

# TampaPublicArt



<b>Title of Project:</b>	Fade III
<b>Artist:</b>	Erwin Redl
<b>Year Completed:</b>	2006
<b>Materials</b>	Computer controlled LED installation
<b>Dimensions:</b>	84' x 48'
<b>Commissioning Agencies:</b>	Lights On Tampa / Friends of Tampa Public Art / City of Tampa, Public Art Program
<b>Location:</b>	The Pavilion at Rivergate Tower, 400 North Ashley Drive



Lights On Tampa is a new biennial program of the City of Tampa, Public Art Program, a division of the Department of Arts & Cultural Affairs. It is a public/private partnership that has grown out of a local grassroots effort and is intended as a cultural/aesthetic event that engages, entertains, and educates.

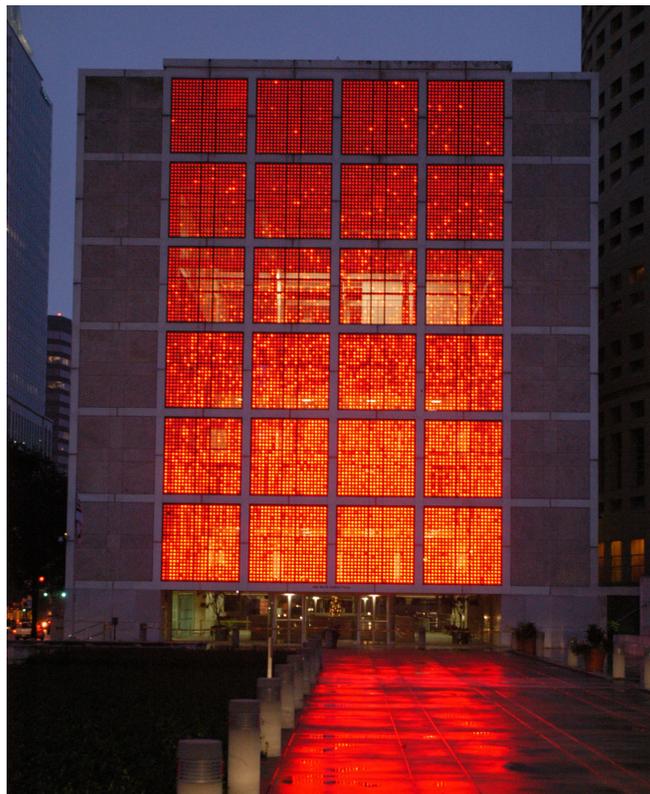
## Site/Project Description

Located at the intersection of Kennedy Blvd., and Ashley Drive, the Pavilion at Rivergate Tower is an iconic architectural structure in downtown Tampa. Its grid-like north façade offers a mathematical framework for Erwin Redl's precise and controlled installations.

## Artist Concept

"My work reflects upon the condition of art making after the 'digital experience.' The formal and structural approach to the various media I employ, such as installation, CD-ROM, internet and sound, almost requires binary logic, because I assemble the material according to a narrow set of self-imposed rules which often incorporate algorithms, controlled randomness and other methods inspired by computer code."

Since 1997, I have investigated the term "reverse



engineering"<sup>1</sup> by (re-)translating the abstract aesthetic language of virtual reality and 3-D computer modeling back into an architectural environment by means of large-scale light installations. In this body of work, space is experienced as a second skin, our social skin, which is transformed through my artistic intervention. Due to the very nature of its architectural dimension, participating by simply being "present" is an integral part of the installations.

<sup>1</sup> "Reverse engineering" - the method of re-programming software from an industry rival without knowing the original computer code.

*The mission of the City of Tampa's public art program is to promote the involvement of artists in projects throughout the city that enhance the physical environment and celebrate Tampa's unique character and identity. The public art program is a division of the Department of Arts & Cultural Affairs.*

**City of Tampa Department of Arts and Cultural Affairs • Public Art Program**  
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