

BLUEPRINT

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SPECIAL 25TH ANNIVERSARY ISSUE

REM KOOLHAAS • JG BALLARD • SEBASTIAN CONRAN • JAMES WOODHUYSEN • ZAHA HADID • KEN GARLAND • DONALD JUDD • DEYOUNG



Wrap³ returns to the fold of Tent London this year with its digital mapping system, after a whirlwind year of success. *Peter Kelly reports*

One of the highlights of last September's Tent London event was a series of simple, white geometric sculptures that were lit up and brought to life with vibrant yet precise projections of colour, image and graphics. Created by Alistair Burleigh, the installation marked the launch of his company Wrap³. He is returning to Tent during this year's London Design Festival with two new installations and a year's worth of projects that mix art and commerce under his belt.

Burleigh developed the technique of creating what he calls a 'digital second skin' while studying fine art and contemporary multimedia at the University of Wales in Newport. He was frustrated with the limitations of projecting on to flat screens or walls, and developed a technique that allowed projected images and animations to wrap perfectly around three-dimensional objects, be they sculptures, models or buildings. The approach brings a sculptural, three-dimensional drama to computer graphics and makes solid forms seem fluid and dynamic: the versatility of the technique and its ability to create a bold, immersive experience in any room or environment have made it attractive to corporate clients.

Above: Wrap³'s installation at the Diary of a Derelict Dairy group show in July



'We basically sell ourselves as being able to produce a digital wallpaper, if you like, for pretty much any object on any scale,' says Burleigh.

Having been spotted at his graduation show by The Creative Mix, an arts and branding syndicate which now acts as the sales and marketing agent for Wrap³ systems, he first used the technology for immersive audio-visual VJ installations in nightclubs around the UK. This evolved into creating art installations in a variety of settings and also 3D projections that can deliver essential

information in a striking way.

This approach will be exemplified at this year's Tent London. Burleigh has designed the Blueprint bar, which will be mapped in moving projections and a 3D way-finding system that will help visitors find their way around the labyrinthine Truman Brewery.

Though the technique has remained the same, this time around Wrap³ is a more commercially robust outfit, having spent a year working for a range of private clients. Among many other projects, Burleigh has designed a 360-degree video

artwork projected onto a granite sculpture for a new art space and villa in Palma, Mallorca, and produced a panoramic spherical projection that will be featured in ONOFF during London Fashion Week this September at Burlington Gardens.

This October will be a particularly glamorous month for Burleigh. As well as the unveiling of a promotional installation for Chanel to be shown in Cannes, there is the premiere of the new Bond film, Quantum of Solace. This features a giant music-responsive projection cube created by Wrap³ for a bar scene that involved Burleigh travelling out to Panama City in South America for filming. When describing the trajectory of his company over the last year, it is little wonder that Burleigh's speech becomes littered with words like 'surreal', 'spectacular' and 'overwhelming'.

Burleigh also continues to produce smaller scale artistic installations; a particularly strong example was his contribution to Minnie Weisz's group exhibition, Diary of a Derelict Dairy in July. He created a 360-degree video installation, where colours, lines and building-like sculptures merged in a disorientating display, which left viewers unsure as to where projections, installations and walls began or ended.

Burleigh now plans for Wrap³ to move into working on more permanent installations and creating projections on a larger and more architectural scale. Given what he has achieved in one year, there is no doubt that he will succeed.

EVENTS

Below: Konstantin Grcic's Myto chair to be launched at SCP



As the autumn season begins, Blueprint is proud media partner for a number of events:

THE GATHERING PLACE, VENICE

11 September-12 October

In partnership with the Lighthouse, Blueprint will celebrate its 25th anniversary with a party at the opening of the Scottish pavilion in Venice. The Gathering Place is a temporary structure designed by Glaswegian architect Gareth Hoskins, which will host events and debates. *The Gathering Place, Piazzale della Stazione Santa Lucia, Venice*
Read more on page 29
www.thelighthouse.co.uk

LONDON DESIGN FESTIVAL

13-23 September

Blueprint is delighted to be media partner for the UK launch of

Konstantin Grcic's Myto chair at SCP. During the London Design Festival, SCP will hold three exhibitions of contemporary design, Myths and Legends, two shows featuring the work of Grcic and Donna Wilson. SCP West on Westbourne Grove will host a show of the Rimini Blu collection by Italian ceramicists Bitossi.

Read Caroline Roux's interview with Grcic on page 128
www.scp.co.uk

100% DESIGN/BLUEPRINT AWARDS

18-21 September

The 100% Design/Blueprint awards were launched in 1996 and are the highlight of the annual interiors event. This year the shortlisted products will be featured on a trail of plinths around the show.

Winners of four categories of awards (Best New Interior Product,

Best New Exhibitor, Best Contribution to 100% Design and Most Promising Futures Designer) will be announced at 8.30pm, 19 September at Fulham Town Hall. See the shortlist on page 143
100% Design, Earls Court, London
www.100percentdesign.co.uk

TENT LONDON

18-21 September

Visit the Blueprint bar at Tent London, with projections by Wrap³.
Old Truman Brewery
www.tentlondon.co.uk

THE BIG DRAW 2008

26 September to 31 October

Blueprint is media partner for the architecture and design events during the Big Draw. At the national launch at the Wellcome Collection on 28 September, Oscar Peña, senior

creative director at Philips Design, will host a workshop about observation and emotion.

On 11 October The Big Draw at St Pancras International will celebrate the achievements of William Barlow and his successors. Explore elements of drawing, such as perspective, space and surface, with expert drawers from Foster and Partners, Future Systems, AHMM, Make, BDP, Zaha Hadid and Expedition Engineering in collaboration with Drawing at Work.

The London Big Draw closes with a festival of children's illustration at the British Library. The Big Picture Party on 27 October will feature drawing workshops with some of the best British children's book illustrators.
More information on page 159
www.thebigdraw.org.uk