

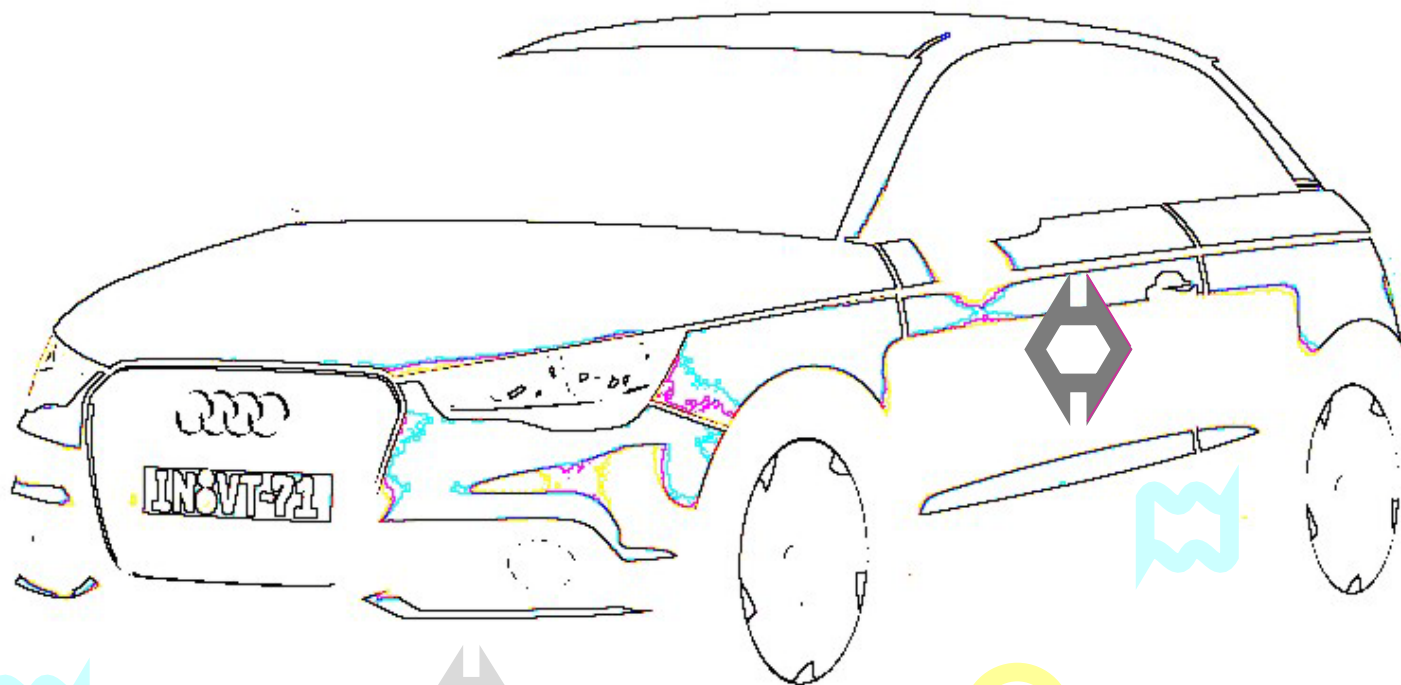
the living one

the living one



the living one

intro



sounds

movements

interactivity

the living one

intro



The A1 „breathes“ slowly and smoothly, he „lives“ through his activated „second skin“
The movements are emphasized by a sonorous sound, produced by sound activators. He investigates his environment interactively and reacts...

Impression A1 „the living one“

Many people view technological devices, especially vehicles, as living creatures or as part of their life and consequently their own reality.

The personification with “he ,she, it” is therefore widespread in connection with the use of pet names.

“ the living one“ plays with exactly this aspect.

At first glance a well-known image is presented – a vehicle – an A1. Then the sonorous sound captures us, something is not as it seems...

Only when you approach the object does the focus shift to the movement of the vehicle body with organic calming presence.

If the „living“ object is approached too closely, he reacts immediately – rather shyly - and expresses his displeasure noisily. A dialog between viewer and object takes place...

The effect subtly plays with two levels of perception: the visually distinctive comforting organic character that reacts and interacts sensitively with his environment. Nevertheless, the technological, even dangerous aspect is maintained simultaneously by deep sonorous acoustic elements .

the living one

making of

Project A1 „the living one“ (Academy of Fine Arts – Munich / AUDI AG)

Artist Mike Herbig, born 1974 in Gera, Germany.
Master student of Prof. Jetelova at the Academy of Fine Arts – Munich, Germany.
Mike works and lives in Germany.

Idea The diploma thesis at the Academy of Fine Arts - Munich should be a complex mix of technology and art. Therefore Mike's vision was to create a human "living" car. For the story of "the living one" to begin, an Audi A1 should be brought to life.

Realization With the support of AUDI AG, the project could be started in January 2012. Mike, also an engineer at AUDI AG, designed and developed the car's specifications and worked together with a small team of technicians / mechanics to modify it. The project was completed in one year.

the living one

making of

Idea /
Realization

Academy of Fine Arts -
Munich (adbk)
Mike Herbig

Supported by /
Thanks to

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youtube



the living one

Mike Herbig

thank you



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