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By [Carolina A. Miranda](#)



Beijing's building-sized video installation. Very "Blade Runner." (Simone Giostra & Partners)

This evening, rush hour commuters on Xicui Road in the western part of Beijing will be treated to the sight of a 20,000 square foot LED screen displaying videos that are twelve stories high. It will be the official debut of the Greenpix Zero Energy Media wall, a building-sized video installation powered entirely by solar

energy. Designed by the architect Simone Giostra — who has worked on projects with Richard Meier and Steven Holl — the building features a glass wall clad in a photovoltaic laminate that soaks up the sun’s rays during the day and uses that energy to project low-resolution LED videos at night. Beginning this evening, Greenpix will feature a nightly rotating spectacle of looped videos by a selection of international artists. The oversized projections — which operate on a “Blade Runner” scale — will be visible to anyone heading to and from the baseball and basketball events during the Olympics. “It’s an overwhelming visual experience given the monumental scale of the wall,” says Luisa Gui the project’s New York-based curator. “The videos are quite abstract, in fast-motion, almost mirroring the high speed of the city.”



The building uses solar energy to project low-resolution LED videos at night. (Simone Giostra & Partners)



The Greenpix Zero Energy Media wall. (Simone Giostra & Partners)

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