

POINT OF VIEW

Alkestie Skarlatou & Ana Stojadinovic

THE CONCEPT

'POINT OF VIEW' is an artwork based on a walk-through experience within a semi-enclosed pavilion. A visitor is taken through three distinct stages of experience ('inward view', 'film view', 'outward view'), which change dramatically by means of manipulating space geometry and light effects. The location of the artwork is paramount – visually interesting illuminated surroundings form an integral part of the final stage of visitor's experience.

The visual experience is primarily created by perimeter black panels positioned at various angles to prevent/ allow view out from specific viewpoints. This is supplemented by external perimeter black mesh screen. Mesh is initially illuminated to form a 'light curtain', blocking out any accidental view and screening away the illuminated surroundings. When the view out is enabled at the final stage, the mesh is not illuminated.

A sensor activated projection, viewed through the end wall peep holes, attracts the visitor to walk through the space, articulates the message and prompts the visitor to turn around and reflect upon the change of experience.

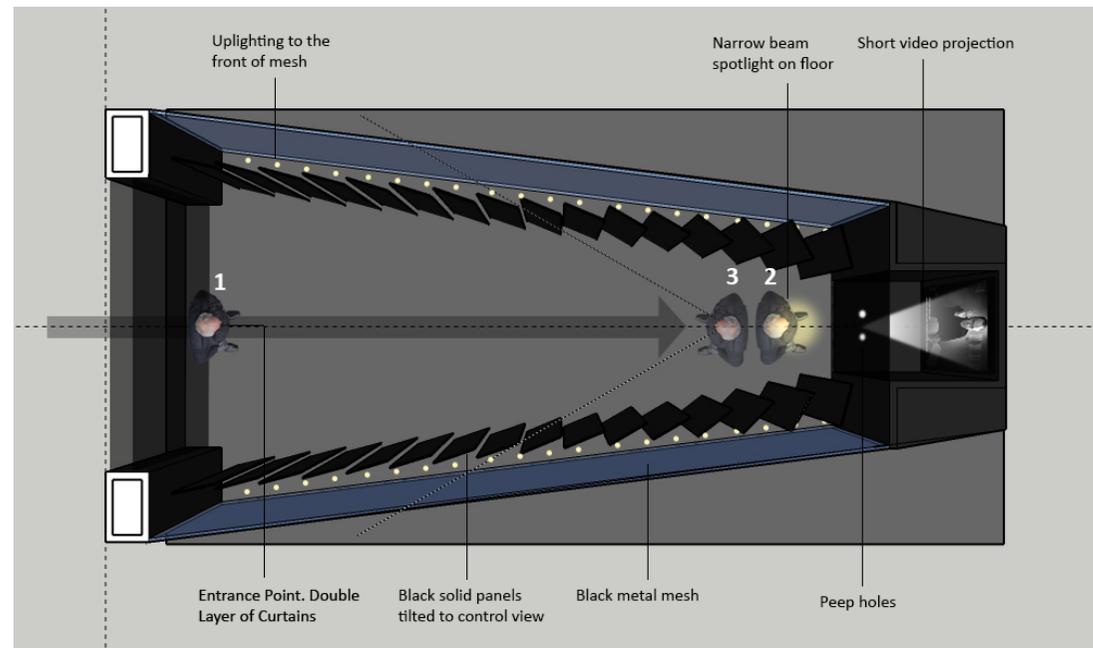
Physically the visitor initially engages with the defined (closed, dark, known) space and later with its (light, open, less known) surroundings. By altering physical experience, the artwork addresses universal themes of light/ dark, openness/ closeness, willingness/ resistance to change, curiosity/ fear of unknown. Whilst posing questions, it does not offer instant answers and easy solutions, but instead reminds a visitor of the existence of the alternative options to the ones he/ she is accustomed to and/ or presented with.

THE THEME

'POINT OF VIEW' is a stage inspired art installation where space and light are used as a medium to convey a message that perception can be altered significantly by skilful manipulation of the media. At the same time, it suggests that changing the standing point of an individual or a group of people can dramatically change the viewer's perspective. The artwork illustrates the messages literally by leading the visitor through stages of physical experience. When viewers experience changes in what they see, the change can also be considered mentally.



ARTWORK WITHIN CONTEXT



PLAN SCHEMATIC (1 – inward view; 2 – film view; 3 – outward view)

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THE VISITOR EXPERIENCE

The visitor approaches the pavilion. It looks a softly glowing lantern. Then it switches to a completely dark black box. He wonders: What is going on inside the box? He sees the illuminated letters 'COME INSIDE' and waits for the countdown clock entry signal.

Inward view – He enters a dark room. Perimeter panels, floor and ceiling are black. He is in an enclosed dark self-contained space. There is no view out.

Film view – A pool of light on the floor invites him to move forward and see what is hiding behind the end screen with the peep holes. There is a film projection of a person posing questions addressing the message of the artwork. Projection ends with the prompt: 'What is your POINT OF VIEW? Now turn around and change your perspective. What do you see?'

Outward view – He turns looking back at the entry point. An unobstructed view opens in front of him. He feels surprised and amazed by discovery, openness and change that is experienced. He now sees the illuminated surrounding city behind the mesh. How could he not see it before?

THE TECHNICAL PRINCIPLE

The pavilion is envisaged to be assembled from modular elements, easy to transport, assemble and disassemble. The construction is light weight, dark in colour but mostly transparent, resulting in an unobtrusive see-through structure which can be easily integrated with the surroundings, be it landscape or urban setting. The building enclosure is made of robust weather proof materials and light fittings are rated for external use.

Light fittings are used for wash light effect to perimeter mesh screen, for illuminated letters and to create a pool of light on the floor in front of projection room. The projection itself serves as a light source, with light bleeding out into main space through the viewing holes.

Approximate overall dimensions: 3m wide, 10m long, 3m high.

THE BUDGET

• Artist fee	€ 1,000
• Materials, lights, tools and equipment	€ 6,500
• Labour (incl. preparation, build-up & break down)	€ 4,500
• Testing	€ 500
• Total	€ 12,500



THE VISITOR EXPERIENCE: INWARD VIEW (1) & OUTWARD VIEW (3)