

New Media Architecture(s): Virtual Topologies in Urban Spaces

July 24 — August 4, 2024
Denver, CO

Design and Information Packet

The contemporary media landscape is shaped by streams of instantaneous communication. While the affordances of global interconnectedness on one hand reflect the hopeful promises of yesterday's tomorrow, embodied by projects such as Buckminster Fuller's Spaceship Earth or Stan VanDerBeek's Video Drome, on the other hand they reflect a darkened mirror. Opaque systems of capitalization and algorithmic communication demonstrate their vast and insidious potentials to shape perception without awareness, and turn the individual gaze inward. Mediated communication and display pervades the contemporary landscape with phantasmagoric affect, blurring the boundaries between real and unreal, disorienting civic engagement.

Moving beyond computational mathematics, the arts and sciences have collective roles in shaping the discovery of new worlds with renewed sense of wonder. We navigate the media affordances of our time by orienting our imaginations outward, toward humane futures that cultivate constructive social relations. Empowering such world views requires creative visions of hope and the nourishment of poetics that serve nuance, complexity, and freedom to dream beyond the crush of information systems, the insidious persuasion of capitalized entertainment, and media structures that bind thought.

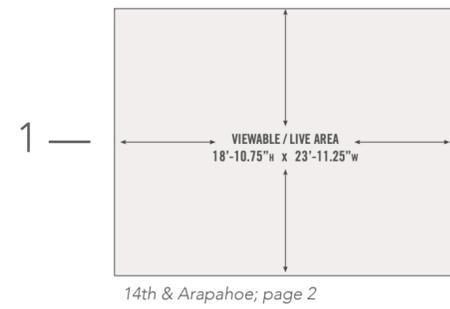
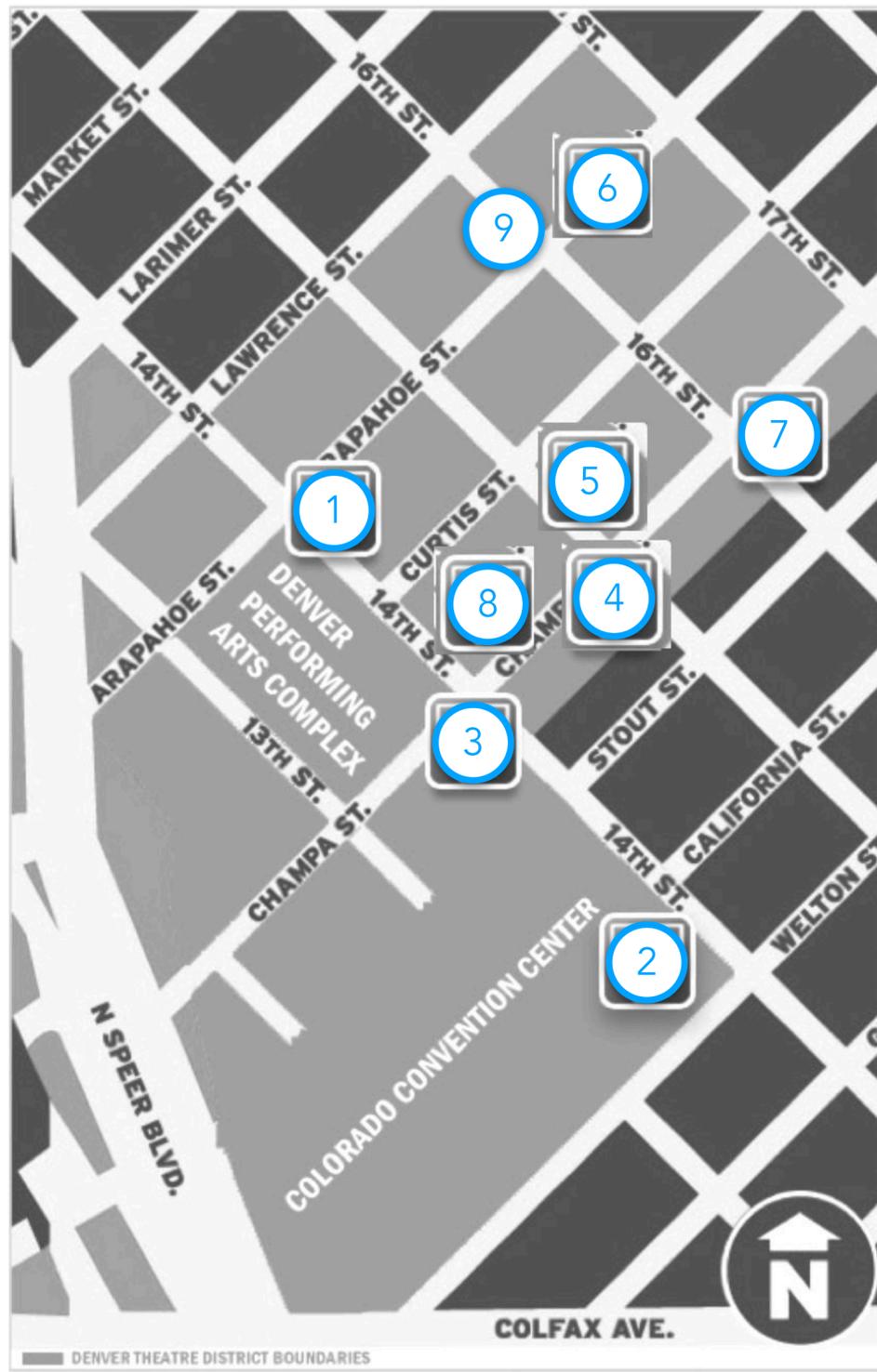
The artists in this exhibition will address the affordances and complexities of pervasive media display in the urban landscape. Presented on architectural scale video displays located throughout the Denver Theater District, participating artists will find themselves in the mixed company of paid advertisements and programmed marketing, their works randomly activated within a public display system, amidst an assortment of unrelated, countervailing content. Their brief aesthetic interruptions will offer moments of reflection, humor, and repose amidst an onslaught of marketed programming, as well as opportunities to consider place-making and the social relations of pervasive media topologies in the contemporary urban space.

Call for proposals June 1 — 24, 2024. [Project proposals may be submitted to the ACM SIGGRAPH Digital Arts Committee via this link.](#) Participating artists will be notified by June 28, 2024.

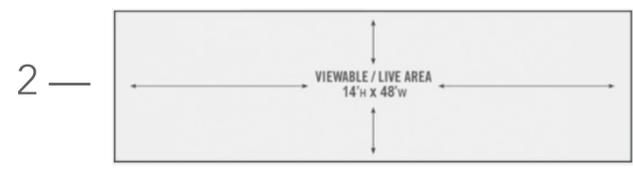
DENVERTHEATREDISTRICT 

NIGHT
LIGHTS
DENVER

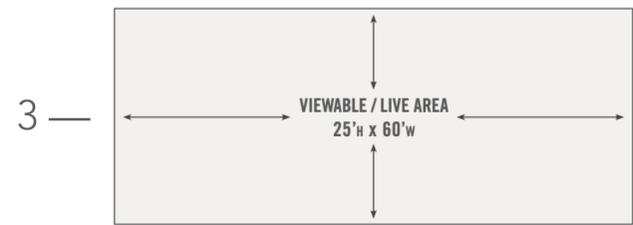
 DIGITAL ARTS
COMMUNITY
ACM SIGGRAPH



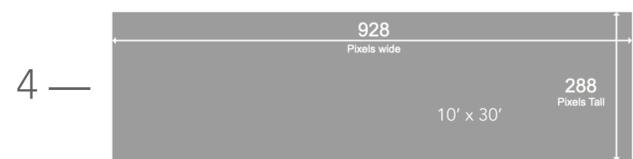
14th & Arapahoe; page 2



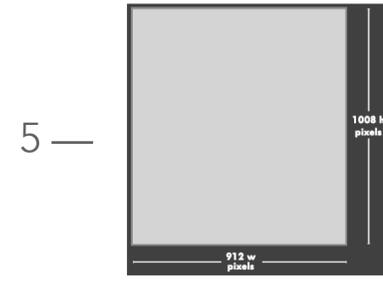
14th & California; page 3



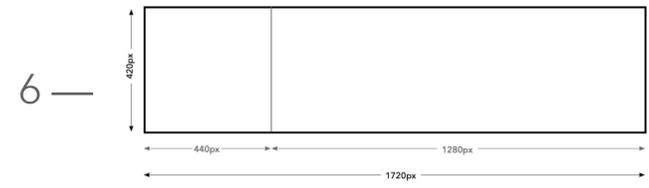
14th & Champa; page 4



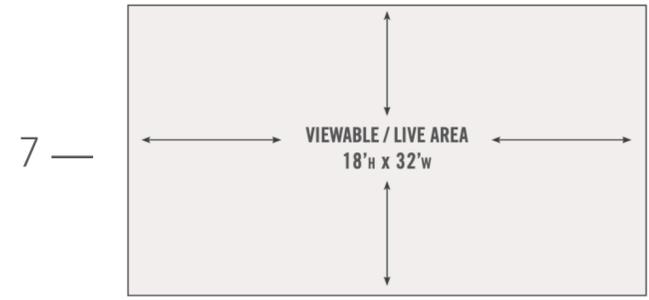
15th & Champa; page 5



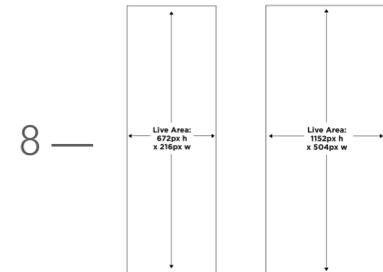
15th & Champa UAC; page 6



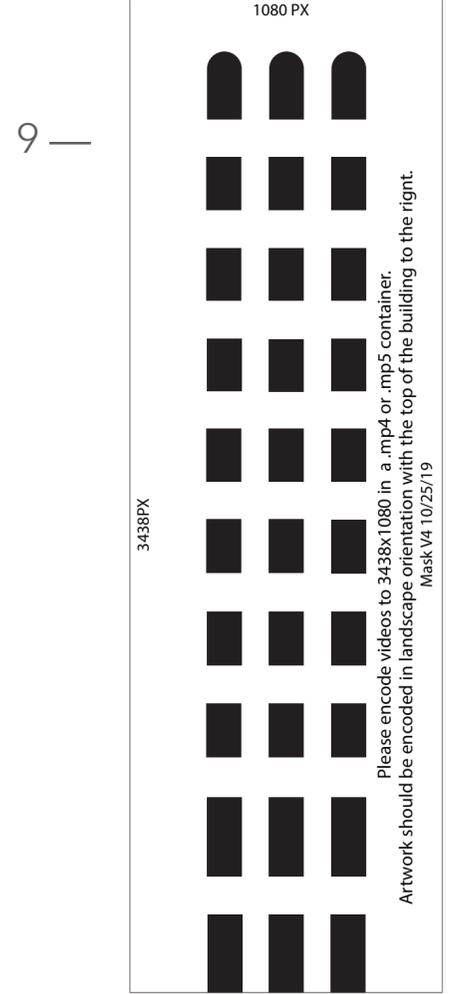
16th & Arapahoe; page 7



16th & Champa; page 8



Spire Blade 24' x 8' and Spire Wall 40' x 18'; pages 9 & 10



16th & Arapahoe; page 11

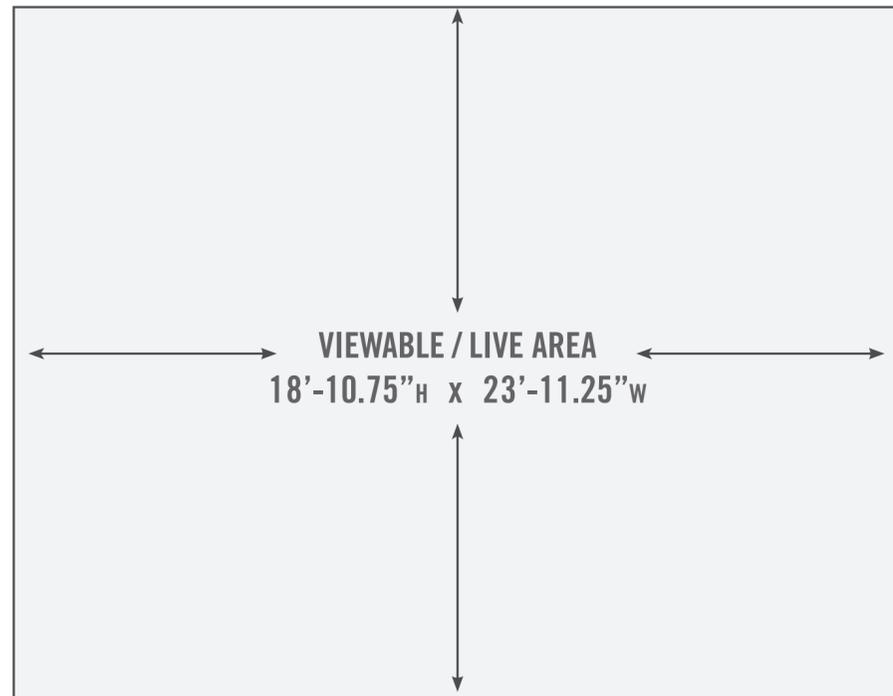
Please encode videos to 3438x1080 in a .mp4 or .mp5 container. Artwork should be encoded in landscape orientation with the top of the building to the right. Mask V4 10/25/19

#1016

DIGITAL

SPEC SHEET

VIEWABLE/LIVE AREA: 18'-10.75" H x 23'-11.25" W



DIGITAL CONTENT

- Digital Resolution: 360 H x 456 W (pixels)
- Frames per second: 30 fps (square pixels)
- Length: :15 seconds
- All rendered artwork: (1.0)px @ 72dpi or greater
- Color mode: RGB

ARTWORK REQUIREMENTS

- Final hi-res static content formats: .jpg, .png
- Final motion graphic content format: mp4 H.264 compression
- Audio: Not supported

*Length of motion graphics must be the exact length agreed upon with Branded Cities. Any extra frames will be cut off at the end of the spot. Display-ready content must be received by Branded Cities at least 48 hrs. prior to posting date.

VENUE SUMMARY

Location: 14th & Arapahoe Streets

Resolution: 360 x 456 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration: 15 seconds

Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

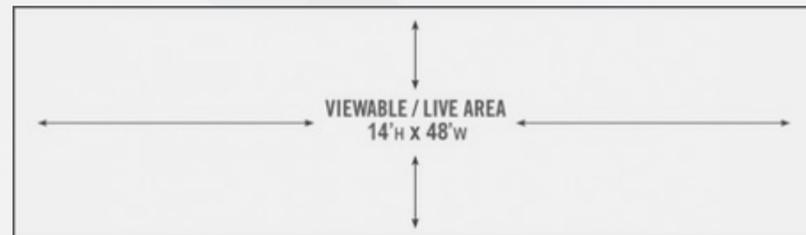
Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

14th Street & California Street #1038



DIGITAL DISPLAY LOCATION

- o 14th Street and California Street
- o Colorado Convention Center
- o Known for: High Pedestrian and Vehicle Traffic due to its close proximity to DPAC and the Colorado Convention Center
- o Display direction: Northwest
- o Viewable/live area: 14'h x 48'w
- o **Reference #1038**



DIGITAL CONTENT

- o Digital resolution: 256 h x 880 w (pixels)
- o Frames per second: 29.97 fps (square pixels)
- o Length: 15-seconds
- o All rendered artwork: (1.0)px @ 72dpi or greater
- o Color mode: RGB

ARTWORK REQUIREMENTS

- o Final hi-res static content formats: .jpg
- o Final motion graphic content format: mp4 H.264 codec
- o Audio: Not supported
- o Length of motion graphics must be exactly 15-seconds
- o Include "1038" in file name for easy ID reference

VENUE SUMMARY

Location: 14th & California Streets

Resolution: 256 x 880 px; 72 DPI

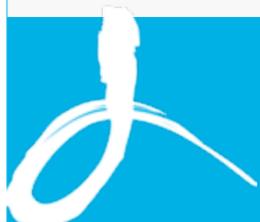
Frame Rate: 30 FPS (square pixels)

Duration: 15 seconds

Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

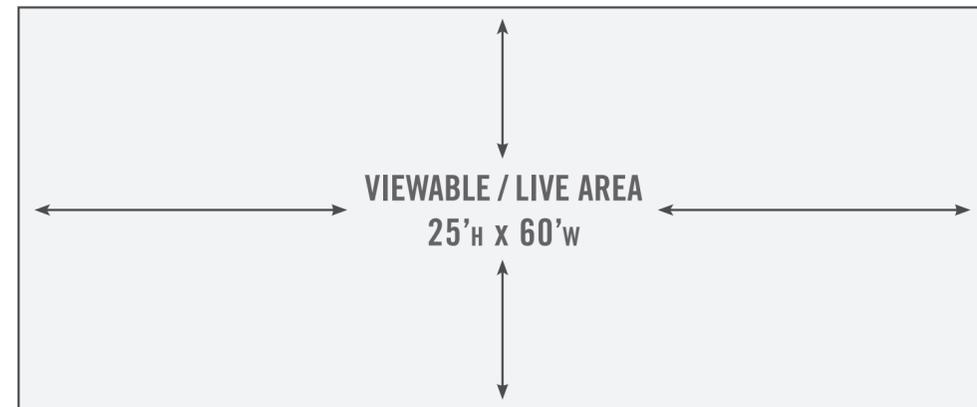


#1001

DIGITAL

SPEC SHEET

VIEWABLE/LIVE AREA: 25'H x 60'W



DIGITAL CONTENT

- Digital Resolution: 462 H x 1100 W (pixels)
- Frames per second: 30 fps (square pixels)
- Length: :15 seconds
- All rendered artwork: (1.0)px @ 72dpi or greater
- Color mode: RGB

ARTWORK REQUIREMENTS

- Final hi-res static content formats: .jpg, .png
- Final motion graphic content format: mp4 H.264 compression
- Audio: Not supported

*Length of motion graphics must be the exact length agreed upon with Branded Cities. Any extra frames will be cut off at the end of the spot. Display-ready content must be received by Branded Cities at least 48 hrs. prior to posting date.

VENUE SUMMARY

Location: 14th & Champa Streets

Resolution: 462 x 1100 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration: 15 seconds

Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

DIGITAL BULLETIN 10X30

SPEC SHEET



DIMENSIONS / RESOLUTION

288 pixels Tall by 928 pixels wide at 72 ppi.

COLOR

Create in or convert to RGB color mode.
Rich, dark, bold background colors work best.
Use good contrast to magnify legibility.

FILE FORMAT

Save all artwork as a .JPG/JPEG File.

AD COPY

Large, bold, simple fonts work best.
Maximise your ads impact by keeping
it direct and pertinent.

VENUE SUMMARY

Location: 15th & Champa Streets

Resolution: 288 x 928 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration: 15 — 30 seconds

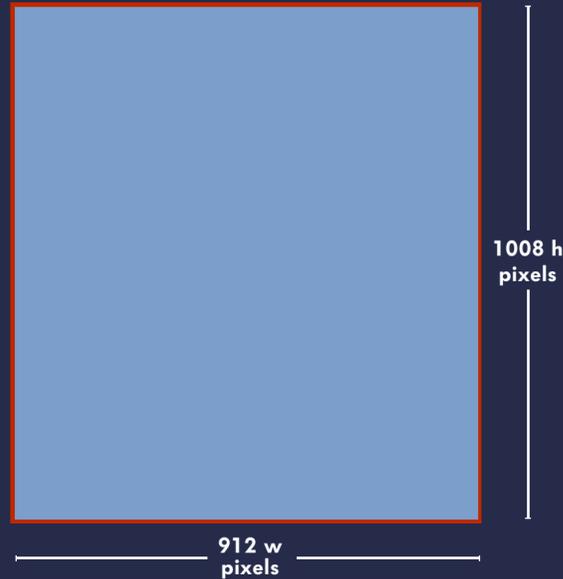
Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.



DIGITAL SPEC SHEET - CO-033



DESIGN SPECIFICATIONS

Matrix Screen Size: 1008h x 912w pixels
Pixel Pitch: 6mm
Physical Screen Size/Viewable Area: 21.00'h x 19.00'w (Please design for pixel dimensions only.)
Color Mode: RGB
Resolution/All Rendered Art: 72 dpi
Spot Length: 8 seconds
Audio: Not Supported
Due Date: Display-ready content must be received five business days prior to intended posting.

FINAL CONTENT SIZES AND FILE FORMATS

Still Images

Final STILL IMAGE Content Size: 1008h x 912w pixels
Final STILL IMAGE File Formats: JPG, PNG, BMP or GIF (at 100% quality)
Maximum File Size: 5 MB

Animation and Video Content

Final ANIMATION AND VIDEO Content Size: 1008h X 912w pixels
Final ANIMATION AND VIDEO Format: MP4 (H.264 codec)
Frames per Second: 30 fps maximum
Maximum File Size: 50MB

VENUE SUMMARY

Location: 15th & Champa Streets

Resolution: 1008 x 912 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration: 8 seconds

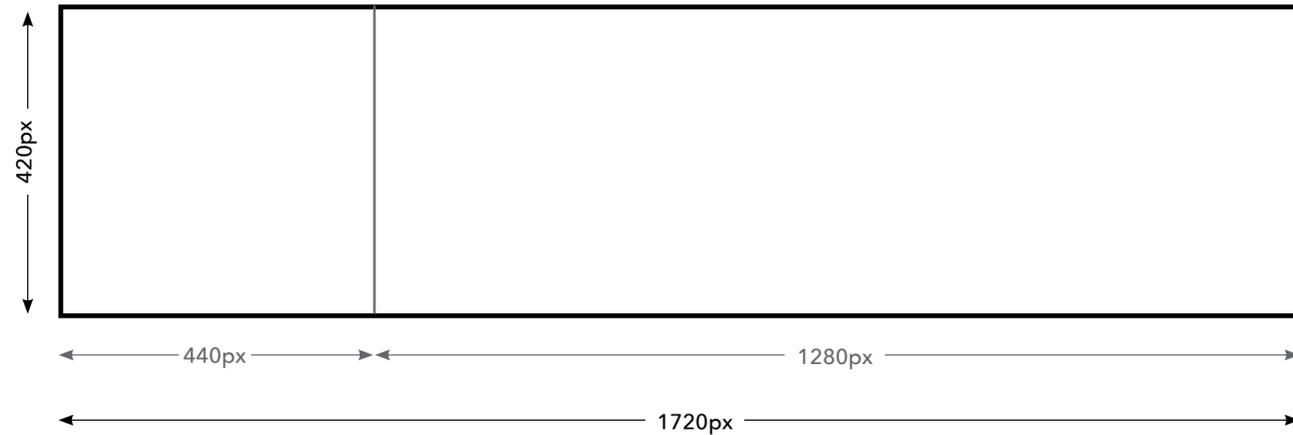
Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

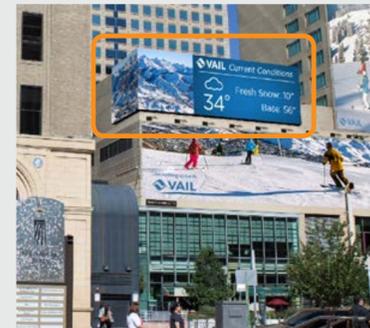
Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

DEN-DG-507 Westin, Downtown Denver

Production Specifications



Note: DEN-DG-507 is two faces that wrap a corner. Final art should be created 1720 pixels wide. Please be advised that the creative should not rest on the corner seam.



Artwork Specifications

Dimensions: 420px H x 1720px W
(square pixels)

Resolution: 72dpi

Color Mode: RGB

Motion File formats: .mp4

Duration: 15 or 30 seconds

Codec: H.264

Frame Rate: 30 fps

Data Rate: 10000 kbps

Fields: None

Static File formats: .jpg

File Information

The naming convention of the submitted file should include 'Go-Live date' of file, brand name, and product or tagline.

Example: 12_06_18_brandname_product.mp4

File Delivery

All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

VENUE SUMMARY

Location: 16th & Arapahoe Streets

Resolution: 420 x 1720 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration: 15 — 30 seconds

Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

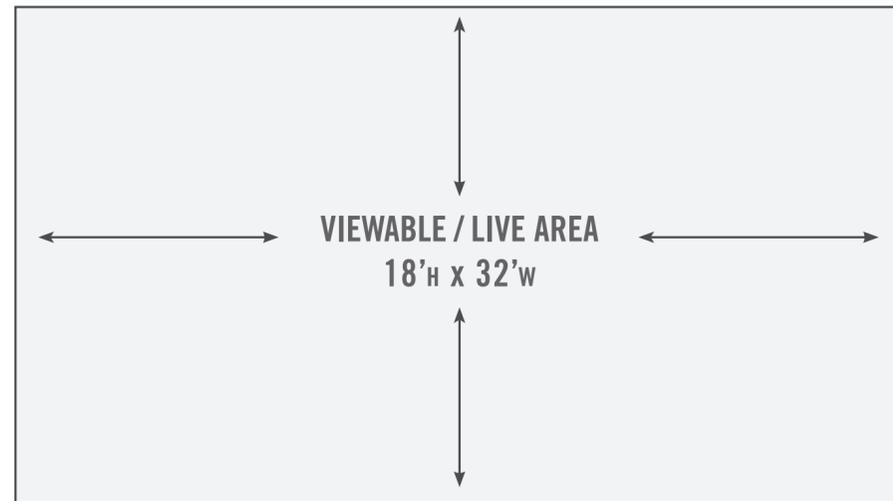
Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

#1025

DIGITAL

SPEC SHEET

VIEWABLE/LIVE AREA: 18'H x 32'W



DIGITAL CONTENT

- Digital Resolution: 540 H x 960 W (pixels)
- Frames per second: 30 fps (square pixels)
- Length: :15 seconds
- All rendered artwork: (1.0)px @ 72dpi or greater
- Color mode: RGB

ARTWORK REQUIREMENTS

- Final hi-res static content formats: .jpg, .png
- Final motion graphic content format: mp4 H.264 compression
- Audio: Not supported

*Length of motion graphics must be the exact length agreed upon with Branded Cities. Any extra frames will be cut off at the end of the spot. Display-ready content must be received by Branded Cities at least 48 hrs. prior to posting date.

VENUE SUMMARY

Location: 16th & Champa Streets

Resolution: 540 x 960 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration: 15 seconds

Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

Digital Displays

Denver

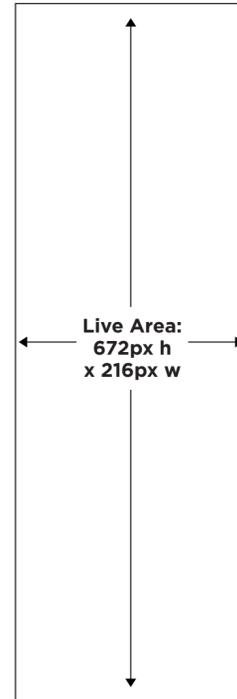
3193

24' x 8'

Live Area
672px h x 216px w

Physical Size
24'h x 'w

Extensions
None



VENUE SUMMARY

Location: 14th & Champa Streets

Resolution: 672 x 216 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration:

Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

Mechanical Size:
672px h x 216px w

Note: files must be supplied in absolute pixels to size.

Artwork Requirements:
STATIC DIGITAL IMAGES

File Format:
JPEG

Resolution:
72 DPI

Color Mode:
RGB

Note: Bright white backgrounds are not suggested as they may create copy burnout. If using a white background, a target value of R235, G235, B235 (also know as "broadcast-safe white") is recommended.

Delivery:

You MUST provide a low-res .jpg and posting instruction to your OUTFRONT AE via email upon file receipt.

OUTFRONT Media reserves the right to accept or reject copy to be placed on its outdoor displays in its sole and absolute discretion. Copy to be placed in transit and municipally-owned systems, and on certain privately owned locations, may also be subject to the approval of the landlord and additional restrictions. In general, messaging/images that will not be deemed acceptable are: profanity, nudity, lewdness, graffiti style typeface (or copy that invites graffiti), messaging that denigrates the facility transit system, the owner, the location or the business conducted thereon. Copy must be approved in advance of production.

OUTFRONT

Digital Displays

Denver

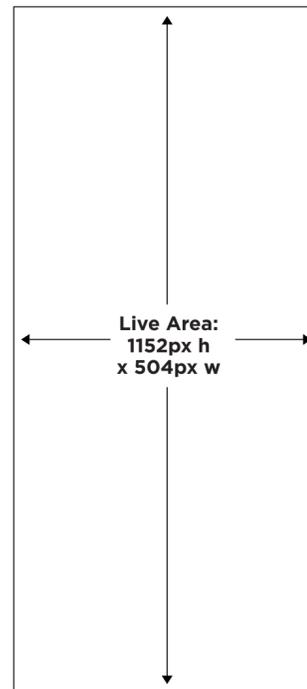
3192

40' x 18'

Live Area
1152px h x 504px w

Physical Size
40'h x 18'w

Extensions
None



VENUE SUMMARY

Location: 14th & Champa Streets

Resolution: 1152 x 504 px; 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration:

Color Mode: RGB

Media Format: MP4 (H.264 codec); no audio

Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.

Mechanical Size:
1152px h x 504px w

Note: files must be supplied in absolute pixels to size.

Artwork Requirements:
STATIC DIGITAL IMAGES

File Format:
JPEG

Resolution:
72 DPI

Color Mode:
RGB

Note: Bright white backgrounds are not suggested as they may create copy burnout. If using a white background, a target value of R235, G235, B235 (also know as "broadcast-safe white") is recommended.

Delivery:

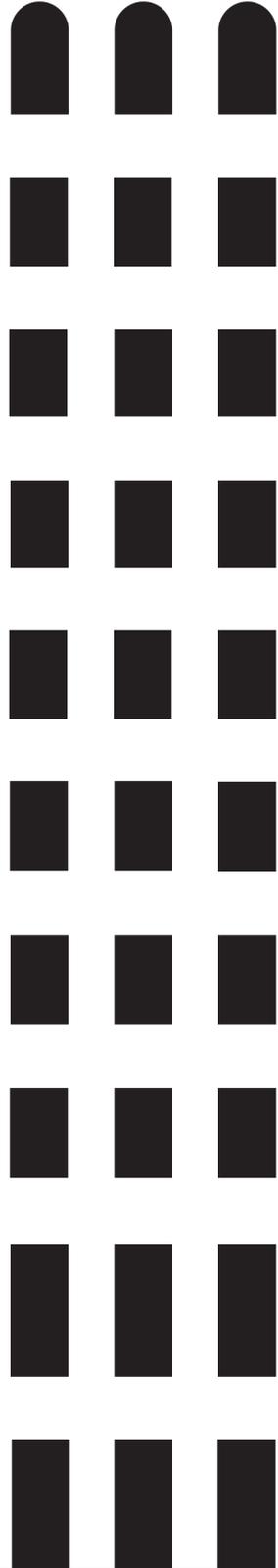
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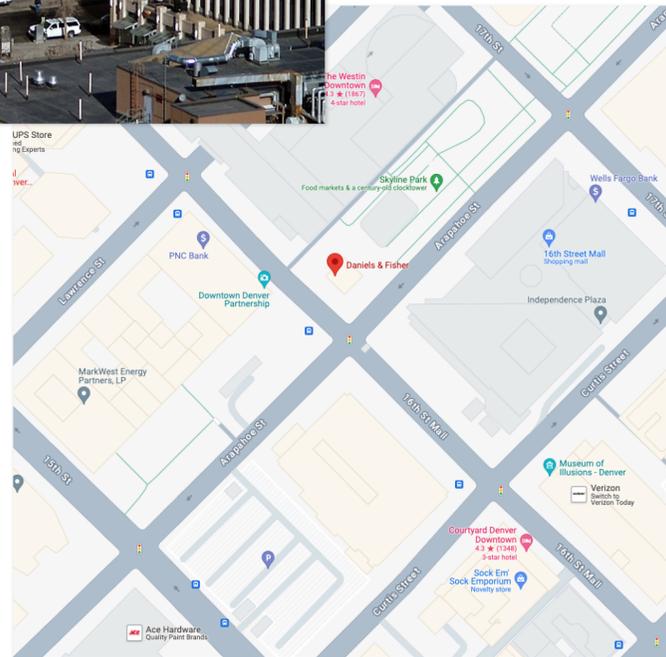
OUTFRONT/

3438PX

1080 PX



Please encode videos to 3438x1080 in a .mp4 or .mp5 container.
Artwork should be encoded in landscape orientation with the top of the building to the right.
Mask V4 10/25/19



VENUE SUMMARY

Location: 16th & Arapahoe Streets

Resolution: 3438 x 1080 px (landscape orientation w/ top of building to the right); 72 DPI

Frame Rate: 30 FPS (square pixels)

Duration: Up to 3min (max)

Color Mode: RGB

Media Format: MP4 (H.264 codec); audio optional

[A projection mapping design template mask is available here.](#)

Please adhere to the specifications outlined above. For inquiries, contact jsdeyoung@cmu.edu and grincon@mat.ucsb.edu.