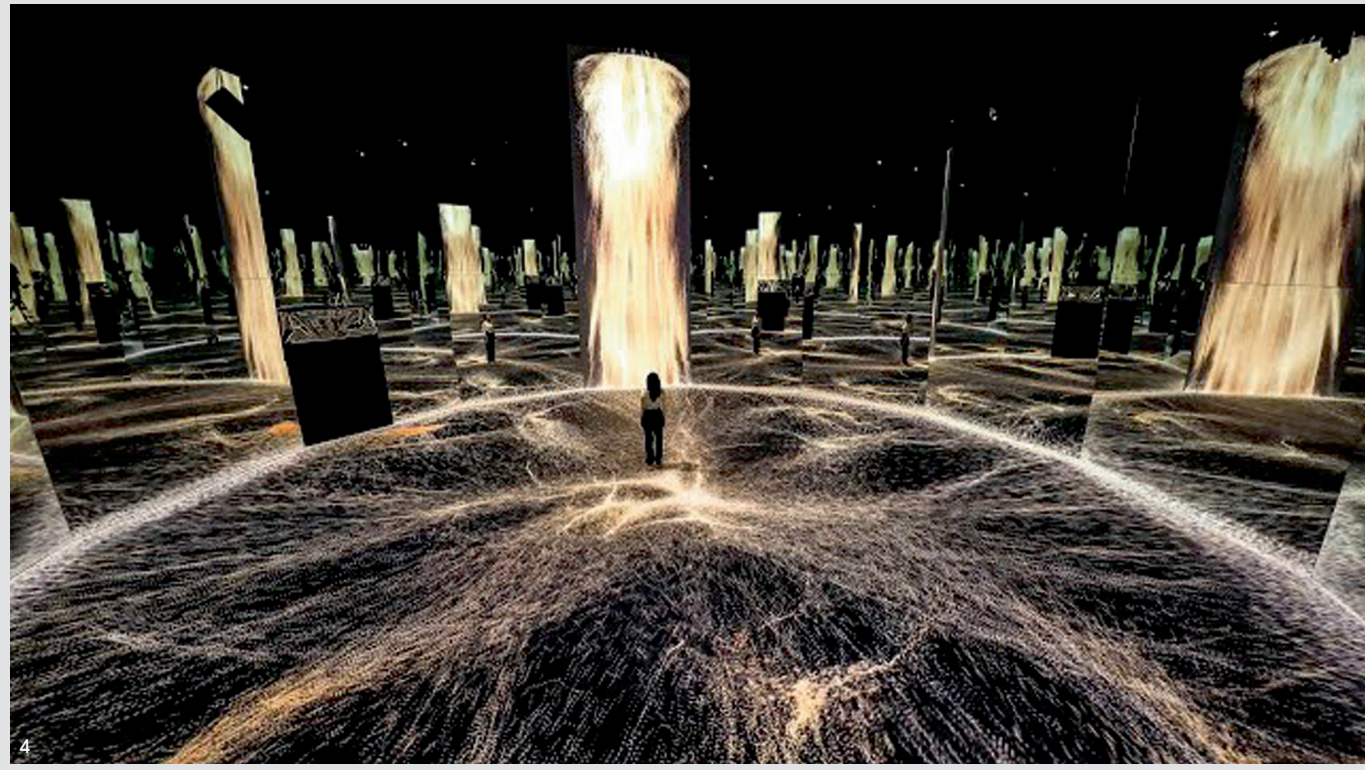
1. On the giant wraparound LED display at the K-Pop Square in Seoul, Korea, "WAVE" (2020) presented an anamorphic illusion of waves.
2. "Whale #2" (2021) transformed a 1,400m² LED screen – the largest outdoor screen at Times Square in New York – into a hyper-realistic waterscape, in which a majestic blue whale moved freely with waves in comforting harmony.
3. "Waterfall-NYC" (2021) was displayed on Times Square's tallest outdoor LED screens, which measured 102.5 metres, bringing nature, peace and comfort to the city that never sleeps.

All three projects were the creation of a'strict, a collaborative artist unit formed by d'strict to showcase boundary-pushing and sophisticated artworks.

驚為天人的公共藝術

1. 《海浪》（2020年）是南韓首爾 K-Pop 廣場的巨型曲面 LED 裝置，湧浪翻騰的錯覺畫面令人嘖為觀止。
2. 超現實的《鯨 #2》於2021年在紐約時代廣場現身，藍鯨與清澈海水融為一體，在1,400平方米的巨型的戶外LED屏幕中暢游。
3. 《紐約市瀑布》（2021）巧妙地運用了時代廣場高達102.5米的戶外LED屏幕，為來去匆匆的都市人感受大自然的寧靜平和。

三組精妙破格的藝術裝置均出自 a'strict 的手筆，是 d'strict 旗下匯聚不同藝術家的單位。



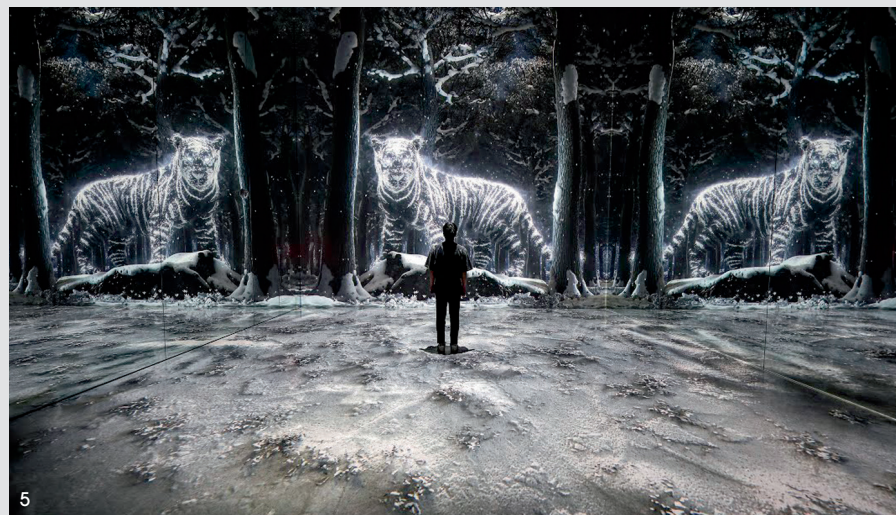
Bringing nature to busy cities

Speaking of cultural storytelling, the highly popular ARTE MUSEUM of the digital design company must not go unmentioned. The immersive media art exhibition is currently shown in Jeju, Yeosu and Gangneung in Korea. Hong Kong became the world's first destination to host the special edition known as "ARTE M" in October 2022. ARTE MUSEUM can also be seen in Chengdu, which opened in April 2023, and more installations are scheduled for Las Vegas and Dubai later this year, with plans to expand to at least 20 major cities worldwide by 2026.

"ARTE MUSEUM is not a conventional exhibition curated to be seen according to a predetermined order. There are no guidelines and visitors are encouraged to explore freely, just like they would in real nature," said Kim. Visitors may

appreciate a reimagined snapshot of wildlife, relax in digitised serenity, reflect on environmental conservation, or even meditate about the wonders of Earth. The unbounded possibilities have intrigued more than 4.8 million worldwide visitors since the launch of the programme about three years ago.

The immersive experience was made possible by the harmonious marriage of technology, high-definition projectors, audio equipment, scents and content that resonate with the human senses. Kim explained that the platform that hosts all these had empowered d'strict to update content very effectively. "Technology allows us to visualise fantasies and ideas and to transform them into any format in our site-specific exhibitions. After 'ETERNAL NATURE', we may focus more on an everyday life angle."



An art form underpinned by collaboration

As a media artist by training, Kim recalled how she benefitted from the shared coding knowledge of open source communities. Before media arts had any form of general definition, artists and designers must find out how to integrate art with different media through the vehicle of emerging technologies. After learning some coding skills and acquiring the way to talk to computers, they were able to express their creativity and explore further possibilities, in particular, to collaborate with other experts to bring technology, visuals, fine art, sounds, and even fragrances together. "You can call it collaboration, but I think the core ability and the core talent to achieve beautiful art is an open mind," shared Kim.

This is one of the reasons why she enjoys taking part in conferences and events such as KODW, where people from different sectors – who are prepared to attend with an open mind – can meet, discuss and make conversations. Continuous dialogues do not only deepen understanding across communities, but they also create the bond for people to work towards a sustainable future, as imagined in the unforgettable scenes of nature by d'strict.

From immersive art to brand values

With the valuable experience gained from constant project collaboration and stakeholder conversations, d'strict is applying its unique, highly portable and visual space-based art tech to communicate the brand values of its clients in an awe-inspiring way. Compelling branding campaigns for electronics, fashion, automobiles, expos, and more have continued to impress consumers around the globe.

鬧市清泉

提到說好文化故事，便不得不提 d'strict 最近大受歡迎的 ARTE MUSEUM 沉浸式媒體藝術展覽，現正於南韓的濟州、麗水和江陵展出。香港是該數碼設計公司在海外開設的首個據點，由2022年10月開始以 ARTE M 之名展出。本年4月，ARTE MUSEUM 已在成都盛大開館，年內也會登陸拉斯維加斯和杜拜。預料至2026年將會進駐全球20多個大城市。Kim 表示：「ARTE MUSEUM 與傳統的編排不同，沒有預設欣賞次序。參觀人士可以隨心探索，就像置身大自然一樣。」展場內既有數碼化的野生動物，也可體驗林中靜謐，反思應如何守護地球的天然環境。計劃自三年前開展以來，已迎來逾480萬訪客到場發掘各種不可思議的幻景。

高解像投影機、音響設備、香氣與內容完美結合，引發感官共鳴。Kim 解釋指 d'strict 的平台，令藝術家可以輕鬆有效地更新內容。她說：「科技讓我們可以把夢想和意念變成肉眼可見的場景，還可以因應每個展覽場地改變呈現形式。『永恆的自然』後，我們可能會從日常生活找到新的切入焦點。」

同心協力的藝術

Kim 回想當年修讀媒體藝術時，曾受惠於開源社群的共享編程知識。那時候媒體藝術還未有公認的定義，藝術家和設計師必需自行尋找答案，利用新興科技整合不同媒體，再透過與電腦交流才能表達創意、探索更多可能性，當中講求合作的範圍甚廣，要把科技、視覺效果、美術、音效甚至是香氣融合。Kim 說：「這種創作講求協作，但要成就美麗的藝術，開明的心才是最核心的才華。」正因如此，她很享受出席「設計智識周」一類活動，與來自各行各業的人士交流對話。不斷交換意見，除了可以深化不同社群之間的相互了解，還可以集合眾人之力，為可持續發展的未來作出貢獻，就如 d'strict 所構想，令人難以忘懷的大自然景色一樣。

以沉浸式藝術創造品牌價值

d'strict 與各持份者交流和推出協作項目，善於配合每個視覺空間，以獨特觸覺、藝術科技和深刻的作品傳達客戶品牌價值，繼續吸引全球消費者投入電子產品、時尚、汽車、博覽會等各種各樣的品牌推廣活動。

4. "WATERFALL" at ARTE MUSEUM JEJU last time waterfall in motion expands infinitely through 14-angle mirrors and guides visitors into a majestic space.

5. "FOREST" at ARTE MUSEUM GANGNEUNG last time mystic spirits living in a sacred and untouched forest – a land of healing and restoration that is protected by the spirits of water, wind, earth and fire.

6. Powered by projection mapping, the Christmas media façade of the Dior Concept Store brought nature and festivity to the Seongsu-dong district in Seoul, Korea.

4. ARTE MUSEUM 濟州站的《瀑布》(2020) 由光影與 14 個不同角度的鏡面組成，讓訪客進入壯麗宏偉、無限延展的奇觀。

5. 走進江陵站的《森林》(2021)，置身原始而神聖的土地，近看神秘精靈在風火水土的守護下生生不息。

6. 位於首爾聖水洞的 Dior 概念店，聖誕期間以光雕技術打造美輪美奐的媒體外牆，讓冬日平淡大自然氣息。

