GREENPIX, BEIJING'S FIRST ZERO ENERGY MEDIA WALL, DESIGNED BY SIMONE GIOSTRA & PARTNERS ARCHITECTS, TO LAUNCH ON JUNE 24, 2008

BEIJING – Simone Giostra & Partners Architects have designed the GreenPix - Zero Energy Media Wall - a groundbreaking project applying sustainable and digital media technology to the curtain wall of Xicui Entertainment Complex in Beijing, near the site of the 2008 Olympics. Featuring one of the largest color LED display worldwide and the first photovoltaic system integrated into a glass curtain wall in China, GreenPix transforms the building envelop into a self-sufficient organic system, harvesting solar energy by day and using it to illuminate the screen after dark, mirroring a day's climatic cycle.

"The Media Wall will provide the city of Beijing with its first venue dedicated to digital media art, while offering the most radical example of photovoltaic technology applied to an entire building's envelope to date", said Simone Giostra. The building will open to the public on June 24, 2008, with a program of video files by Aaajiao (Xu Wenkai) and Shih Chieh Huang, organized by Defne Ayas, a Shanghai-based new media and performance curator for New York's Performa biennial, and a new video piece by the Russian Beijing-based artist Varvara Shavrova.

Greenpix behaves like an organic system, absorbing solar energy during the day and then generating light from the same power that evening. The project promotes the uncompromised integration of sustainable technology in new Chinese architecture, responding to the aggressive and unregulated economic development currently undertaken by the industry, often at the expense of the environment.

With the support of leading German manufacturers Schueco and SunWays, Giostra and Arup developed a new technology for laminating photovoltaic cells in a glass curtain wall and oversaw the production of the first glass solar panels by Chinese manufacturer SunTech. The polycrystalline photovoltaic cells are laminated within the glass of the curtain wall and placed with changing density on the entire building's skin. The density pattern increases building's performance, allowing natural light when required by interior program, while reducing heat gain and transforming excessive solar radiation into energy for the media wall.

Content architecture: a new medium

GreenPix is a large-scale display comprising of 2,292 color (RGB) LED's light points comparable to a 24,000 sq. ft. (2.200 m2) monitor screen for dynamic content display. The very large scale and the characteristic low resolution of the screen enhances the abstract visual qualities of the medium, providing an art-specific communication form in contrast to commercial applications of high resolution screens in conventional media façades.

Xicui's opaque box-like commercial building gains the ability of communicating with its urban environs through a new kind of digital transparency. Its "intelligent skin" interacts with the building interiors and the outer public spaces using embedded, custom-designed software, transforming the building façade into a responsive environment for entertainment and public engagement.

The full integration of media/information technology with architecture in an urban context represents a new kind of communication surface devoted to unprecedented forms of art, while projecting information about the behavior and activity of the building to a wide range of distances and engaging a vast audience within the city of Beijing. The innovative use of technology and experimental approach to communication and social interaction defines new standards in the context of urban interventions worldwide, raising global interest in the integration of digital technology with architecture and reinforcing the reputation of Beijing as a centre for innovation and urban renewal.

The first digital public art space in the heart of Beijing

GreenPix results from the ambitious collaborative talent of architects, engineers, programmers, artists and curators. The unprecedented immense scale of the display and intensity of the light will allow a generation of young artists, both local and international, to create site specific and socially relevant projects.

The new-generation showcase is a highly visible venue, both within the Beijing metropolis and internationally, and a powerful platform to display the work of emerging artists. Its high visibility will be conducive to interactive projects and artistic dialogue within and beyond China's borders. A compelling program of videos, installations and performances will be organized by a diverse team of independent curators, art institutions, galleries, media schools, corporations, collectors and benefactors, all lead by curator and producer Luisa Gui.

About Simone Giostra & Partners Architects

The project was designed and implemented by Simone Giostra & Partners, a New York-based office dedicated to the investigation and performance of architecture, energy technology and new media. Recognizing the impact of the virtual domain on the design and implementation of architectural projects, the office combines a series of existing and new professional collaborations and cross-disciplinary partnership to address the full potential of contemporary culture and technology.

The firm is responsible for the design and implementation of some of the most innovative projects under development worldwide, including the SuHe Entertainment Center in LinYi, China, and the GreenPix project in Beijing, a sustainable media wall featuring the largest LED display to date and the first photovoltaic system integrated to a glass curtain wall in China.
In recognition of its leading role in the field of sustainable design and advanced building technology, the office was invited by the Cooper Hewitt Museum in New York to design and build a large-scale, site specific installation as the centerpiece of the Design Triennial in 2010.

Through the years, the office has established a solid reputation through collaborations with renowned architects, such as Alvaro Siza, Raimund Abraham and Richard Meier, as well as with a series of entries into invited international competitions, such as the "Pedestrian Bridge over the Tiber" in Rome (2000), with the input of Arup's structural engineers, the new "Museum of Contemporary Art" in Shenzhen, China (2007), and the "Milan Gate" Pavilion at the Malpensa International Airport in Milan, as part of the World Expo in 2015.

About Simone Giostra

Mr. Giostra has more than 15 years of experience in design and implementation of architectural projects. He acted as Project Architect for the construction of several prestigious buildings in the US and Europe for Alvaro Siza, Raphael Vinoly, Raimund Abraham, Steven Holl and Richard Meier.
These collaborations have allowed him to experience the visionary nature of architecture and to acquire an extensive knowledge in advanced building technology and its implementation in innovative architectural design.

Mr. Giostra has lectured extensively in Europe and the US, most recently at the "SOM Lecture Series" and the "Feltman Lecture" at Cooper Union in New York, at the Polytechnic School of Architecture in Milan and at the "View Conference" in Turin, Italy. His work has been exhibited widely, including at the DAZ – German Center for Architecture – in Berlin, the Festival of Creativity of Florence, and at the Cooper Hewitt Design Museum in New York, and it was published in several books and journals including: The New York Time, The Washington Post, CNN, Architectural Record, A+U, Detail Magazine and Metropolis.
He was the recipient of the Archi-Tech Award, the Boston Society of Architects "Sustainable design award", a finalist of the World Architecture Festival and the Zumtobel Award in 2008.

Since 1998 Mr. Giostra has been Guest Critic at Cooper Union, Columbia University, Pratt Institute and City College in New York, and at the Polytechnic School of Architecture in Milan. Currently, he is Associate Professor at the PRATT Institute in New York and a Visiting Professor in the Master Program for Landscape Design at the NABA Academy in Milan.

Project: GreenPix - Zero Energy Media Wall
Location: Xicui Road, Beijing, China
Opening: June 24, 2008
Client: Mr. Zhang Yongduo, Jingya Corporation
Architect: Simone Giostra & Partners Architects
Lighting and Structural Advise: Arup
Solar technology R&D: Schüco International KG, Sunways AG
Solar panel manufacturer: Suntech China

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For more information about GreenPix, please visit: http://www.greenpix.org

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