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# MIX-m

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## 2005

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Project by fabric | ch, in collaboration with curator Simon Lamunière

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Funding: Swiss Federal Office for Cultural Affairs (CH), Loterie Suisse Romande (CH)

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Locations: Geneva (CH), Internet

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Exhibited at BAC (Bâtiment d'Art Contemporain, Geneva, CH), CAC (Centre d'Art Contemporain, Geneva, CH)

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With the support of OFC (Swiss Federal Office for Cultural Affairs), FCAC (Fonds Cantonal d'Art Contemporain, City of Geneva, CH) and Lottererie Suisse Romande (CH)

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<http://www.mix-m.org>

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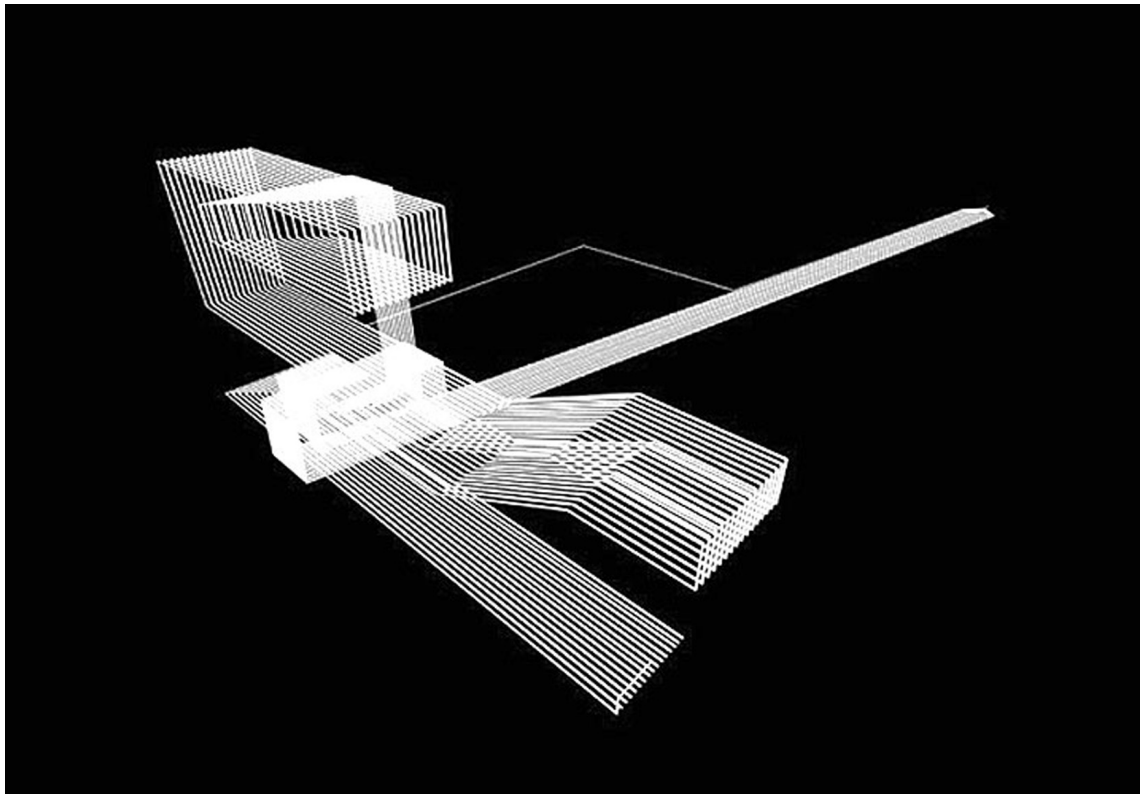
- **Digital and hybrid extension** (to Bâtiment d'Art Contemporain / BAC, Geneva, CH)
  - **Intertwined exhibition space** (physical-digital & located-networked museum)
  - **Game-like architecture**
  - **Black** (box) **to white** (cube) **exhibition space**
  - **Information flows into artificial lighting**
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### – Art installations

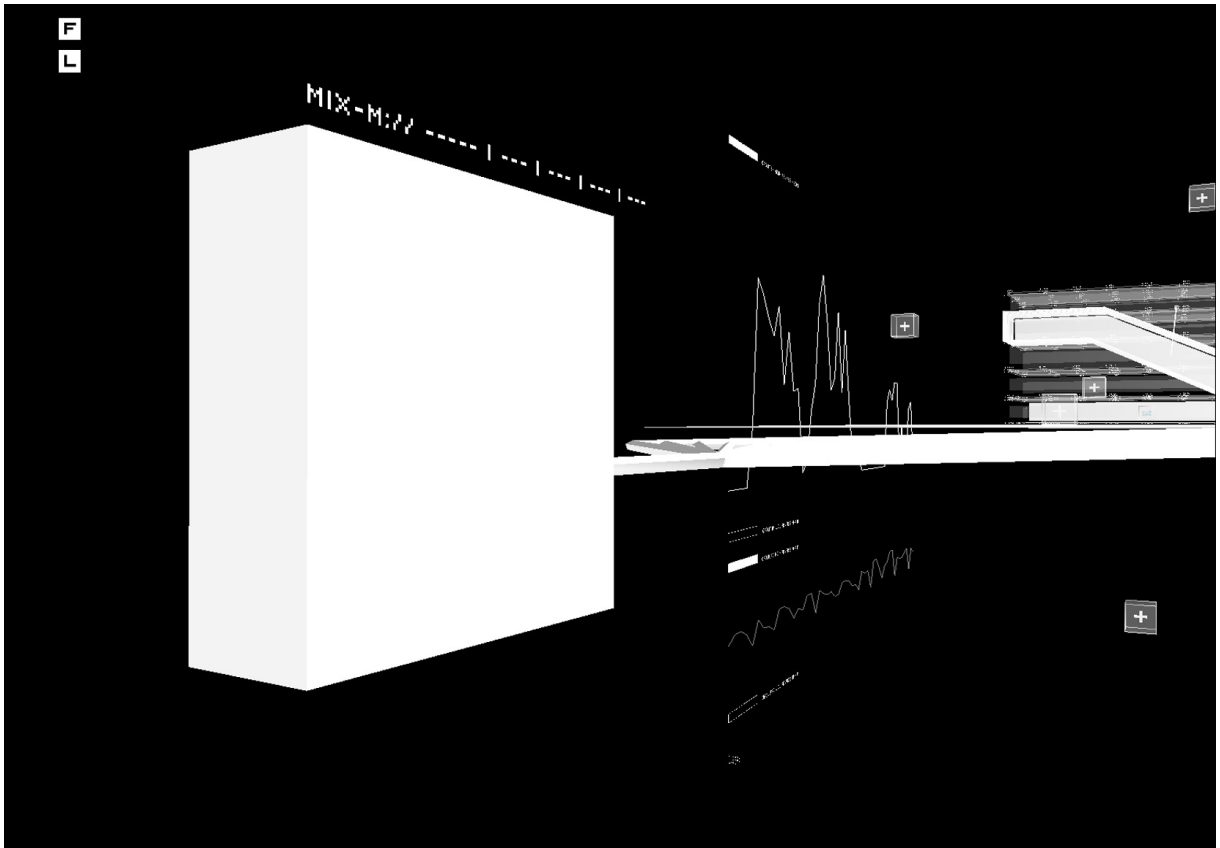
Curator: Simon Lamunière / Artists: Joël Flumet (CH), Yves Mettler (CH), Scanner (UK), Nedko Solakov (BG), Heimo Zobernig (AT)



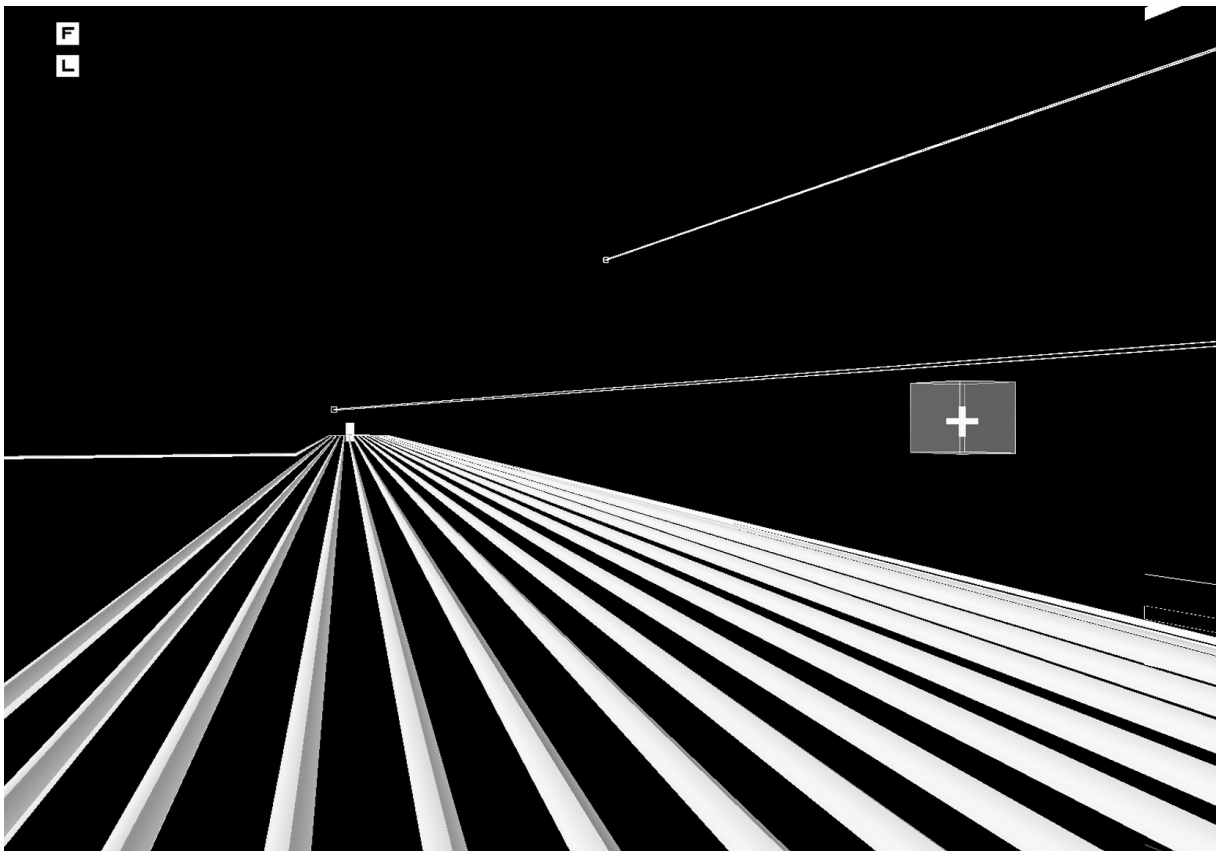
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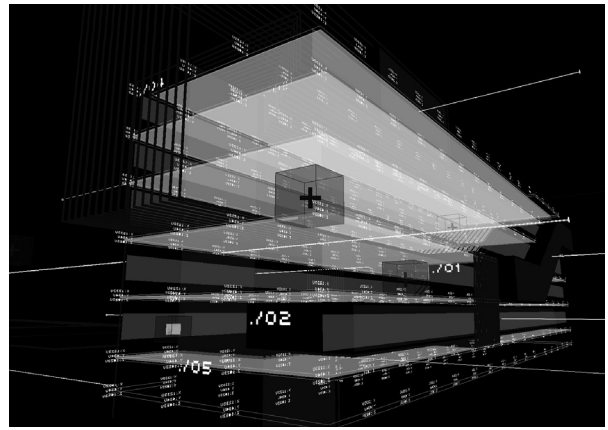
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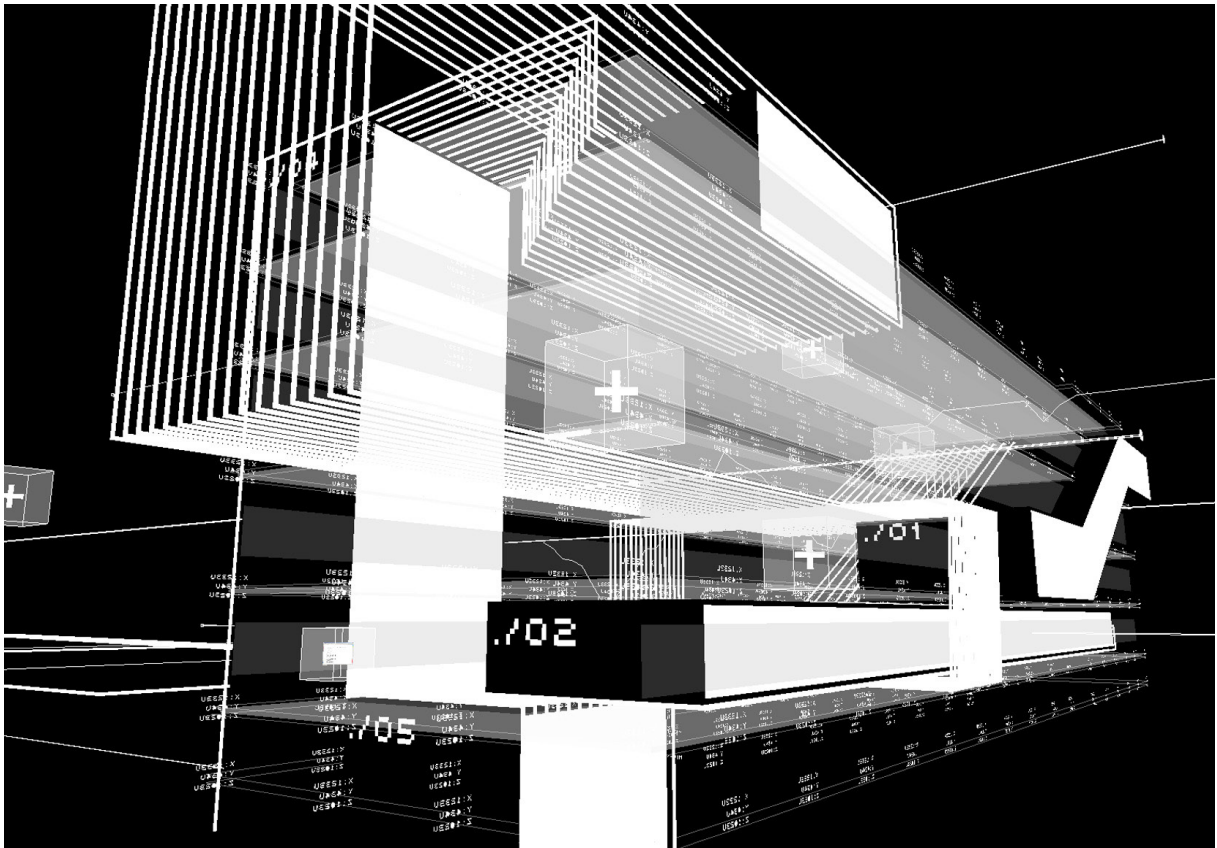
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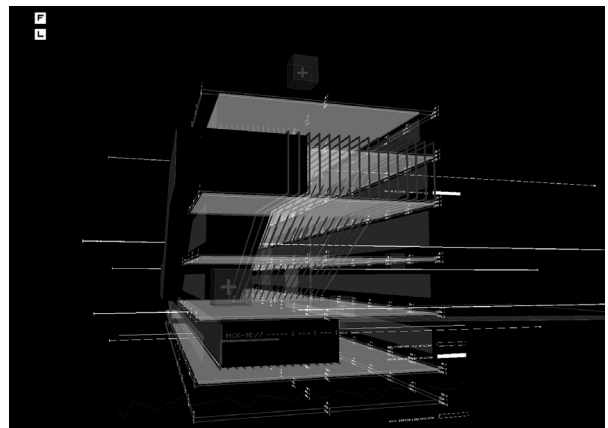
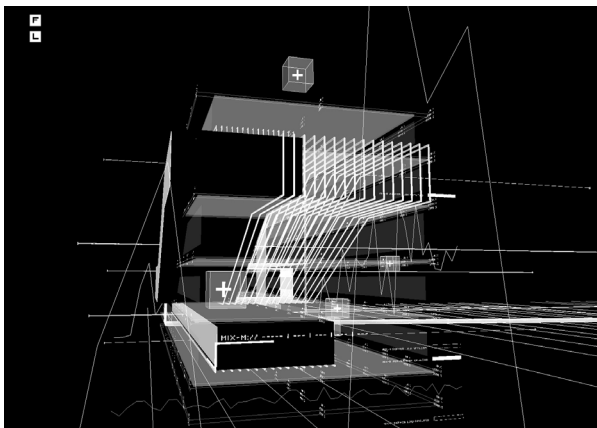
[Img. 4]



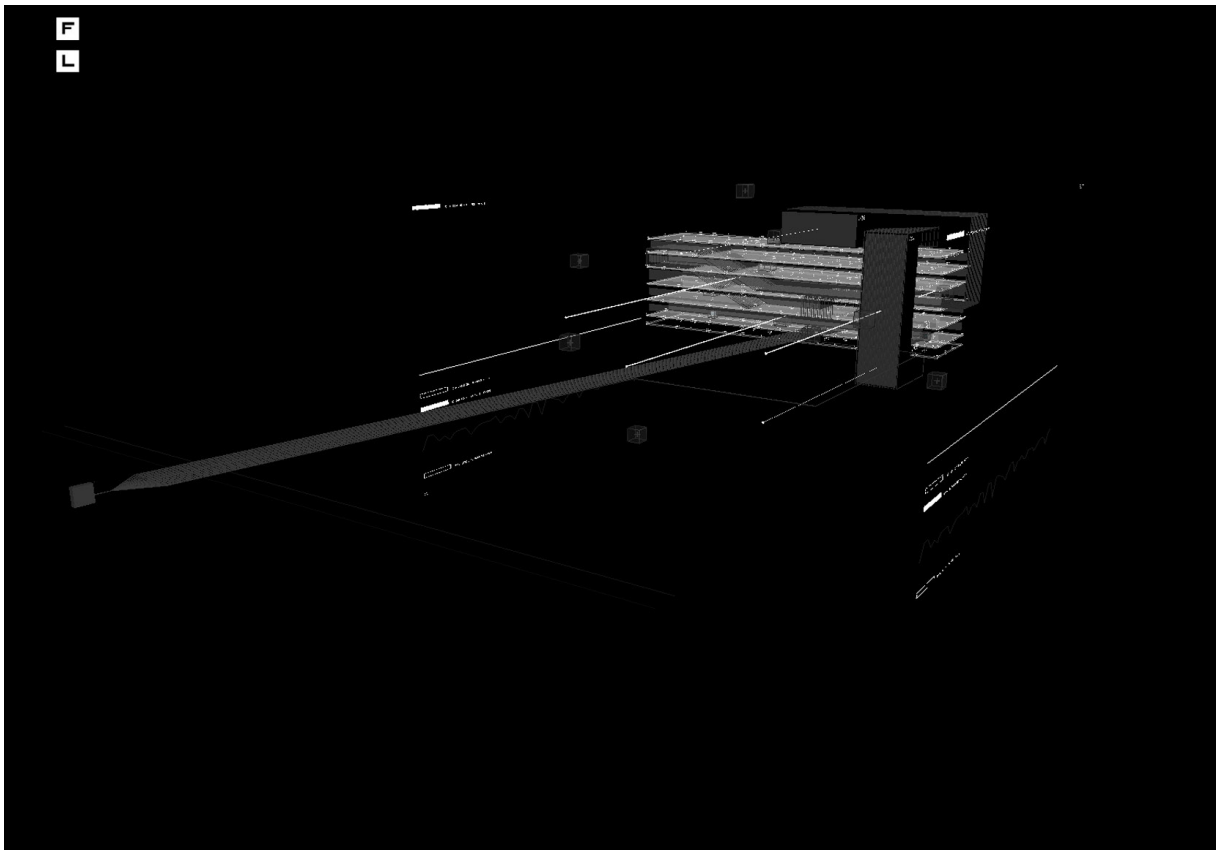
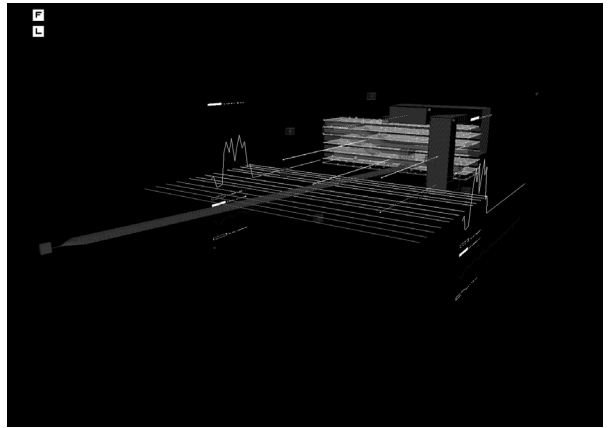
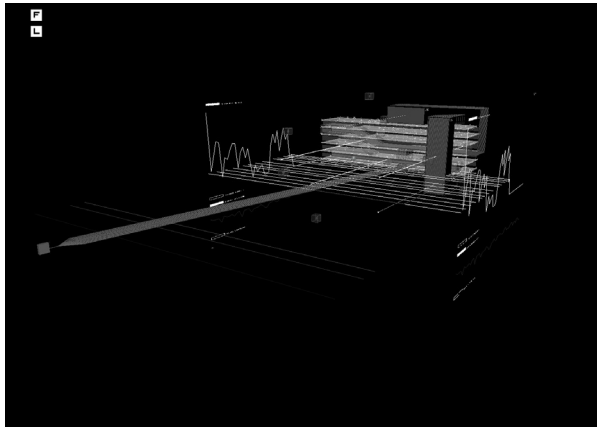
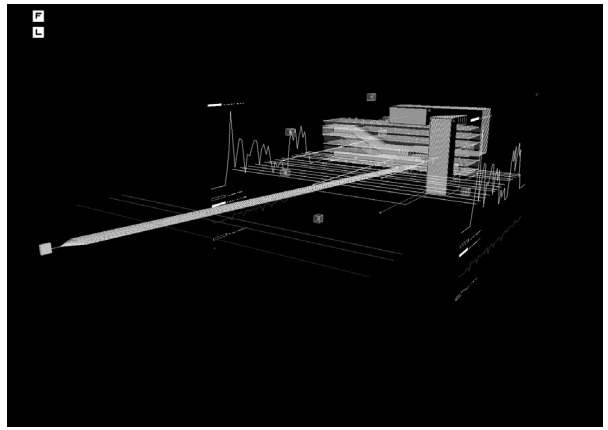
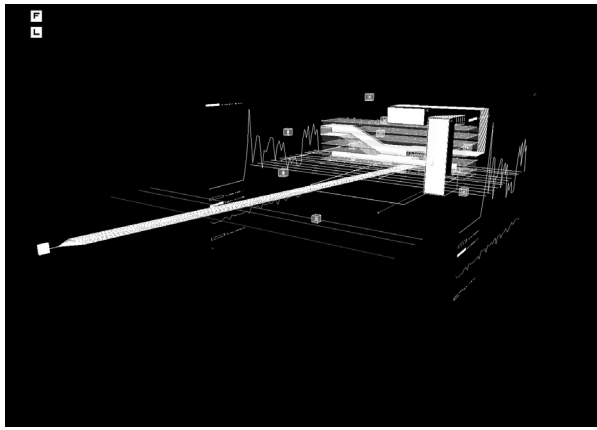
[Img. 5, 6]



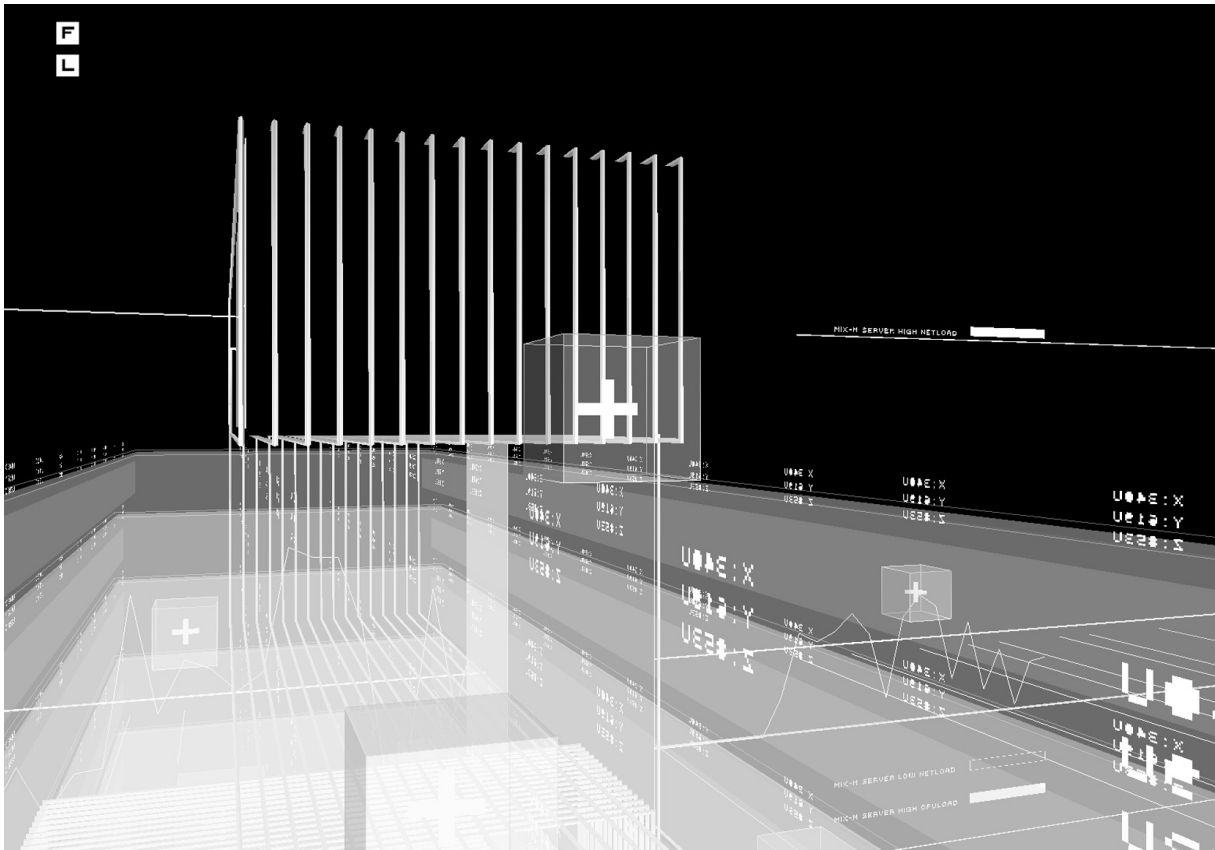
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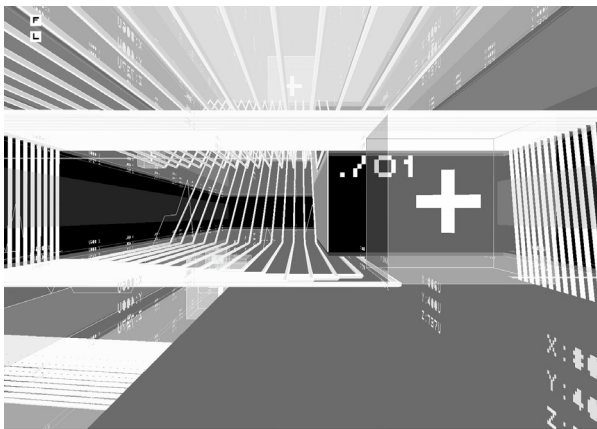
[Img. 8, 9]



[Img. 10, 11, 12, 13, 14]



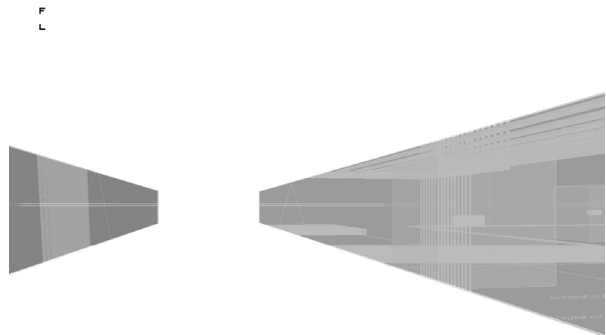
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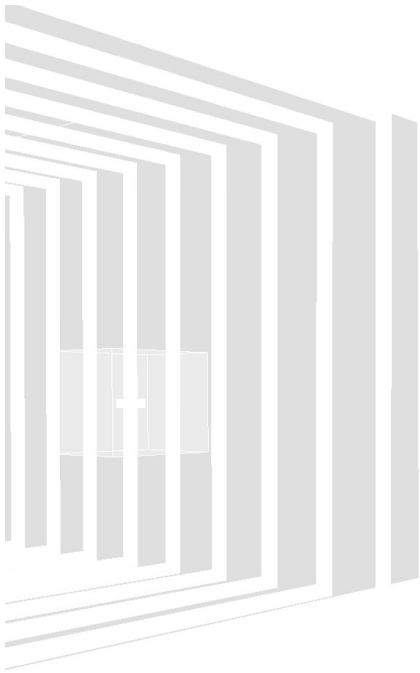


[Img. 16]

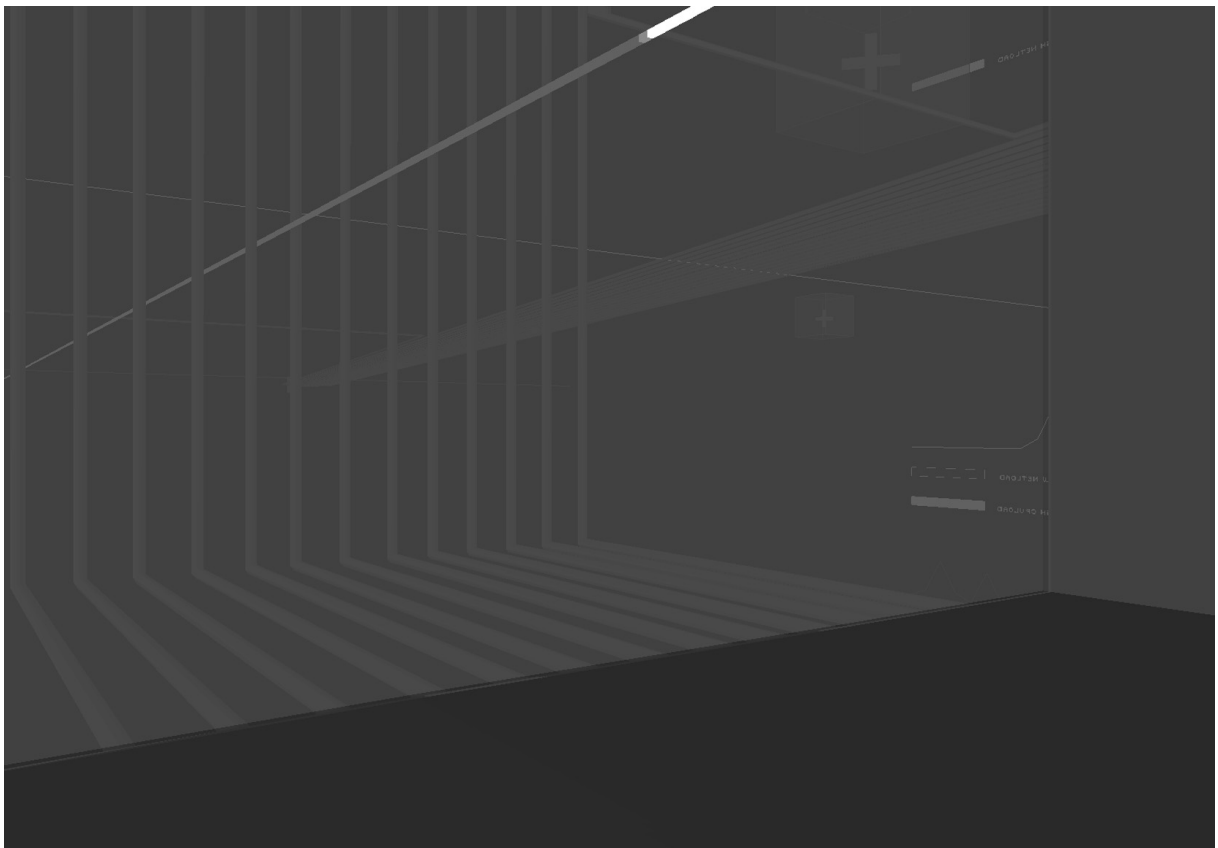


[Img. 17, 18]





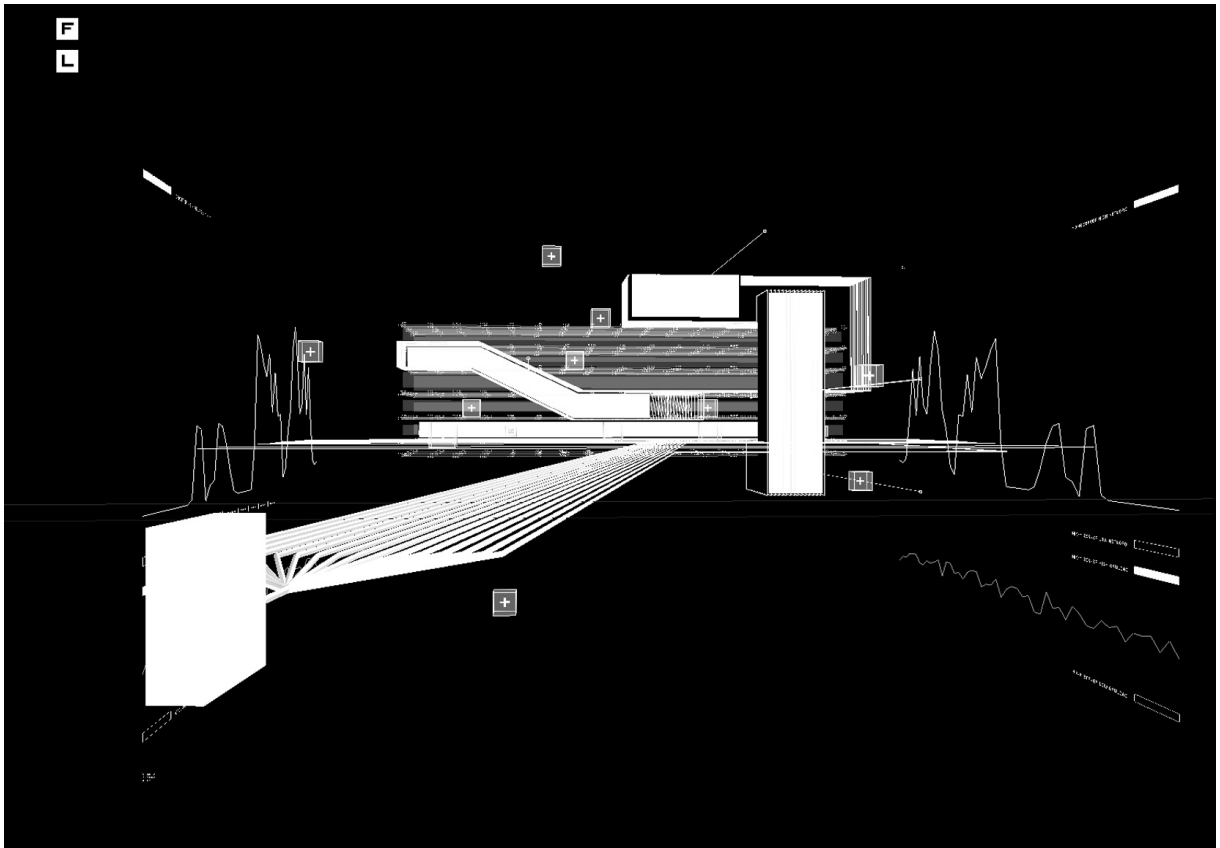
[Img. 19]



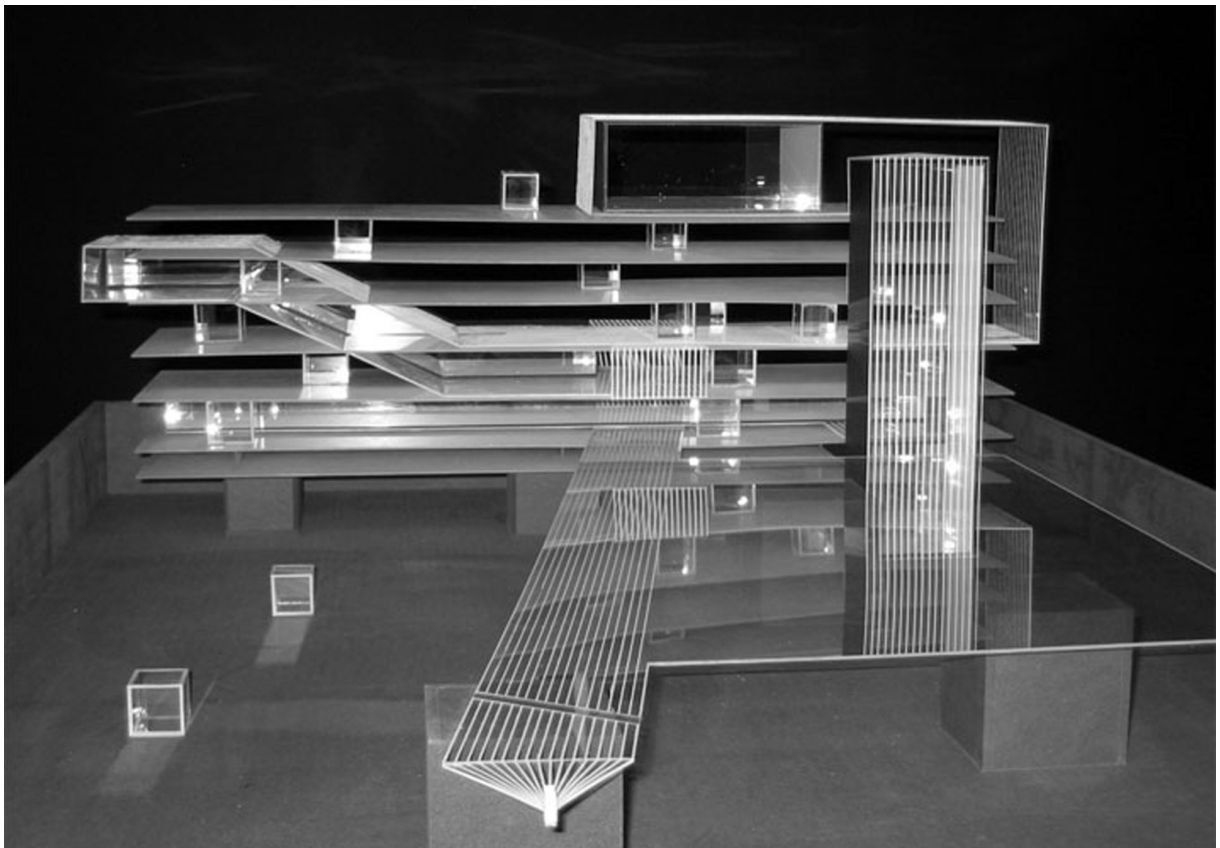
[Img. 20]



[Img. 21, 22, 23]



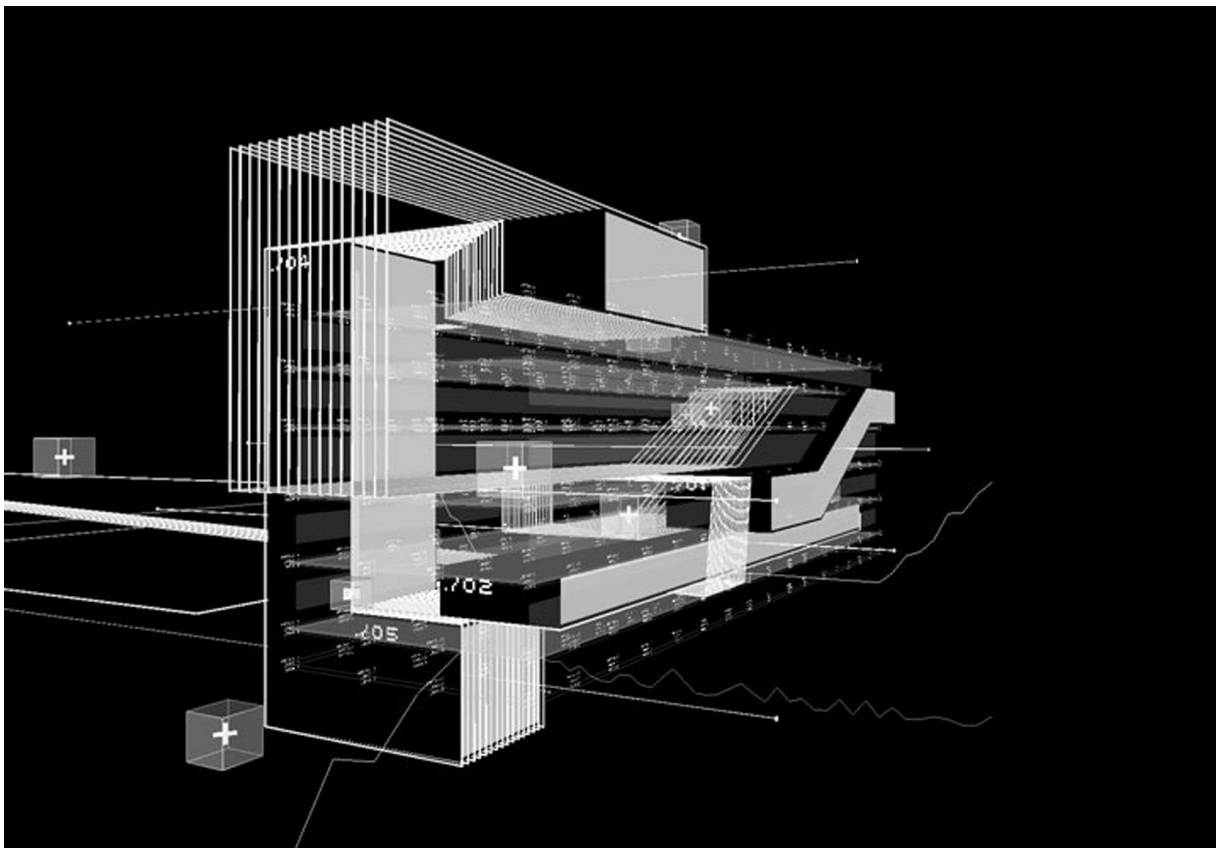
[Img. 24]



[Img. 25]



[Img. 26]

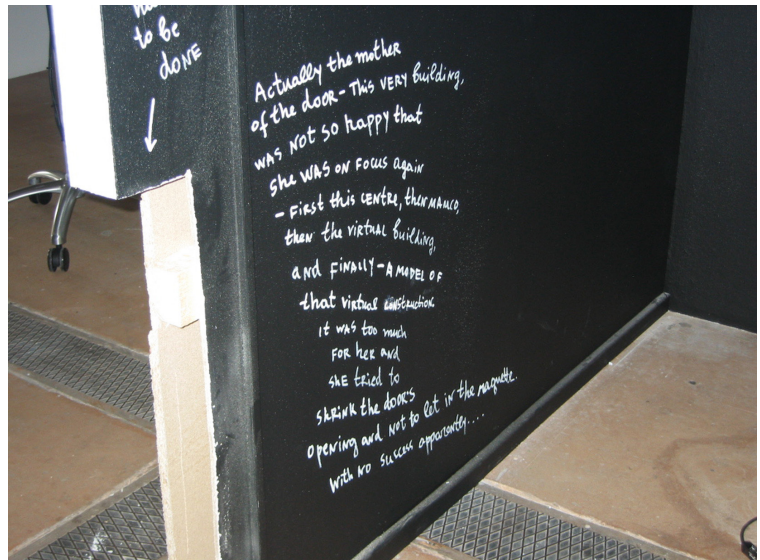
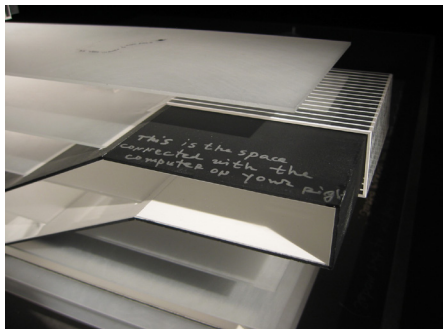
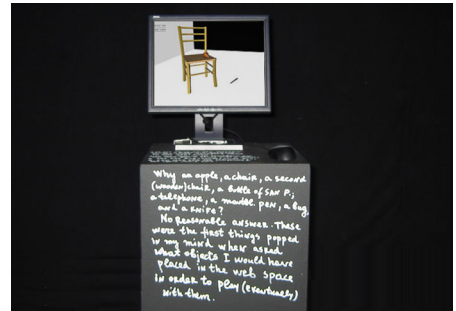
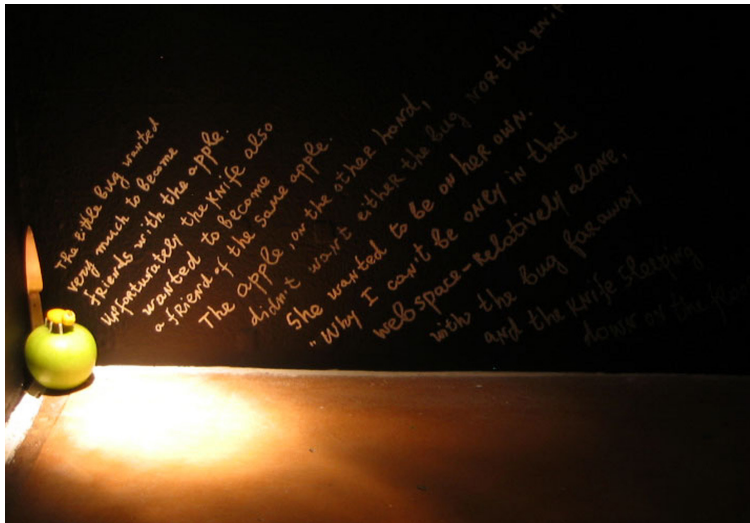
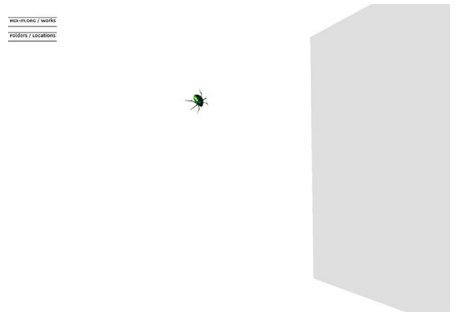


[Img. 27]

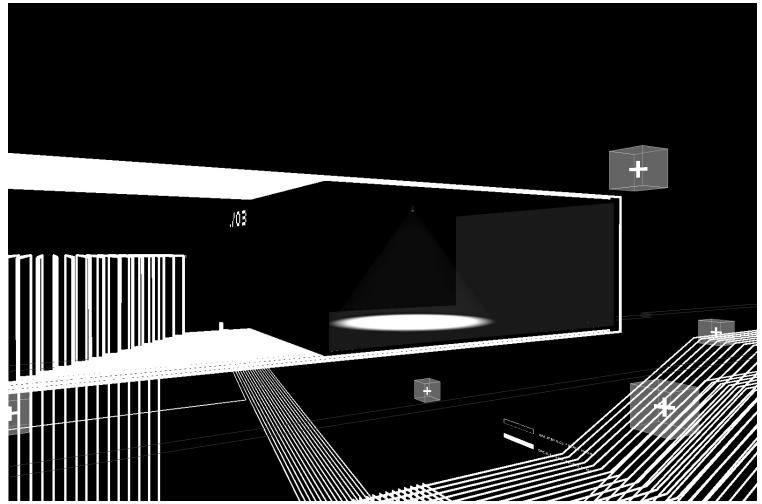
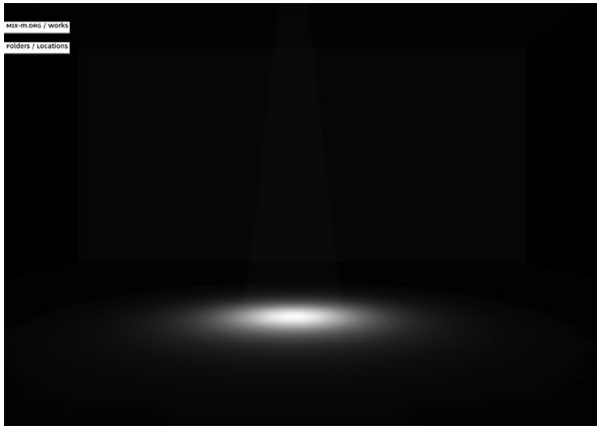
mex-m.org / works  
folders / Locations



mex-m.org / works  
folders / Locations



[Img. 28, 29, 30, 31, 32, 33]



[Img. 34, 35, 36, 37]



MEX-M.DRG / works  
folders / locations

“ C'est mon coup de coeur !  
Résistante aux intempéries, traitée anti-UV et sans aucun entretien, elle est plus vraie que nature...  
En plus, je la garantis 5 ans ! ”

**André DOOR**  
Fondateur d'OUTIDOR

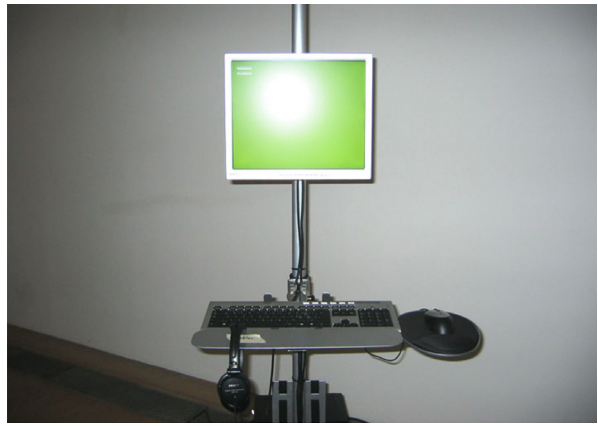
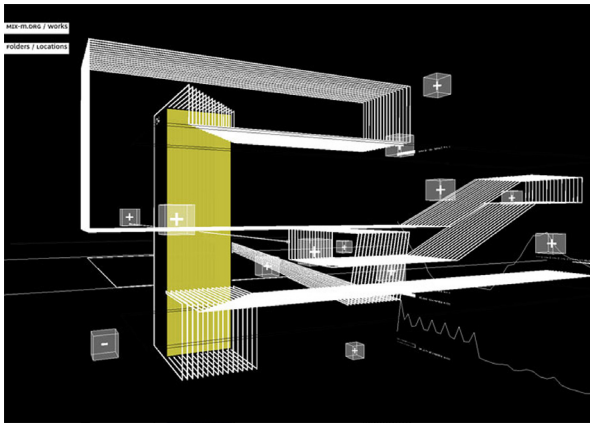
**L'aspect naturel du thuya**

**UNE HAIE PERMANENTE**  
Plus vraie que nature!

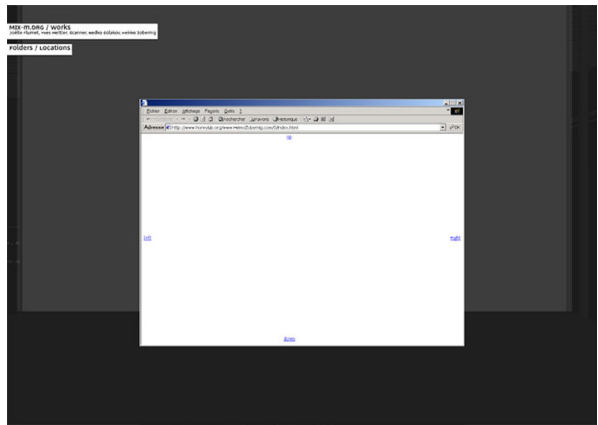
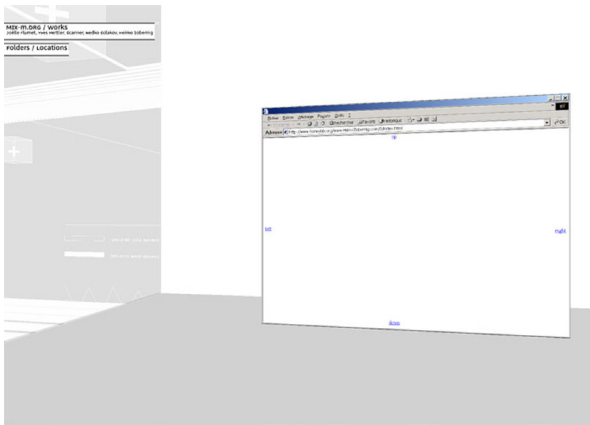
**S'adapte à vos mesures**

Les brins de 1,80 m se coupent à vos dimensions. Si votre haie mesure 60 cm, coupez en 2 votre brin de 1,80 m et vous couvrirez deux fois plus de longueur.

[Img. 38, 39]



[Img. 40, 41]



[Img. 42, 43, 44, 45, 46]

Image captions:

- [Img. 1] Digital access to the electronic part of MIX-m.org (website access to 3D environment, presentation of projects). MIX-m stands for MIXed (space)-museum.
- [Img. 2] Main element of the digital extension to the physical space: a continuous lighting system/lines that induces "oblique" spaces.
- [Img. 3] Within the electronic space, a representation of the MIX-m.org server, the origin of the lighting system/lines.
- [Img. 4] MIX-m.org server as a starting point for the lighting lines in the 3D environment.
- [Img. 5] The physical side of the museum, BAC (Bâtiment d'Art Contemporain, Geneva, which contains some of the main contemporary art institutions of the city, such as MAMCO (Musée d'Art Moderne et Contemporain), CAC (Centre d'Art Contemporain), CIC (Centre pour l'Image Contemporaine) and CP (Centre de la Photographie)).
- [Img. 6] Inactivated (black status): the electronic side of MIX-m.org has the same x, y, z, volume as the physical building. The two volumes co-exist in parallel, they are twins: the first one is located in the physical world, the other, digital and 3D, like a game environment, is distributed over the Internet.
- [Img. 7] Activated (white status): MIX-m.org reveals all its new exhibition volumes (five new volumes labeled ./01, ./02, ./03, ./04, ./05). These volumes could not exist in this way within the physical building (volumes between three floors, on the roof, under the building, vertical through six floors, and so on). Each of the two sides (physical, digital) of the museum acts as an alternate space or as an extension of the other.
- [Img. 8-9] Side view, active and white status, or inactive and black status.
- [Img. 10-14] The digital museum, viewed from afar with the "server" on the left and museum's volumes on the right. The "white to black to white" status of the overall digital structure is driven by the information flow of the MIX-m.org server: a large information flow on the server triggers the white parts to appear, while a small or no flow makes them disappear, revealing the original volume. The same information flow system drives the fluorescent lights of the physical building in the Bâtiment d'Art Contemporain in Geneva.
- [Img. 16] Inside the structure. The + (and -) signs serve as one of the navigation systems through the overall digital environment. The ./01 space is dedicated to future exhibitions.
- [Img. 17] Within the space ./01 (also folder ./01, considering the fact that this space is really a folder on the MIX-m.org server). This space occupies "virtually" three levels of the physical twin building.
- [Img. 19] A particular view within the space ./01 during a white phase. White and black phases are echoes of two of the most well-known museum types (the modern "white box" vs the "black room" – the video/screen media room –). The space is modulated between these extremes and between presence and absence.
- [Img. 20] Getting close to a black phase within space ./04. Black and white phases bring the 3D environment close to a 2D and flat one. It flattens the space and opens it to 2D propositions.
- [Img. 21-23] Simple physical presence at the CAC (Centre d'Art Contemporain) in Geneva. Each machine/screen, which is also a space within the digital structure, hosts an artist's work created specifically for the mixed-space museum. Fluorescent linear tube lights on the ceiling of the physical space of the museum oscillate in the exact same manner as the "white to black" status within the digital structure.
- [Img. 24] Digital building, server side.
- [Img. 25] Same view of the built model of the digital museum, exhibited in the CAC.

- [Img. 26] Built model of the digital building.
- [Img. 27] View from front, digital building.
- [Img. 28-33] "My (almost killed) imagination" by Nedko Solakov in both physical and digital space.
- [Img. 34-37] "Needle light," Scanner's light- and sound-based work for MIX-m.org.
- [Img. 38-39] "Firewall de salon," by Joëlle Flumet.
- [Img. 40-41] "It looks like the weather keeps up," Yves Mettler's work for MIX-m.org. Light, color and sound installation based on live weather data.
- [Img. 42-46] "A basic work," Heimo Zobernig's work for MIX-m.org in both physical and digital space.

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# Txt

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## MIX-m

MIX-m.org is a mixed-space architecture and exhibition created by fabric | ch, in collaboration with curator Simon Lamunière (CH), that exists at the same time in variable and complementary spaces: physical space (Contemporary Art Centre, Geneva), digital space (a multi-user and game-like environment), model space (a model of the digital structure), and networked spaces (distributed over the internet). MIX-museum stands literally for spatially combined/mixed and twin-extended museum. This is the case in the sense that the physical museum is "augmented" by the digital one, while the latter is extended in the same way by the physical dimension.

MIX-m.org also exists in different scales. Its actual scale depends on the one set as "real" by each user (1:x, 1:50, 1:1, 50:1, x:1). It is basically a 2D-3D architecture project, both physical and digital.

Oscillating and hesitating between black and white, between 2D and 3D, MIX-m museum echoes some historical exhibition space archetypes: the "white cube" of the modern museum as well as the "black box" needed by videoart or media installations. It also echoes distantly some historical "special effects" environments (Tron black and white movie sets, before post-processing effects were added).

Translated into "screen based" or "beamer based" architecture, this white to black condition becomes an over- to under-illuminated situation. Far from a functional intention, it proposes an evolving illumination system connected to the global activity of the MIX-m.org server (rate of information). This system exists both in physical (neon light) and digital spaces (illusionary rendering light). MIX-m as a mixed and extended museum becomes therefore a variation between architectural types and references, playing with the user's eye and cultural habits.

MIX-m is a project by fabric | ch (architecture) and Interversion (curation).

fabric | ch, June 2005

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# Contact

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