the fake & the prop

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THE FAKE AND THE PROP
The Competition Briefing

Het Gesprek TV Setting Competition *** 1st Classified

The project is the result of the collaboration between the Dutch commercial TV station Het Gesprek and Design Academy Eindhoven during 2010.

Het Gesprek TV Station

Het Gesprek (literary: The Conversation) is a Dutch commercial TV station, founded mid 2007 by a small group of media entrepreneurs. They aim a small, though stable market share with a high selectivity in their target group by offering high quality programming. Initially, all programmes were talk shows or interviews. Today, also art house movies, documentaries and concerts are included in the schedule.

TV Setting Competition

The competition consists in designing a TV Setting for the new daily live talk show NXTLive. NXTLive is anticipated to become the flagship programme of Het Gesprek. It is a newspaper-magazine style programme consisting of different items ranging from a column of 1 minute to an in depth conversation of 20 minutes. NXTLive is recorded from a location in the centre of Amsterdam facing the lively street life. Key words in describing the atmosphere of the programme are: open, relevant, real (as in authentic, non glamorous), modern and positive.

THE FAKE AND THE PROP
The Proposal Concept

Subject

From technology to prop, from real to fake

Why

'The Fake and the Prop' project builds on the concept that television is a medium that plays with the real and the fake and aims to find an honest in-between space where to perform.

What

The idea is to combine the realistic and conceptual definition of reality. The first based on the context, the second one on the content. The proposal consists in creating an interaction between the context (the lively street life of Amsterdam) and the content (the interview talks content) by using Smart Glass technology.

How

Smart Glass is a laminated glass that changes state from transparent to opaque when an electrical current is activated. When it is in opaque mode it can perform as a high quality LCD display screen. In this proposal all the setting (floor, windows, walls and furniture) is constructed with Smart Glass material with the aim of manipulating the perception of the real and the fake.

THE FAKE AND THE PROP
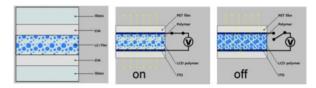## The Proposal Technology

The Technology: Smart Glass

Smart glass

Smart glass, EGlass, or switchable glass is a laminated glass, which is composed of polymer and liquid crystal that changes state from transparent to opaque when an electrical current is activated. When it is in opaque mode it can perform as a high quality LCD display screen.

Main Properties

• ON mode: transparency.

• OFF mode: opaque. In this mode it can perform as a high quality LCD display screen (direct or indirect retro projection).

• It has an intensity regulator, which allows to control the transparency.

• Operation can be done through simple ON/OFF switch, remote control, timer, door lock and movement sensors.

• There are various shapes, thickness and colors.

The Technology

The LC Film is a combination of two electrically conductive films, filled with liquid crystals and polymer.

In the second diagram the LC particles, by electrical connections, stand in one direction to let the light pass through and create transparency.

In the third diagram as the current is off the particles are scattered in various directions; consequently they partially impede the pass of the light and cause the opacity.

Watch movie

http://youtu.be/2Qx3i9b1pmo

THE FAKE AND THE PROP
The Proposal Application Options
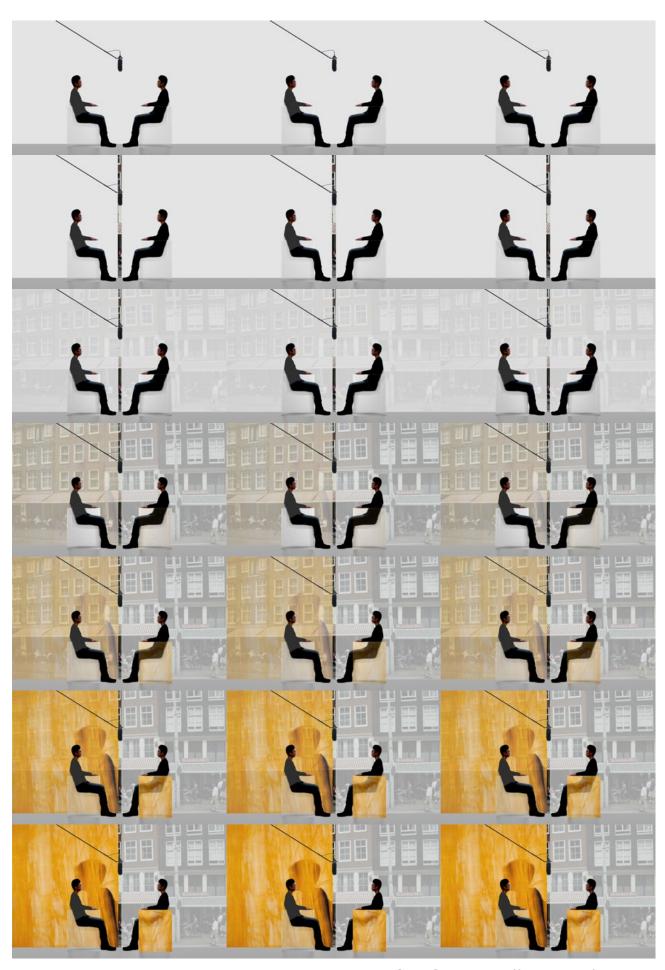
Proposal Application Options

The next are possible options, which could vary once they are adapted to the final program duration and content.

For all the options the idea is to play with transitions from the real context to the real content and vice versa.

The transitions would take place at the beginning and the end of the program. During the interview the images projected would remain fixed in order to focus in the interview content and to not distract the public with the movement of the projections.
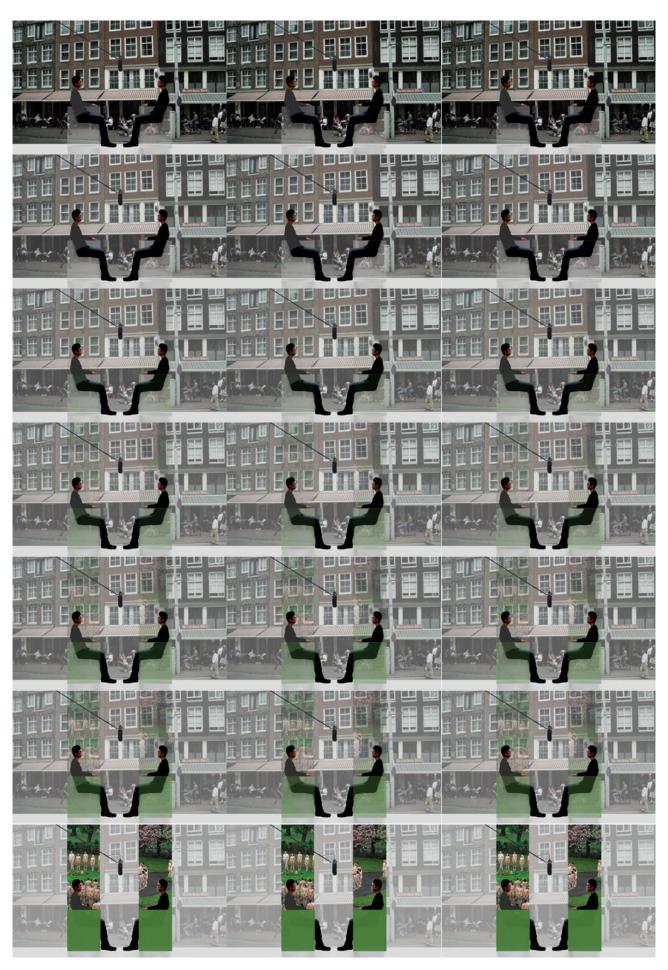
The total images used during the program could be between one and three depending on the content of the interview.
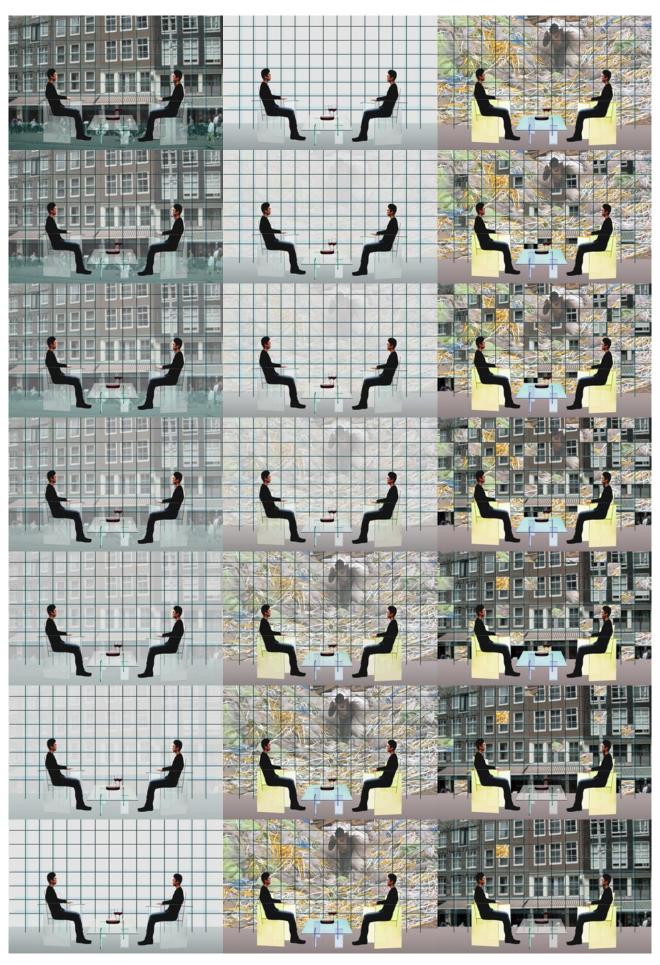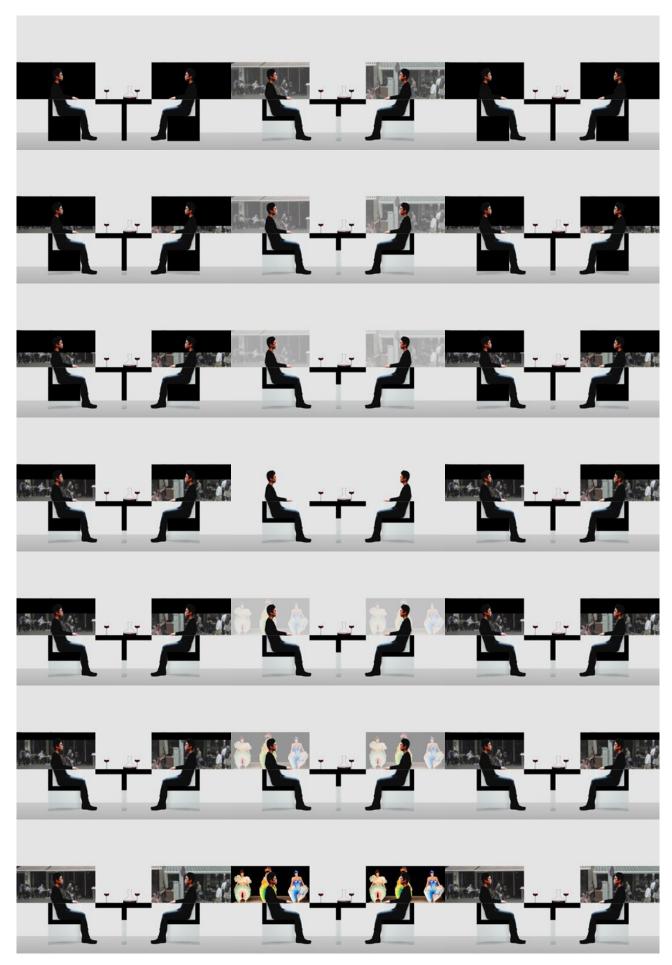
THE FAKE AND THE PROP
Proposal Application Option I

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Proposal Application Option II

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Proposal Application Option III

THE FAKE AND THE PROP
Proposal Application Option IV

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