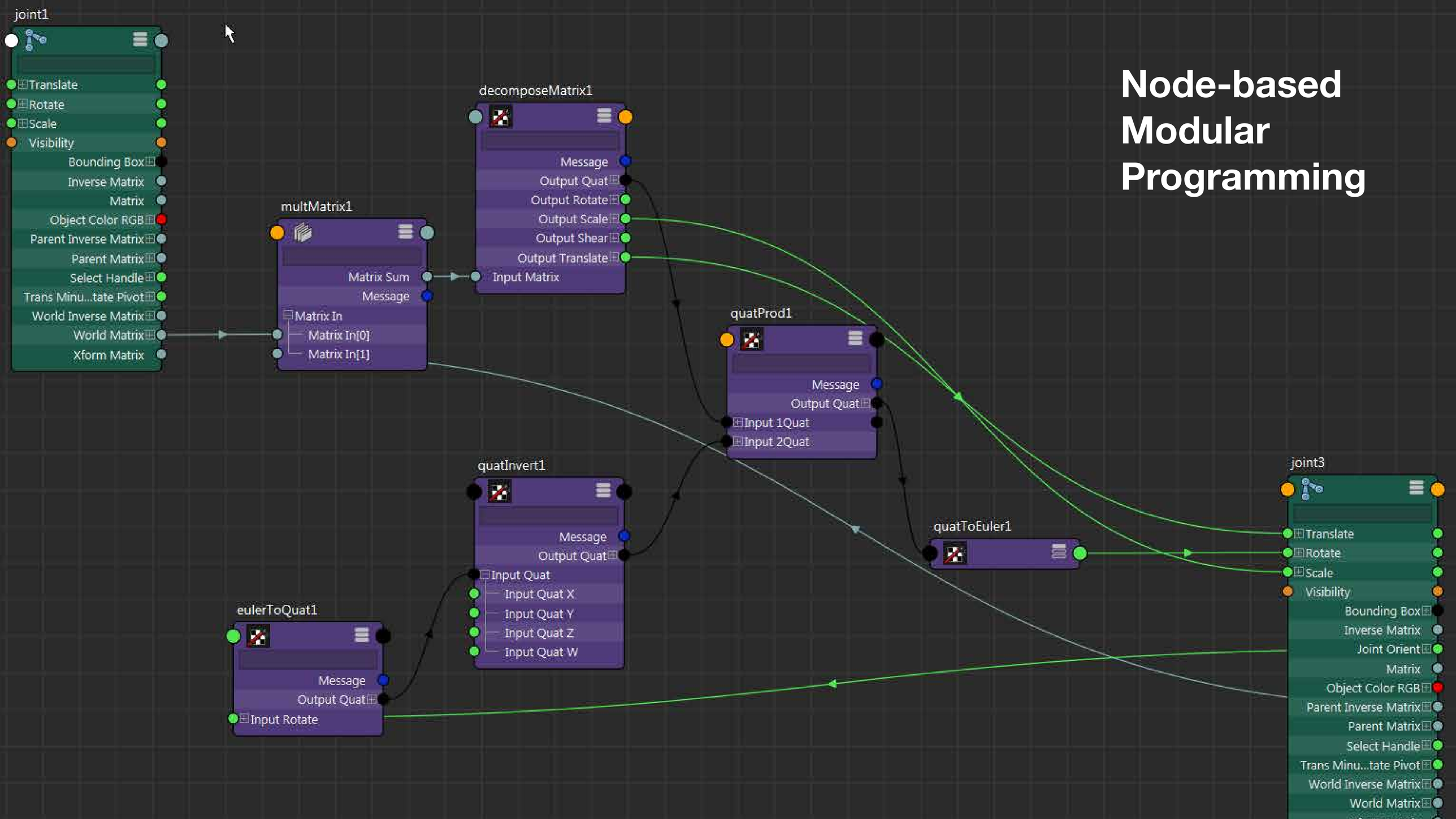
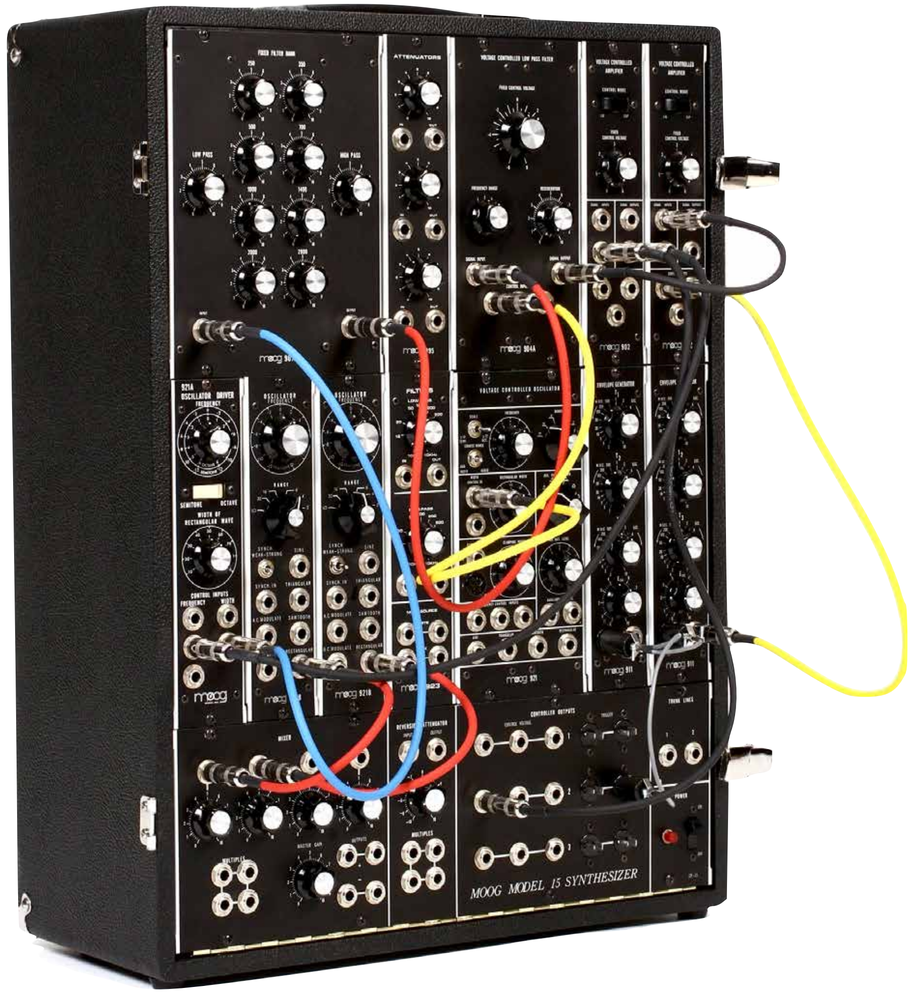
PROJECTS

Publicis Moldova

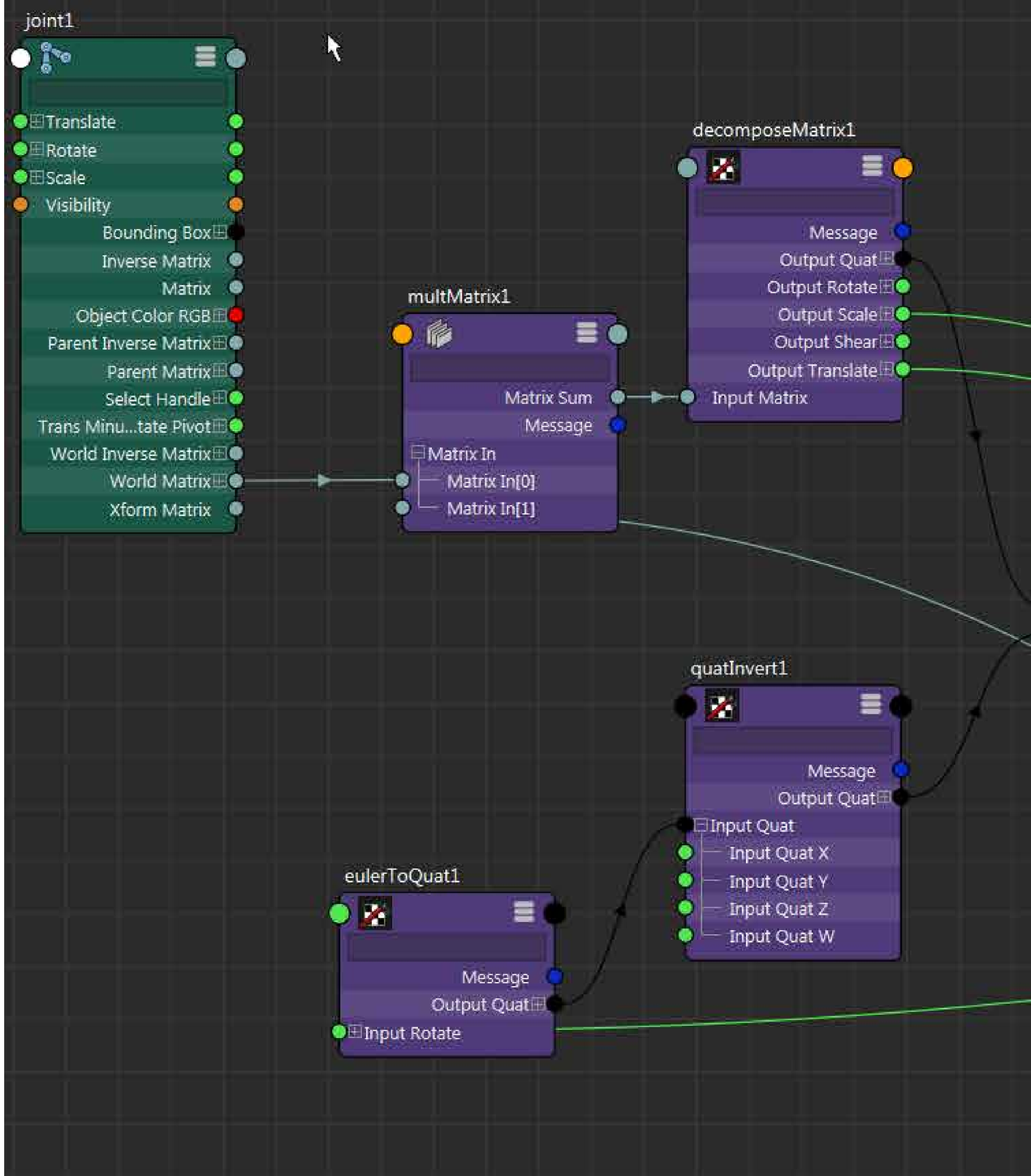
1

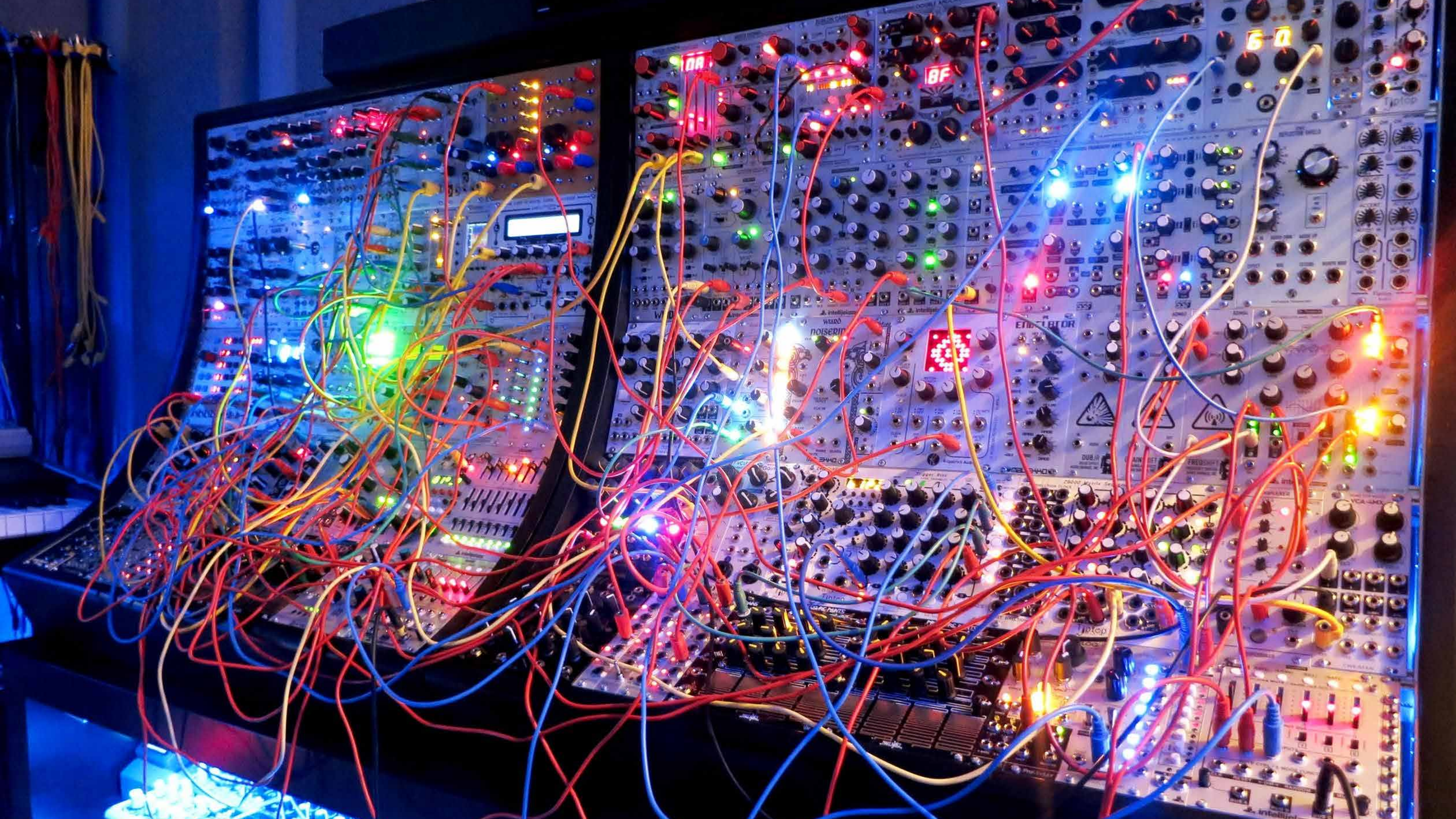
[music . code . love]
modular
2019
orange
Systems

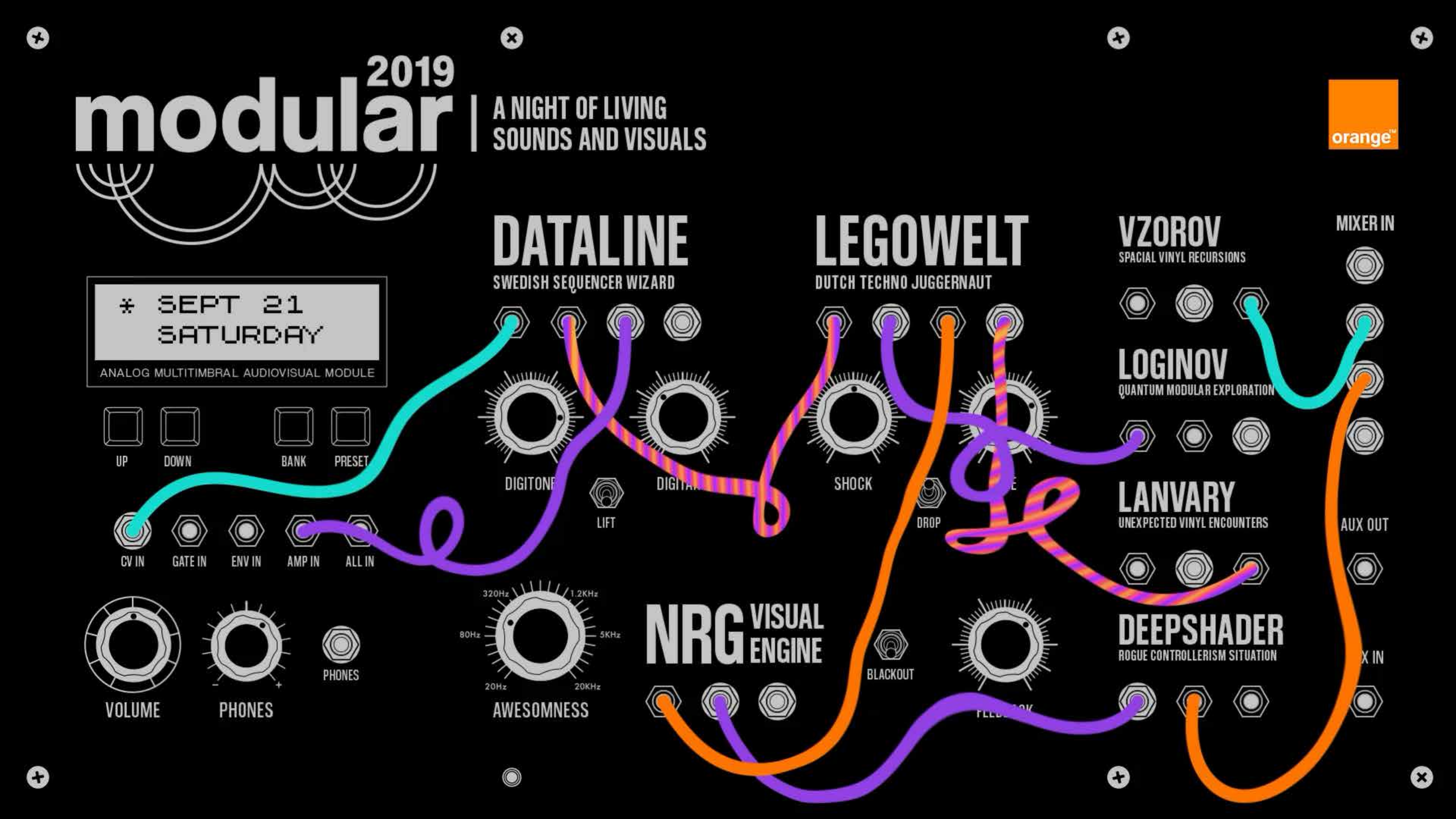

joint1
Translate
Rotate
Scale
Visibility
Bounding Box
Inverse Matrix
Matrix
Object Color RGB
Parent Inverse Matrix
Parent Matrix
Select Handle
Trans Minu...tate Pivot
World Inverse Matrix
World Matrix
Xform Matrix
decomposeMatrix1
Message
Output Quat
Output Rotate
Output Scale
Output Shear
Output Translate
Input Matrix
multMatrix1
Matrix Sum
Message
Matrix In
Matrix In[0]
Matrix In[1]
quatProd1
Message
Output Quat
Input 1Quat
Input 2Quat
quatInvert1
Message
Output Quat
Input Quat
Input Quat X
Input Quat Y
Input Quat Z
Input Quat W
quatToEuler1
eulerToQuat1
Message
Output Quat
Input Rotate
joint3
Translate
Rotate
Scale
Visibility
Bounding Box
Inverse Matrix
Joint Orient
Matrix
Object Color RGB
Parent Inverse Matrix
Parent Matrix
Select Handle
Trans Minu...tate Pivot
World Inverse Matrix
World Matrix
Node-based
Modular
Programming

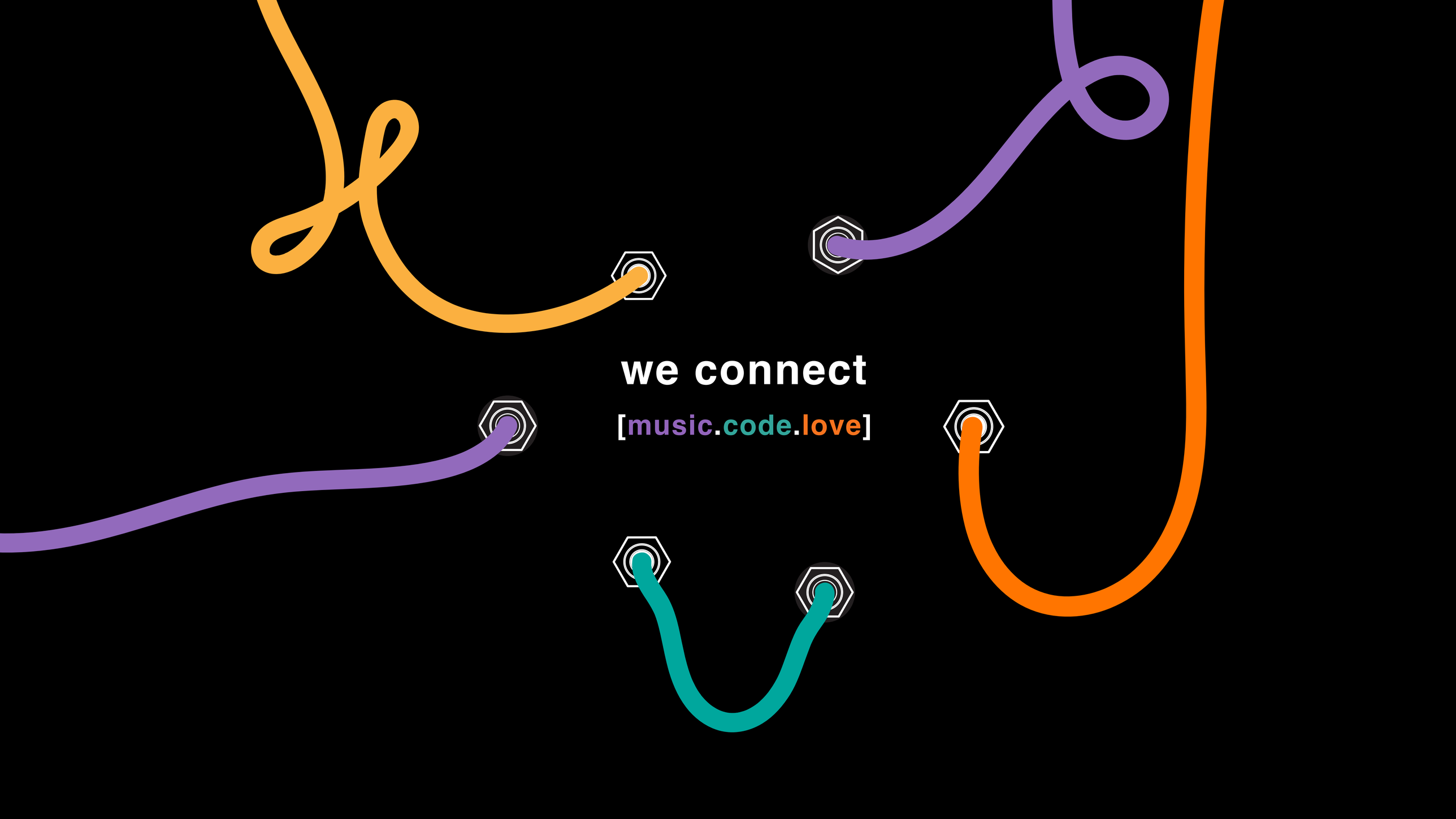


Patch-based
Modular Music Instrument






2019
modular
A NIGHT OF LIVING
SOUNDS AND VISUALS
orange
DATALINE
SWEDISH SEQUENCER WIZARD
LEGOWELT
DUTCH TECHNO JUGGERNAUT
VZOROV
SPACIAL VINYL RECURSIONS
MIXER IN
* SEPT 21
SATURDAY
ANALOG MULTITIMBRAL AUDIOVISUAL MODULE
LOGINOV
QUANTUM MODULAR EXPLORATION
UP
DOWN
BANK
PRESET
DIGITONE
LIFT
SHOCK
DROP
LANVARY
UNEXPECTED VINYL ENCOUNTERS
AUX OUT
CV IN
GATE IN
ENV IN
AMP IN
ALL IN
320Hz
1.2KHz
80Hz
5KHz
20Hz
20KHz
AWESOMNESS
NRG VISUAL ENGINE
BLACKOUT
DEEPSHADER
ROGUE CONTROLLERISM SITUATION
VOLUME
PHONES
PHONES


we connect
[music.code.love]

#audience

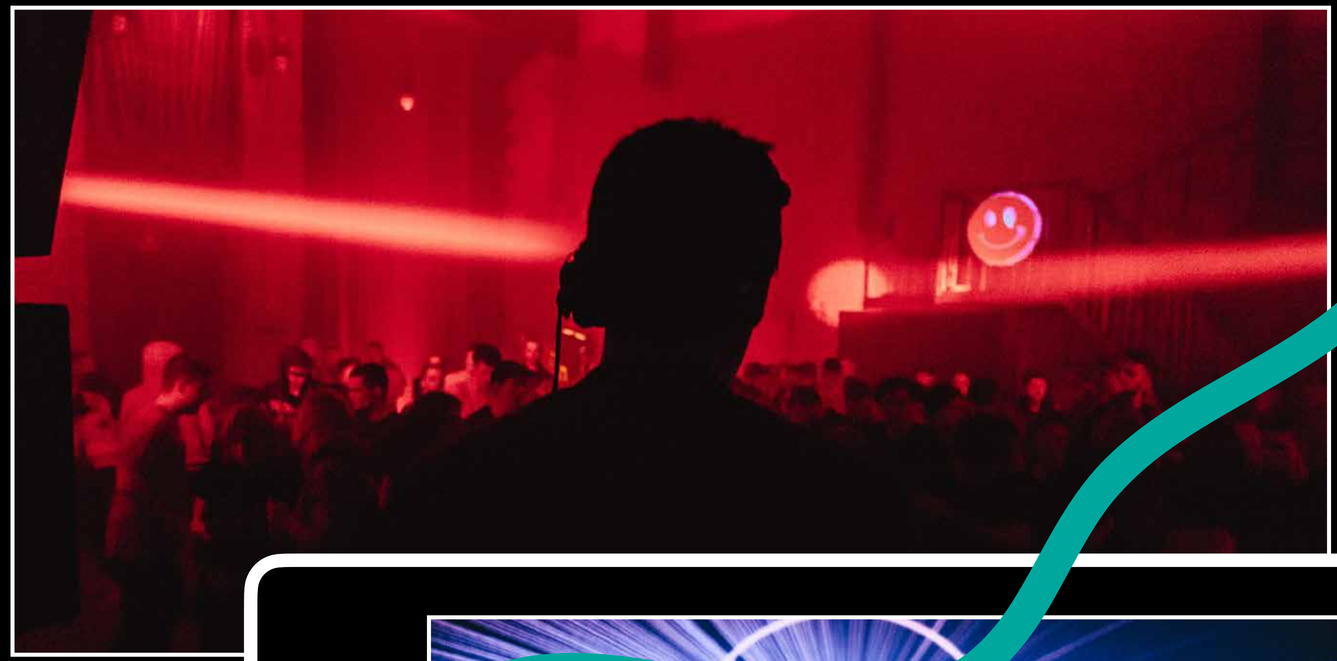
<it_crowd>

/* thrill seeker
IT specialists

* geeks and hipsters

* nouveau connaisseurs

* art & creative types



AMP IN

AUX IN

SEQ OUT

#music

<generative_organic>

/* unexpected, lifelike,
generated and modeled
in real-time

first event ever where
CDJs and USB drives
are not allowed

vinyl, analog, controller
driven only

#content

def LEGOWELT:

/* fierce
controllerist

* modular music
pioneer

* Boiler Room
resident

* visited Moldova
and trended
the socials with
his Bandabar set

Legowelt

NETHERLANDS

AMP
IN

Dataline SWEDEN

AMP IN

#content

def DATALINE:

/* generative
music wizard

* modular music
performance
evangelist

* Elektron
instruments
official artist

#content

def LOCALS:

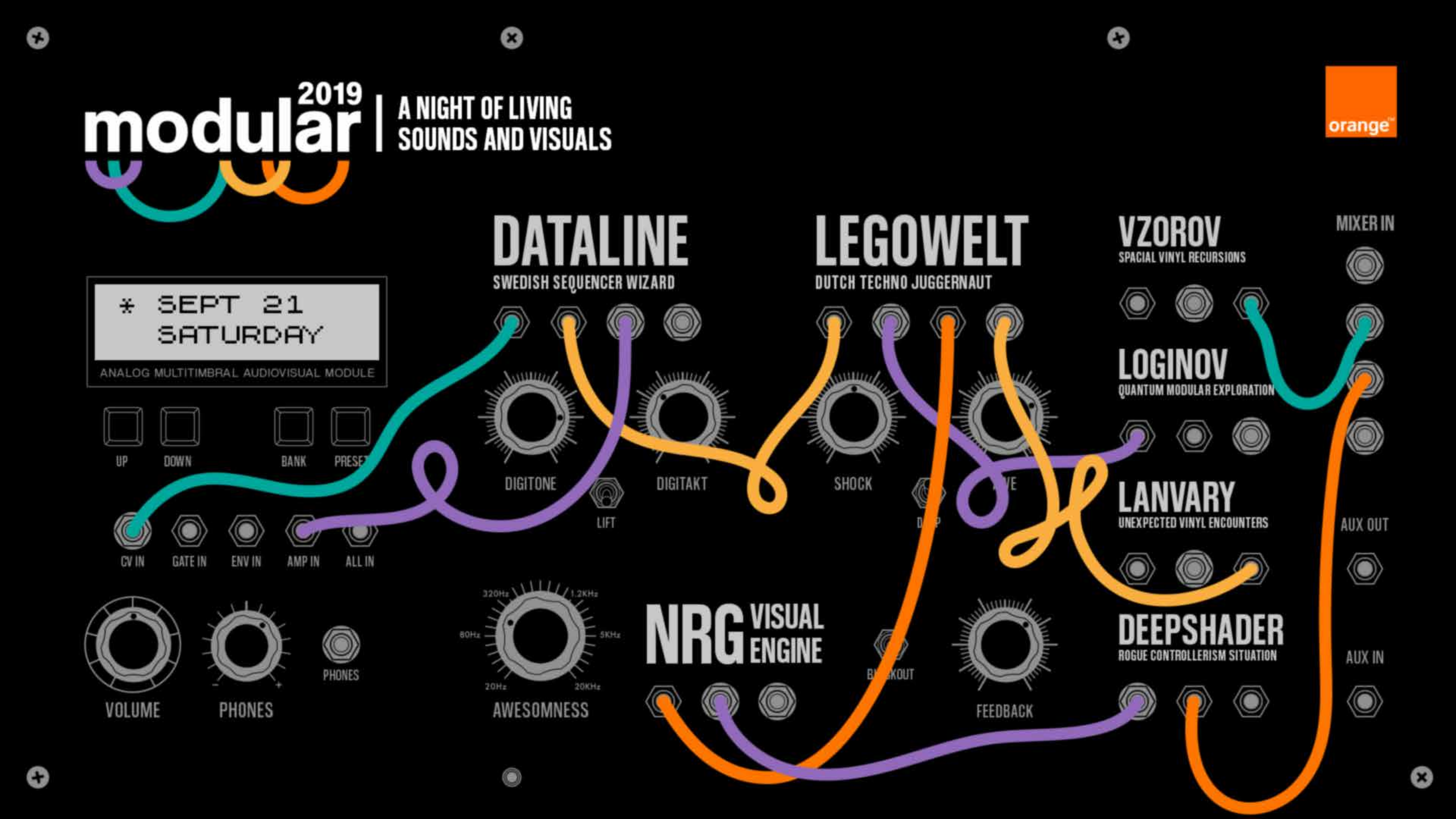
/* moldovan
underground
communities

* vinyl / modular
/ controller sets

* influential
artists with
important
following

Olan/Vzorov/MOLDOVA

AMP
IN


modular 2019
A NIGHT OF LIVING SOUNDS AND VISUALS
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DEEPSHADER
ROGUE CONTROLLERISM SITUATION
AUX IN
VOLUME
PHONES
AWESOMNESS
FEEDBACK

#experiences

<ignite_agency>

/* connect the audience
with the artist

* let the visitors
perform along

* use tech to create
and live moments
to remember

#aural

<touch_sound>

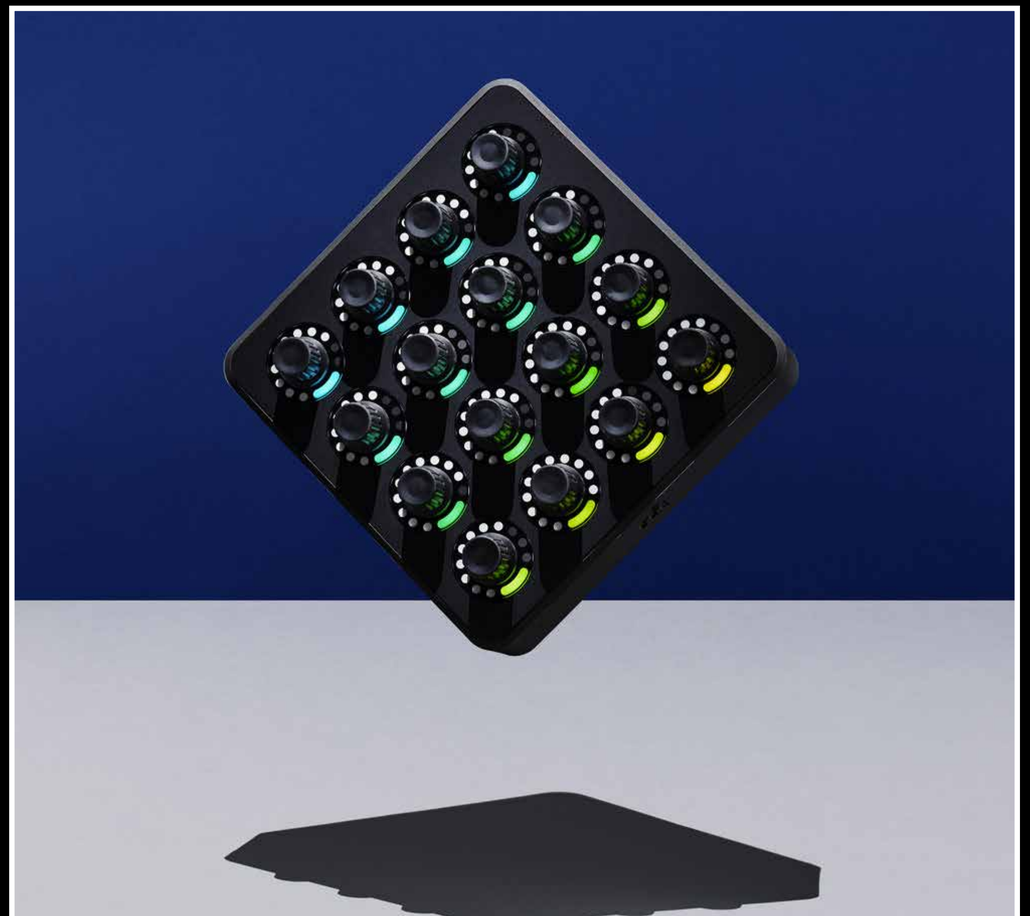
/* a tool available
to every visitor
to modify the nature
of the sound

* invite and coach
visitors to engage

* share the moment with
friends and the audience

ENV IN

#visual



AMP IN

Midi Fighter

<touch_images>

/* a tool available
to every visitor
to affect the
visuals

* invite and coach
visitors to engage

* share the moment
with friends
and the audience

1

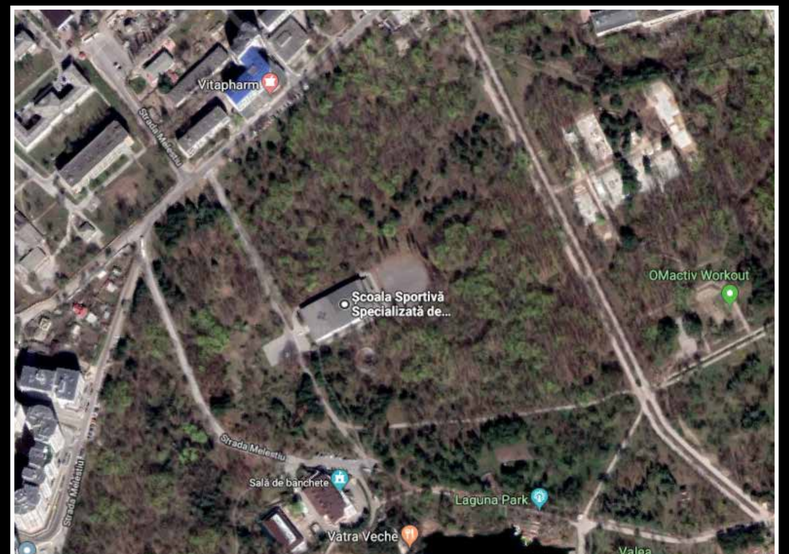
#location

<handball_school>

/* surprise location
in the heart of
the city

* can fit up to
2500 pax

* may be difficult
to operate after
midnight



AMP
IN

ENV
OUT

AMP IN

GATE IN

2

#location

<hala_moldova_film>

/* well treated
modular spacious
location allowing
From 500 to 2000 pax

* used for underground
rock concerts

* no problems after
midnight

3

#location

<art_cor>

/* buzzing hot new
creative place
downtown Chisinau

* can fit up to 300 pax
in the main room
and the underground
stage

AMP
IN

ENV IN

4

ENV IN

#location

<gradina_botanica>

/* beautiful unexplored
park location

* can fit up to 5000pax

* may be difficult
to operate after
midnight

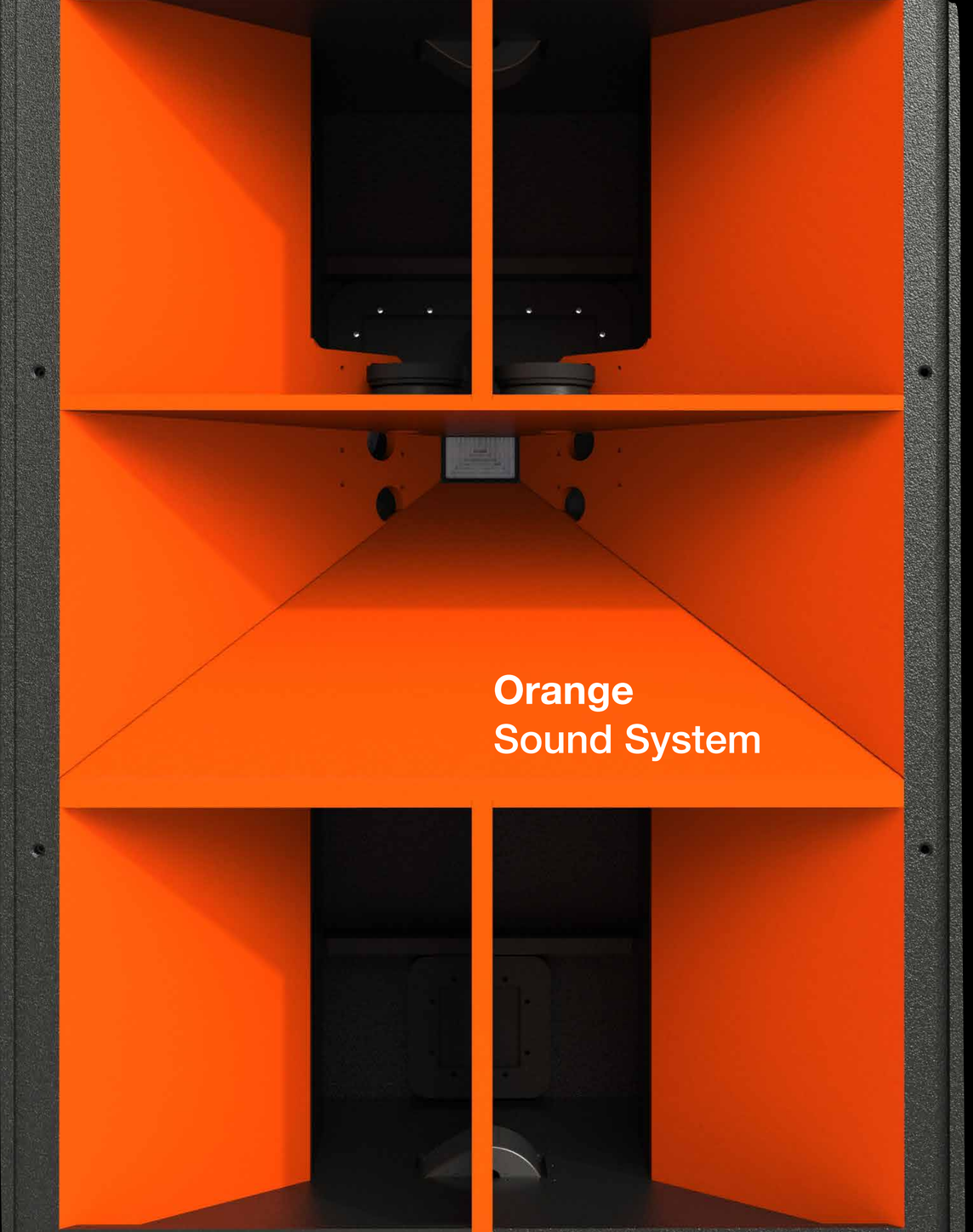
#orange_kitchen

<modular_food>

/* foodcourt featuring
build your own burger
or noodle box

* diy mixology cocktails
further supporting
modularity

* Orange Kitchen
branding



#orange_systems

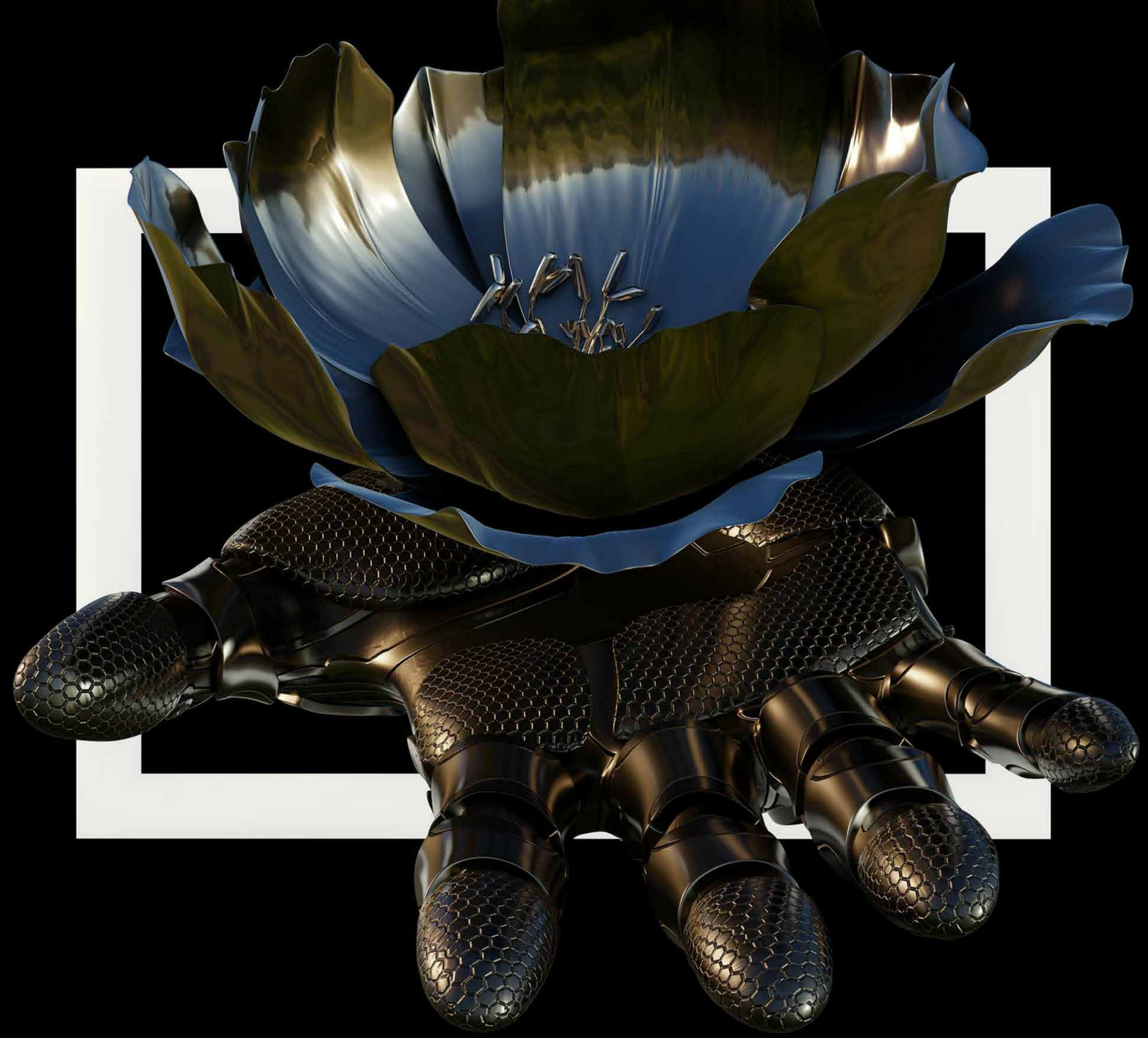
<orange_sound_system>

/* carefully selected
sound system

* orange accents added

* orange sound system
markings

2



Tickets: AFISHA.MD

16/12/2022__22:00
__MOLDOVAFILM

THE VISION

IMMERSIVE__MINIMAL__
TECHNO__EXPERIENCE

ROSSI /UK/__
MICHAEL JAMES /UK/__
__NU ZAU /RO/__
PERKY WIRES /MD/__
__IMMATURE /DE/__
VZOROV /MD/__
SOL_LIVE /MD/__
__NEVOLLA /MD/__
MODULAR/MD/__

modular

TBX RECORDS

The Vision / Mixed Arts Festival

16/12/22 22:00 – 10:00 12HR

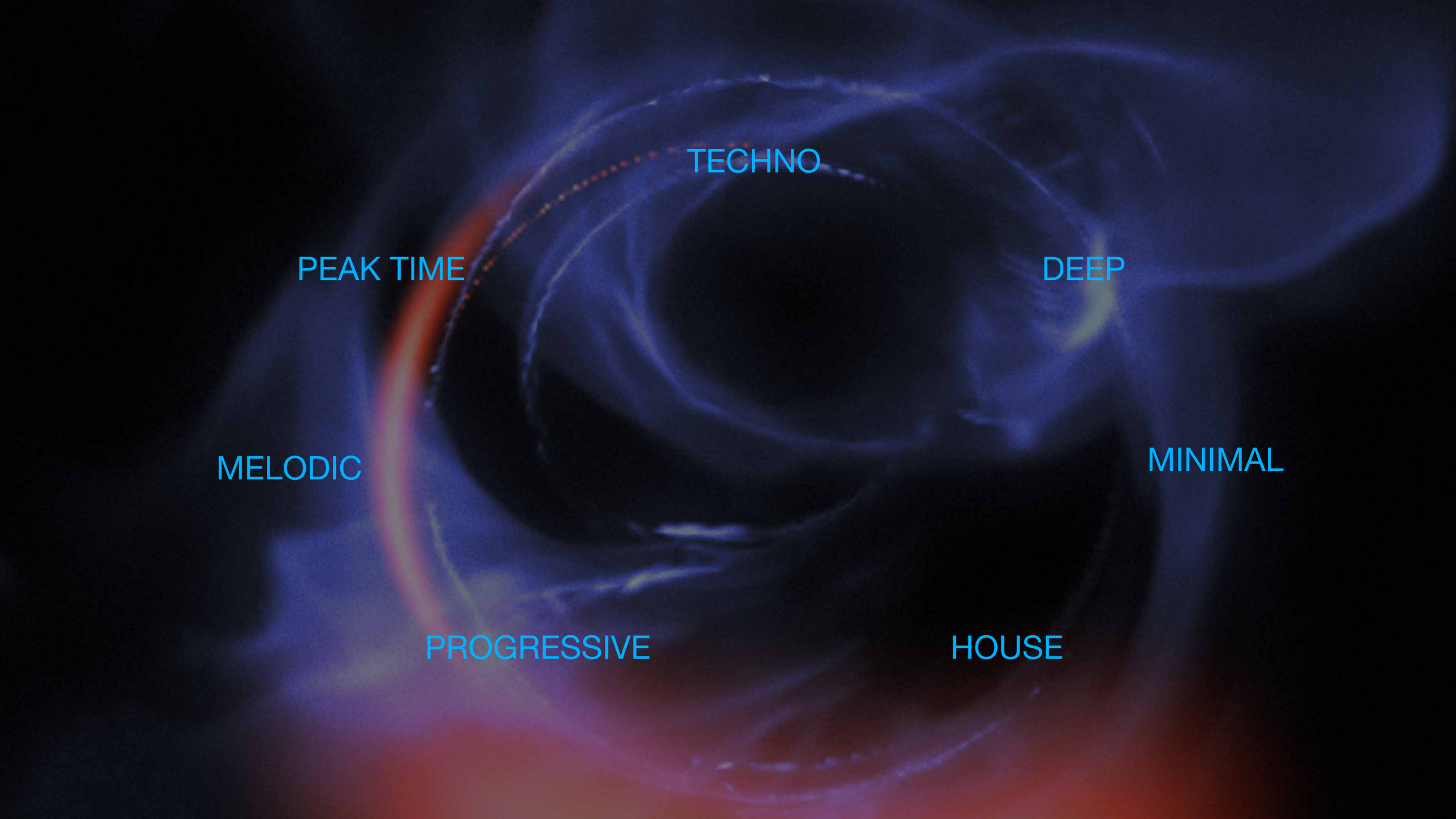
MoldovaFilm / BR films Studios

Main Room GALLERY

Sub Room LAB

Intl & local talent music & visuals

Artists


TECHNO
PEAK TIME
DEEP
MELODIC
MINIMAL
PROGRESSIVE
HOUSE

GENRES VS TALENT
Current Config

Main Room
Sub Room

TECHNO

PEAK TIME

Vzorov

DEEP

Dyed Soundorom
APOLLONIA

Nu Zau

Djebali

MELODIC

MINIMAL

Perky Wires

Pau Guilera

Immature

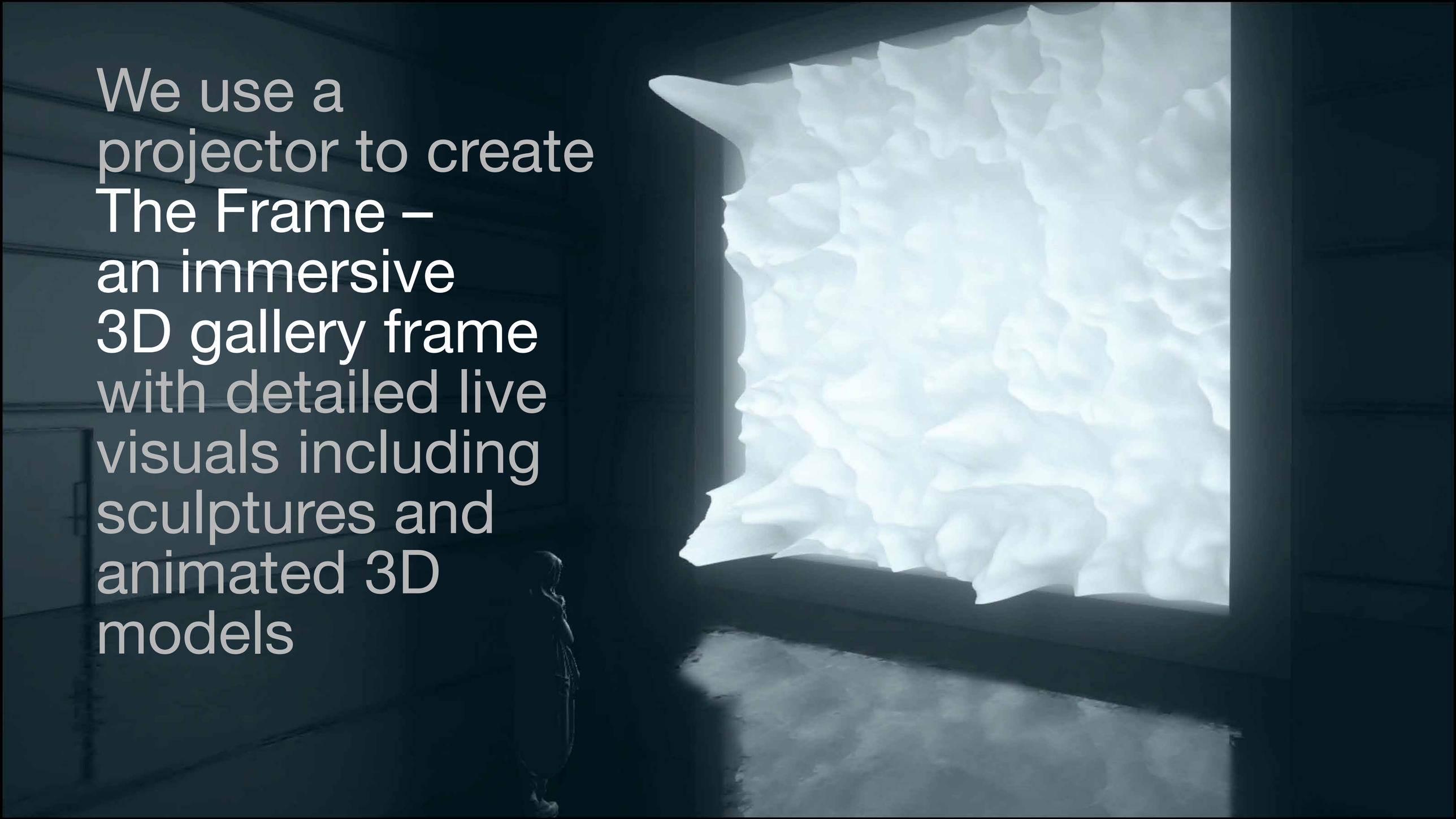
Sol

PROGRESSIVE

HOUSE

Nevolla

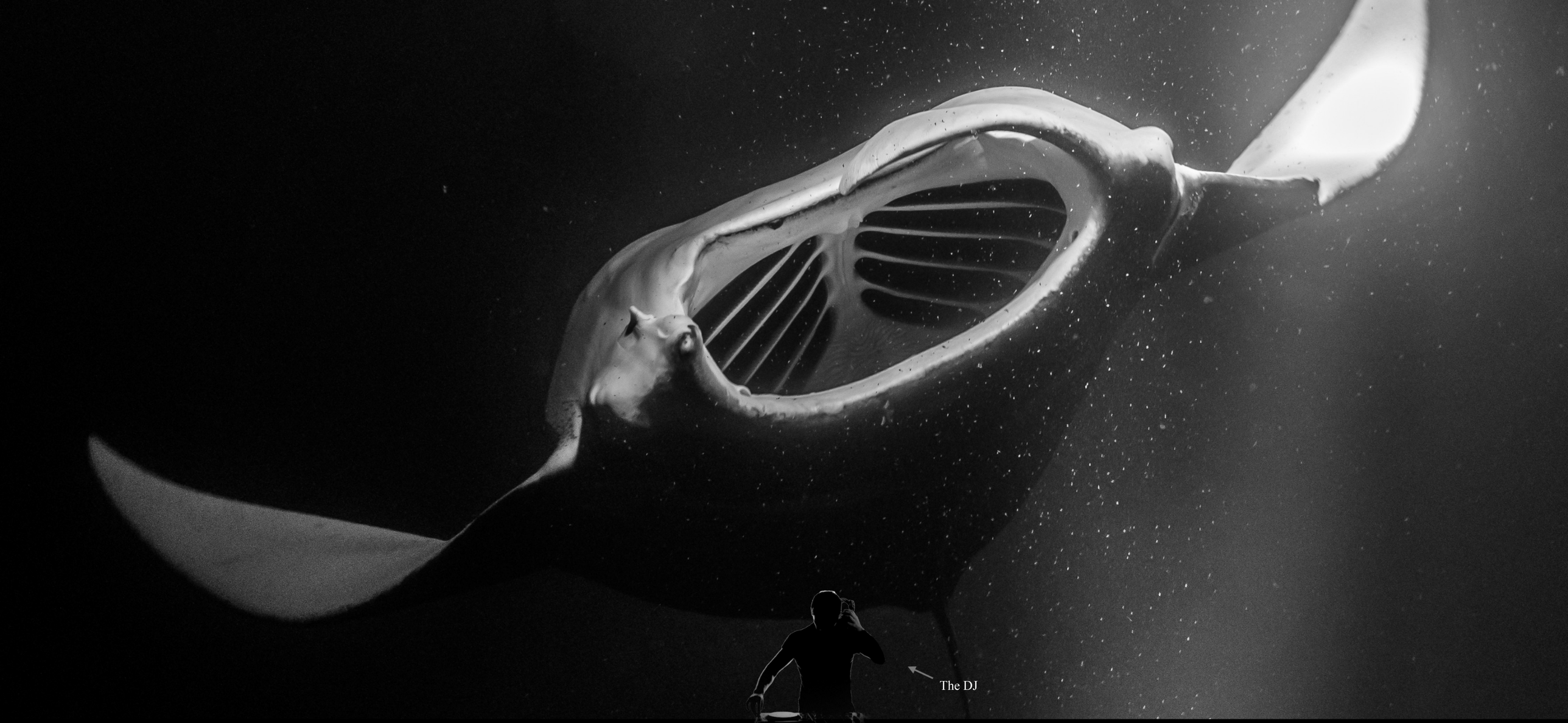
The Visuals


We use a
projector to create
The Frame –
an immersive
3D gallery frame
with detailed live
visuals including
sculptures and
animated 3D
models

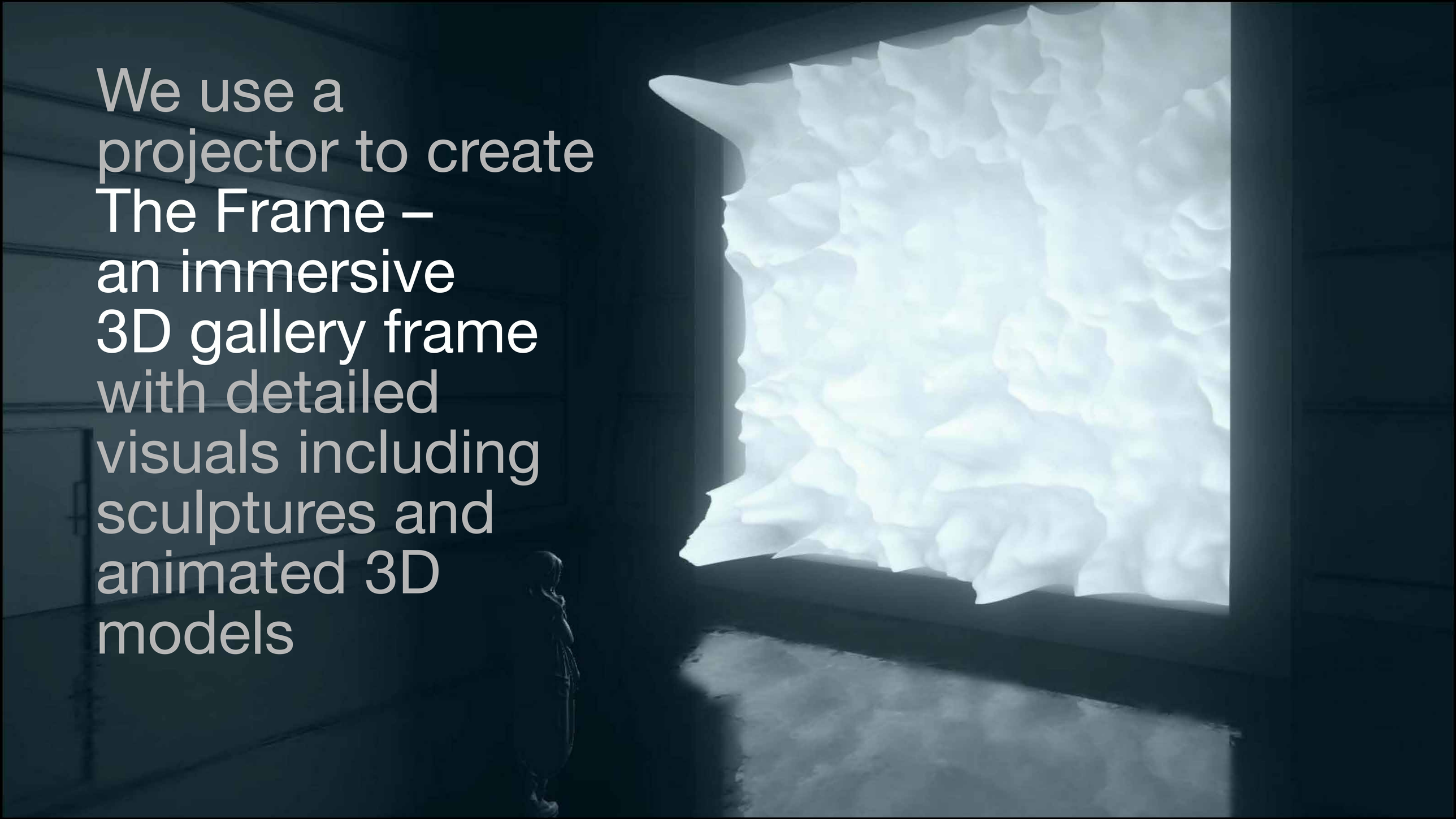
We invite visual artists to collaborate and create art for The Frame and discover new worlds

The visual artists to be invited:

Karen Grigoryan
Vasile Luchian
Vladislav Boico
Stas Zaldea
Eugen Boico


The DJ

Visuals’ Concept

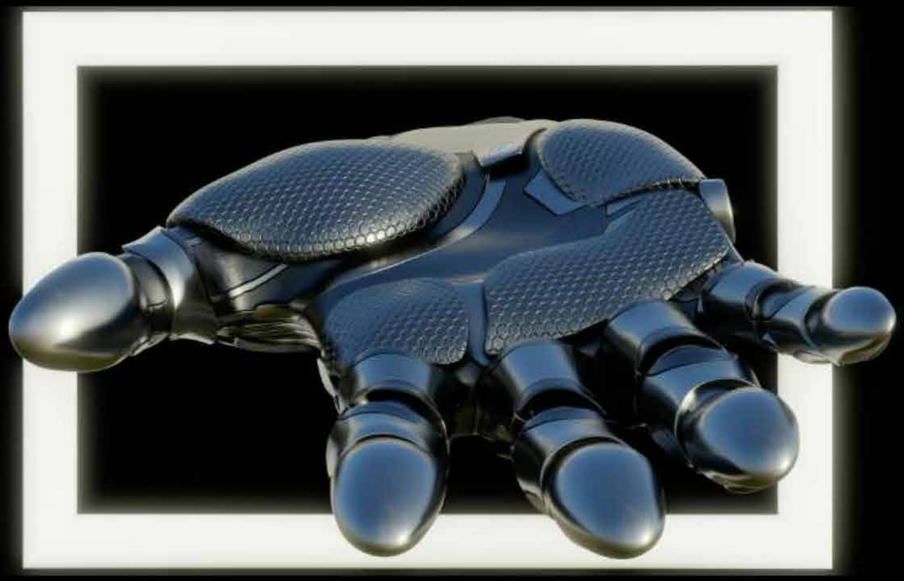

We use a
projector to create
The Frame –
an immersive
3D gallery frame
with detailed
visuals including
sculptures and
animated 3D
models

The Models

The themes explored by the visuals are nature technology humanity organics and magic

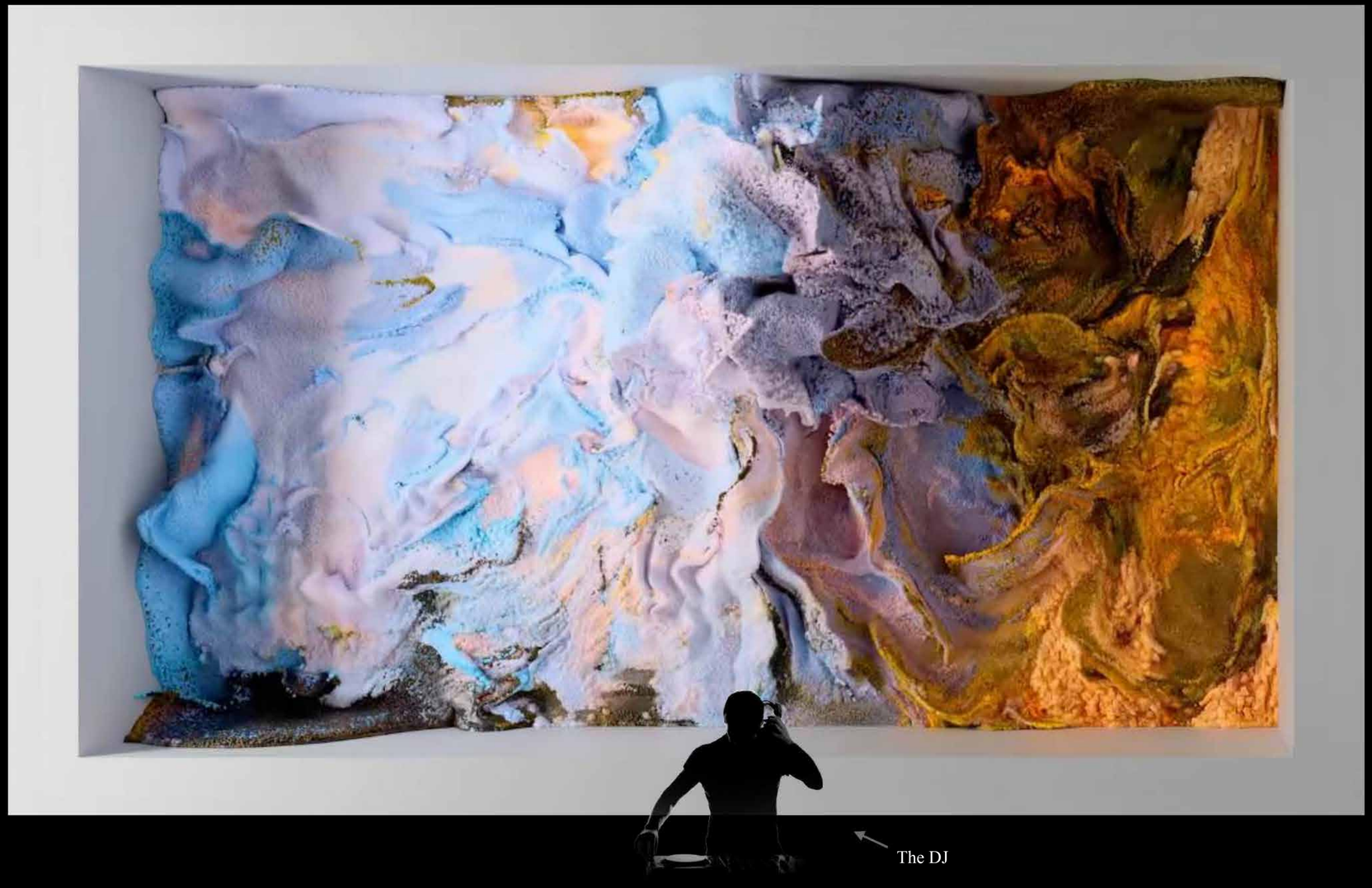
We invite visual artists to collaborate and create art for The Frame and discover new worlds

The visuals will create
a sense of immersion by using
the extra screen space
outside the frame



The objects can **emerge** from the frame and **disappear** into the frame

Sculptures and minimal
depthmap-like digital statues



Digital particle-based
moving sculptures in a cabinet
extruded from the frame

Every visual is a perfect loop of any length having two states:

1. With static illumination

2. With dynamic illumination simulating lights of the room falling onto the subject in the visual

The concept is developed with TBX Records - a Minimal Tech music label run by two young Moldovans

TBX Records is a long standing minimal deep tech #1 music label on Beatport, the leading electronic music store

3

Orange CUB

First Screen.
We see a background with text,
introducing the context:

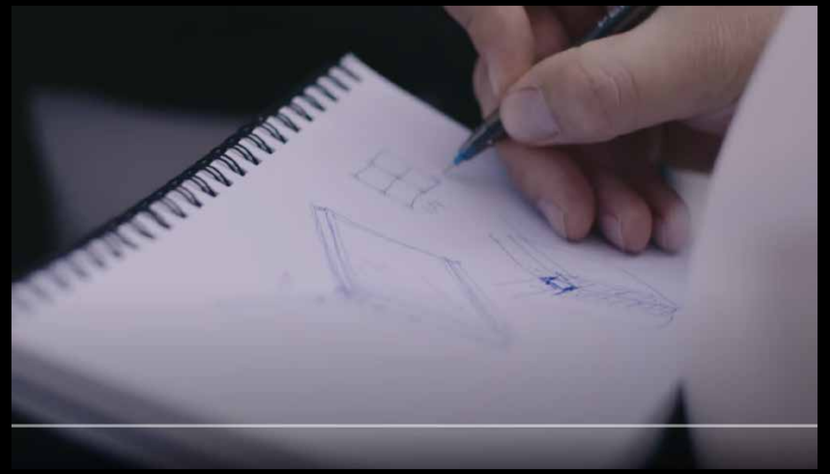
Orange Moldova celebrates its 25th anniversary
by delivering an unique experience for people

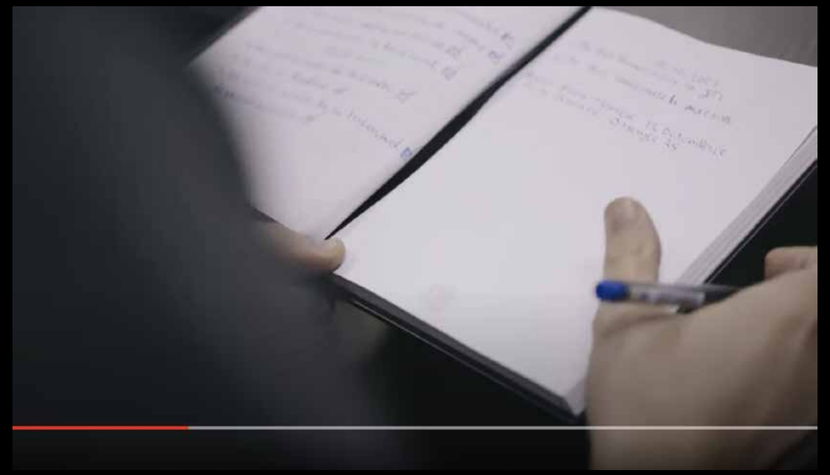
A short video frame with presentation of
the cube, to intrigue and build excitement.
With text integrated on screen:
Orange Interactive Cube
Urban Installation

Screen.
Background with text

**Follow the story of its creation
from the beginning**

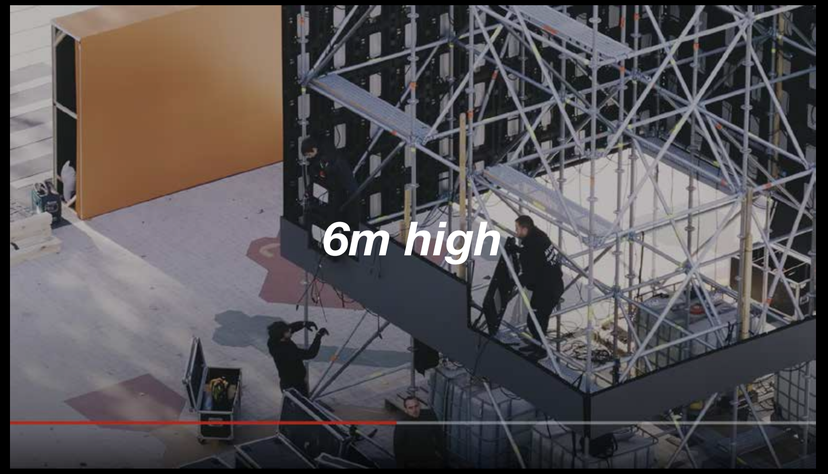
The Process.
Footage with the team at the spot and meeting room.





The Process.
The programming work. Integrate text on screen:
Long days and sleepless nights programming the particles.

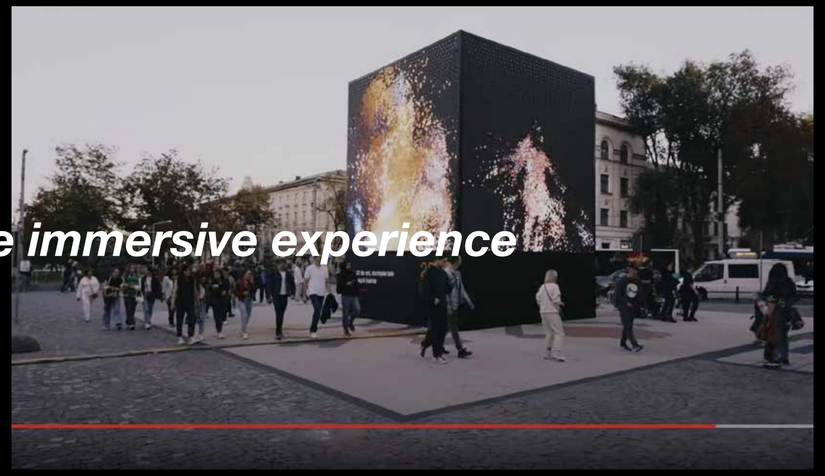
The Installation.
Integrate perpetually text on screen:
6 m hight, 17 hours of installation, millions wishes of Orange customers



Screen.
Background with text

What about the engagement?

We show footage with people interacting with the cube
and integrate perpetually text on screen



A bit more footage
with people and the cube...