

DECORATION NEWS
THE SEASONS BEST...

THE COOLEST... ECONNOVATION

Innovation, today is
all about intelligent
design. Here's how...



You would be forgiven if you thought that we had lost it. A 24,000 sq ft lit wall in an environment-friendly issue! Well, there's more to it than meets the eye. GreenPix by Simone Giostra and Partners is a zero energy surface made possible by applying sustainable and digital media technology to the curtain wall of Xicui entertainment complex in Beijing. Guess, there's more happening in the city besides the 2008 Olympics. It transforms the building envelop into a self-sufficient organic system, harvesting solar energy by the day and using it to illuminate the screen after dark, mirroring a day's climatic cycle. The polycrystalline

photovoltaic cells are laminated within the glass and placed with changing density on the entire skin. The pattern increases the building's performance, allowing daylight when required, reducing heat gain and transforming excessive solar radiation into energy for the wall. Comprising of 2,292 LED light points, it is comparable to a mammoth monitor. The large scale and characteristic low resolution of the screen enhances its abstract visual qualities. It provides an art-specific communication form in contrast to commercial applications in conventional facades. Now this is what we call a perfect econnovation! ♦ **Pragnya Rao**

Top A radical example of photovoltaic technology, the media wall harvests solar energy by the day to illuminate the screen after dark

Inset Digital wall comprising of 2,292 colour LED light points. The solar glass panels are by Chinese manufacturer SunTech

Photographs courtesy
Simone Giostra,
ARUP and Ruogu

Website:
www.greenpix.org