

# QUADRATURA

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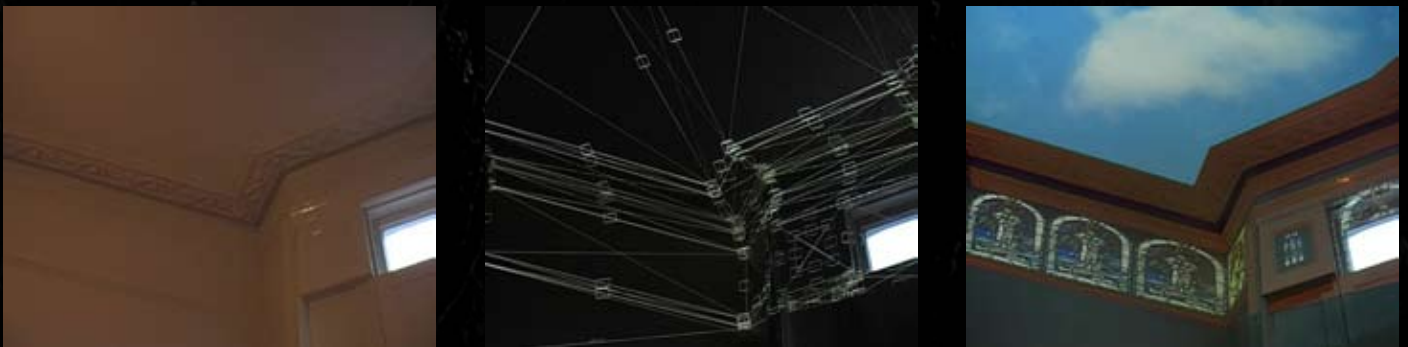
## I n t r o d u c t i o n

Quadratura Limited announce their revolutionary lighting service that can map video directly onto real architectural features, completely transforming a room, facade, or stage.

Accurately mapping projections to actual architectural details has traditionally been a complicated and time-consuming process, often involving building a virtual 3D model of the target architecture and pre-rendering sections of video in the studio before ensuring that the projectors are positioned absolutely correctly on site.

Quadratura Limited achieves this same result in a fraction of the time with their bespoke architectural video mapping tool called PatchBox.

## P a t c h B o x



"We wanted to be able to set-up on site and drag and drop video directly onto parts of any building", says Alex May, co-founder of Quadratura Limited. "It's a very quick process.

When we go out to demo the system, we turn up with a laptop and video projector and map video all over their boardroom within a few minutes."

PatchBox is a flexible system that can act as a free-form multi-screen performance tool, or deliver complicated sequenced effects triggered via MIDI or OSC.

"It's a very cost-effective system for us.", says Alex, "The power of today's consumer graphics cards is amazing, and PatchBox is designed to leverage all that they can offer."

# PaintBox

PatchBox also features a 'PaintBox' mode where colour is literally painted onto buildings using a graphics tablet. The results are powerful and immediate and can be combined with layers of moving video to create, what Alex has coined, 'mixed digital media' compositions.



# S o u n d

While the resulting video projections are an immersive experience in themselves, the other founder of Quadratura Limited is composer and musician Martin A. Smith who creates vivid soundscapes that add a whole extra dimension.

"My work is concerned with the creation of atmosphere rather than of form, melody or rhythm, of creating an environment through subtle and harmonious changes rather than through force.", says Martin.

Alex adds, "Martin's work is incredibly emotive and it creates a much greater depth of experience when the audio and visuals are combined."



A l e x   M a y

Alex has twenty eight years experience of designing and programming software, much of which has consisted of high performance, real-time processing techniques that are in use by digital artists worldwide. He conceived and realised the world's biggest collaborative virtual sculpture for Canon in 2002, facilitated a live, streamed transatlantic poetry reading by Lawrence Ferlinghetti in 2003, and digitally set fire to Arthur Brown (#1 single 'Fire', 1968) at a live performance in 2005. He regularly performs 'digital synaesthesia' shows, creating real-time interpretive visuals for bands and events.



M a r t i n   A .   S m i t h

Martin is a composer and sound designer. He has created sound installations for The Victoria And Albert Museum, The British Council, the Centre de Cultura Contemporania de Barcelona, The English Folk Dance And Song Society, Cinetrip in Budapest and The Museum Of Domestic Design And Architecture amongst others. He has also written the music for film, television, theatre and contemporary dance.

# Halloween In The Kyoto Garden

After the success of the Haunted Walk in Holland Park, Quadratura was commissioned again by The Royal Borough Of Kensington And Chelsea to create an interactive video and sound installation for Halloween, this time in the Kyoto Garden in Holland Park.



Taking as their theme the ancient game of Hyakumonogatari Kaidankai (A Gathering of 100 Ghostly Tales) and the Yotsuya Kaidan, Quadratura created an event that was at once haunting, beautiful and evocative.



*"Excellent event, well done to everyone involved and thank you. I had some American's in my group who thought it was the best Halloween they had ever been to!"*

Robert Devcic, GV Art

# The Digital Media Awards South

Quadratura performed at the DiMAS awards providing a two hour DJ/VJ set.

This was the first exclusive use of PatchBox for a live VJ set and it enabled us to run three independent screens of video and do some architectural light painting on the back walls.



*"Thank you so much for your fantastic visuals and VJing skills. Everybody said you did a marvellous job and made the church look great."*

Nish Dhaliwal, Events Manager

# Statues Alive

Commissioned by The Royal Borough Of Kensington And Chelsea for the In Transit Festival and featuring in the London Festival Of Architecture.



In the minutes before the rising of the full moon, the statues of Chelsea Embankment burst into colour and life.

A unique audio and visual installation, exploring and challenging our perception of these works, and statues in general, stretched from Battersea Bridge to the Albert Bridge.

Combining cutting edge projection, interactive music techniques and more than a touch of theatrical smoke and mirrors, the form of each statue was augmented and their story re-told in a delightfully unexpected marriage of technology and art.

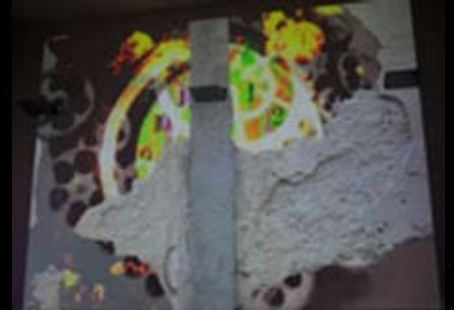


*"The installation was both uncanny and strangely bewildering. Seeing these familiar objects appear to move and change colour created a deliciously bewildering effect."*

Maurice Northwood, Artist

# The Hours Of Folly

*"The hours of folly are measured by the clock, but of wisdom no clock can measure."*  
William Blake



An exhibition created by Quadratura for the Muse Gallery on Portobello Road reflecting on the invisible forces that power and govern our everyday existence.

The walls of the gallery were peeled away to reveal the hidden workings that enable our lives.

On the opening night the outside of the gallery became a canvas, hiding the structure beneath a projection of colour.



*"The projections were magical, they took my breath away"*  
Anne Windsor, Curator