



Cogut Center for the
Humanities, Brown University
Providence, RI

“LET US IMAGINE A
STRAIGHT LINE”



Artist and composer, Joseph ‘Butch’ Rovan, called on the skills and creativity of Lighting Science Group Corporation Design Works to help create an interactive work of art that exploits custom LED technology. Titled, 'Let us imagine a straight line', the installation comprises of five pieces, including an eight foot by twelve foot, wall-mounted light

sculpture developed for the artist by Design Works.

The light sculpture features a specially built 96 by 96 array of LEDs programmed to project the movements of South African dancer Ami Shulman walking, running, leaping and dancing

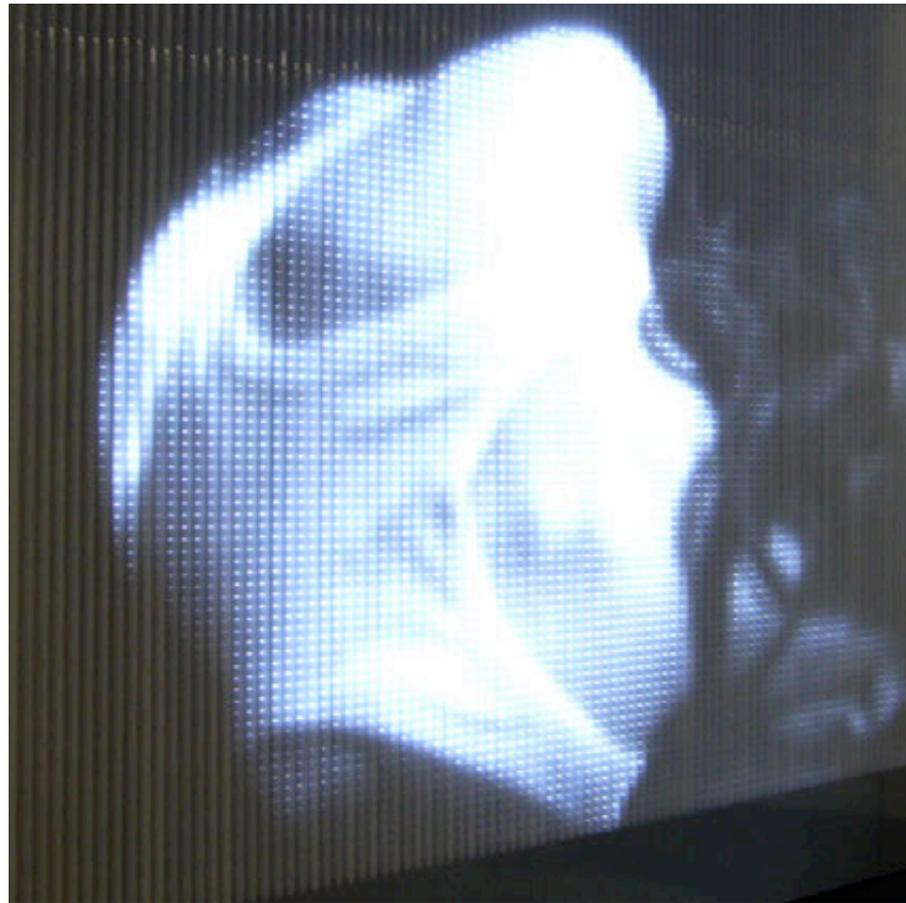
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“The LSGC [Design Works] team... knew exactly how to merge the abstract with the concrete”

in grayscale. ‘Everything was custom including special user interface software, and the power and Ethernet data distribution which powers the whole video wall,’ says Design Works project manager Mike Hoover, who ensured the finished product was designed and installed in less than three months.

The work was completed in time to be the inaugural exhibition at the Cogut Center for the Humanities, Brown University, Providence, RI, where Rován is both an interactive media artist and an associate professor of music.

Design Works director of design, Sarah White, and her team worked on the concept with Rován and then manufactured the LEDs to the precise specifications required for the light sculpture. During the project design process, the project design and engineering team provided, pre-visualization facilitating the decision of the LED pitch to achieve optimized visual impact. They also included 3D modeling,



mechanical, electrical and software engineering, programming, product procurement, electrical and software testing, delivery, assembly and final installation.

‘It was a fantastic experience working with the LSGC team,’ said Rován. ‘They are completely attuned to the technology. They understood the realities of physical construction.’

The entire exhibit exploring movement, motion, philosophy and science through image, text, and sound was inspired by two great minds of late 19th-century France: Etienne-Jules Marey, whose efforts led to the invention of cinema, and the philosopher Henri Bergson. The complete work includes a wood and brass machine that measures and animates a visitor’s pulse

with interactive visuals and sound, a re-animated vintage telegraph, and an interactive "shadow text" wall that allows participants to use their shadow to read and hear text of Bergson layered with video of

Credits

Artwork, content and design,
“Let us imagine a straight line”:
Joseph “Butch” Rován,
Associate Professor of Music,
Brown University

Technology integration and
fixture manufacturer: Lighting
Science Design Works

Mechanical, electrical, and
software engineering: Lighting
Science Design Works



Shulman. The entire installation was accompanied by an algorithmic musical score and the spoken words of Bergson and Marey.

‘My work looks at beauty in disparate points of light and explores the flow between clarity and ambiguity,’ said Rován. ‘The LSGC team in Rancho Cordova knew exactly how to merge the abstract with the concrete.’ Design Works Vice President Gorm Teichert remarked: ‘Our group excels at challenges where imagination and technology intersect. Butch Rován’s creation really pulled at all our areas of expertise: design/build, LED technology, engineering and programming.’