

# Digital Arts

## Case Study



## 1 Executive summary

The *minor Digital Arts* at the Hanze University of Applied Science Groningen is the keyproject in the promotional support for the *Program Florijnas*, an initiative of the municipality of Assen.

With this project the construction of a canal - a physical and social connection between the city (*De Vaart*) and industrial area (het *Havengebied*, the Docklands) will be provided. The purpose of the idea is to get the city prepared for 80,000 inhabitants in 2030 and to provide an economic boost.

Along with “Care & Technology”, “Energy & IT”, “Digital Arts” is a line of research within the Hanze University. This multidisciplinary project is a cooperation of both public and private sector and the future professionals, the students and will be a conjunction between art and technology.



## 2 Problem statement

Het Havengebied (the Docklands) is currently separated from the city center by the Industrieweg, a very busy transit route. Also, the fact that the canal ends at this point, leads to an isolation of this area.

This separation also means that the average inhabitant of Assen will never recognize the potentials of this area and what it has to offer to the city.

The municipality was looking for opportunities and possibilities to highlight this area and bring it to the attention of potential buyers. With this in mind Assen contacted the Hanze University. The Minerva Academy - School of fine Arts and the Institute for IT decided to employ the minor of Digital Arts to develop a special program for this matter.

## 3 Alternatives

Are there any alternatives for this plan? We think they are not relevant in this case. The municipality of Assen could have chosen for a more conventional way of promoting the development of this industrial (technical) area, but the combination of the characteristics of this area fits perfectly well with the experimental and technical character of Digital Arts. The idea behind such an unconventional approach like this brings more attention among the inhabitants of the city and leads to a stronger economic boost at the end of the day. The area will become more attractive to live in and entrepreneurship will flourish – the area will become more and more attractive to small companies and artists.

## 4 Conclusion

One of the most striking buildings being in possession by the municipality, is the old grain silo next to the harbor. The industrial exterior and interior, where the appealing technical characteristics come into view, do offer artists a very inspiring environment.

We decided to use this silo for the projects of the minor in digital arts. Five groups of students have occupied different parts of the silo to build their art-installations.

The ultimate goal of this minor will be a real *vernissage* in the silo, where the artworks will be shown to the public.

## 5 Implementation

Five projects have been constructed and came to development in the silo.

### *Logicaal*

In this project a text is projected on the ground floor where the visitors are walking around. Where ever they put their feet, circles are formed that makes the text disappear slowly. In this way the visitors walk forms a trail of disappearing texts.

### *NAPship*

On the topfloor of the silo arises a structure of moving ropes.

This floor carries most traces of the industrial past of the property, which is especially manifested by a symmetrical series of steel structures. In here and around this storey ropes are clamped, tensioned by a motor and slowly rotated. On the rope a camera has been constructed that takes images during his trip through the room and projects them in this same space.

### *A Priori*

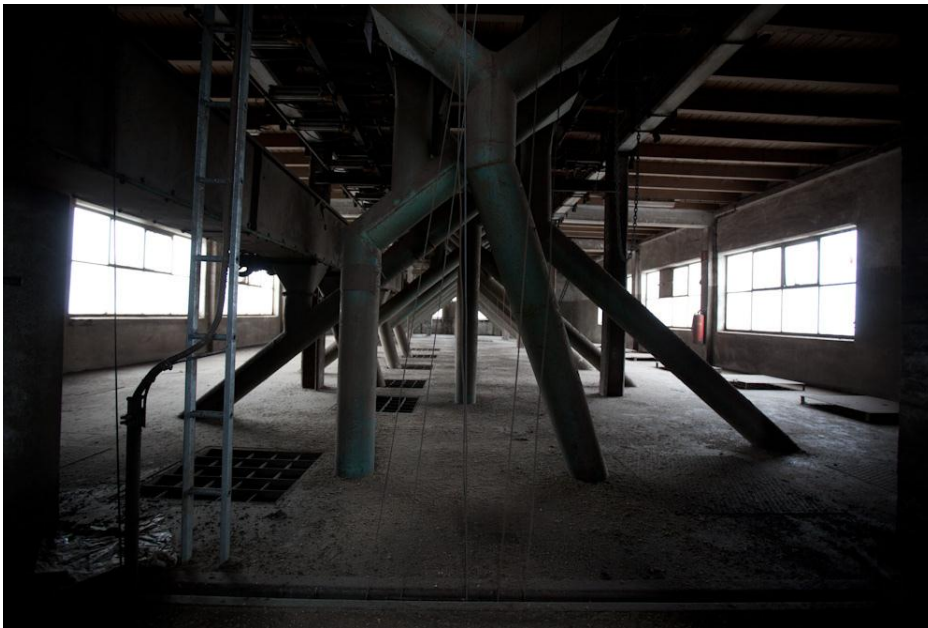
The facade of the silo has five planes of three meters wide and twenty meters high. On these ranges the value of different metrics are projected in different colors. Inspiration is derived from the flow of traffic on the nearby Industrieweg, the number of visitors in the silo at any time, the volume of visitors in a special room in the basement, and so on. One of the planes can be controlled by visitors with an art-installation at the front of the building.



Artist impression of the front side of the building

### 1011

In the grain silo itself, there where the grain was stored in earlier days, loudspeakers play pre-recorded sounds that were caught in the silo and his surroundings. Visitors listen to this composition via the many tubes, cracks and fissures in the walls throughout the building.



Top floor in the silo

### **Engagement, phenomena and technique**

At the quay, the place that most of the visitors perceives first of all, an installation of solar panels has been built. The energy they generate is stored in batteries, and offered to visitors. They can use these accus for charging their phone or electric bicycle.

Social media like Twitter (#digitalarts #florijnas) and websites are used to communicate information. For more information check [http://www.assen.nl/Assen\\_nu\\_en\\_straks/FlorijnAs](http://www.assen.nl/Assen_nu_en_straks/FlorijnAs)

## **6 Participants**

- Minerva Academy of fine Arts in cooperation with the Institute for IT @ Hanze University of Applied Science
- Municipality of Assen (Province Drenthe)

