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CHINA



**POWERED BY THE SUN,
THIS JUMBO SCREEN
FLASHES AND BEGUILLES.**

Jumbotron screens are proliferating in every major city, assaulting the senses with a frenzied turmoil of sports and advertising, talking heads and jiggling bodies. What a relief then, to find a six-storey screen devoted to nothing but art. The Zero Energy Media Wall in west Beijing is content to ravish the eye with coloured light that sweeps, swirls and flutters in patterns that evoke distant galaxies. Appropriately, it draws all its energy from the sun.

Designed by the New York architect Simone Giostra in collaboration with Arup and media artist Jeremy Rotsztein, the screen was commissioned by the Jingya Corporation as a facade for a popular seafood restaurant. The same group previously commissioned Raimund Abraham to wrap a similar block in the city centre with a deformed metal grid that splashes around the building like a great wave. The media wall comprises a curtain of glass panels, some set at angles, into which photovoltaic cells and 2300 coloured LEDs are laminated. The cells absorb solar energy by day and power the diodes at night. M.W.

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