

I-Grid Urban installation on Sunset Boulevard

I-Grid is an environmental installation installed along the infamous strip of Sunset Boulevard in West Hollywood, California. Commissioned by the City of West Hollywood's Arts and Cultural Affairs Commission, I-Grid consists of a computed protocol that transforms the original format of an existing 20 ft x 50 ft billboard. Initially based on a 5-foot incremental grid, an evolutionary algorithm produces a series of iterated mutations that index the intensive computing technology. I-Grid expresses the instability and potentiality inherent to our shared urban environment. It aims at transforming the traditional notion of the billboard into a soft diagram that registers a multitude of perceptual mutations. The project was concurrent with The Gen(h)ome Project, curated by Open Source at the MAK Center in West Hollywood.

Fact Sheet

Client City of West Hollywood
Location Sunset Boulevard corner with Olive Drive, West Hollywood

Phase 1 (2007) Preliminary design and computation (Rhinoscript and Maxscript)
Phase 2 (2007) | Prototyping and Implementation

Design Open Source Architecture
Computation Open Source Architecture
Construction Open Source Architecture and CBS Outdoor

Budget n/a
Size 20 ft x 50 ft

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