Xicui Entertainment Center and Zero Energy Media Wall, 2008

Binary windows emulation
ARCHITECTS: Simone Giostra & Partners

The façade of the entertainment center combines one of the largest color LED displays in the world with a photovoltaic system integrated into a glass curtain wall. The building envelope becomes a self-sufficient organic system, harvesting solar energy by day and using it to illuminate the screen after dark, mirroring the day’s climatic cycle. The opaque box-like commercial building gains the ability of communicating with its urban environment 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 stage for entertainment and public engagement.