



NOISE-RESPONSIVE LIGHT INSTALLATIONS - BRUUMRUUM

DAVID TORRENTS & ARTEC3 + LEDSCONTROL
PUBLIC INTERACTIVE SQUARE

PLAZA DEL DISSENY HUB
BARCELONA

2014

LIGHT / SOUND

PERMANENT

BRUUMRUUM! is a permanent responsive light installation located next to the Disseny Hub building and the Agbar Tower in Plaça de las Glories of the PobleNou District in Barcelona.

It is a project commissioned by the Municipality of Barcelona and created by David Torrents & artec3 in collaboration with LEDsCONTROL, that creates a special dialogue between citizens and public space through the use of sound and light. It functions as a kind of large ear that listens and reacts to the words and sounds it hears.

The installation reacts to the intensity of voices and the ambient sound that the city generates using sensors that have been installed around the square that instigate changes in the shape and colors of the image created by the lights. The intervention combines color and sound using 550 LEDs

embedded throughout an area of 3,300m² and consists of color lights that are in constant motion and move thanks to sensors that pick up sound from the environment transferring these at the ground level.

The senses are found at street level and are sensitive to the intensity of the sound, capturing the sounds of passing traffic, the conversations of people walking by as well as more remote sounds that are translated by the lighting plot with delicate and subtle movements.

Currently BruumRuum! has received the Grand Laus Award in Graphic Design, organized by the Association of Graphic Designers and Art Directors of the FAD (ADG-FAD). This is a recognition to the best projects carried out in the categories of graphic design, web and digital media, advertising