



# New Media Facades: A Global Survey

**Hank M. Haeusler**

**Martin Tomitsch**

**Gernot Tscherteu**

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

Comprehensive overview including 35 international projects.

- An in-depth reference work asking vital questions
- How can media facades be integrated into today's often 'curvaceous' architecture and urban landscape?

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.

Dr. Hank Hausler is a Senior Lecturer in the School of Architecture at the University of New South Wales, Sydney, Australia.