

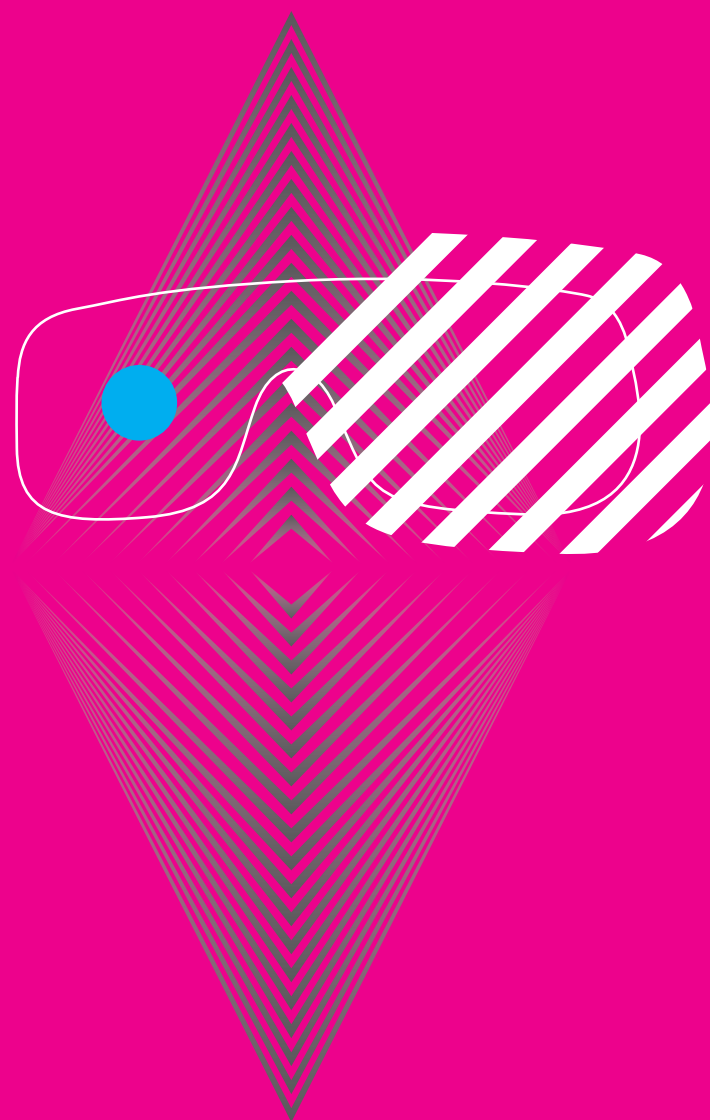


## area3 / projects selection

area3 / musical sector

area3 / publishing sector

area3 / visuals



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## biography of area3

area3 is a collective of artists, designers, programmers and musicians founded in Barcelona in 1999. The curricular trajectory of the studio allows to define it as a craft studio in which research, development and experimentation are the basis for the achievement of high quality solutions for technological, musical or graphic projects.

area3 has participated in projects such as Mediahouse (Metapolis), Gluebalize (La Biennale di Venecia), Evolutive (Vasava), Air (Fake-i-d), Rethink ReDesign Reconstruct (Plinko), Carnivore (Radical Software Group) and Ruga (Revista Rojo).

Other clients include Playstation, Forum2004, Nike, Nissan, Comme des Garçons, CaixaForum, TV3, Diesel, MACBA, Fundación César Manrique, Sonar, Art Futura, OFFF, Festival Internacional de Benicassim, Sono Multivision, EMI, Factor City and Moviedisco Records.

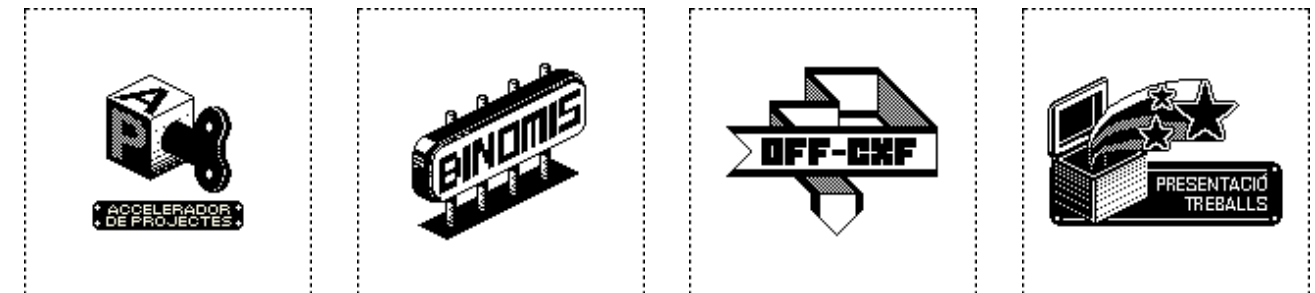
In this document we present a selection of different projects, but there are other dossiers that develop in greater detail the projects of the different sectors in which area3 works.

There are a total of 4 dossiers available:

1. Projects selection
2. Musical sector
3. Publishing sector
4. Visuals

area3 are: Chema Longobardo, Sebastián Puiggrós and Federico Joselevich.  
Collaborators: Manel Ruiz, Mireia Calafell, Mike Silva, Diego González, Elisa Lee.





## I-Dissabtes CXF



**Categories:** logotype design, brand manual, brand application, graphic design

**Client:** Caixaforum

**Date:** January-December 2007

Design of I-Dissabtes CXF's image, a new CaixaForum program that takes place every Saturday of 2007.

It consists on a series of activities linked to innovation, creation and new media: performances, boxes of formation, joint actions, wireless meetings, etc.

area3 has created the logo marked by the youthful, original and participatory character of I-Dissabtes CXF, as well as the manual of corporate application. Also, it has created an iconographic system for every type of activity, the schedule with every trimester's agenda, flags and banners to be used on the online promotion, as well as patterns used to generate hand programs.

The image that has been developed reflects the multidisciplinary, interactive and close character of this meeting place for people who like digital art, music, Internet, performance, technology and video games.







# Fundación César Manrique



**Categories:** aesthetics basis, data structure, design and website

**Client:** Fundación César Manrique

**Date:** 2006-2008

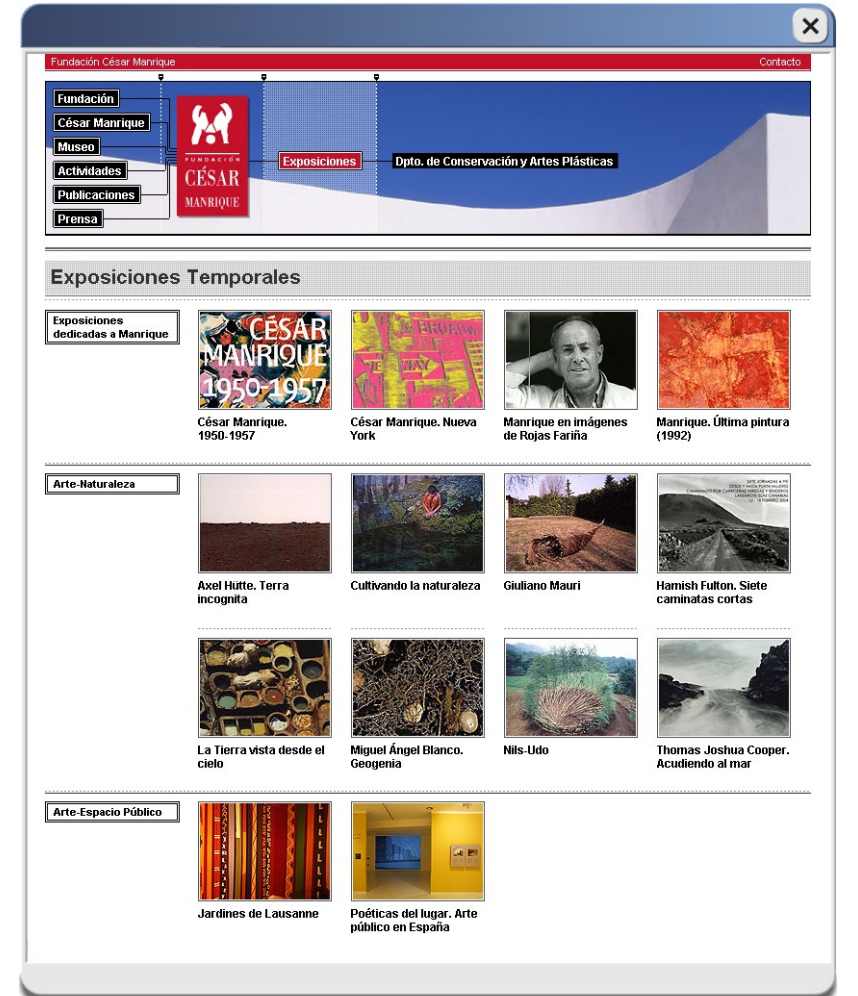
Concept, design and administration system of the website for the Foundation of the recognized and versatile artist César Manrique located in Lanzarote, Canary Islands.

The main aim of the website is to transmit César Manrique's spirit and his aesthetic philosophy, as well as to reflect of the hybrid character (institutional and activist) of the Foundation.

By prioritizing functionality, we have been able to put aesthetics and design in perfect synchrony for this purpose. The content is the most important aspect of the website. The structure of the website is flexible, readable, powerful and, specially, very modular. It is adaptable to different screen sizes. The Menu, inspired in Manrique's wind toys, allows to see the trace of the traveled route at the same time that creates the sensation that there is an horizon to be explored. The result is a map of possible paths and suggested routes open to the visitor.

The administration system is done specially for this website in order to give to the Foundation more autonomy in the content management.

[www.fcmanrique.org](http://www.fcmanrique.org)







## PSP Playstation Portable



**Categories:** on line campaign, website, music

**Client:** Sony Computer Entertainment Europe

**Date:** January 2006

Web for the launching of PSP, Playstation's new portable console.

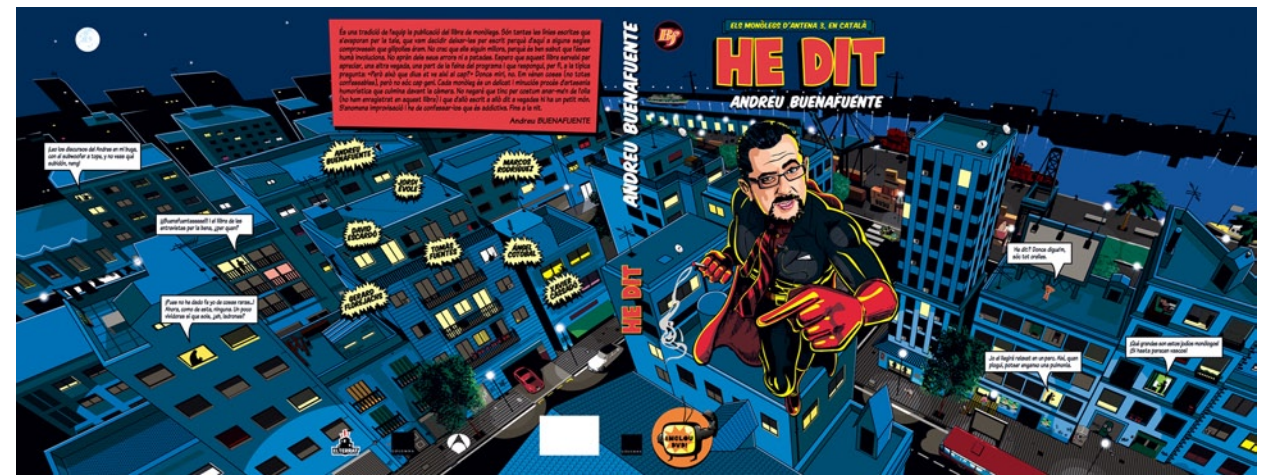
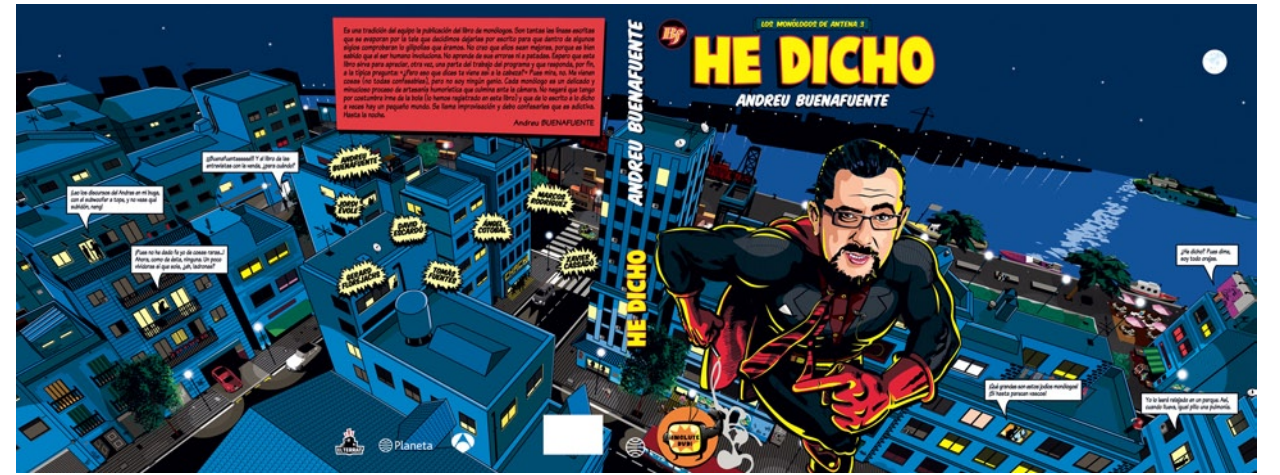
It was thought as an interactive experience that imbues the visitor in the four worlds given by the console: cinema, photography, video games and music.

The experience web, raised initially as national campaign, has been exported internationally and has been translated into 12 languages.

<http://experience2.yourpsp.com>







## Andreu Buenafuente

### He dit / He dicho



**Categories:** illustration, design, global campaign

**Client:** El terrat, Grupo Planeta

**Date:** March 2006

Cover concept, design and illustration for TV showman Andreu Buenafuente's last book of monologues.

Double edition in Spanish and Catalan for which we created a panoramic drawing that would fit the front pages of both editions.



The idea of the front page became the basis for the promotion of the book, inspiring the merchandising.





## Fórum 2004

1.168 m<sup>2</sup>  
OF GRAPHICS

**Categories:** graphic design of exhibitions

**Client:** Fórum Barcelona 2004, Manos Unidas, Martín Ruiz de Azúa

**Date:** May 2004

Design of the graphic for three exhibitions:

### Education for all

The exhibition design is based on an origami figure. The surface creates walls and forms of unequal geometry and extends through eight different spaces with a total surface of 228 m<sup>2</sup>

### Invisible City

The exhibition was conceived as an urban landscape formed by urban architecture: bus stop overhangs, public benches and billboards.

### Human rights

A large 140 m<sup>2</sup> surface that shows article 1 of the Declaration in different languages. The inverted and illegible texts are reflected on a mirror that hangs from the roof forming an angle with the floor. Visitors can read the text in the mirror and see themselves reflected on the Declaration at the same time.





## EyeToy: Play2 (Playstation)



**Categories:** on line campaign, website, music

**Client:** Sony España

**Date:** March 2005

Promotional web for game EyeToy Play2.

The webpage shows the possibilities of the game, which uses a small camera in order to incorporate the player in the television screen. To achieve this, it uses a good script that hooks the visitant into the web's adventure, allowing him to create its own end, as he passes some tests; a party where he can invite his friends.

The success of the campaign was corroborated by more than 1.000.000 visits and 20.000 downloads.

### Awards:

Iman Award 2005 Gold, Best Campaign on line directed to the consumer.

Selection Design Awards Laus 2005.

[www.fiesta-eyetoy.area3.net](http://www.fiesta-eyetoy.area3.net)







# MACBA

## Museu d'Art Contemporani de Barcelona



**Categories:** aesthetics basis, data structure, website  
**Client:** Museu d'Art Contemporani de Barcelona  
**Date:** 2003

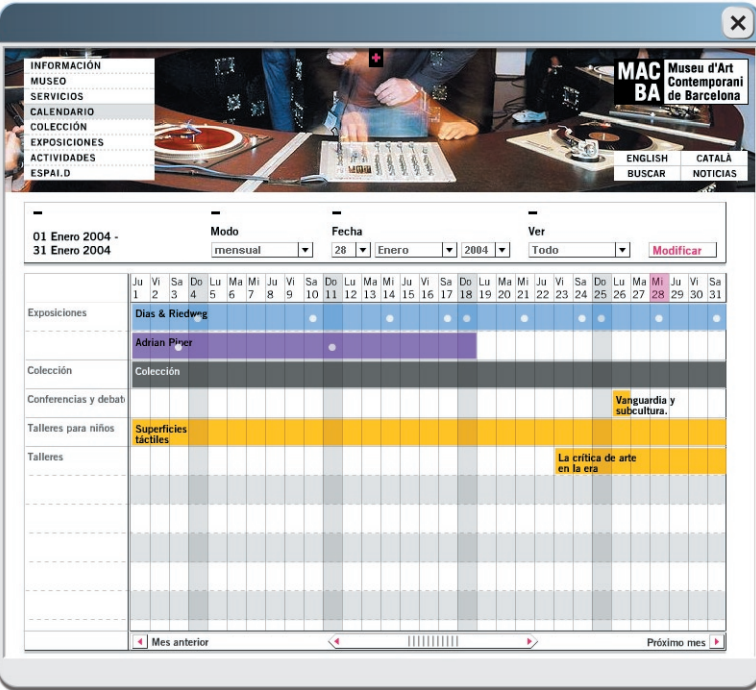
Official website for the Museu d'Art Contemporani de Barcelona (version 2003 – 2004).  
Curatorial Front End development as a digital artwork.

The site contains cross-referenced information on all the activities, exhibitions and content.

The project required a complete restructuring of the web contents, and the creation of a new database created specifically for this application.  
The mission of the project was based on two basic statements: information management and aesthetics coherence.  
A navigation, graphic style and functional analysis was required to make the project.

Collaborators: Roberta Bosco, Stefano Caldana, Christian Schaermer, Leonhard Lass, Javier Tles.

[www.macba.es](http://www.macba.es)







## Nissan Festival



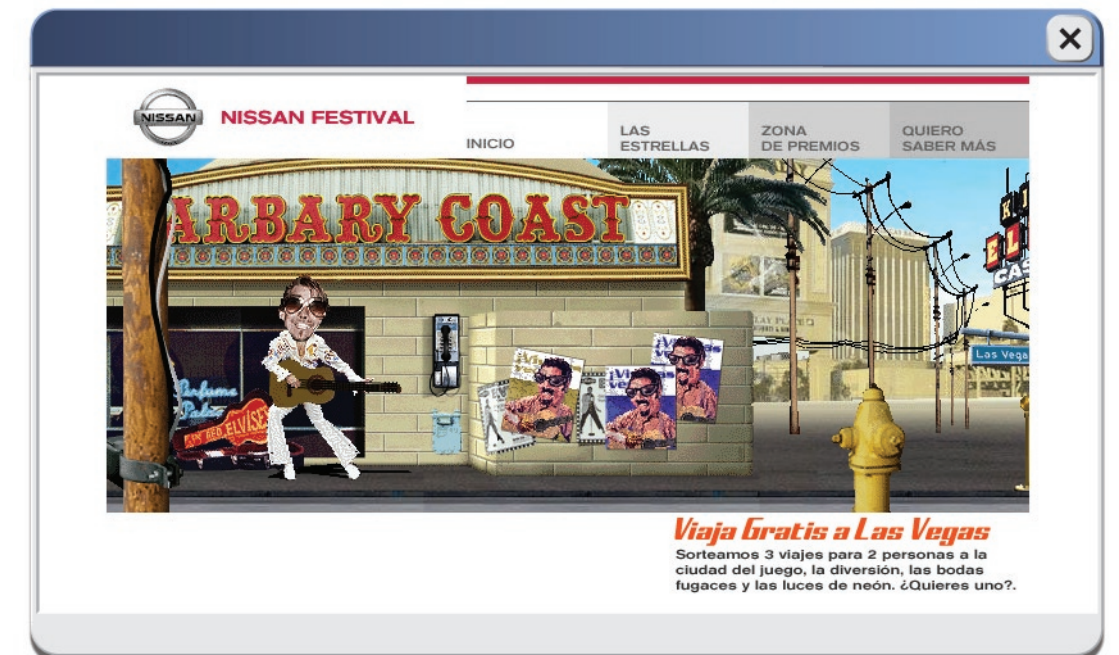
**Categories:** on line campaign, website, music

**Client:** Nissan España, TBWA Tequila

**Date:** January 2004

Web for the on-line promotion of the launching of the new Nissan Micra in Spain and the draw of a trip to Las Vegas.

[www.area3.net/nissan](http://www.area3.net/nissan)







## Comme des Garçons, "2"



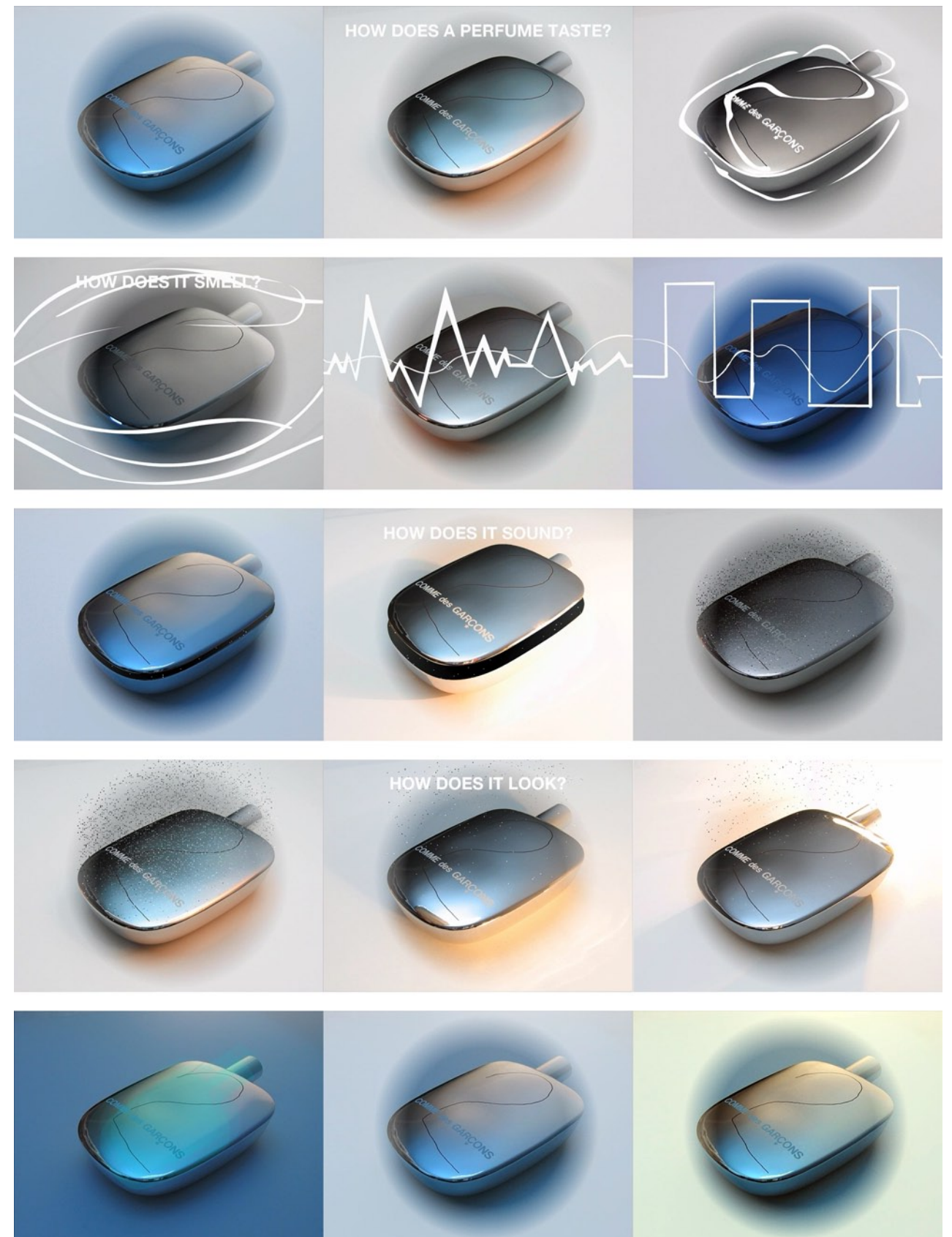
**Categories:** promotional video, music

**Client:** Comme des Garçons Spain

**Date:** June 2005

Audiovisual piece for the presentation of "2" parfum by CdG 2006.

[www.area3.net/comme2](http://www.area3.net/comme2)







# Factorcity



**Categories:** brand application, graphic design, web, visuals

**Client:** Factorcity Records

**Date:** since February 2006

Factorcity is a young label from Barcelona created in 2003 by Dj Vicknoise (V́ctor Palomo) and Undo (Gabriel Verlanga). There are also DJ as Sistema, d.a.r.y.l, Lontano and Spare Time.

Since February 2006 area3 designs for Factorcity every concept related to its brand image: application of the corporate image, graphic of musical references, visuals in the label performances and website, that area3 also carries out the maintenance.

\*The musical sector dossier includes more information about this.

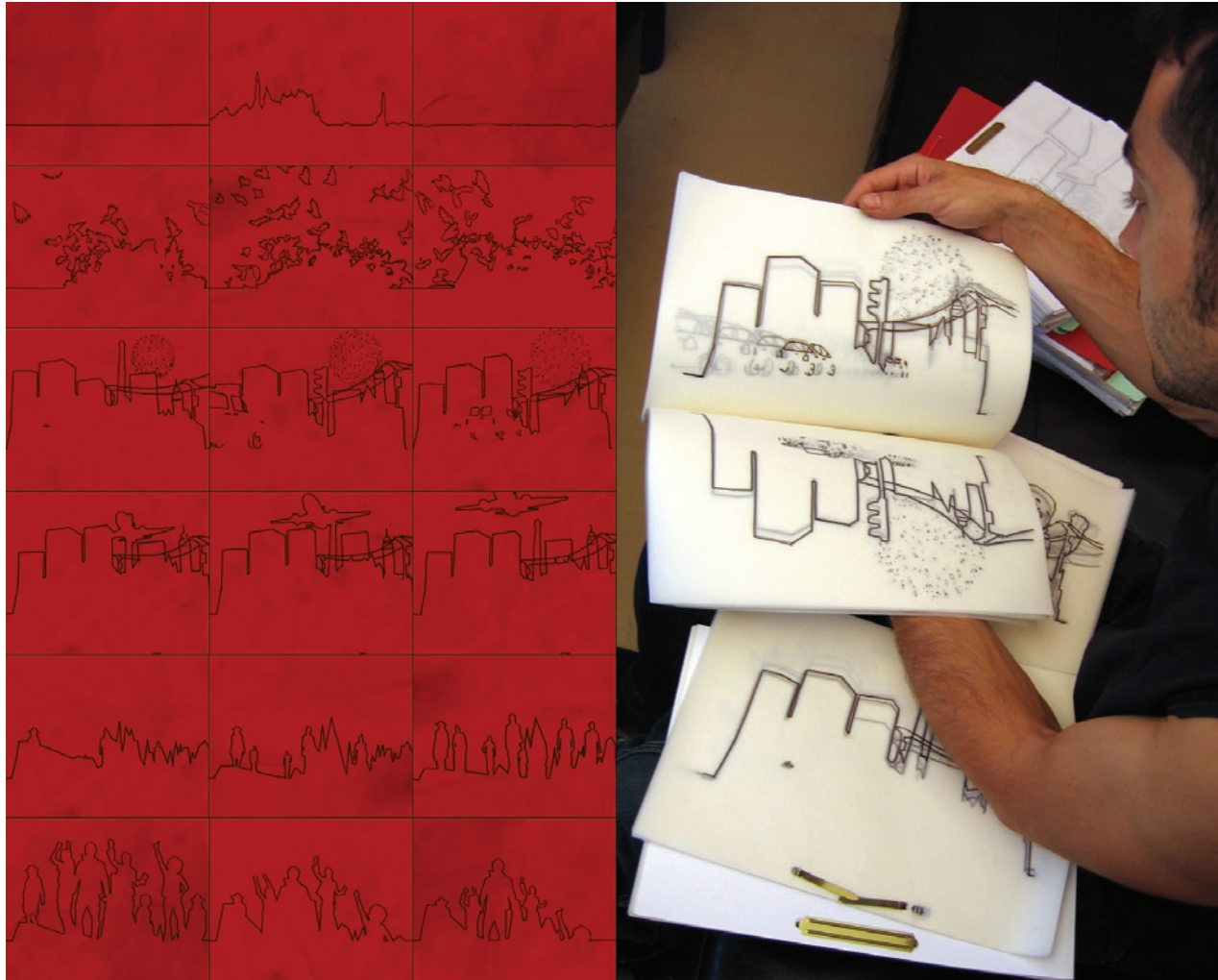
With Factorcity, area3 has worked performing visuals in different occasions as in The Loft with Undo&Vicknoise, in Lolita with Sistema and in the Factor Beach Party with Miss Kittin and company.

\*The visuals dossier includes more information about this.

[www.factorcity.com](http://www.factorcity.com)

The official web explores the possibilities of Flash with a clipping including meters and meters of city that arrive to the sea.





# Silenci?



**Categories:** logotype, brand application, program presentation, section divider, chyrons and music.

**Client:** Televisió de Catalunya

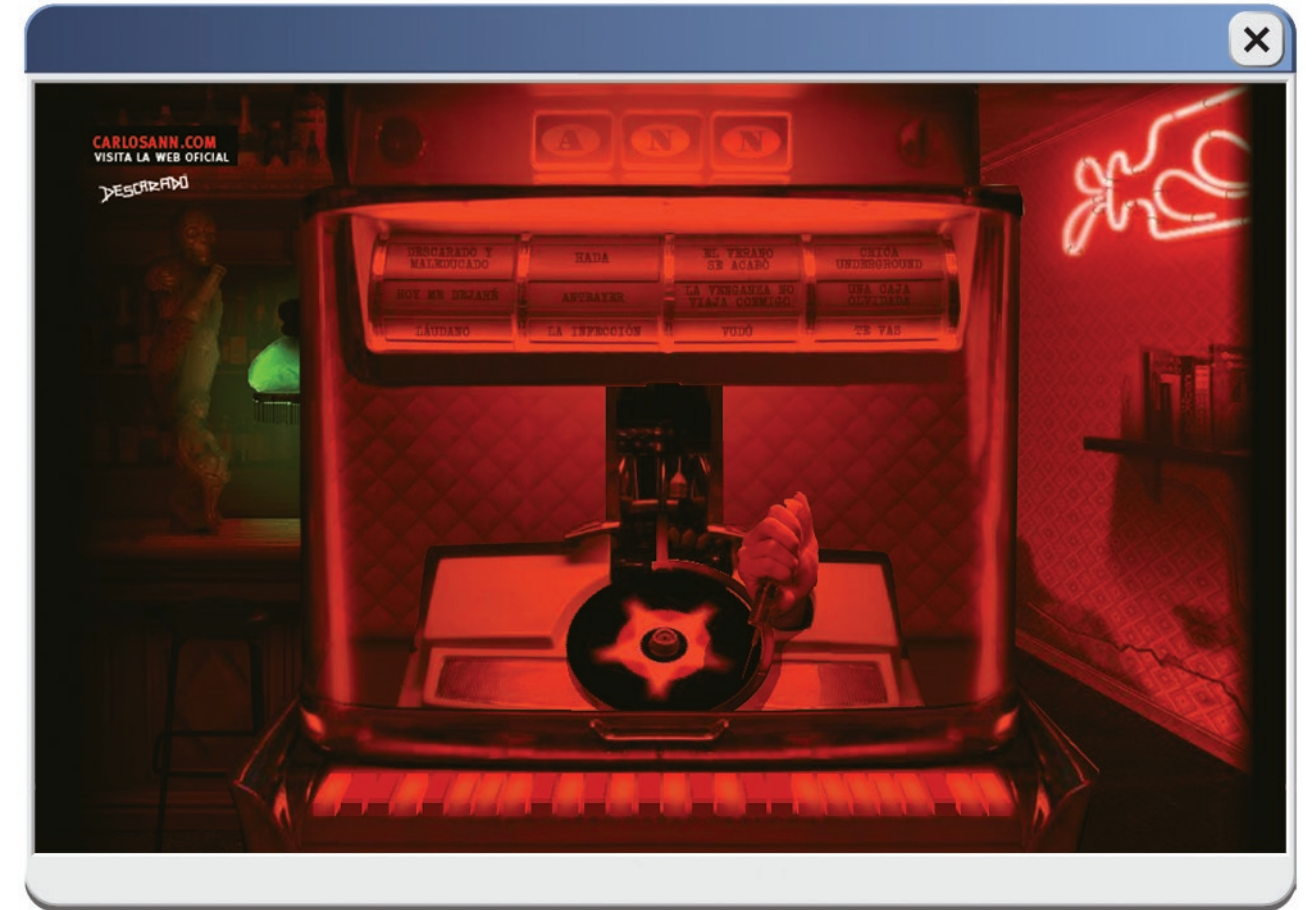
**Date:** September 2004

*Silenci?* trends and youth TV show (2004-2005).

The presentation of the TV show was developed from the representation of the sound as a simple line and drawn by hand, frame by frame.

- The music was created with events relating to a storyboard.
- 500 equalizer graphs were generated and printed.
- The printed graphs were used as a base to draw.
- The drawings were digitalized and mounted as an animation.
- Finally, the animation and the music were mounted together.





## Carlos Ann



**Categories:** brand application, graphic design, web, visuals, clothes, interactive video, television

**Client:** Carlos Ann

**Date:** since May 2001

Almost six years collaborating with Carlos Ann are the testimony of a narrow relation in which area3 has realized all kinds of projects for the musician: from the design of the *Entre lujos y otras miserias*'s CD, produced for Howie B or *Bushido*'s CD, to webs like the one that was prepared for the throwing of the *Descarado*'s disc or the official web of the singer, including interactive videoclip as the one that accompanies the song *Si tú quieres mi princesa*.

\*In musical sector's dossier it is possible to find major information about it.

[www.carlosann.com](http://www.carlosann.com)

[www.carlosann.com/descarado](http://www.carlosann.com/descarado)

[www.carlosann.com/entrelujosyotrasmierias](http://www.carlosann.com/entrelujosyotrasmierias)



CD and web for the CD *Descarado*





## Amazing red



**Categories:** video-art, MOVET, music

**Client:** RUGA, Revista Rojo

**Date:** May 2006

Amazing red is a videoart work that recreates a solitary and reflexive voyage through the outskirts of a city. It was entrusted by César Pesquera and David Quiles of Red Magazine for its edition in the second issue of RUGA magazine (DVD format). For this reason, red is the color that tinges the landscape conferring to the images a feel of warm.

The artwork finds its inspiration in the stripped and anonymous settings of Edward Hooper and, at the same time, in the enigmatic and emotional artwork of Mark Rothko. Amazing red reads these works from the wake of XXI century.

The music, which is specially created by Sistema, is a guide that dances in time with the images, as it reacts to the sound. In order to achieve this, the video was digitally treated with filters programmed in Processing. These filters redraw each shot with just a red line that covers all the image and they are equalized with the sound volume. We built a scale model which size was 2m x 1m and with scale 1:72. This gave us certain freedom to film the city with no movement limits for the video camera, allowing travelings of hundred meters in a few seconds.

[www.area3.net/amazingred](http://www.area3.net/amazingred)







## I'm a net artist



**Categories:** animation, MOVET, video-art, net-art, music

**Client:** Gluebalize, La Biennale di Venezia, ASAC

**Date:** June 2003

Cartoon video for the first issue of Gluebalize Magazine online, published by the Biennale di Venezia (2003). The question that explained the theme of the magazine was "What is net art?": does net art exist?. area3 answered this question with humor and irony, by means of a song with an animation that combines handmade animation with reactive to sound animations (MOVETS) and a song with a refrain that repeats: "I'm a net artist, look at me, I'm in every colored pixel of your little screen".

Music by Carlos Santos, lyrics by area3.

Published by: Rebel Art, La Nación, Catálogo OFFF (2004), Select C (2005).

### Festivals:

PixelPops! Praha, 2006.

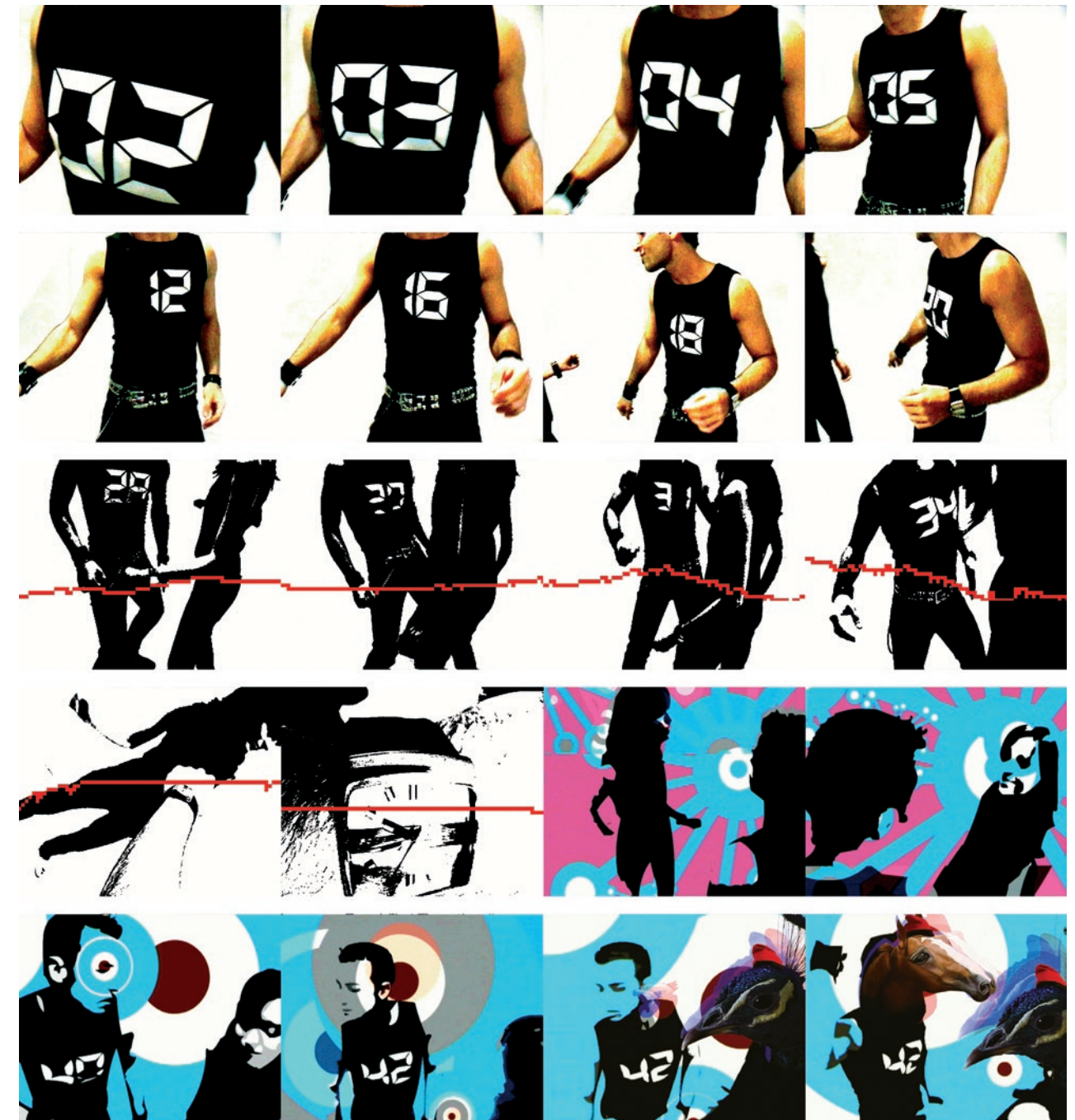
VAIA 2006 V Mostra de Video Art Internacional d'Alcoi, Valencia, 2006.

RECORD Videoarte, Puerto Rico, 2006.

VPAR/VPNA, select as net-art artwork of 2004 by Abe Linkoln.

[www.area3.net/netartist](http://www.area3.net/netartist)





## Dancing Time



**Categories:** animation, MOVET, installation, video-art, music

**Client:** Sonar, Fossil

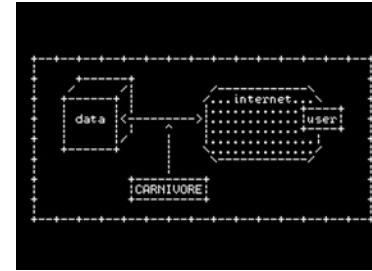
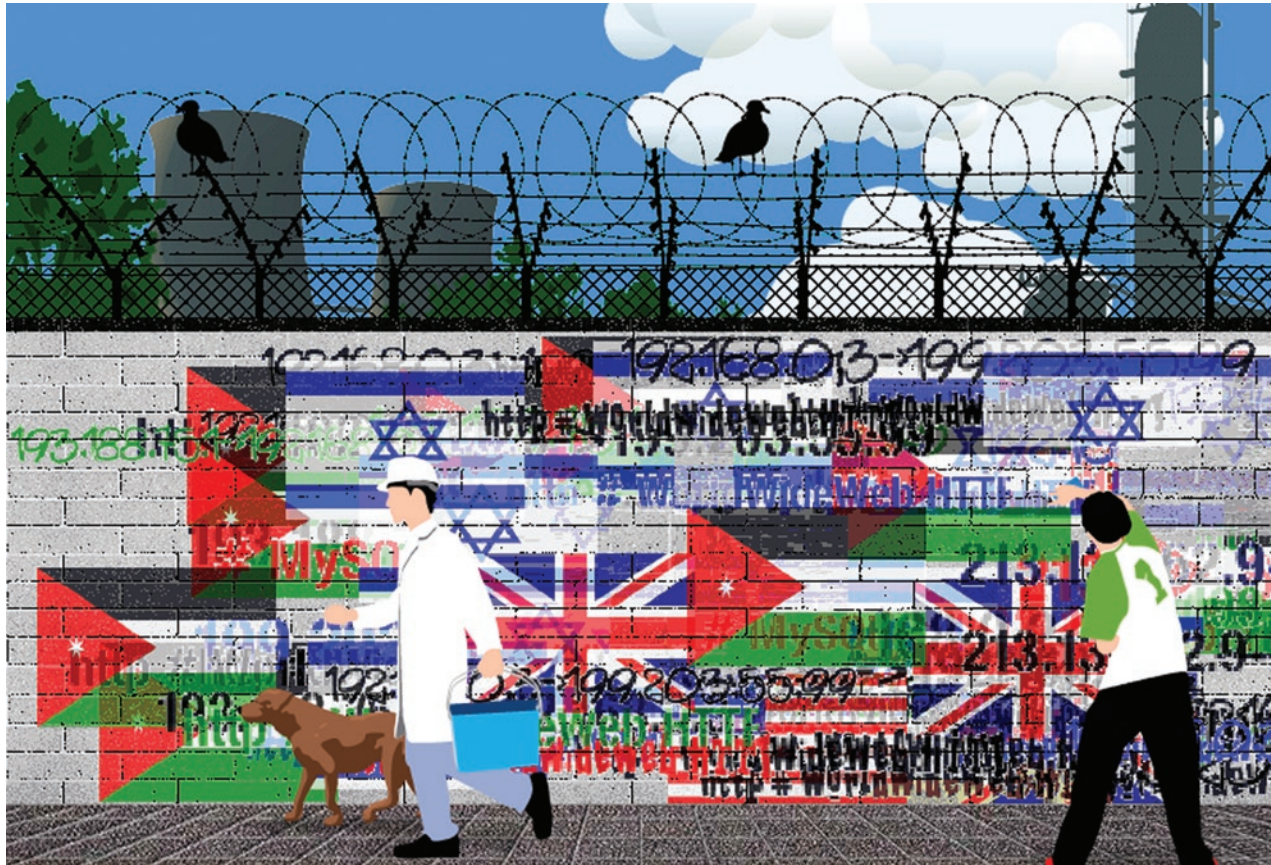
**Date:** June 2004

Video installation in Sonar 2004, stand for the brand Fossil.

Representation of the new sponsor in a piece of video that is inspired by the spirit of Festival.

[www.area3.net/dancingtime](http://www.area3.net/dancingtime)





#### WWP Installations:

Art Futura

Spain. November 2002

Exhibition "Web as canvas" curated by

Roberta Bosco and Stefano Caldana

Sinergies Barcelona Art Emergent

Spain. May 2003

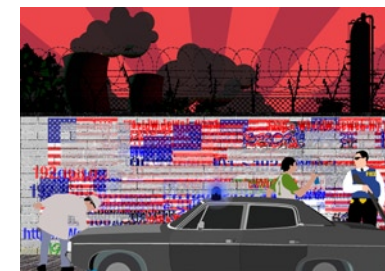
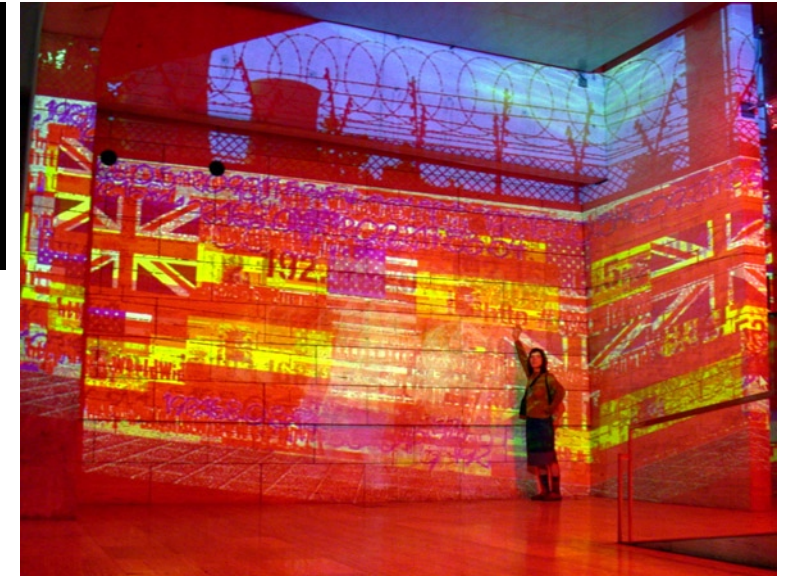
Villette Numerique

France. October 2004

Pescara Electronic Artists Meeting

Italy. October 2005

Exhibition "La linea sottile"



## World Wall Painters



**Categories:** installation, net-art

**Client:** Art Futura

**Date:** October 2002

Carnivore Diagnostic Tool was developed and implemented by the FBI to control content of the information circulating the Internet.

World Wall Painters is an application for the Carnivore Project of Radical Software Group, a project based on the software homonym used by the FBI to make interceptions on the Internet. The Carnivore spies on data packets and puts them at the disposal of other artists in order that they reinterpret them in a creative form. In this way, the computed code is converted into a work of art. In World Wall Painters, an instrument of repression and control as the Carnivore is transformed into a dispenser of realistic paintings. With the same irony that Jasper Johns puts in his flag, the painters of World Wall Painters paint incessantly the flags and information of the countries to which the webs typed by users belong. The result is a collage that points out the democratic Utopia in Internet, and the current reality of access to information and new technologies.

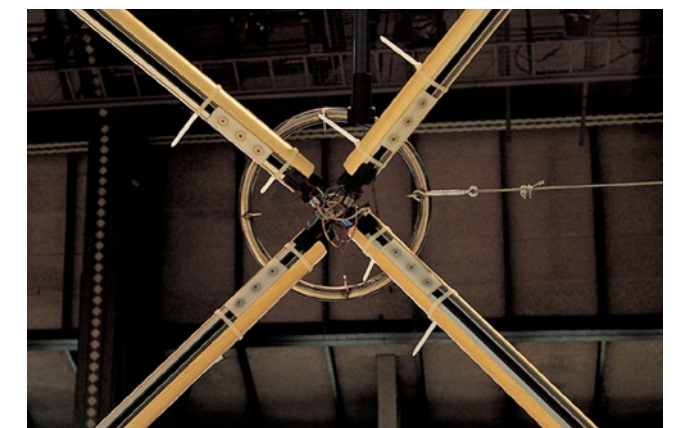
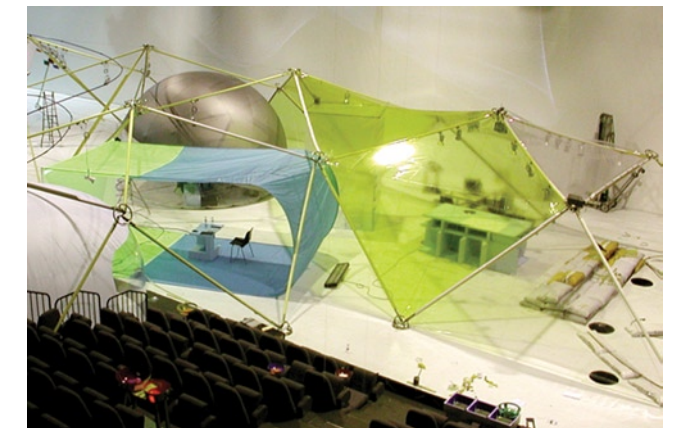
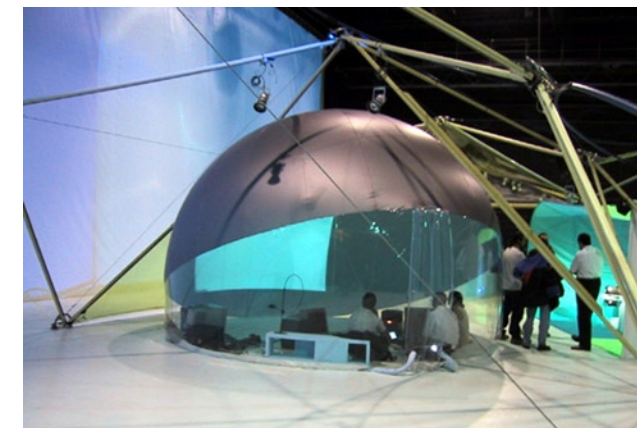
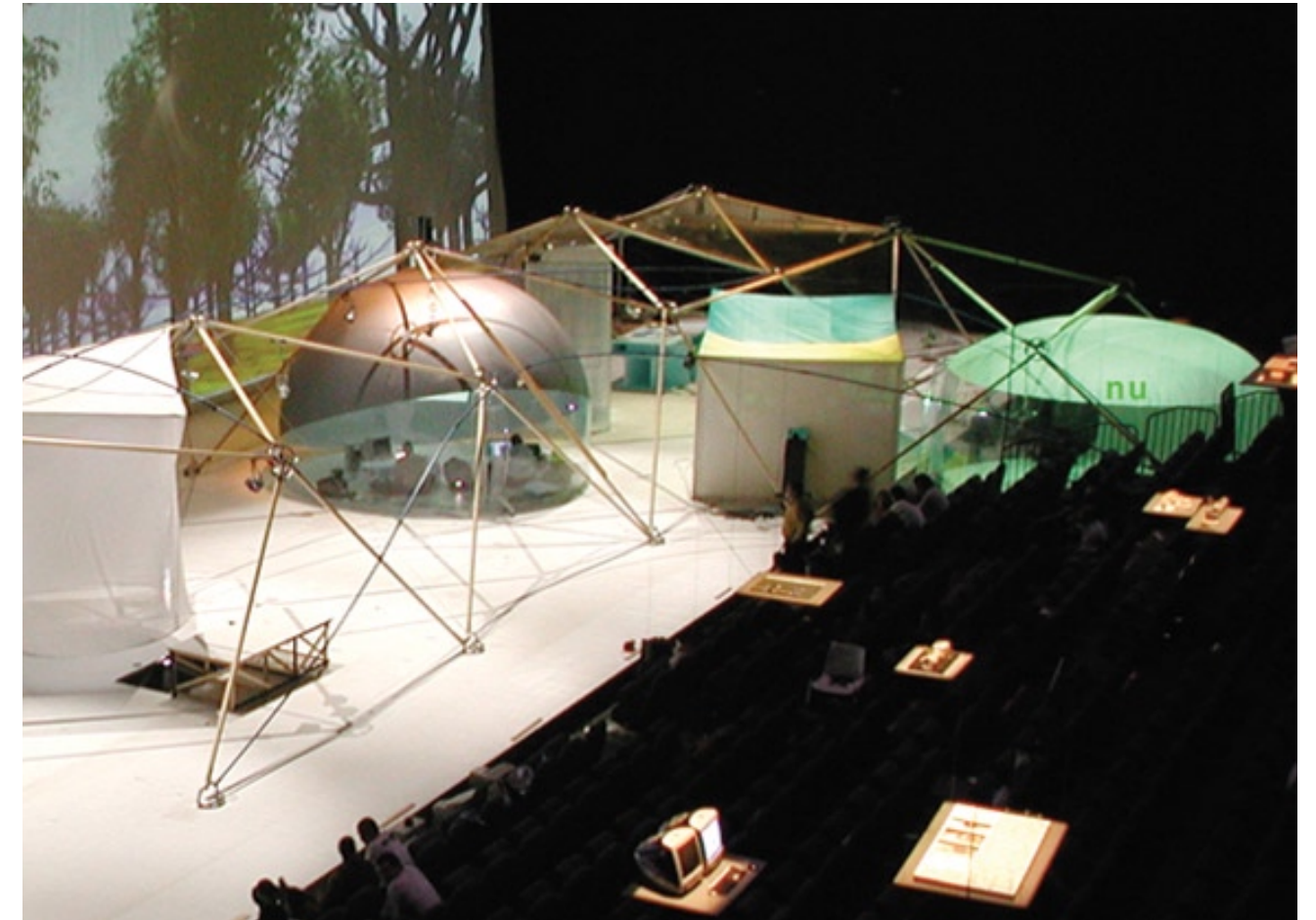
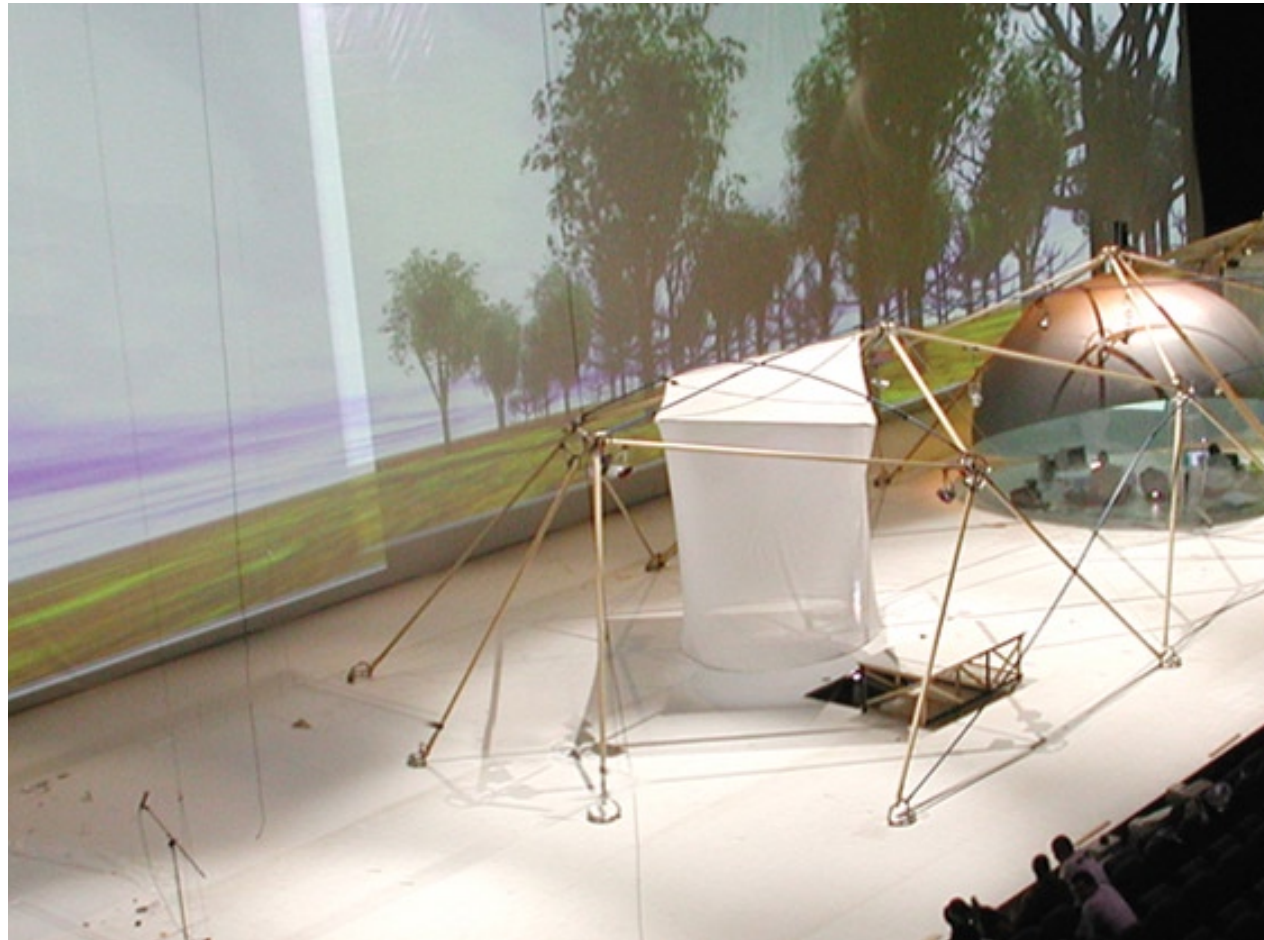
#### Awards:

1st Prize Barcelona Arte Emergente. Sinergies, Ajuntament de Barcelona. May 2003.

[www.area3.net/wwp](http://www.area3.net/wwp)







```

if (formula != null)
{
    int[] items = {new Integer(request.getParameter("items")).intValue()};
    int[] effects = {new Integer(request.getParameter("effects")).intValue()};
    System.out.println("Up to update " + formula);
    if (items.length == 0)
    {
        out.println("error: la fórmula no es válida </error>");
        System.out.println("Not a valid formula! predicatedos: " + items + " actions: " + effects);
    }
    else {
        String []predicado = (String[])java.lang.reflect.Array.newInstance(String.class,items)
        String []actions = (String[])java.lang.reflect.Array.newInstance(String.class,effects)
        for (int cont = 0; cont < predicado.length; cont++) {
            predicado[cont] = request.getParameter(Alphabet1[cont]);
            System.out.println("assigning " + Alphabet1[cont] + " " + predicado[cont]);
        }
        for (int cont = 0; cont < actions.length; cont++) {
            actions[cont] = request.getParameter(Alphabet2[cont]);
            System.out.println("assigning " + Alphabet2[cont] + " " + actions[cont]);
        }
        System.out.println("Predicates: " + predicado.length + " actions: " + actions.length);
        // Correcting the IP to be in the form that we want: just the last byte.
        for (int i = 0; i < predicado.length; i++) {
            System.out.println(Alphabet1[i] + " " + predicado[i]);
            if (predicado[i].indexOf('.') > -1) {
                predicado[i] = predicado[i].substring(predicado[i].lastIndexOf(".") + 1);
            }
        }
        for (int i = 0; i < actions.length; i++) {
            System.out.println(Alphabet2[i] + " " + actions[i]);
            actions[i] = actions[i].substring(actions[i].lastIndexOf(".") + 1);
        }
        Formula mFormula = new Formula(formula, predicado);
        // si no da succion es que la fórmula está bien planteada
    }
}

```

# Mediahouse



**Categories:** software, programming language, website

**Client:** Metápolis

**Date:** June 2003

Project of Metápolis and MIT on the construction of an intelligent house.

The house is basically a net of objects and sensors that can communicate their state to other objects and to a server of information through a line of shared information.

The work of area3 consisted on the development of the modules of communication between the net information of the house and the exterior world and its administration web. This includes the design and the programming of a logical language and the interface of dialogue with the house.

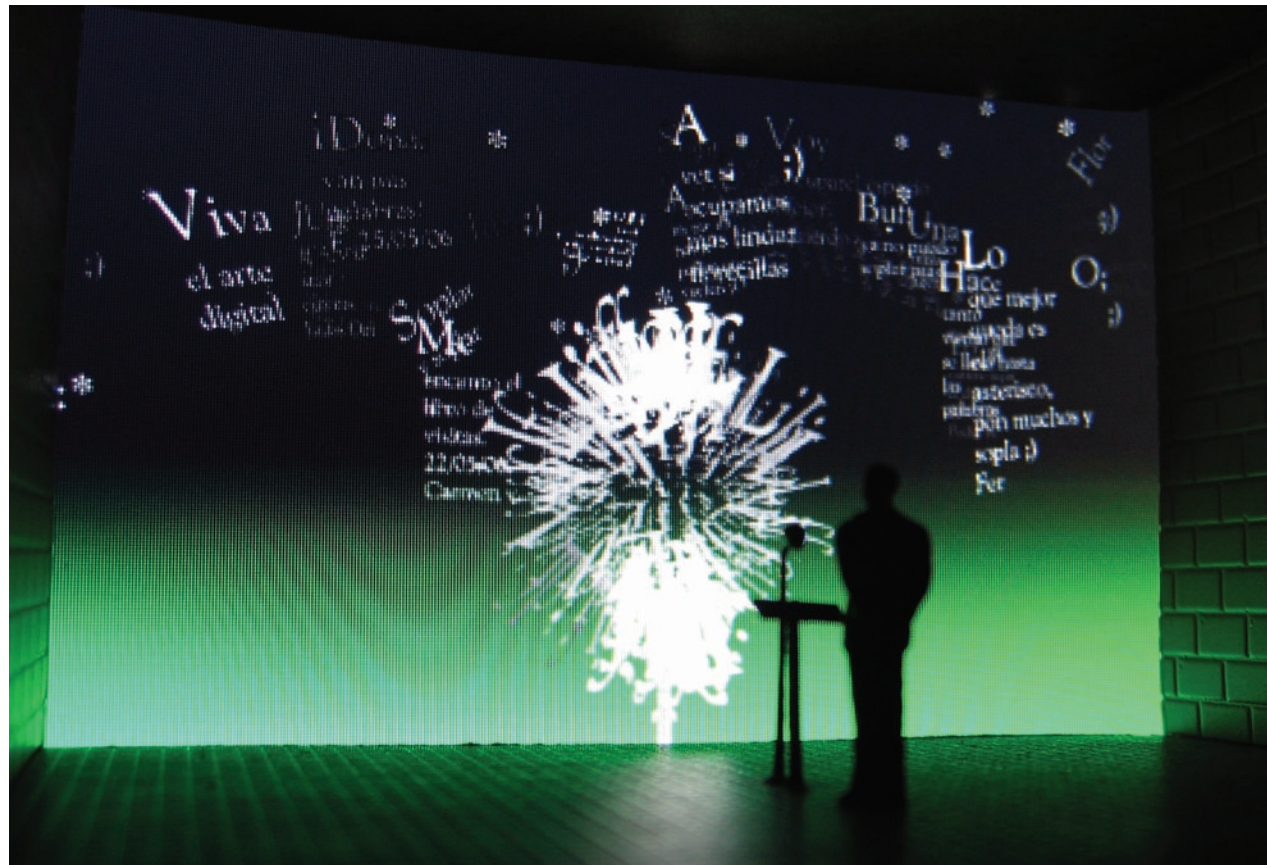
Thanks to the developed language, it is possible to programm behaviors from the web, on the basis of the state of elements. For example: If the temperature gets off the 10° and someone enters to the room, then it turns on the light and it increases the temperature.

Hence, the house can automatically generate actions to correct/regulate/modify its state.

Used technology: The Director, Java, JSP, Linux, MySQL, PHP, XML.

[www.area3.net/mediahouse](http://www.area3.net/mediahouse)





## Dandelion (Diente de león)



**Categories:** installation, MOVET

**Client:** area3

**Date:** November 2005

Leave your message and make it fly. This curious guestbook works with a keyboard for writing comments that become the dandelion's seeds, and a microphone that, blowing it, will make the seeds fly.

area3 presents an interactive installation that is a guestbook full of surprises and magic. The public can write his/her messages with the keyboard and blow later to the microphone in order to disperse the petals and make them fly.

The written messages disappear from the screen slowly but are registered in a database because a Dandelion is an album of memories, feelings and words full of poetry.

### Work selected or installed in:

American University of Dubai, United Arab Emirates, 2007

La noche en blanco, Caixaforum, Madrid, 2007

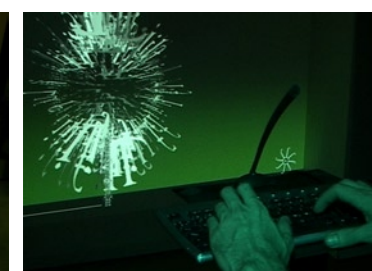
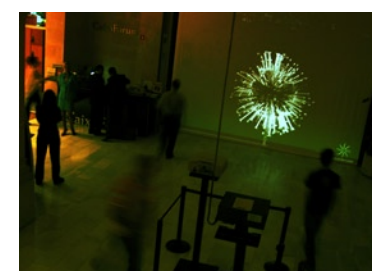
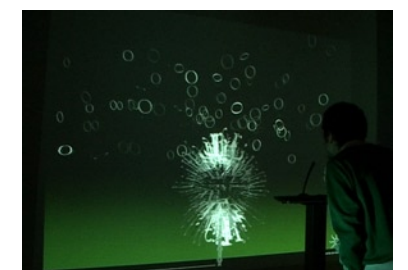
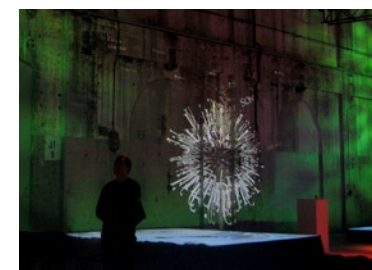
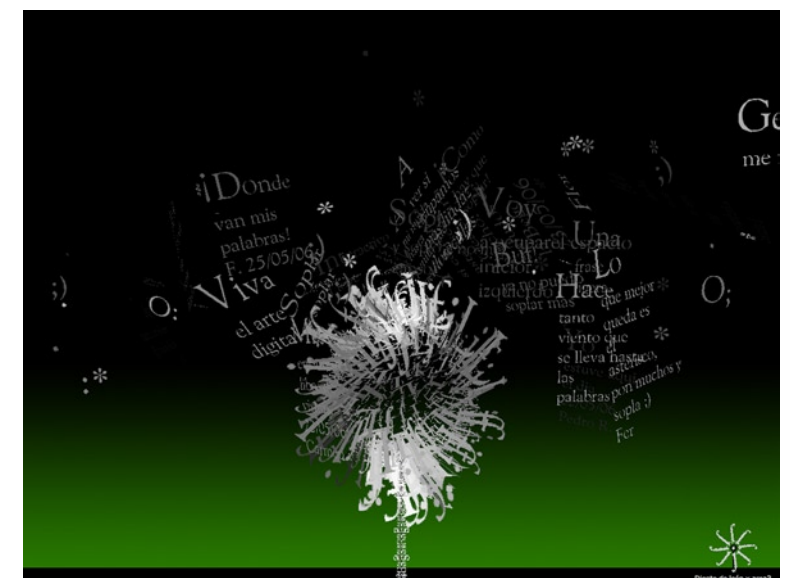
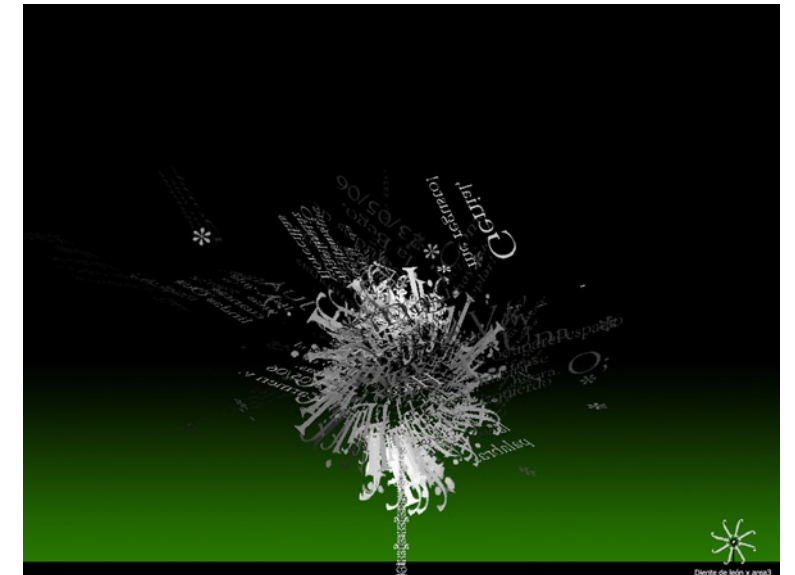
Nit de l'Art, Caixaforum, Palma de Mallorca, 2007

Cybershot Sony Festival, Australia, 2007

CanariasMediafest, Festival Internacional de Artes y Culturas Digitales, Gran Canaria, 2006

Centre cívic Golferichs, Barcelona, 2005

[www.area3.net/dientedeleon](http://www.area3.net/dientedeleon)







## Musical Rain



**Categories:** installation, MOVET

**Client:** area3

**Date:** november 2005

This installation captures digitally the visitors and introduce them into an interactive world. Objects falling in the projection can be touched to create a musical and animated environment. Installed with different skins at European Institute of Design (2003), Golferichs (2003), Museu Marítim de Barcelona (2003) and Fòrum Barcelona 2004.

**[www.area3.net/lluviamusical](http://www.area3.net/lluviamusical)**