Enrique Martinez

"**Adsum 1**" 1999, Lycra Expandable Fabric, 2 cylindrical structures of about 18’L x 6’ Diameter

Adsum 1 is a new urban information system. It is community-oriented: it is intended to become a communication link among urban communities. Located in prominent public spaces or highly transited areas of the city, its main function is the public display of multiple images and messages of relevant social value. Images and messages are projected at night onto temporary surfaces, visible from the distance. Adsum 1 combines informative and cultural contents (video images, static images, sound, light, etc) into collective audio-visual experience.

