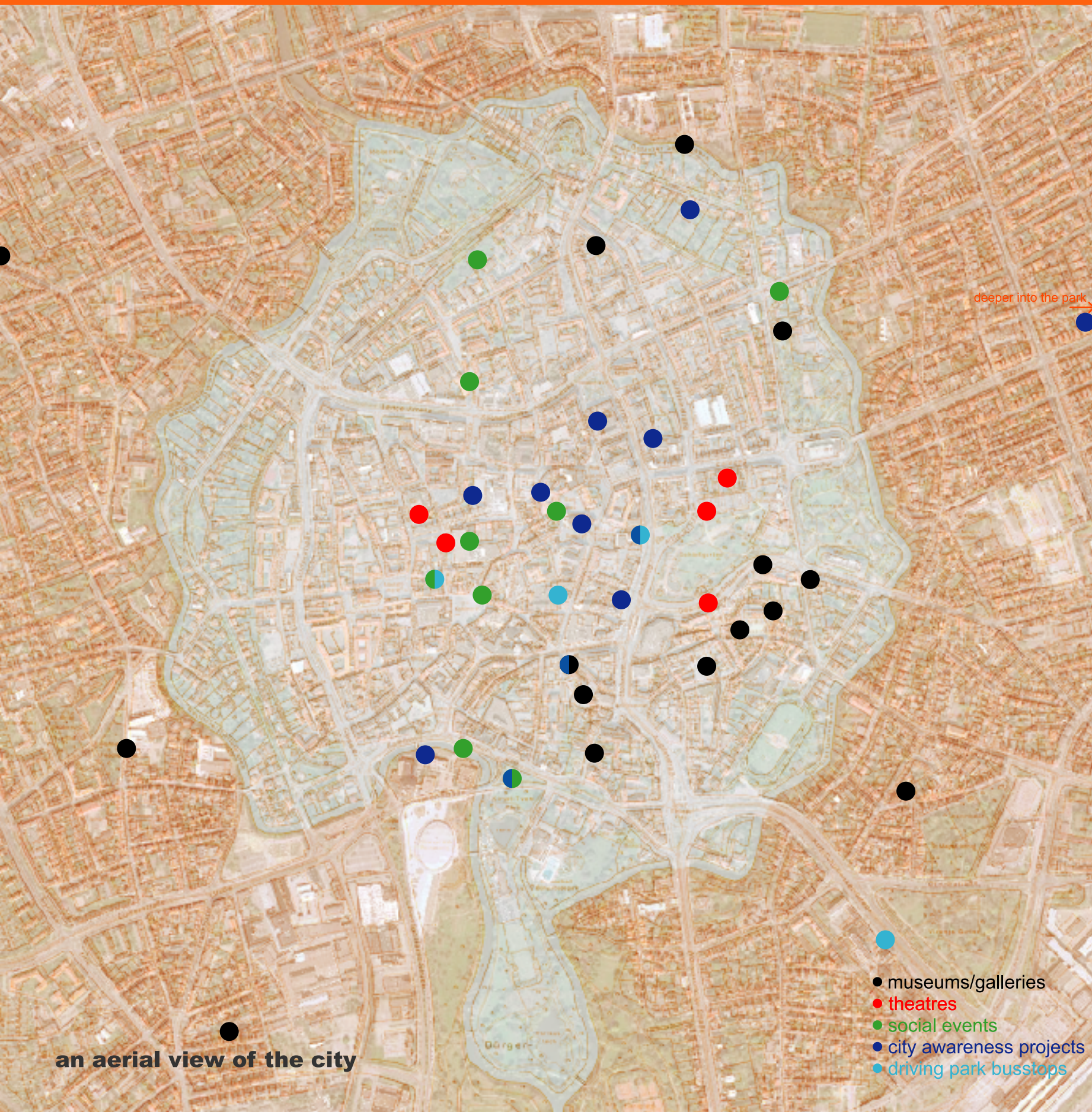# Breathing Braunschweig

PROJECT OUTLINE

In 2010 Braunschweig will be turned into a game-field. Huge balloons will completely change the city. They will not only change its urbanscape, but also affect the information supply for the visitors or residents of Braunschweig. At theaters, studios, squares and parks, on various places the ballons will be installed. The colour of every balloon indicates the category of the event. The size of the balloon is a measurement of the amount of people visiting that place at that moment. In every balloon pole a panorama interface is installed. In one glance one can easily find out what is happening in Braunschweig. This interface works as a ticket reservation center, a cash-dispenser, and other practical functions. It also makes the activity of the people in Braunschweig visible. By growing and schrinking and by lighting up in various colours, they symbolize the vitality of the city. Some of the balloons will be placed on un-expected places of the city. By drawing attention to "forgotten" places, the balloons establish a new orietation for Braunschweig.

1

deeper into the park →

an aerial view of the city

- ● museums/galleries
- ● theatres
- ● social events
- ● city awareness projects
- ● driving park busstops

10:00

22:00

BALLOON PLACEMENT

In 2010 Braunschweig will be the stage of many national and international cultural activities. In order to find those activities, a huge balloon is placed at every event spot. Some baloons will be placed on spots chosen by the people of Braunschweig.

Breathing Braunschweig

A day in Braunschweig in 2010.

Paula is staring out of the airplane window when she is suddenly struck by a beautiful sight: above the city below huge colourful balloons are floating in the air. They are not moving but they do seem to grow and shrink. Excited, she points it out to the man sitting next to her. 'That must be Braunschweig' the man responds. 'Don't you know? Braunschweig is this years' cultural capital of Europe. Here, there is even a picture of it in the in-flight magazine'.

Paula, amazed by the image of the floating balloons decides to go and visit the city.

⬊ Materials?

Baloons: Lubber which could be used as membrane structure.

Poles: Made by Steel Truss frames covered by expanded metal.

⬊ What for?

Buttons: You would enlarge the baloon by pushing the button.

Display: You could enjoy the panorama view of Braunschweig.
You would get the informations, such as news, events, and so on via this display.

a cloudy afternoon

LOOK! THERE'S ANOTHER BALOON.

WHERE SHALL WE GO?

HOW CAN WE ENLARGE THE BALOON?

Breathing Braunschweig

Together with two friends she arrives early in the morning. The balloons are already visible from a distance and they decide to go to the nearest balloon to get information about today's events. From the pole of the balloon the obtain a day-card. This gives them access to all the events and here is the magic: if you get close to a balloon, it 'registers' your card and blows up a little. 'Look! that red balloon over there is suddenly growing!' Paula screams. 'That must be the dance performance on the roof! Let's go! It is almost starting!' One of her friends has read about the driving park and prefers to take a ride on the park. "Give me your card numbers, and I will trace you later today" she says. It is not difficult to locate the park: only one green balloon is fully blown up. The whole day they hop from one balloon to the other. The balloons are not only a useful and fun orientation tool but also give the city a truly different and fresh look.

"I feel like Alice in Wonderland" Paula says in the end of the day. "Am I dreaming?"

2010 BRAUNSCHWEIG AND ITS SURROUNDING REGION IS APPLYING FOR CULTURAL CAPITAL OF EUROPE
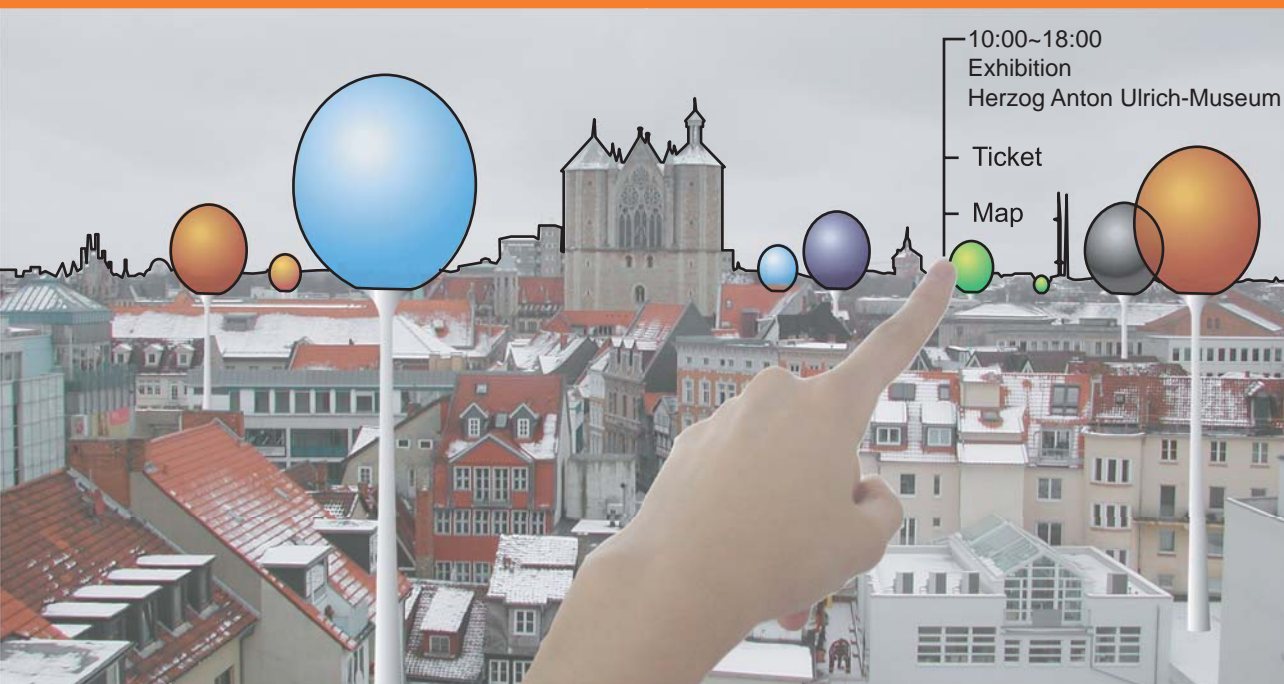
Breathing Braunschweig

PANORAMA VIEW INTERFACE

The panorama interface of every balloon processes information connected to that specific place such as population, history and cultural data. It registers people anonymously and reproduces all sorts of souvenirs unique to that time and place.
One souvenir is called ALIBI, a place-time tracing diagram that shows you how you moved through Braunschweig during a certain time. Combined with other people's ALIBI, you can discover where and when you were sharing the same time and place coordinates.
You can also obtain a time-population diagram, showing the movement and densities of people in Braunschweig. Another example is the place-history diagram, showing you in a very easy way the history of that place.
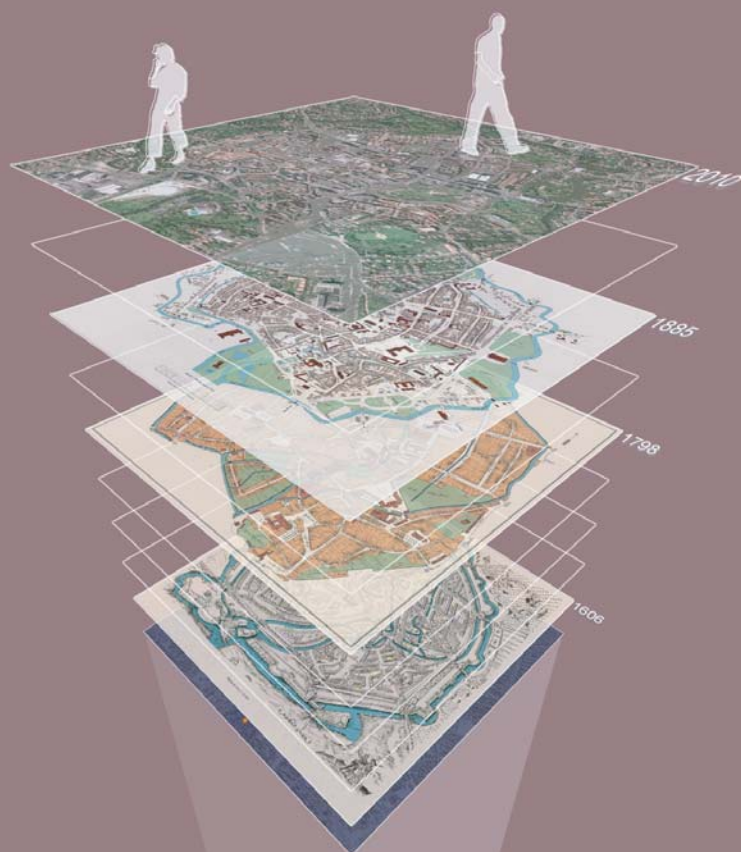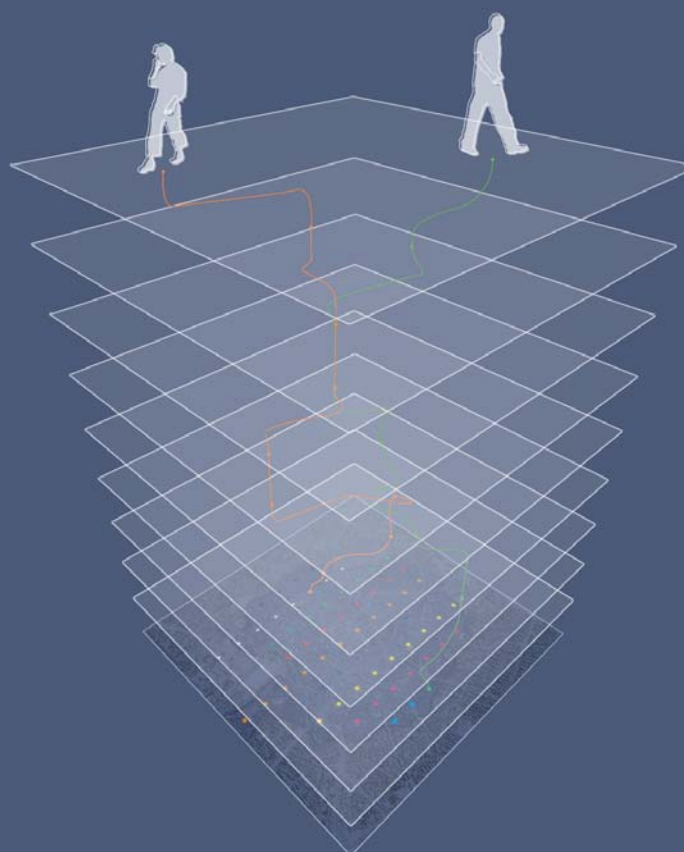
10:00~18:00
Exhibition
Herzog Anton Ulrich-Museum

Ticket

Map

8:00~10:00
NEST DANCE
Klosterkirche Riddagshausen

Ticket

Map

project members (alphabetical order)

Femke Bijlsma
Naoki Hamanaka
Tohru Higuchi
Kyoko Kimura
Kunihiko Matsuo
Allard Roeterink
Norio Seta

supported by ball inc.

Place - history diagram

2010
1885
1798
1606

ALIBI

Time population diagram