



New Media Facades: A Global Survey

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ISBN	9783899861709
Publisher	avedition
Binding	Hardback
Territory	USA & Canada
Size	8.66 in x 9.45 in
Pages	248 Pages
Illustrations	169 color
Price	\$69.00

Comprehensive overview including 35 international projects.

The term 'Media Facades' is most often associated with screens, animations, illuminations etc. on the front of buildings – often used as advertisements, or to convey messages. The in-depth reference work *Media Facades – History, Technology and Content* asks vital questions: what developments have there been in the last three years? Which kind of media facade has established itself? How can media facades be integrated into today's often 'curvaceous' architecture and urban landscape? These are just some of the questions that are examined by looking at around 35 current examples, supplemented by interviews with early protagonists from this field, scientists, journalists, product developers and many more. New trends, directions and technologies are discussed and the important topic of sustainability is not forgotten either. With projects by Asymptote, Big, realities:united, UNStudio and many more.

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