

# Out of sight, out of mind

An immersive 360° video experience of the Mar Menor, incorporating augmented and live realities in obscure and profound guises.

For the Reset Mar Menor Exhibition at Centro Cultural Puertas de Castilla,  
Ayuntamiento de Murcia, 9 to 27 May 2019

Paul Sermon, Charlotte Gould, Jeremiah Ambrose

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Contact:

**Professor Paul Sermon**

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United Kingdom

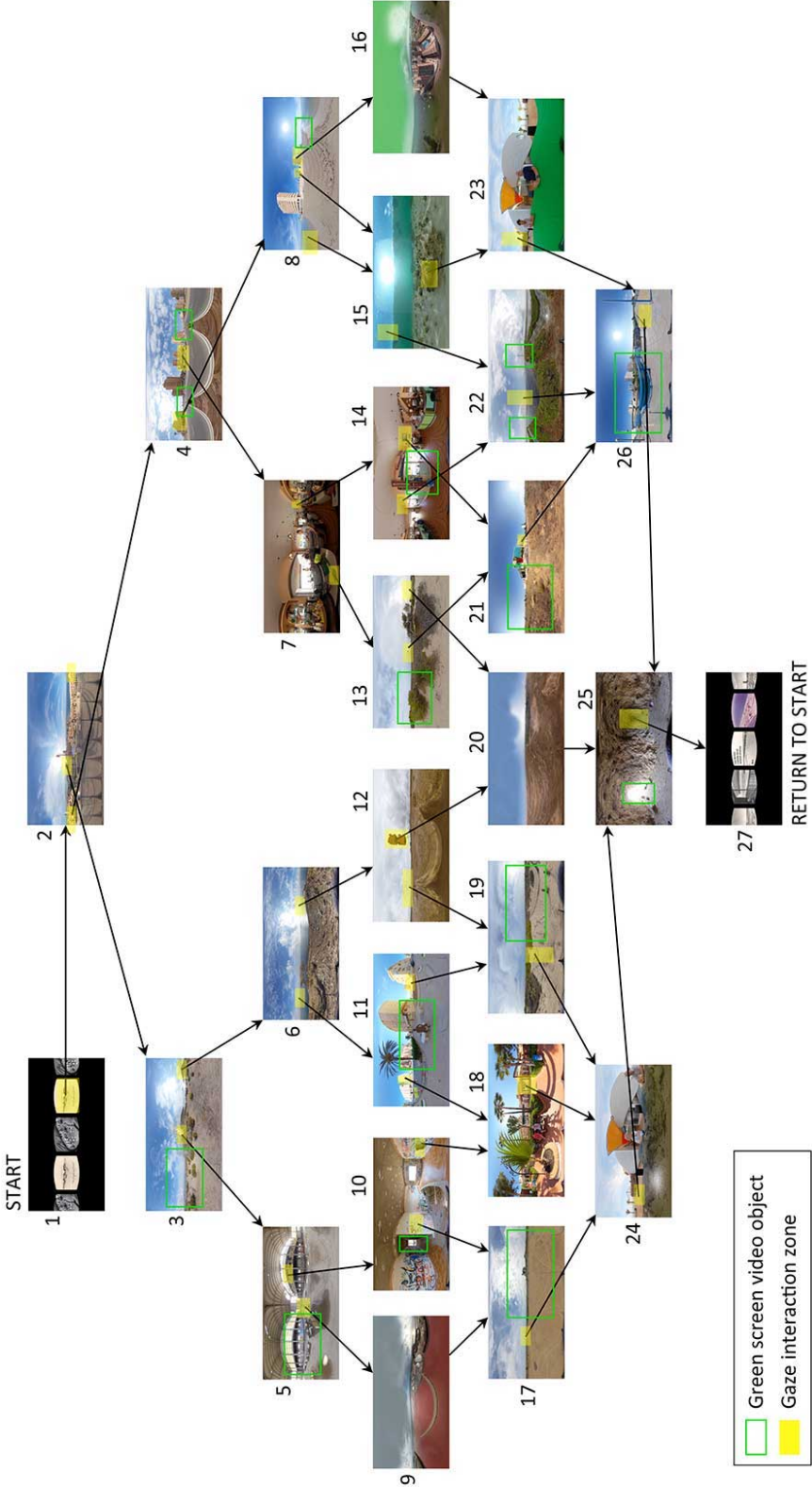
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<http://www.paulsermon.org>

## **Out of sight, out of mind**

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This 360° telepresent video installation presents the outcomes of a two-week residency on the 170 km<sup>2</sup> Mar Menor saltwater lagoon on the south east coast of Spain in September 2018 by a creative research team of artists and academics based in the United Kingdom. The team were invited to undertake practice-based research on the changing ecosystem of this unique natural landscape, resulting from damages caused by intensive agriculture, increased tourism and rising sea levels. The project and installation has been developed by three artists/researchers, each bringing specific experience and knowledge of 360° video to undertake the research and create a unique understanding and manifestation of the changing ecosystem of the Mar Menor. This includes Paul Sermon from the School of Art at the University of Brighton, who is currently working on collocated telematic experiences in 360° live video environments, Charlotte Gould also from the School of Art at the University of Brighton, developing immersive 360° animated augmented reality and Jeremiah Ambrose from the University for the Creative Arts, who is working on gaze controlled navigation through 360° video narratives. The overarching aim of this project is to create a unique interactive 360° video experience of the Mar Menor that manifests the anthropocene effects on this natural landscape as augmented surreal and metaphysical interpretations of the artist's experiences during the residency, as well as looking at current scientific data on the Mar Menor ecosystem. Through environmental, social, economic and cultural observations and encounters the team have created an immersive 360° environment that incorporates both video and audio recordings with augmented imaginary and predicted realities transformed from scientific data in obscure and profound guises. Following the residency the team collated the gathered material to produce a 360° telematic installation that incorporates live audience interaction within the original 360° video experience of the Mar Menor.

### 360° Video Interaction Map



## Equipment, Materials & Construction

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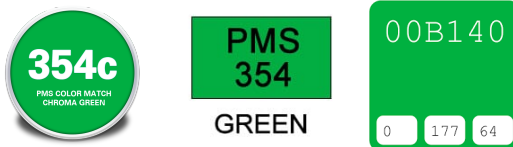
### Equipment provided by Paul Sermon...

- 2 x Sony HD Video Camera
- 1 x Panasonic AW-HS50 Video Switcher (System set to: 720 50p)
- 1 x Oculus Rift
- 1 x HP Omen Laptop
- 2 x Monopod and feet
- 2 x Ball head camera mount
- 3 x Blackmagic HDMI to SDI
- 1 x Blackmagic SDI to HDMI
- 1 x Blackmagic UltraStudio Recorder
- 2 x HDMI to Micro HDMI cable
- 2 x USB extension cable
- 1 x USB 3.0 Hub
- 1 x SDI cable
- 1 x Thunderbolt cable
- 1 x Thunderbolt to USB-C adapter
- 1 x Mini Display Port to HDMI cable
- 1 x HDMI cable
- 1 x DVI cable
- 1 x DVI to HDMI cable
- 1 x 10 metre USB 3.0 Active Repeater extension cable
- 1 x 10 metre fibre optic HDMI extension cable

### Equipment, Materials and Construction provided by venue/exhibition...

- 1 x 50" LCD TV with table stand (to stand on 50cm x 100cm surface)
- 1 x Preview monitor with DVI or HDMI input
- 4 x LED white video light (Clara Boj and Diego Diaz have 2)
- 2 x Long SDI cable (RG59 BNC cables to run between the two locations)
- 2 x Plinth with locking doors for storage – constructed and painted white (see Plinth Diagram)
- 2 x Green screen wall and floor – constructed and painted (see Installation Model)
- 2 x Green bench – constructed and painted (see Installation Model)

### Green Paint colour reference:



- Green Screen as Pantone Colour Value: PMS 354c
- Green Screen as RGB Colour Value: 0, 177, 64
- Green Screen as CMYK Colour Value: 81, 0, 92, 0
- Green Screen as Hex Colour Value: #00b140
- Green Screen as Websafe Colour Value: #009933

**Green Screen Paint** [https://www.amazon.es/TV-Farben-KG-keyfarbe-tv415-Green-Screen/dp/B077P5WLRH/ref=sr\\_1\\_fmkrnull\\_1?\\_mk\\_es\\_ES=AMAZON&keywords=chroma+key+green+paint&qid=1554590651&s=gateway&sr=8-1-fmkrnull](https://www.amazon.es/TV-Farben-KG-keyfarbe-tv415-Green-Screen/dp/B077P5WLRH/ref=sr_1_fmkrnull_1?_mk_es_ES=AMAZON&keywords=chroma+key+green+paint&qid=1554590651&s=gateway&sr=8-1-fmkrnull)



## Production Schedule

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- 1 May Venue to construct and paint green screens, plinths and benches
- 5 May Team arrive in Murcia
- 6 May Install hardware and test
- 7 May Install hardware and test – Jeremiah departs in evening
- 8 May Complete and finish installation
- 9 May Final adjustments, gallery staff briefing and opening of installation
- 10 May Documentation of installation
- 11 May Documentation of installation
- 12 May Paul and Charlotte Depart in afternoon
- 27 May Installation taken down and equipment returned to Paul Sermon

### Flights:

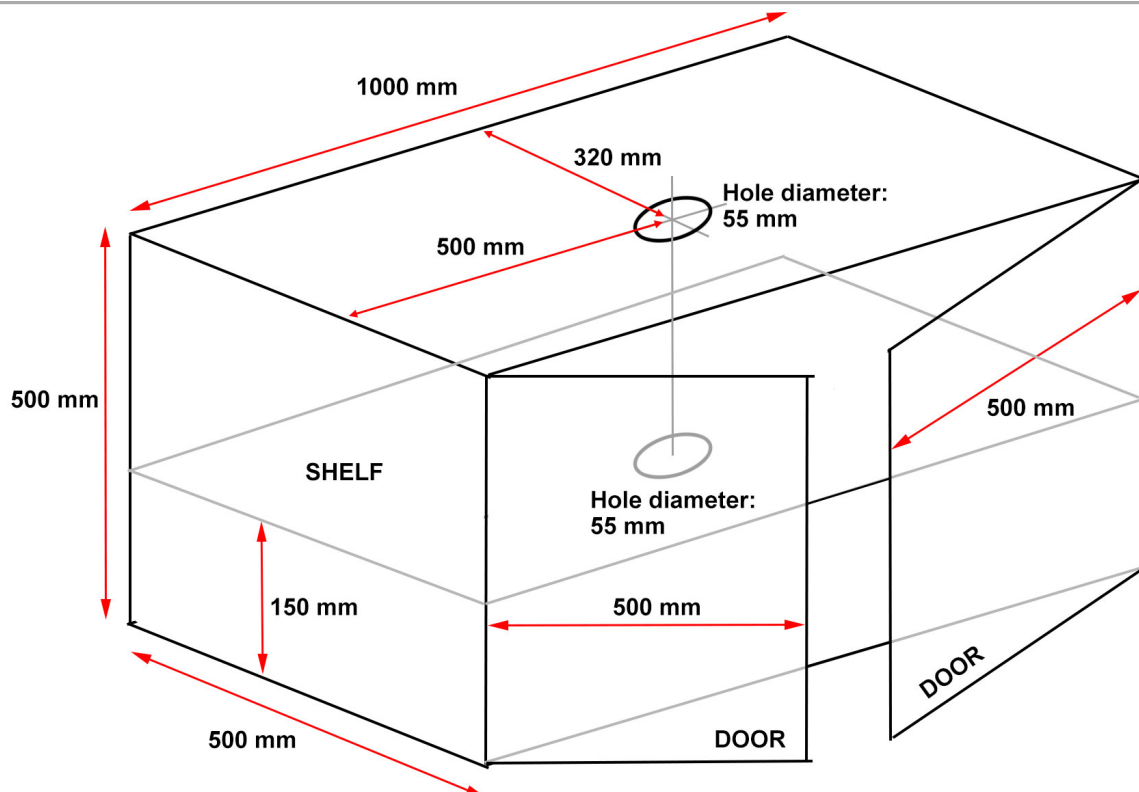
- 5 May: London Gatwick to Murcia Intl – **EasyJet EZY8551** Depart 12:50, Arrive 16:30  
Passengers: Paul Sermon, Charlotte Gould, Jeremiah Ambrose  
**Baggage: 2 x 23kg baggage**
- 7 May: Murcia Intl to London Gatwick – **EasyJet EZY8554** Depart 21:40, Arrive 23:20  
Passenger: Jeremiah Ambrose
- 12 May: Murcia Intl to London Gatwick – **EasyJet EZY8550** Depart 10:30, Arrive 12:10  
Passengers: Paul Sermon, Charlotte Gould  
**Baggage: 1 x 23kg baggage**

### Return Equipment to Paul Sermon UK

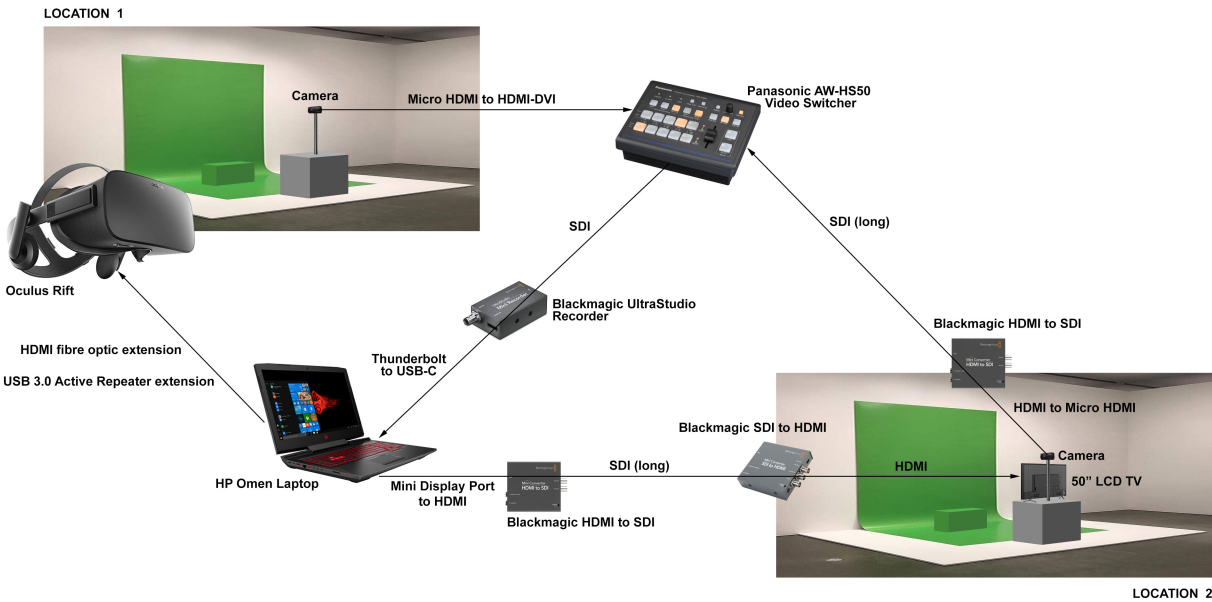
Transportation of equipment either by shipping or academic visit: **30kg approx.**

## Plinth Diagram

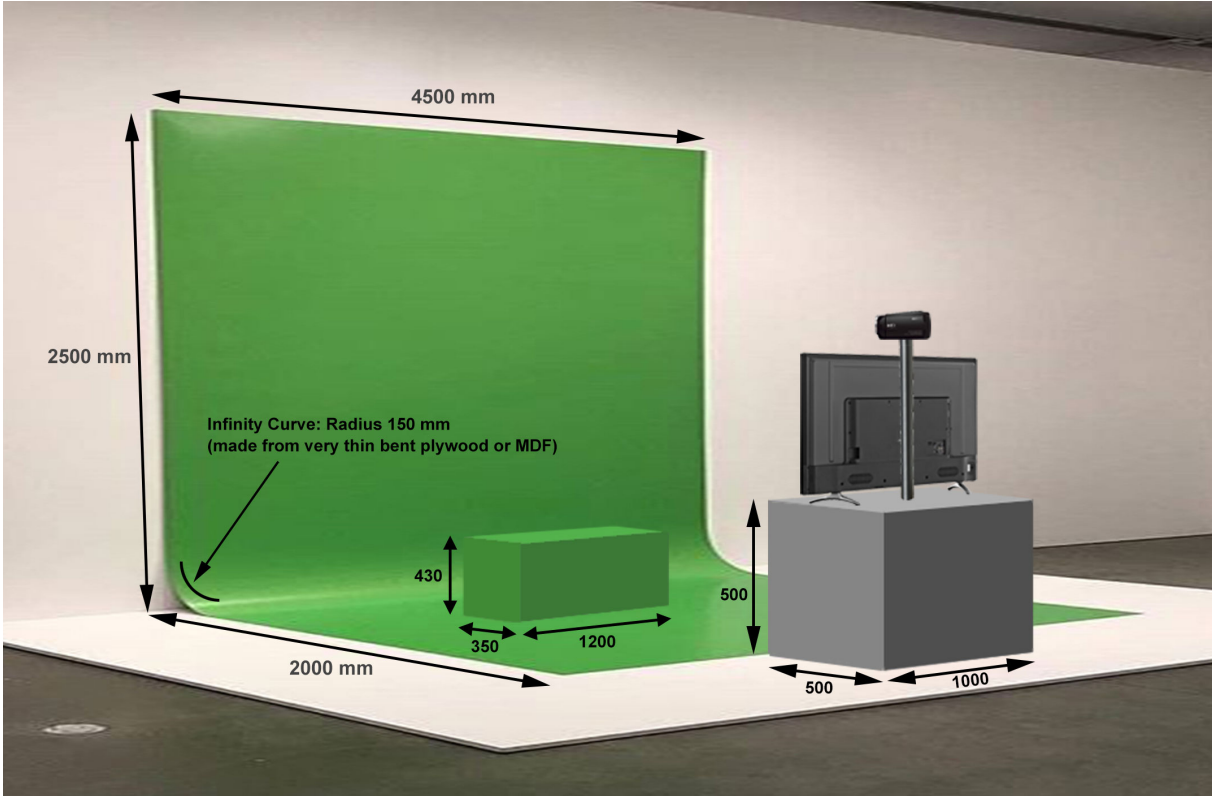
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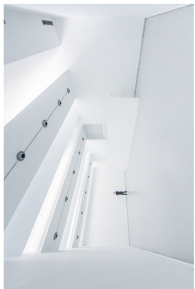
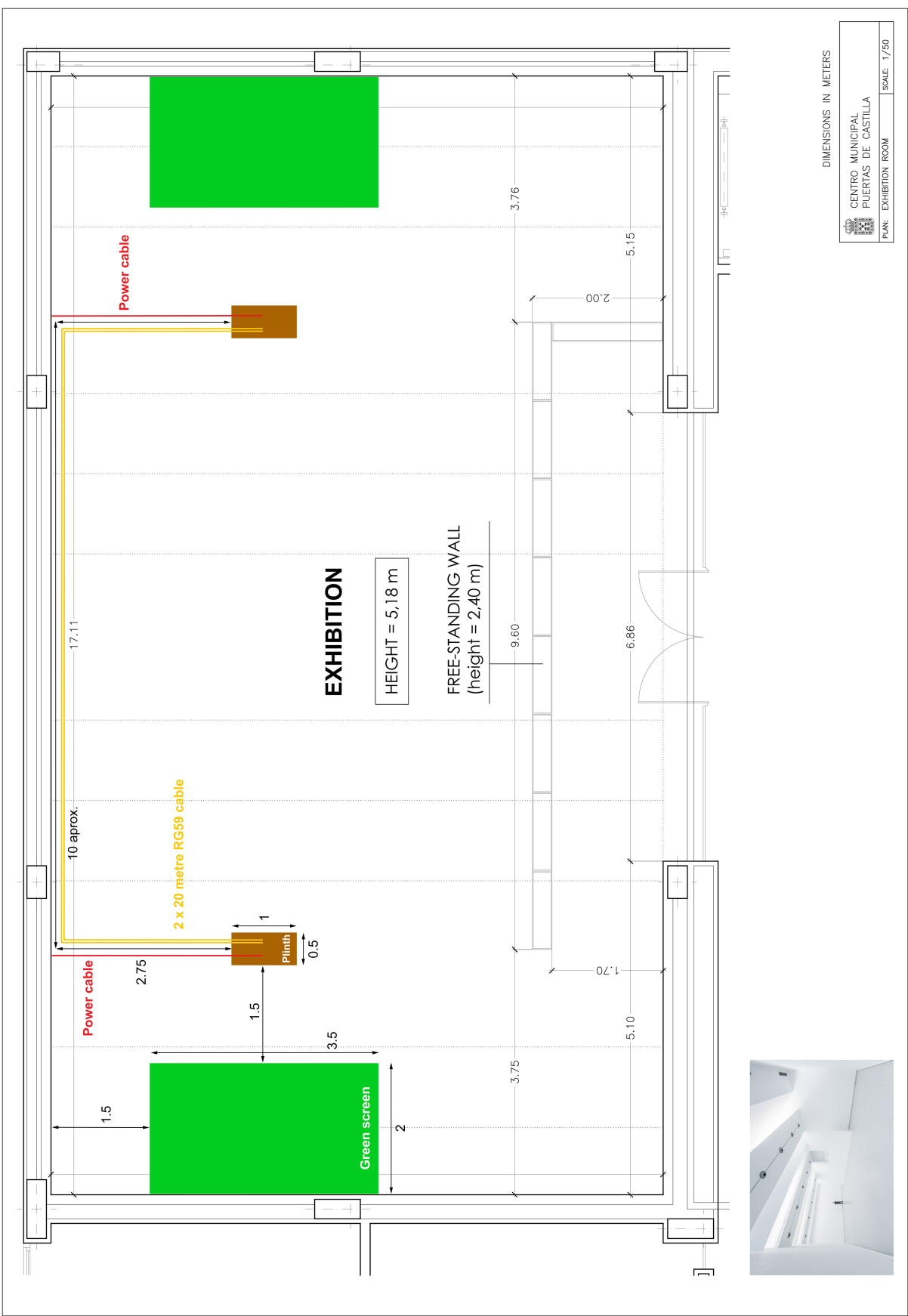
### Video Flow Diagram



### Installation Model



# Exhibition Plan



## Biographies

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### Paul Sermon

School of Art, University of Brighton

Academic profile: <https://research.brighton.ac.uk/en/persons/paul-sermon>

Artist website: <http://www.paulsermon.org>

Paul Sermon was awarded the Prix Ars Electronica Golden Nica, in the category of interactive art, for the hyper media installation 'Think about the People now' in Linz, Austria, 1991. Produced the ISDN videoconference installation 'Telematic Vision' as an Artist in Residence at the ZKM Center for Art and Media in Karlsruhe, Germany in 1993. Received the Sparky Award from the Interactive Media Festival in Los Angeles for the telepresent installation 'Telematic Dreaming', June 1994. From 1993 to 1999 worked as Dozent for Media Art at the HGB Academy of Fine Arts Leipzig, Germany. From 2000 to 2013 Professor of Creative Technology at the University of Salford, School of Arts & Media. From 1997 to 2001 Guest Professor for Performance and Environment at The University of Art and Design in Linz, Austria. Since September 2013 Professor of Visual Communication in the School of Art at the University of Brighton, United Kingdom.

### Charlotte Gould

School of Art, University of Brighton

Academic profile: <https://research.brighton.ac.uk/en/persons/charlotte-gould>

Artist website: <http://www.charlottegould.org>

Charlotte Gould has exhibited her work internationally including in China, Australia with "Urban Picnic" and "Peoples Screen" and in Europe at MACBA (Museum of Contemporary Art Barcelona) with "All the World's a Screen" (2011). Charlotte is Deputy Head of School in the School of Art at the University of Brighton responsible for learning and teaching. She teaches in Visual Communication and has taught across all levels from undergraduate to PhD supervision. She received her PhD in Interactive Works for Urban Screens: A practice based study into building new ways of engaging communities in urban space through interactive artworks for urban screens from the School of Arts & Media, University of Salford in 2015. She graduated with a BA Honours Degree in Graphic Design from Chelsea School of Art in 1990 and was awarded an MA in Creative Technology from the University of Salford (2003).

### Jeremiah Ambrose

School of Fine Art and Photography, University for the Creative Arts, Farnham

Artist website: <http://jeremiahambrose.com>

Jeremiah Ambrose works in the areas of digital art, media futures and experimental practice – his current research explores the creation of interactive 360° environments. He undertook a practice-based PhD at the University of Brighton, looking at emergent narratives and interaction aesthetics in VR and interactive 360° film. He graduated with a BA (Hons) in English, Media and Cultural Studies from Dún Laoghaire Institute of Art, Design and Technology in 2009. After this he was awarded an M.Phil in Film Theory and History and an M.Sc in Interactive Digital Media from Trinity College Dublin in 2011 and 2014. Jeremiah Ambrose was recently appointed as a Lecturer in Film and Digital Art in the School of Fine Art and Photography at the University for the Creative Arts Farnham. He is also a tutor in Immersive Factual Storytelling on the MA Ethnographic and Documentary Film at University College London and was previously a lecturer on the University of Brighton's MA in Digital Media Arts course.