

AETHER

CITY OF IMAGES

GUO CHENG (ORANGE)

Interior Design

Platform - superFUTURES

17 JUNE 2024

Welcome to my world!

Project Description

The project deals with hierarchies of power and the gaze, including research on image media, power structures, and more. Criticizes the impact of digital images on people's lives in a modern society dominated by entertainment. Just like the relationship between subject and object in the movie lens under the patriarchal social structure.

Sex, Camera, Power

- The visual language of cinema by
- By Nina Menkes

In many films (especially by male directors), gender differentiation in camera design is frequent, with male leads and female actors consistently shot in very different ways. The male gaze pervades the shots in the film. So the very design of the film shot itself solidifies this power relationship that includes gender differentiation.

Main aspects of analysis:

1. Subject & Object - Visual relationship
2. Framing
3. Camera movement
4. Lighting

Narrative Position

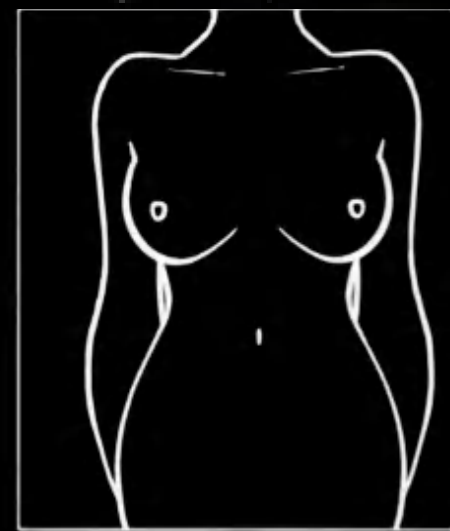
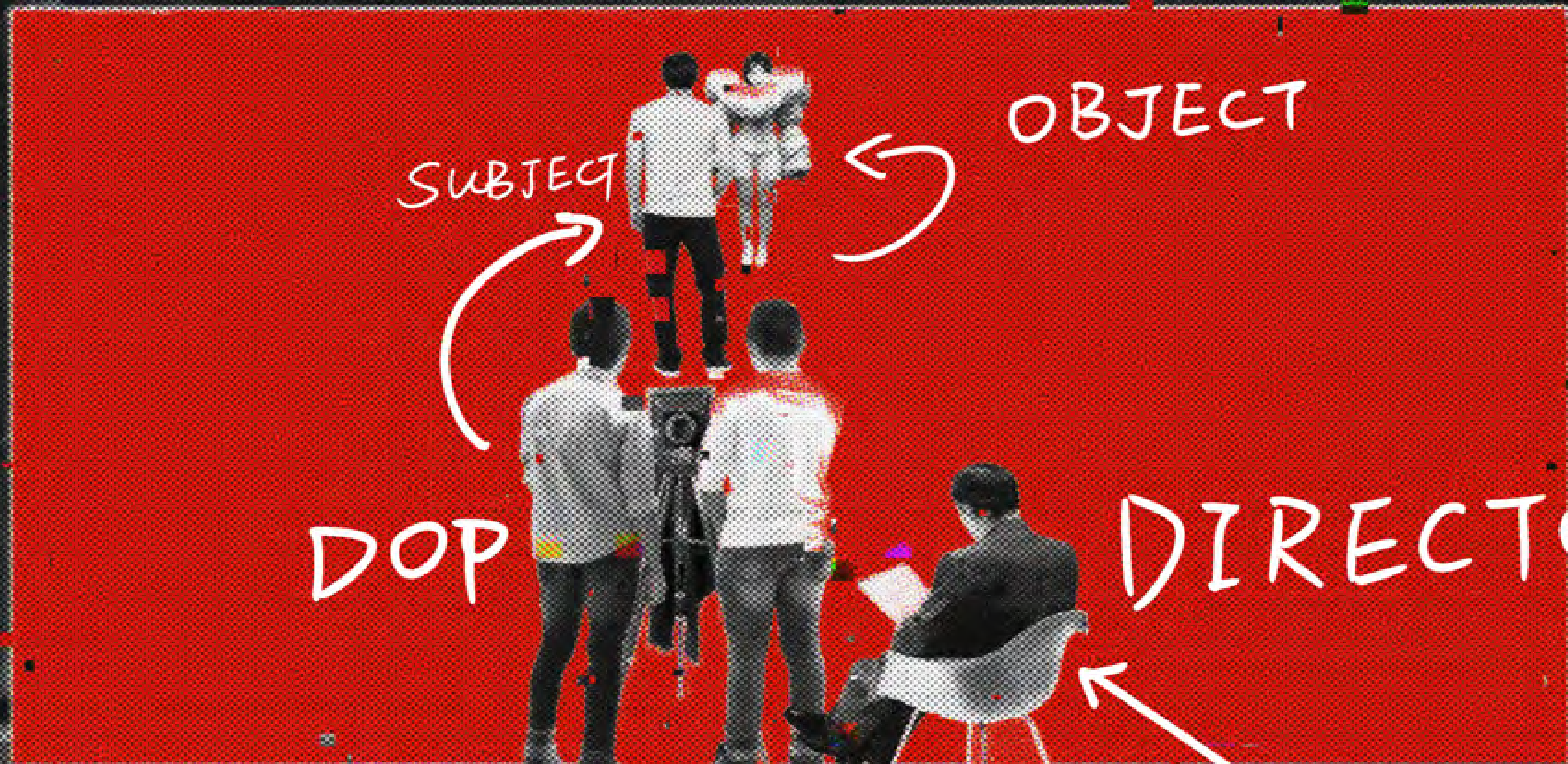


Image from Sex, Camera, Power



SUBJECT

OBJECT

DOP

DIRECTOR

AUDIENCE



Fragments body parts



A male gaze lens



2D plane lighting



In two separate shots



A strange kiss



Fragments body parts



Man asks woman to smile

NARRATIVE POSITION

SUBJECT & OBJECT

VISUAL RELATIONSHIP

FRAMING

CAMERA MOVEMENT

LIGHTING

Notting Hill

SEX, CAMERA, POWER

RQ : How does the power gaze in the camera affect and shape space?

Story telling

In 2050, as modern society is penetrated and dominated by entertainment, digital images have an increasingly wider impact on people's lives, covering the world, and the world is ruled by high-level directors (film leaders). Under the control of power, the City of Image in Los Angeles was established as one of the representative cities.

In the center of the city is a ruling class composed of directors who hold the highest power. Film is a powerful messaging tool in the city that can manipulate and influence popular ideologies. In addition, staff related to the film and television industry chain also live in this city and have become upper-class residents.

At the foot of the Hollywood Hills lies the landmark building that symbolizes the power of directors. Every morning, they hold a power meeting in the high-rise council chamber of the Image City. Here, they discuss the latest developments in the city, citizen behavior and social order. The city's political system is a power structure composed of directors who maintain dominance by controlling the gaze of the camera. Political institutions are closely linked to film studios, and political decision-making and film production are intertwined to form a unique political and economic model.

The city's economy is entirely centered on filming and producing movies, and the production of images has become the city's pillar industry. Directors have made huge fortunes by selling clips of power gazes, while civilians have become the main material for their filming, and civilians even need to pay a "performance tax" to support their lives. The entire city's economic and cultural life revolves around the film industry, and the economy is developing rapidly.

Directors use the powerful propaganda tool of film and television media to try to shape an ideology that suits their interests. As deviant philosophical trends arise in the city, people question whether the gaze of the camera can truly reflect the essence of life. Directors responded to this in a strange way, proposing the subversive view that "only life under the lens is real", shaping and controlling the values and thoughts of urban residents.

This view leads to people living in a transparent information flow. Civilians have their own houses, which are neatly arranged when viewed from a high altitude. The combination looks like rows of product barcodes. Using satellite monitoring and scanning technology, the director only needs to use a drone to scan the barcode shapes composed of houses in the air, and then he can understand the basic living conditions and population data, etc. This is a means of unified management and control by the director. The director also has some of his subordinates who are called "capturers", and cameras are the weapons of the capturers. They will appear from time to time to film and monitor people's daily lives to create images. At the same time, residents are prohibited from using highly-obstructive materials on building surfaces to facilitate camera capture.

In addition, pixels have become the label of this city, and the residents can be photographed by cameras wearing red, green, and blue hats on their heads. The camera shoots down from the air, and people form pixels one by one, converging into a huge electronic screen. The whole city becomes a screen.

Because the director needs to make entertainment more permeable into people's daily lives, the director has implanted image processing chips in the brains of all residents. The images everyone sees are no different from the formats in the computer. For example, when people see the PNG format base map, it will be transparent by default. Anyone who needs to enter the city to make a living needs to complete this operation. This surgery has no malicious impact on people's lives. In addition, it is a mandatory regulation and is strictly controlled by the management, so every resident needs to comply.

Orange came to this city as a stowaway to make a living. She escaped the chip implant, but in the context of video life, she was worried that the private life of the individual being photographed might be made public, and the privacy of the person being photographed would be violated. May become the target of information manipulation by powerful people. If there are resistance forces in the city, those in power may also

use information to manipulate and stigmatize the rebels, portraying them as saboteurs, malicious elements, or socially irresponsible people. This helps divide the society and reduce the support of the rebels. . By manipulating information, those in power can eliminate any criticism and dissent to their policies, decisions, or rule. In addition, it was a smuggling operation, so Orange was unwilling to reveal his information.

In this city, there are other people who sneaked in, and they formed a small organization. After continuous efforts in research, they found that under the infiltration of entertainment, movie leaders have implanted chips in everyone's brains that can automatically process images. When they see the png format, people will default to it as transparent and cannot see it. object in the format. Since the camera is an electronic device, people who want to hide it also find that the machine will automatically recognize the gray and white grid into png format. In this format, everything is transparent. So they made their own transparent cloak. Any object covered with this cloak will be recognized as a transparent object by the machine. They will also use PNG patterns to hide other aspects. As for the overhead drone shots, they had a gray board above their heads, which became dead pixels so they couldn't be played on the screen.

The perfect evasion skills of this group of people have become a shadow in the transparent information flow. Their evasion skills are like a darkness in the transparent information flow, confusing people. Although people can capture some traces of their lives, these traces are like a phantom, elusive. Some powerful people in the city realize that the existence of a transparent information flow poses a potential threat to their control. A special team of technical experts and capturers was formed to track down and reveal the true identities of these hiding people.

The **seven major Hollywood film production companies** play an important role in the global film industry. They are mainly located in Los Angeles. The films and TV programs produced by these film production companies usually have **strong cultural influence**. They shape the **aesthetic concepts, values and cultural identities of global audiences, influence people's lifestyles and ideas**, and gradually become the dominant player in the global film and television industry.

HOLLYWOOD

METRO GOLDWYN MAYER

20TH CENTURY-FOX

COLUMBIA

UNIVERSAL

WARNER BROS.

PARAMOUNT

DISNEY

silent film era (1910s-1930s)

In order to get rid of Edison's patent, early film producers chose the Hollywood area of California, which has a pleasant climate and abundant light, making it an ideal place for filming.

Age of television (1950s-1960s)

In order to get rid of Edison's patent, early film producers chose the Hollywood area of California, which has a pleasant climate and abundant light, making it an ideal place for filming.

Digital age (2000-2024)

With the development of digital technology, Hollywood film production is gradually turning to digitalization. Advances in special effects technology, 3D technology, and innovations such as digital cinematography have become new highlights in film production. Hollywood movies still have a great global influence, becoming one of the largest film industries in the world.

Early stage (1890s-1910s)

In order to get rid of Edison's patent, early film producers chose the Hollywood area of California, which has a pleasant climate and abundant light, making it an ideal place for filming.

Golden age (1930s-1950s)

The 1930s are considered the golden age of Hollywood. This era witnessed the full entry of movies into the sound era. Despite domestic economic difficulties, an estimated 80 million Americans still go to the movies each week.

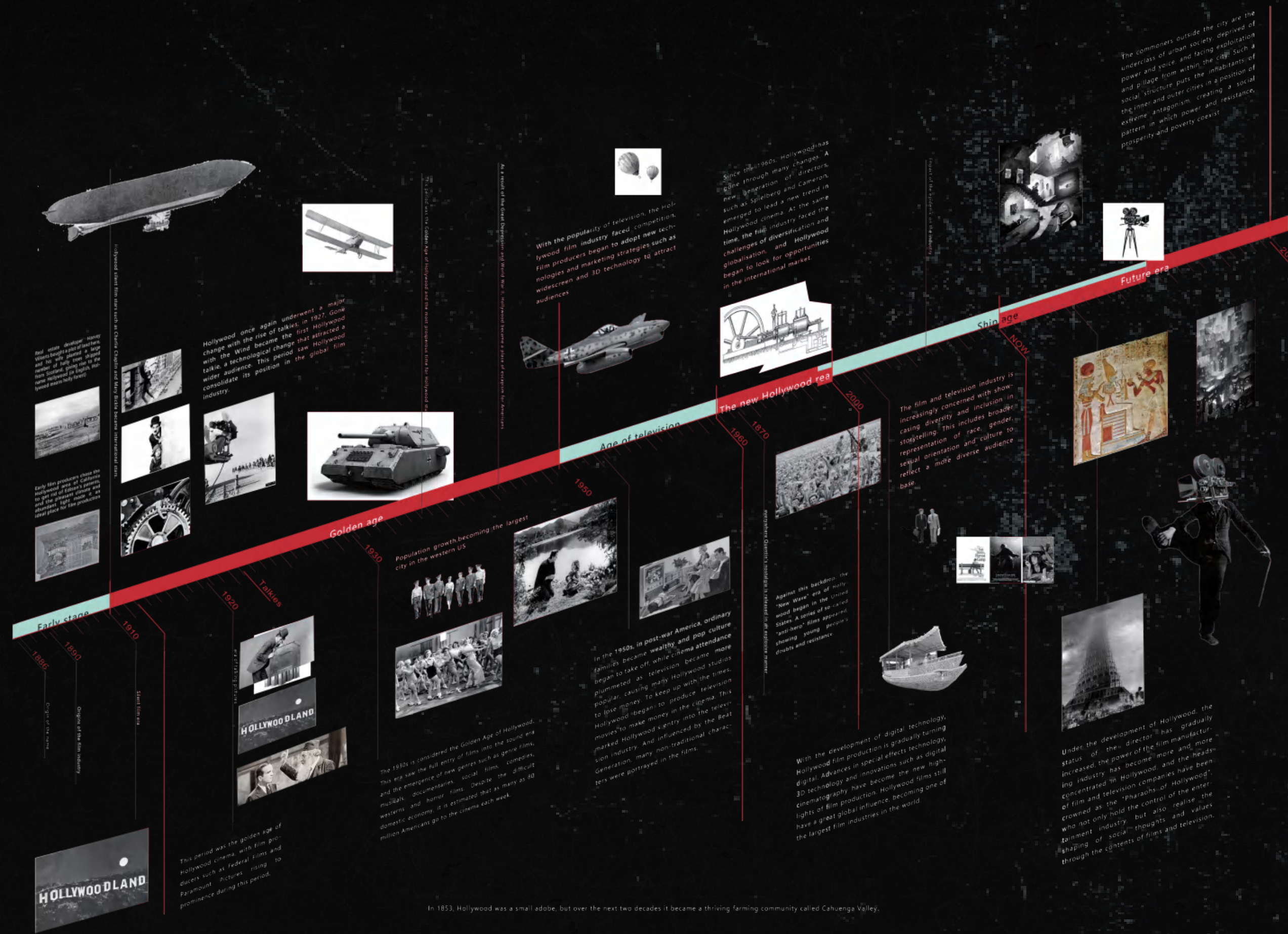
The new Hollywood era (1960s-2024)

Since the 1960s, Hollywood has gone through many changes. A new generation of directors, such as Spielberg and Cameron, emerged to lead a new trend in Hollywood cinema. At the same time, the film industry faced the challenges of diversification and globalisation, and Hollywood began to look for opportunities in the international market.

Region (2050)

With the development of Hollywood, the status of directors has gradually improved, and the power of the film manufacturing industry has become more and more concentrated in Hollywood. Directors have been dubbed "film leaders". They not only control the entertainment industry, but also realize social thought and social thought through film and television content. Shaping of values.

Hollywood development history



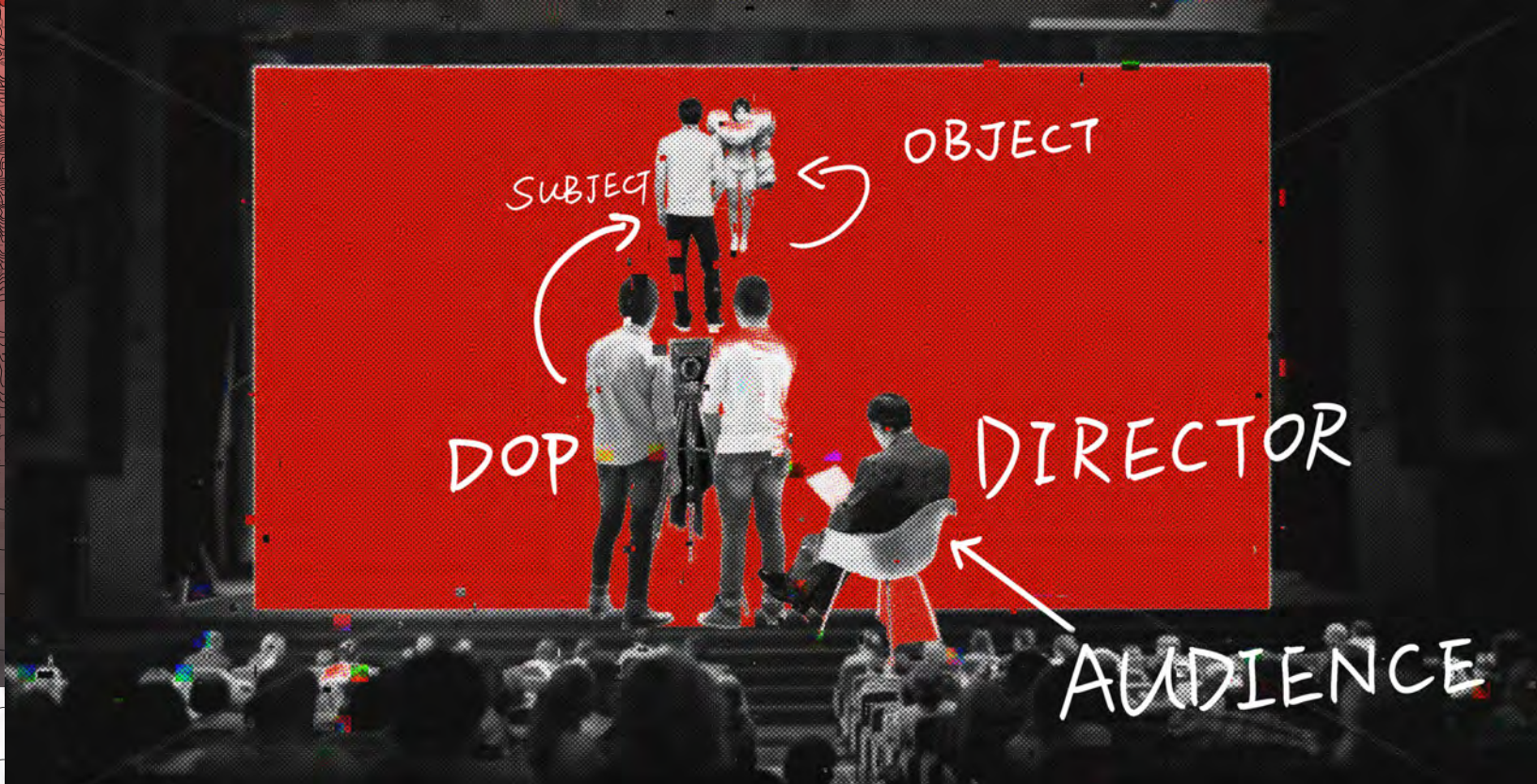
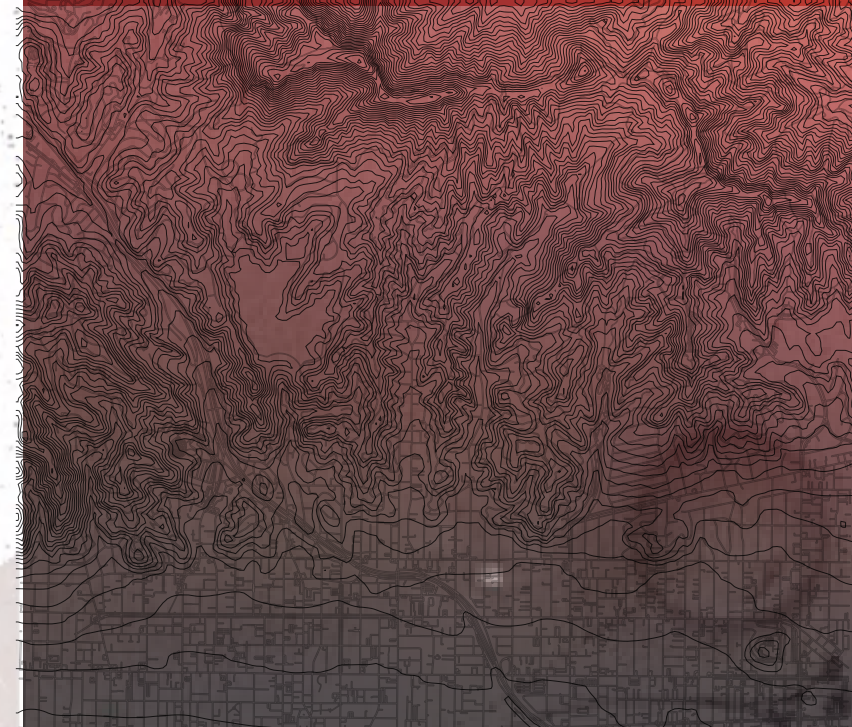
Location

The **Hollywood Hills** sign is one of the most famous landmarks in **Los Angeles**. It is located just north of downtown Los Angeles and is home to numerous film studios and photo booths. The proximity of the Hollywood Hills, especially the foothills, is rooted **in the world's largest film industry, making it an iconic symbol of the film industry in its own right**. Originally erected in 1923, the sign was originally built to advertise local real estate. Over time, the Hollywood Sign became **one of the most famous signs in the world**, representing the Hollywood film industry and the city of Los Angeles.

Symbol of the film industry: The Hollywood Hills area has always been **the centre of the film industry**. At the beginning of the 20th century, film producers began to build studios at the foot of the Hollywood Hills, gradually forming **the largest film industry cluster in the world**. The Hollywood Hills have become a symbol of global film culture and industry.

Movie Star Residences: The Hollywood Hills is one of **the most exclusive areas in Los Angeles**, with many movie stars and wealthy individuals choosing to build their homes here. This has added to the Hollywood Hills' reputation as a world-renowned area for the rich.

Film filming background: The natural beauty of the Hollywood Hills and their nearby landscapes have made them **an ideal backdrop for many films**. Many famous films and TV shows have been set in the Hollywood Hills, making the landscape an integral part of the filmography.

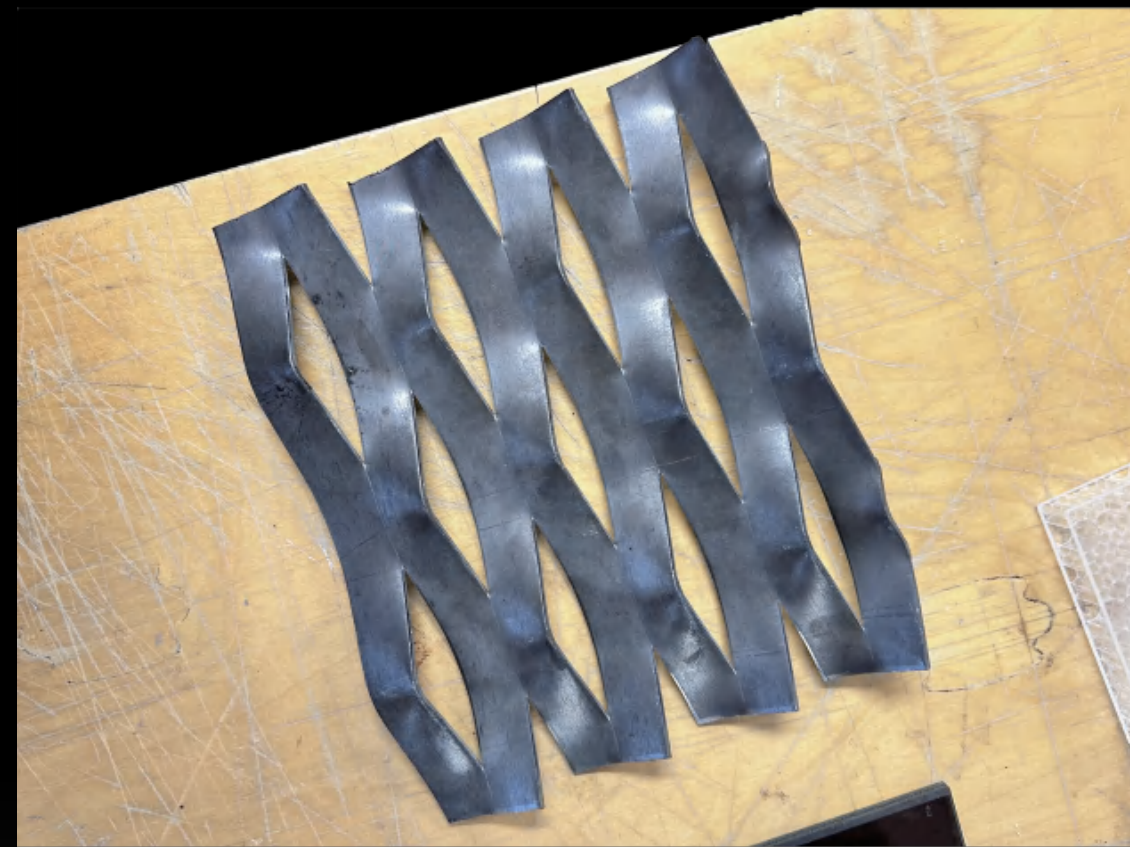


World Mapping - The second world

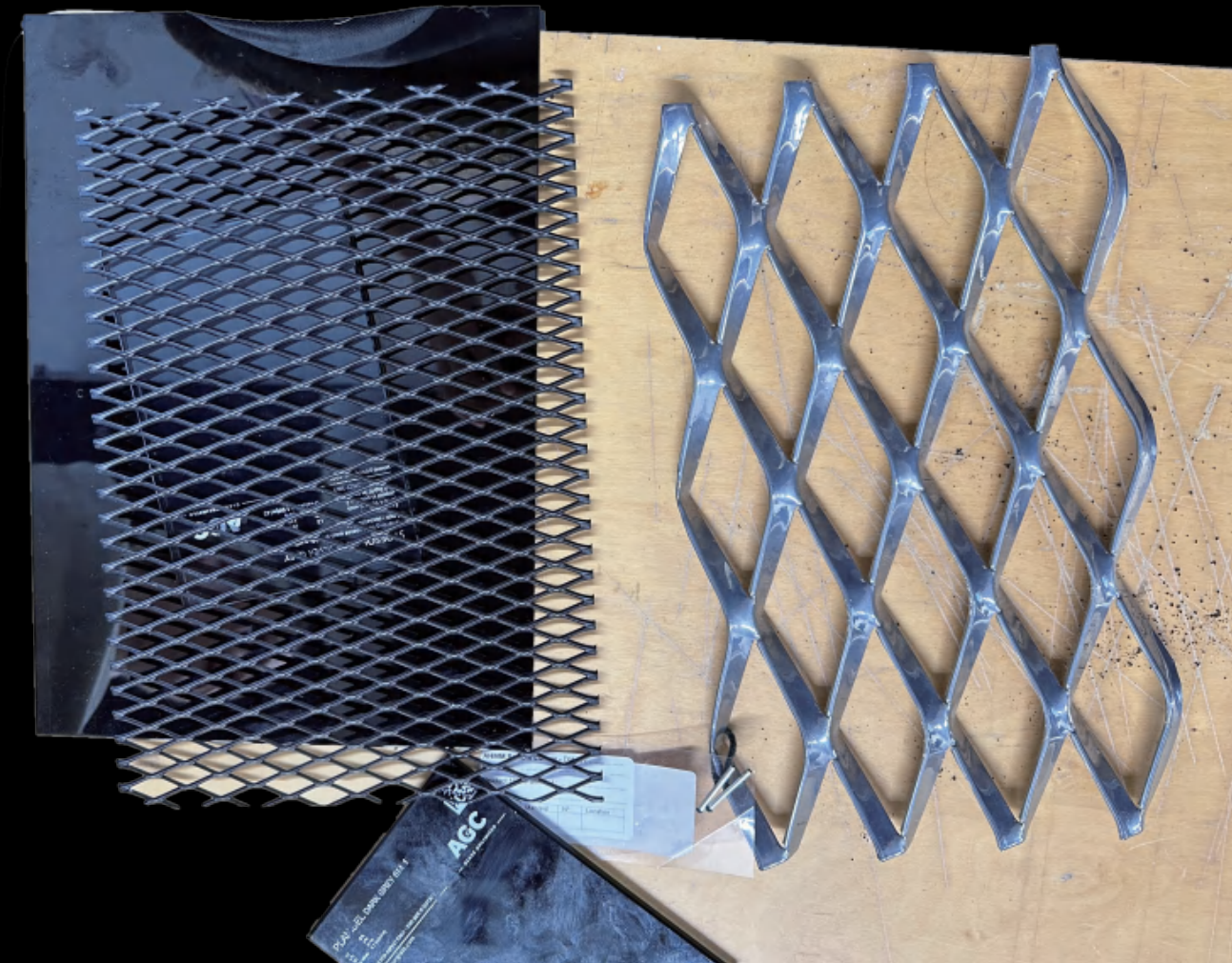
Material experiment

Based on my story world, I imagine the material language in the world and explore the possibilities of materials to better understand my own world.

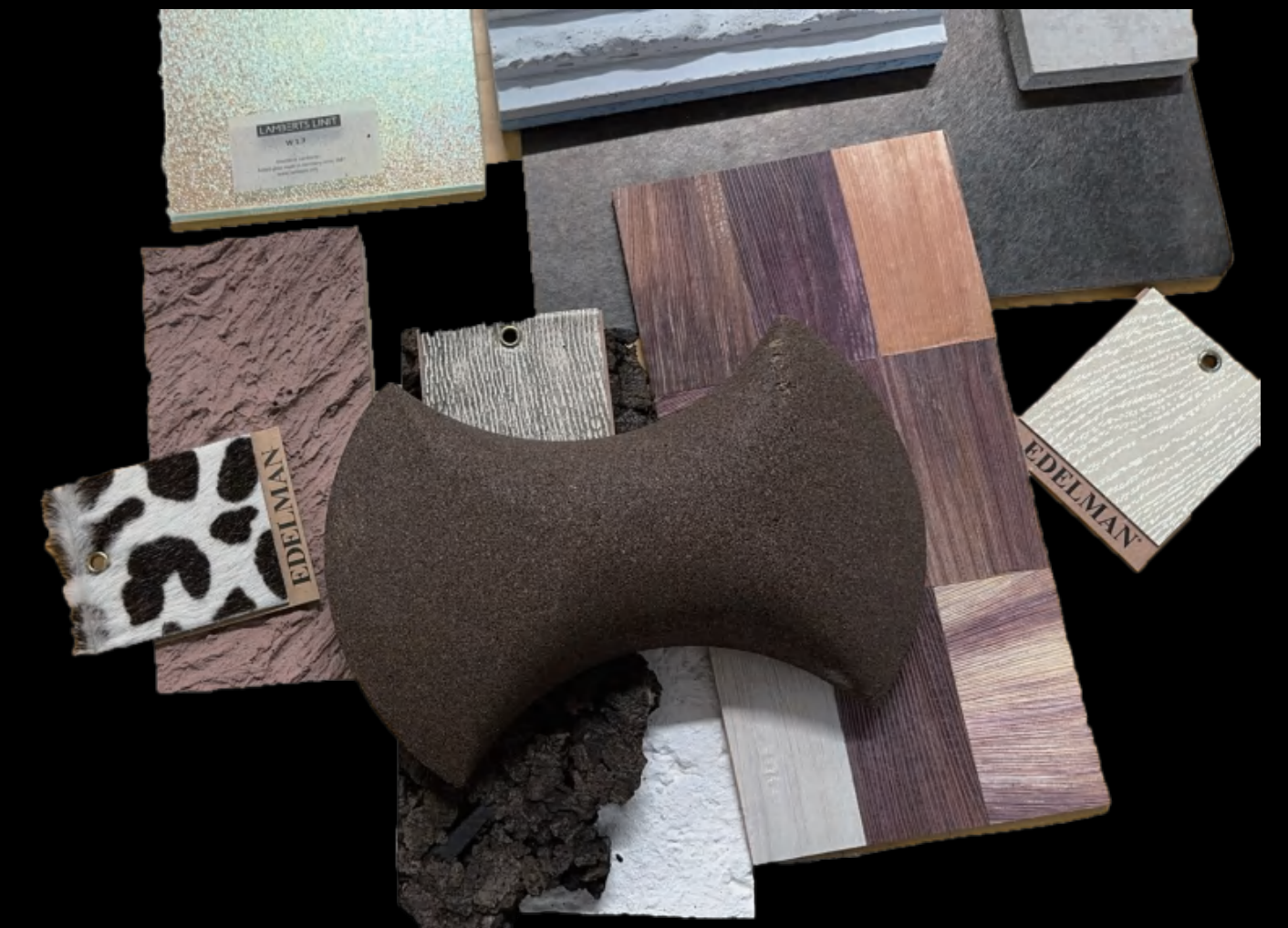
Material Council Workshop



expanded metal



black mirror
expanded metal



soft wood
fur
plasterboards
density board

Material Culture



①



②



③



④

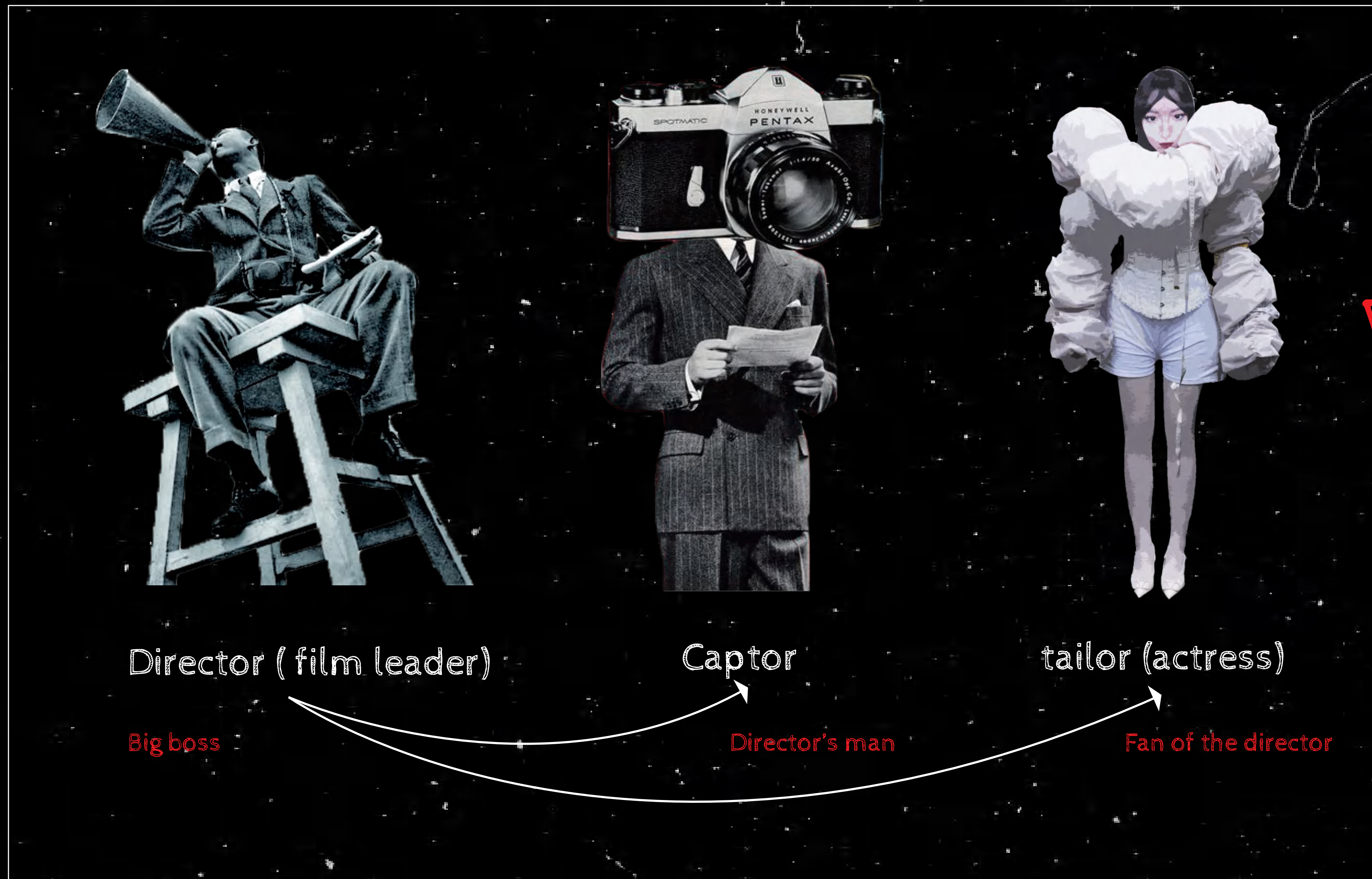
Mid-journey prompt words

- ① Isometric view of an architectural design concept, living dense neighborhood made out off white concrete and glass with lots plants inside each house, very high verticality, bridges between buildings , tree top level views , architectural rendering
- ② A city with many glass buildings, white walls and transparent domes, with streets surrounded by trees. Vehicles inside are driving on the road made of plastic film material, isometric view, white palette, pastel tones, aerial perspective, wide angle shot, hyperrealism, photorealism, cinematic lighting, octane rendering.
- ③ A room with white tiles, with furniture wrapped in plastic wrap, with light blue armchairs and a small table, a sink is visible on the wall, sunlight shines through large windows, everything looks like it's made of transparent glass, minimalism,
- ④ A woman wearing white translucent plastic sheet stands next to the translucent refrigerator, looking at the blue furniture and cabinets. The floor was made of wood, and the light from the window reflected on her face, which was Rinko Kawauchi's style. Retro style, pastel colors, surreal, wide angle shots.

Narrative prop & characters

Building on the development of your material culture, you will now design and build an object or 'PROP' from that world - a key item for the world.

Character relationship diagram



VS.



Film Leader



- Name: Alan Clove

- Gender: male

- Identity: The director

- He believes in the power of digital images and believes that **film is the most powerful tool for shaping social ideology**. He believes in his responsibility as a leader and **uses images to control people's thoughts and behaviors to achieve dominance**. He has a strong desire to control images and plots, and hopes that every film will be presented exactly as he envisions it.

Captors



- Name: Captor

- Gender: male

- Identity: Director's man

- Captor is **an organisation under the director's command** that carries a camera at its head **as a weapon of filming**, and which frequents the city from time to time to produce images by filming and monitoring people's daily lives.

Invisible Guy



- Name: Orange
- Gender: Female
- Identity: an outsider
- She had a **huge gambling debt in an underground casino** in X City, and heard about the fast-growing economy in the City of Images, so she decided to **escape** and come here, but Orange had to **hide her former identity** to avoid being found, so she joined the **Stealth Organisation**. She escaped the microchip implant, Made an invisibility cloak, and lived in the transparent flow of information in the city, where no one found her.

Dirty props



Soft mirror, wood, garbage bag, wool

After spending a few hours quickly making my own props using materials already available in the classroom, what I needed to do was think about: How to hide myself?

How to hide myself?



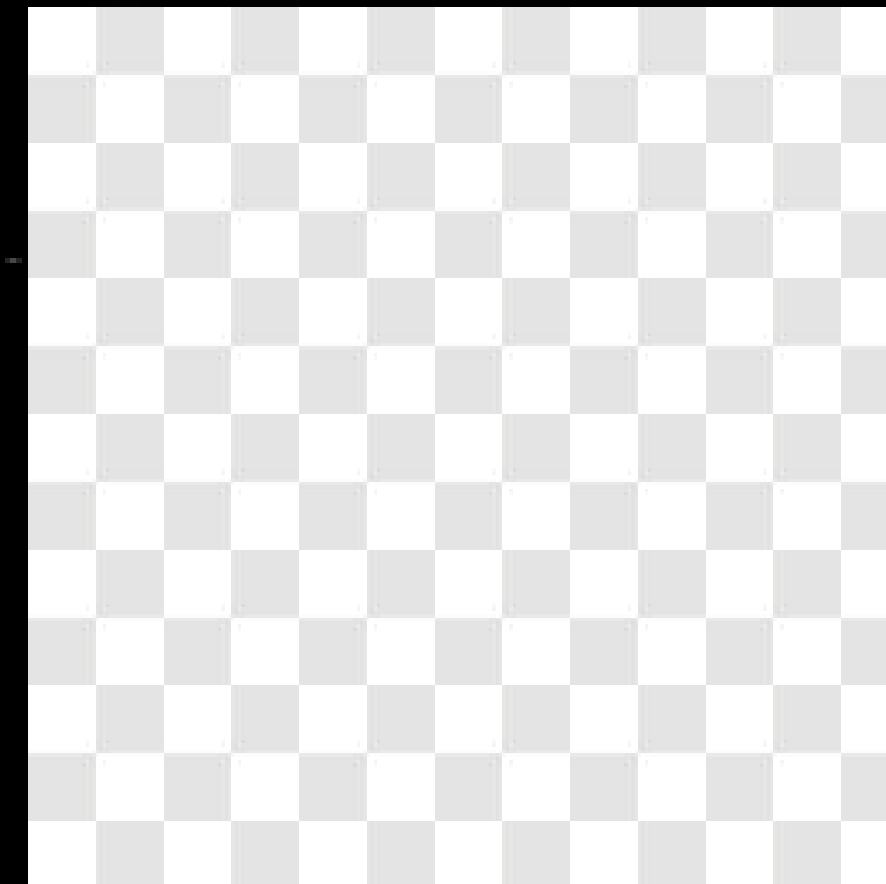
Resolution map

This is a resolution map based on one pixel which can be photographed pixel by pixel. I will set a photographed resolution value for my city, in 1996 it was 12 metres, now it's 1 foot, technology is constantly evolving and this value will only get smaller in the future. To become invisible a thing has to be less than or equal to one pixel, so I will set my city's resolution value to 8 inches.



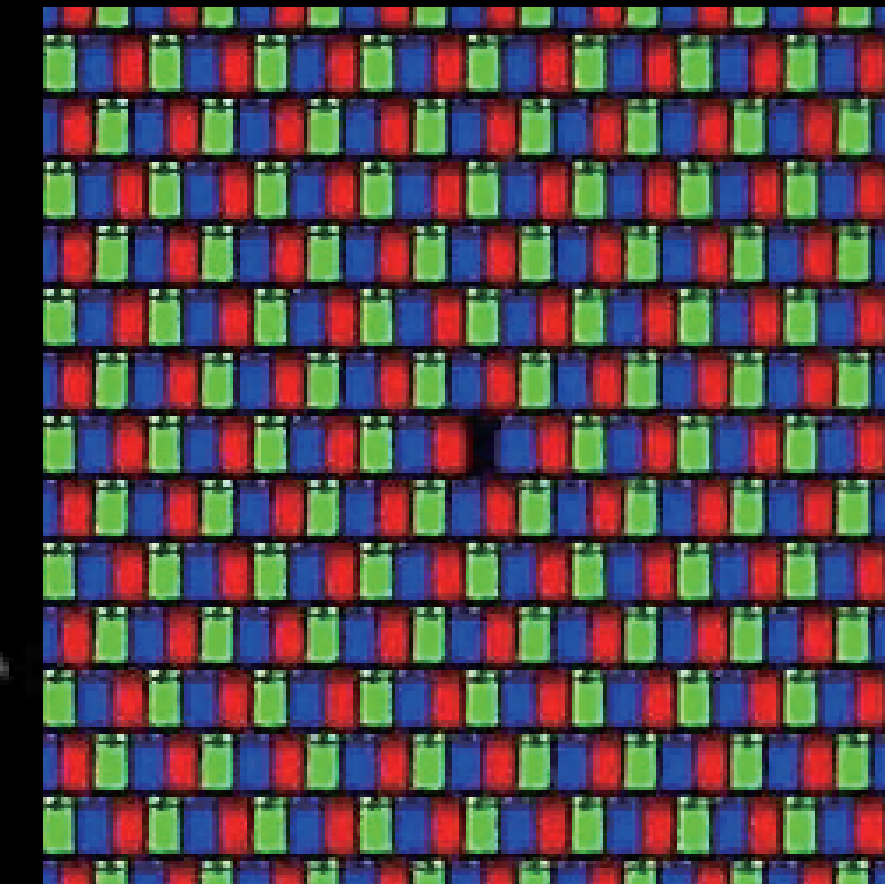
Green screen

Green screen is the background curtain for shooting stunt shots. Actors perform in front of the green screen and are captured by the camera. The picture is processed on the computer to remove the green color of the background and replace it with other backgrounds. Therefore, in movie shooting, the green screen is used by default "Transparent" Background.



PNG

This is Photoshop's transparent background, the white and grey layers represent layers that are transparent with no pixels present.



Defective pixel

Defective pixel usually refers to the LCD screen panel on some of the screen pixels all or part of the loss of its role, resulting in a permanent bright spots, dark spots and colour spots.

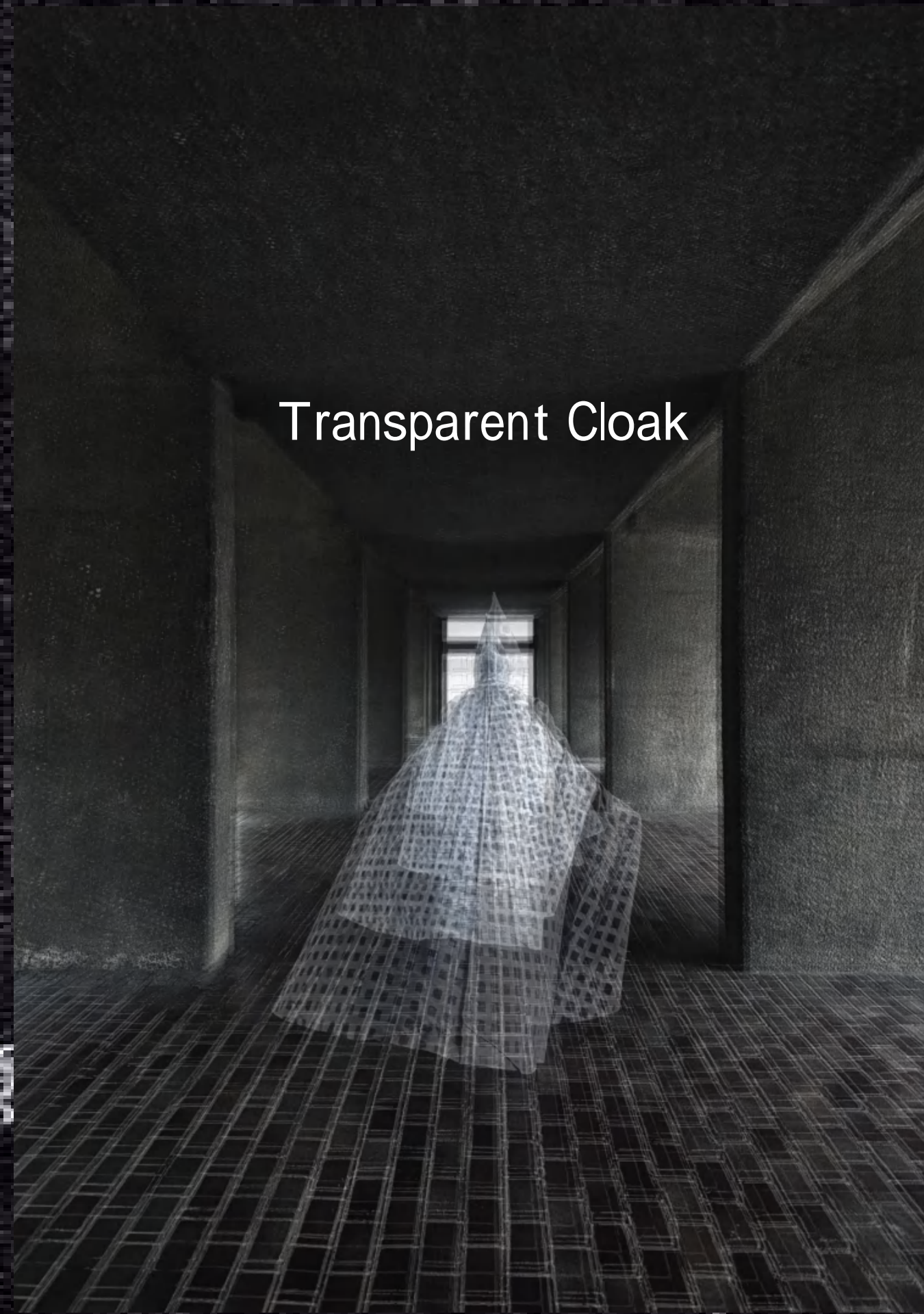
Props - final version



Cotton, needlework, fabric dyes

This is Photoshop's transparent background, the white and grey layers represent layers that are transparent with no pixels present. The transparent cloak is painted with Photoshop's "Transparency" layer, so that whether people wear it or put it over objects, they can make them "transparent" and disappear.

Props - Transparent cloak



Actress



- Name: Scarlett Devine

- Gender: Female

- Identity: Tailor

- She was originally a tailor from the common class. **Brainwashed by the film and television media, she aspires to have the perfect body and appearance of a star, so she sews exaggerated clothes for herself to suit the specific aesthetic standards of Hollywood,** transforming herself into a follower of the director. Satisfied with her life's film and television material, the director selects her to join the upper echelons of the film trade union as an actress, and in 2050 she will attend the unveiling of her very own Hollywood star, officially becoming a film star.

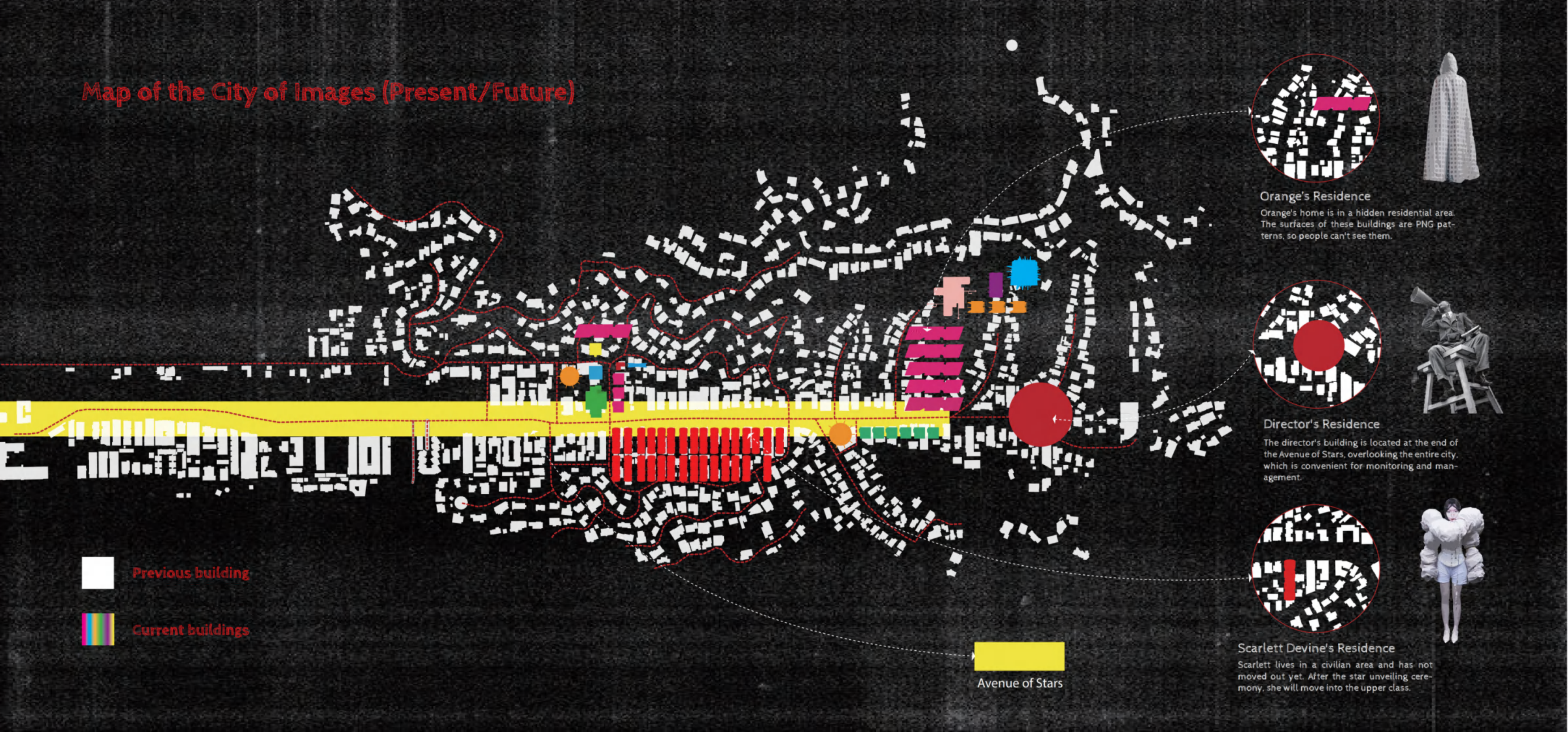
Actress-Scarlett Devine



Star unveiling ceremony

The star unveiling ceremony is held every year in the city of images. The Hollywood Walk of Fame is to permanently honor those who have helped Hollywood become a world-famous community, such as the best actor and the most influential person. Scarlett will be awarded in 2050.

Map of the City of Images (Present/Future)



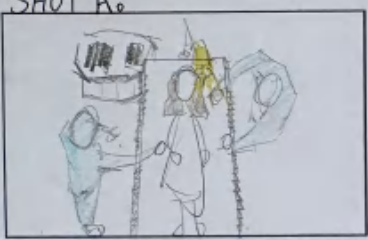
Lights, camera, action!

With your PROP or your 'speculative device' or 'artefact from the future' you will bring your narrative to life by designing a particular ACTION SEQUENCE of moving image from your future world.

Storyboard template
Planning the filming of the promotional film


Scenario 1 - Explain

SHOT A₀



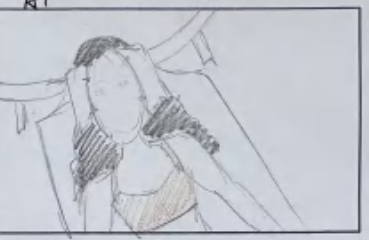
- a woman was lying on the bed
- operating room
- preparing for a brain implant

A₁



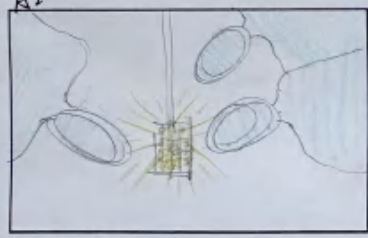
- close-up view
- the woman's eyes were closed
- The operating lamp shone on her face
- The woman nodded

A₂




- The woman's eyes were open
- she lying on the operation bed
- The doctor's shadow was on her face

A₃




- The doctor surrounded her
- Ask her if she's ready

A₄



- Start of operation

A₅




- Close-up with tweezers in hand
- The chip is on the tweezers

Scenario 1 - Explain the background setting

Storyboard template
Planning the filming of the promotional film

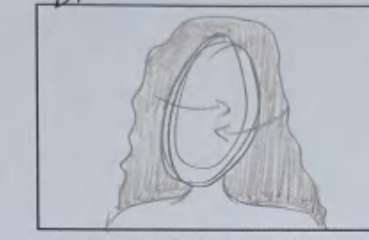
Scenario 2 - Explain

SHOT B₀



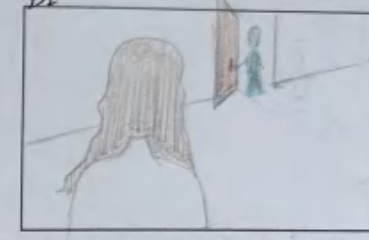
- The woman sat up

B₁




- Then she look around

B₂



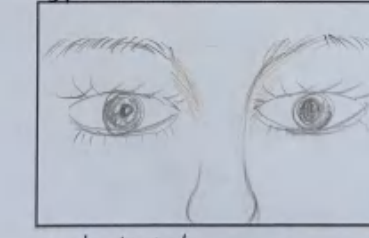
- The doctor opened the door and come in
- From the woman's point of view

B₃



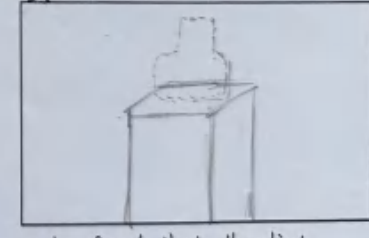
- The doctor hold a test board
- asked her to test the success of the operation
- An object placed on the counter

B₄



- she blinked

B₅



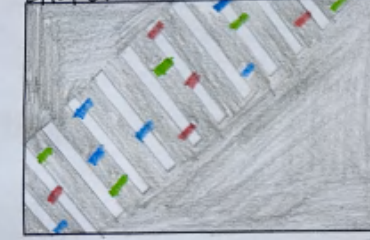
- she found that the object disappeared and become transparent

Scenario 2 - Explain the background setting

Storyboard template
Planning the filming of the promotional film


Scenario 3 - main story

SHOT C₀



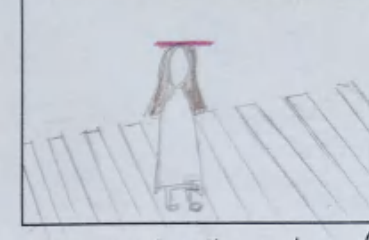
- pedestrians are walking on the zebra crossing

C₁



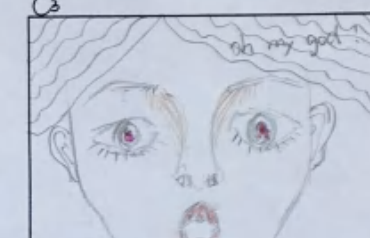
- a speeding car

C₂



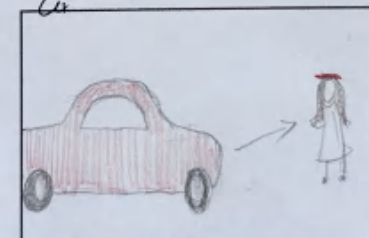
- a woman is walking on the road
- she looked at the speeding car

C₃




- close-up of facial expression - frightened
- because that car was coming right at her

C₄



- The car crashed into the woman

C₅




- Orange in transparent capes rushed to the woman's rescue

Scenario 3 - Main story

Storyboard template
Planning the filming of the promotional film


Scenario 4

SHOT D₀



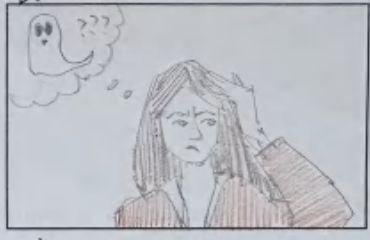
- The woman was suspended in the air
- she was surprised

D₁




- The woman stood on the ground
- Orange was left

D₂



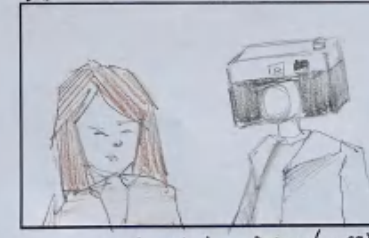
- She was confused
- and wondering if she'd seen a ghost

D₃



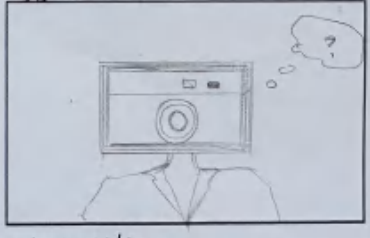
- This woman's home
- Two cups of coffee up close
- The sound of people talking began to sink in

D₄



- She talked with her friend - captain
- about how she was rescued today

D₅



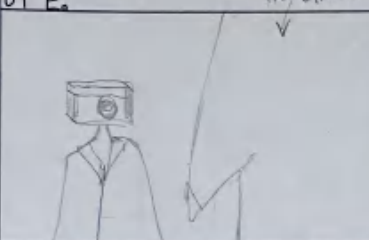
- he is thinking

Scenario 4 - Main story

Storyboard template
Planning the filming of the promotional film


Scenario 5

SHOT E₀



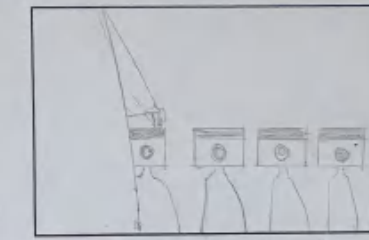
- He's here to see the director
- Recounted what the woman had told him

E₁



- The director's face could not be seen in the dark

E₂



- The director gives the order
- Let his men go after the invisible people

Scenario 5 - Main story

Storyboard

	Scene Location	character behavior	Sound
A 0	Location: Operating room Scene: Surgery in progress	Doctor surrounds woman preparing for surgery	The life monitor beeps, The sound of operating surgical instruments gradually appears
A 1	Location: operating table	Girl lies on the operating table with her eyes open	The sound of doctors talking to each other and the clinking of surgical instruments
A 2	Location: Operating table Scene: Doctor in front of woman's perspective	The doctor asked the girl if she was ready	Doctor A: Madam, are you ready?
A 3	Location: Operating table Scene: Close-up of woman's head	The woman nodded slightly and slowly closed her eyes	The life monitor beeps, The sound of surgical instruments operating
A 4	Location: Operating room	The operation officially begins	The life monitor beeps, The sound of surgical instruments operating, The sound of a chainsaw turning, cutting sound
A 5	Location: Operating room Scene: A chip is placed on the tray	Doctor uses tweezers to pick up the chip from the tray	metal clang sound
B 0	Location: ward	woman sitting up from bed	Cloth rubbing sound
B 1	Location: ward	woman looking around	Cloth rubbing sound
B 2	Location: ward	The doctor opens the door and enters the ward, the woman looks	footsteps Door handle turning sound Door shaft turning sound

B 3	Location: ward	The doctor brought over the test equipment	Doctor A: Let's do a test Woman: OK Doctor A: Tell me what you saw
B 4	Location: ward	Woman blinks (close-up)	
B 5	Location: ward	An apple and a banana are placed one behind the other on the test instrument, separated by a png board.	Woman: An,,, apple? (Confuse) Doctor A: Okay, the operation was successful.
C 0	Location: street Scene: People coming and going on zebra crossing	People are walking around, everyone has colorful pixels on their heads	street sound
C 1	Location: street Scene: A runaway car on the street	Cars crashing on the road	The roar of the car's accelerator,
C 2	Location: street	A woman was walking on the road and looked at the out-of-control car	ear-piercing roar
C 3	Location: street	Close-up of woman's frightened face (a car is rushing towards her in the pupils)	car braking sound
C 4	Location: street	Car hits woman	car braking sound
C 5	Location: street	The woman was suddenly hit by an unknown force	sound of running fast
D 0	Location: street	Orange, who was passing by	Falling sound

D 1	Location: street	The woman was pushed away by That force	The sound of fall down
D2	Location: street	Close up shot of woman's confused face as she wonders if she has seen a ghost	street chaos
D 3	Location: Woman's home	Close view of two cups of coffee	The sound of the two people talking gradually
D 4	Location: Woman's home	She was chatting with her captor friend about her rescue today	Woman: Do you know what happened to me today? Captor: What happened? Woman: I was almost hit by an out-of-control car today Captor: And what? Woman: I suddenly felt like I was being saved by an invisible force, but I couldn't see anyone Captor: You mean the invisible power? Woman: Yes, I don't know what happened, and then I was put safely on the ground.
D5	Location: Woman's home	The captor is deep in thought (close-up of face)	
E 0	Location: Captor Headquarters	The captor reported the incident to the director	Director: What do you want to report? Captor: I heard a strange thing today (Repeat what the girl told him) Nothing to do with the little fairy: The director is deep in

E 1	Location: Captor Headquarters	The director's face looks down in the dark shadow of the cloak (meditation)	
E 2	Location: Captor Headquarters	The director summoned all the captors and ordered them to search for the Transparent Man	Director: All captors, find him, catch him

script draft

Behind the scenes



Scene 01: Operating room



Scene 02: Ward room



Scene 05: Captor headquarters



Scene 03: Page street



Scene 01: Operating room



Scene 03: Page street



Scene 04: The woman's home



Scene 03: Page street



Scene 01: Operating room



Scene 03: Page street



Scene 03: Page street



Scene 02: Ward room

Architectural design (example)

How can the power gaze segments in movies be translated into spatial language?

The fifth element



A1-1

Leeloo was created

She was surrounded by a crowd of male watching



A1-2

Escape

She broke the glass silo and escaped



A1-3

Finding an exit

She shuttled through the pipes and finally jumped down

The Fifth Element



(1)

Presented as a work created by a man



(3)

run away



(2)

She was surrounded by men at the scene



(4)

Run through a pipe to evade capture



(3)

Use extreme methods to wake her up



(5)

fall down

spatial frame

- encircle
- centrality

spatial organization

- layer by layer

spatial atmosphere

- fear
- restriction
- tension



A1-1

Leeloo was created

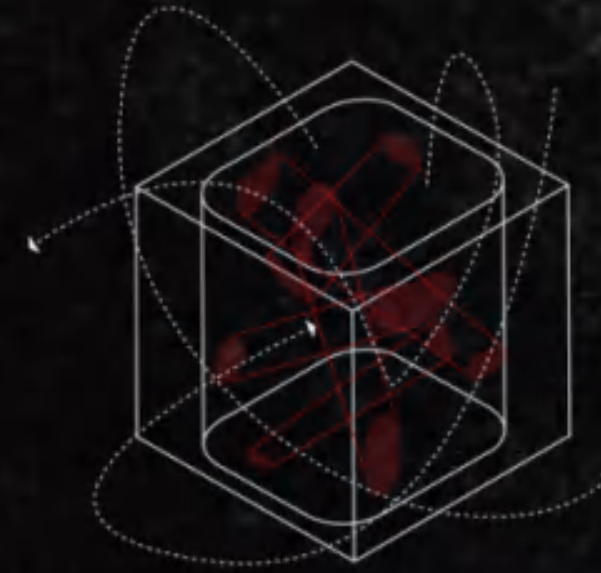
She was surrounded by a crowd of male watching



Leeloo : surrounded
Male : stare



Leeloo : tied up
Male : stare



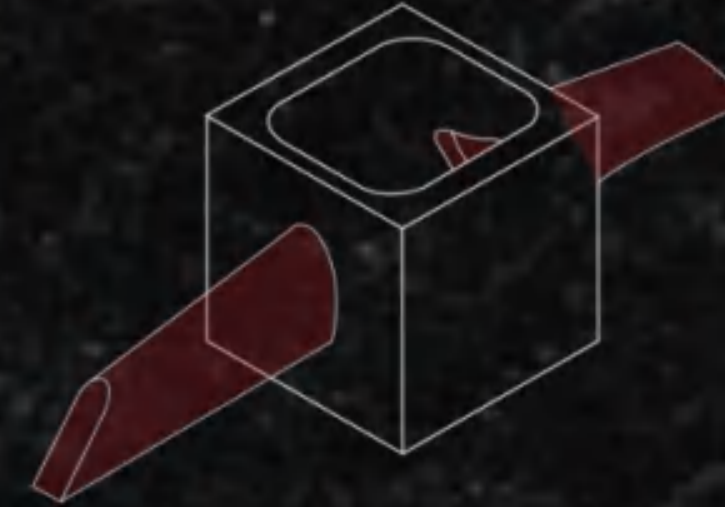
Leeloo : struggle
Male : stare



A1-2

Escape

She broke the glass silo
and escaped



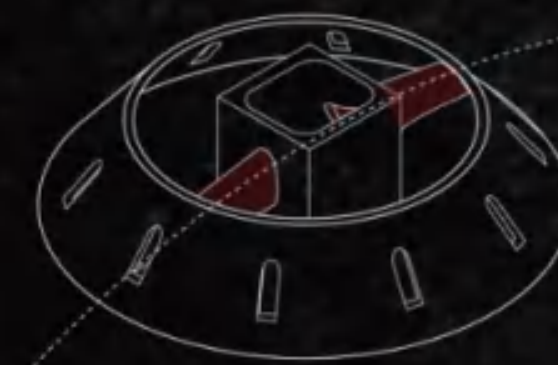
Leeloo : break the glass

Male : stare



Leeloo : run away

Male : stare



Leeloo : struggle

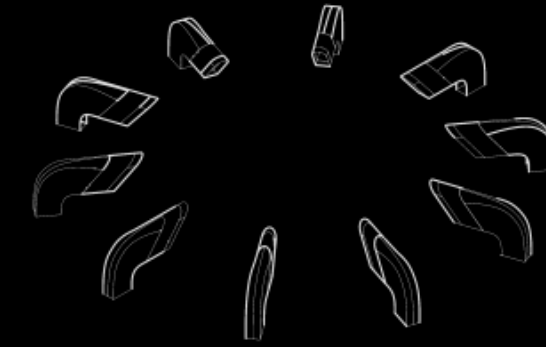
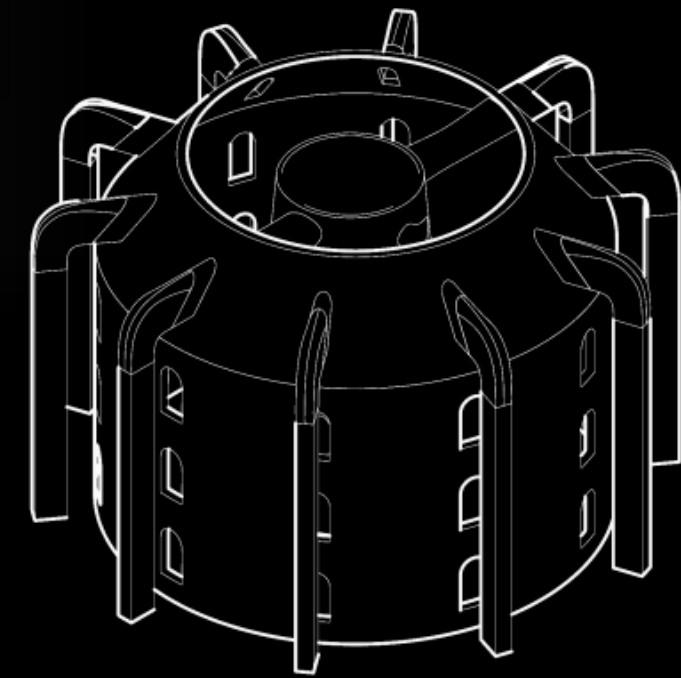
Male : stare



A1-3

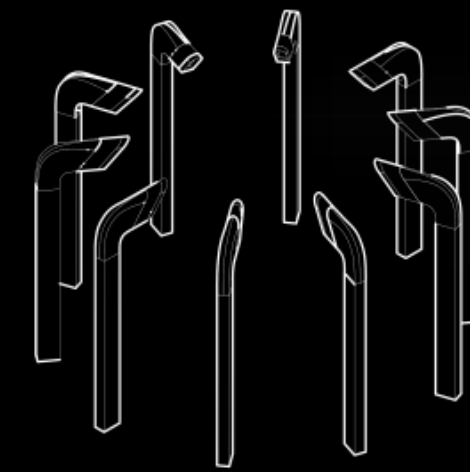
Exit

She worked her way through the pipes until she found an exit



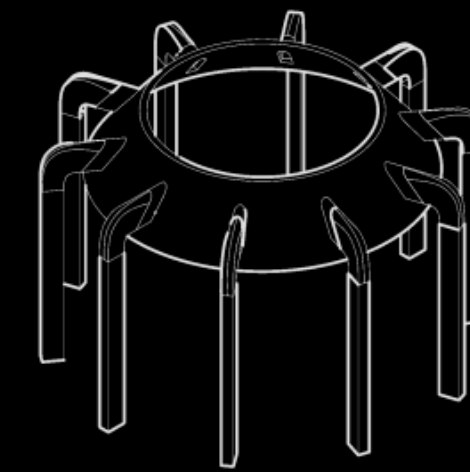
Leeloo :Walking in pipes

Male : manhunt



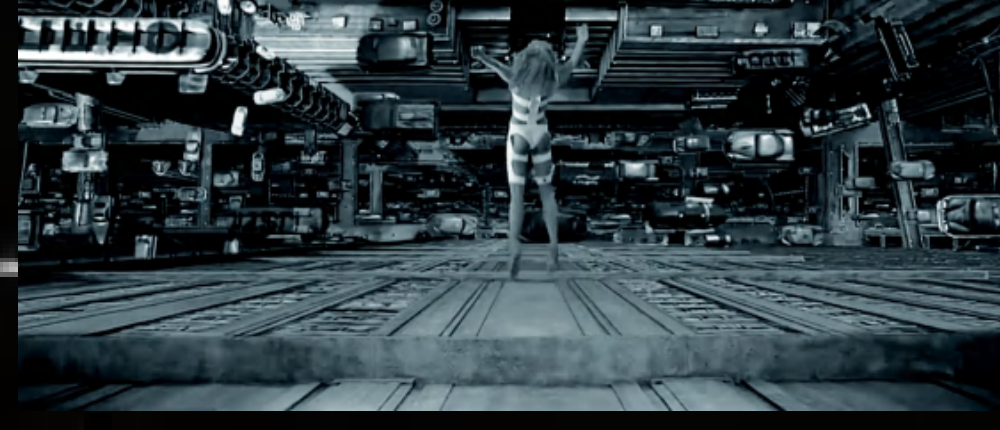
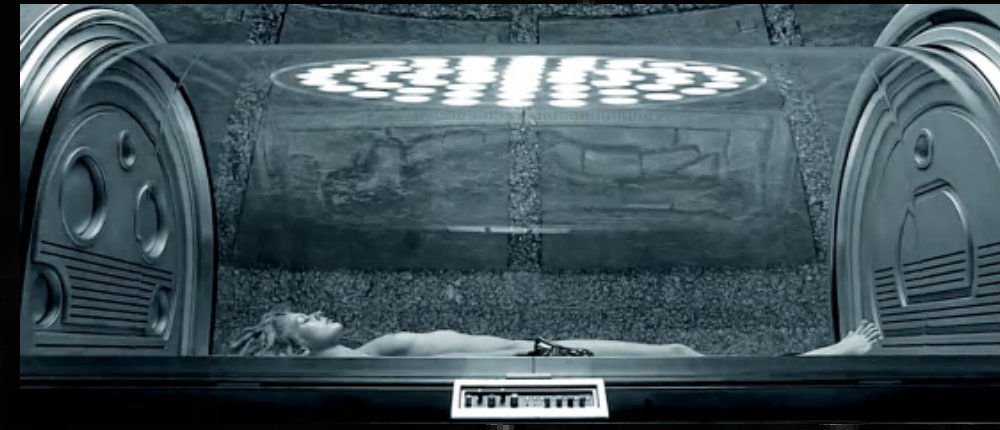
Leeloo : Find the exit

Male : manhunt



Leeloo : jump off

Male : manhunt

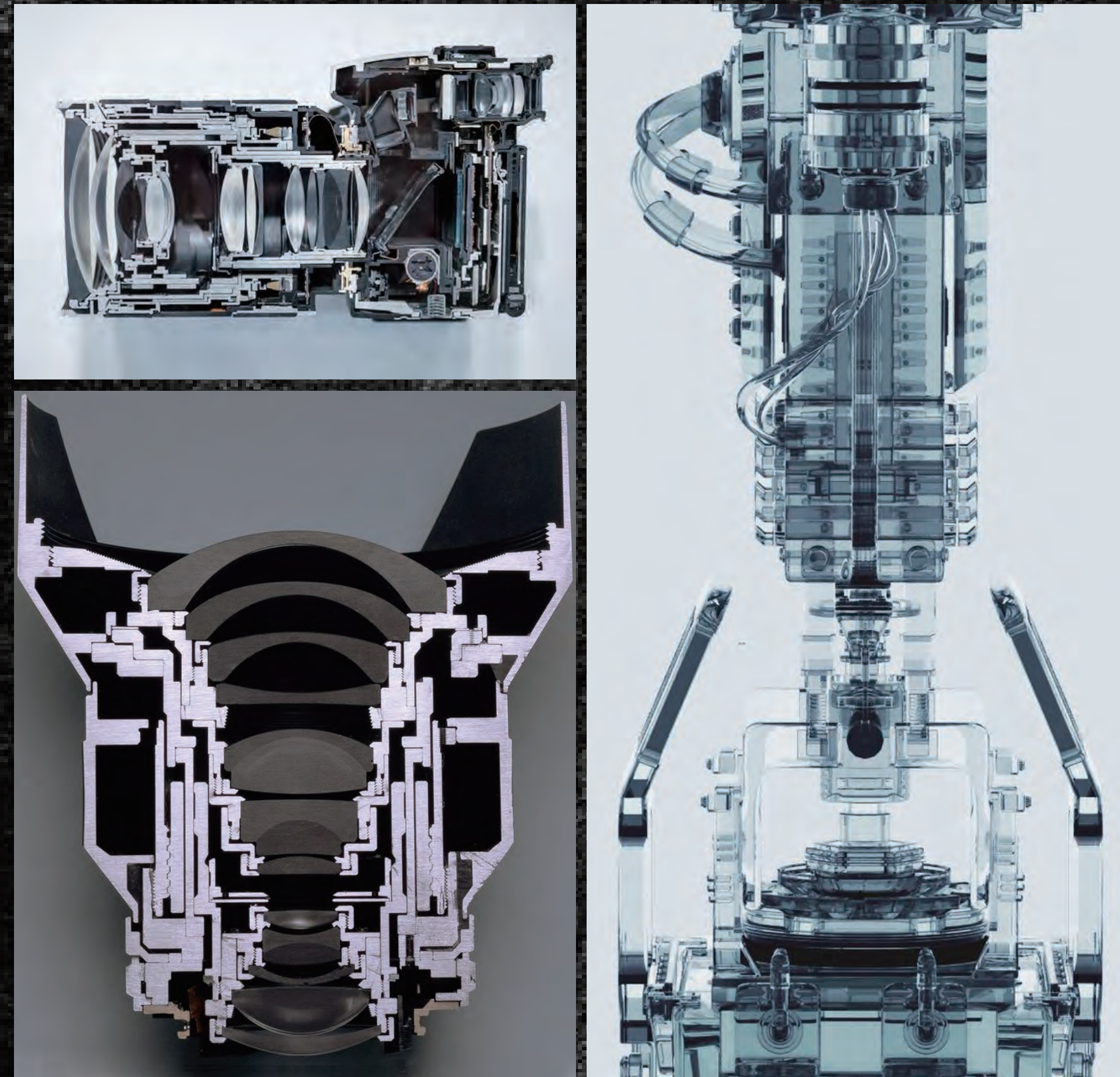


Renderings-City design

I will produce my final work in the form of renderings. This is about my story and city construction. The world of Hollywood is colorful, and everything can happen here. The people in this city have different destinies, becoming famous overnight or unknown, and these people will live forever in such a world.....

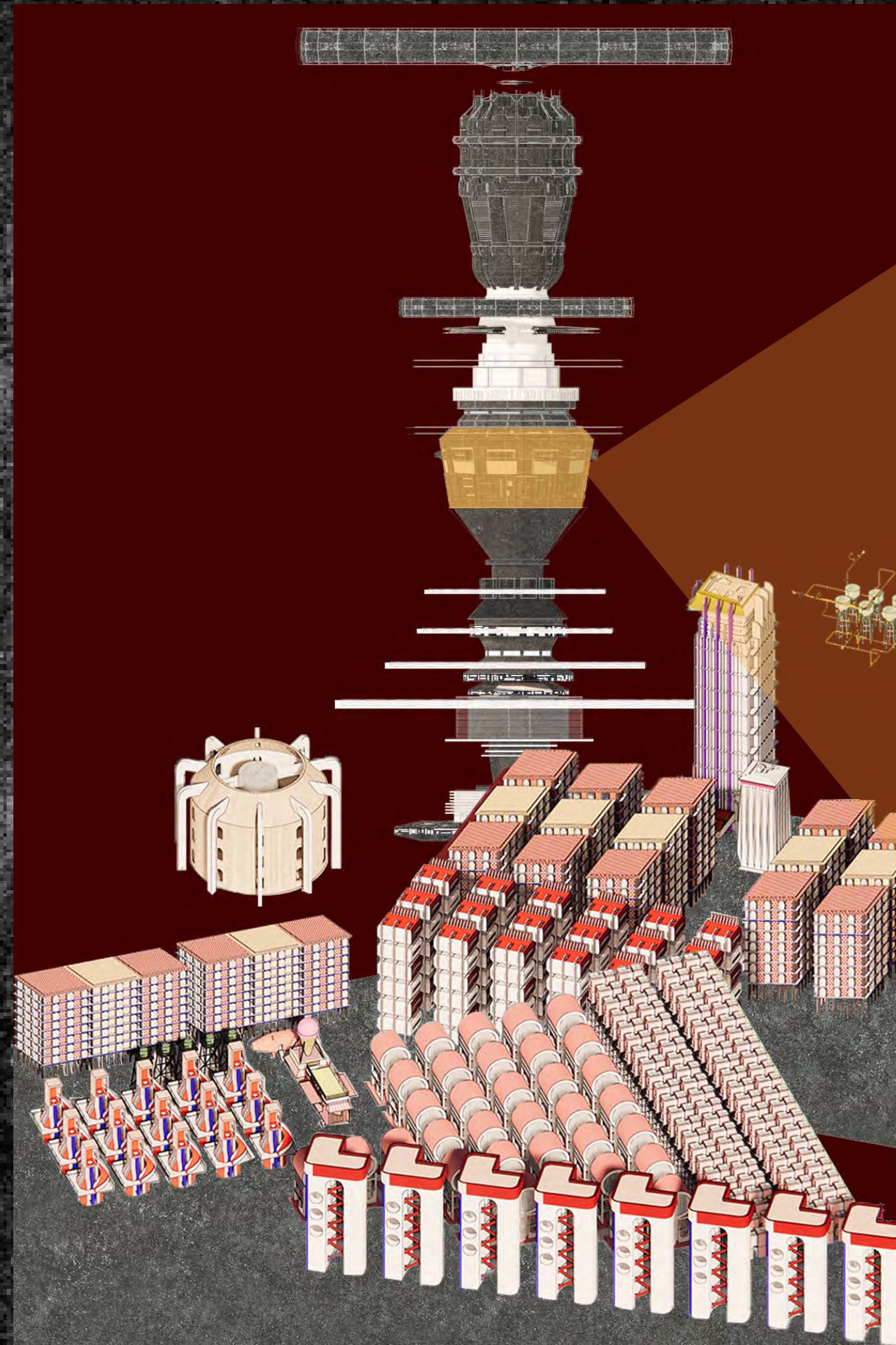
Architectural inspiration

Camera cross-section structure



The internal profile of the camera will serve as my inspiration for the appearance and form of the building, differentiating the functionality of the space based on the functionality of the camera's internal components. The space of the camera part has central symmetry, and the feeling of infinite extension of the axis symbolizes sublime power.

Director's Residence



Director's Residence-interior

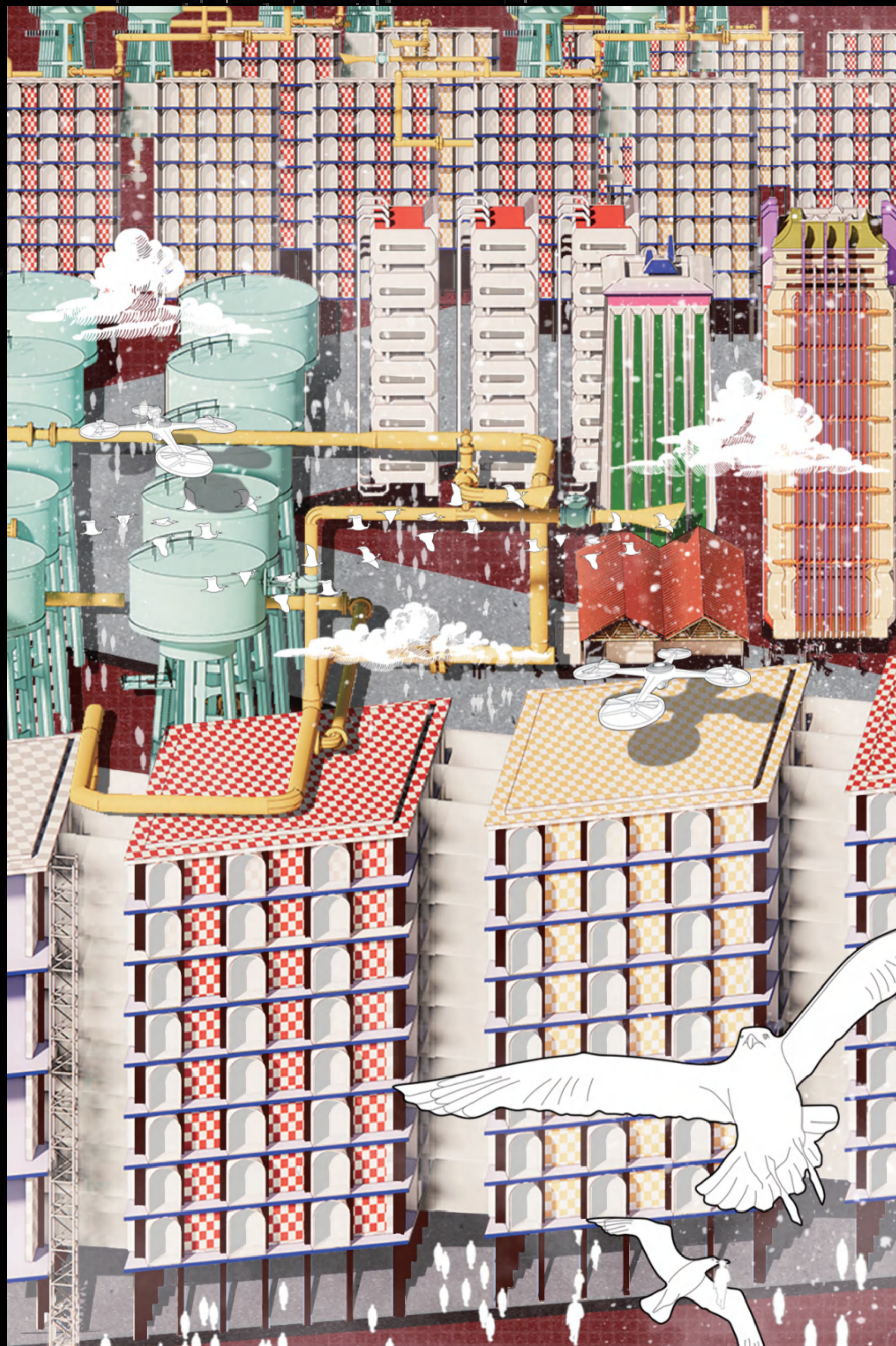




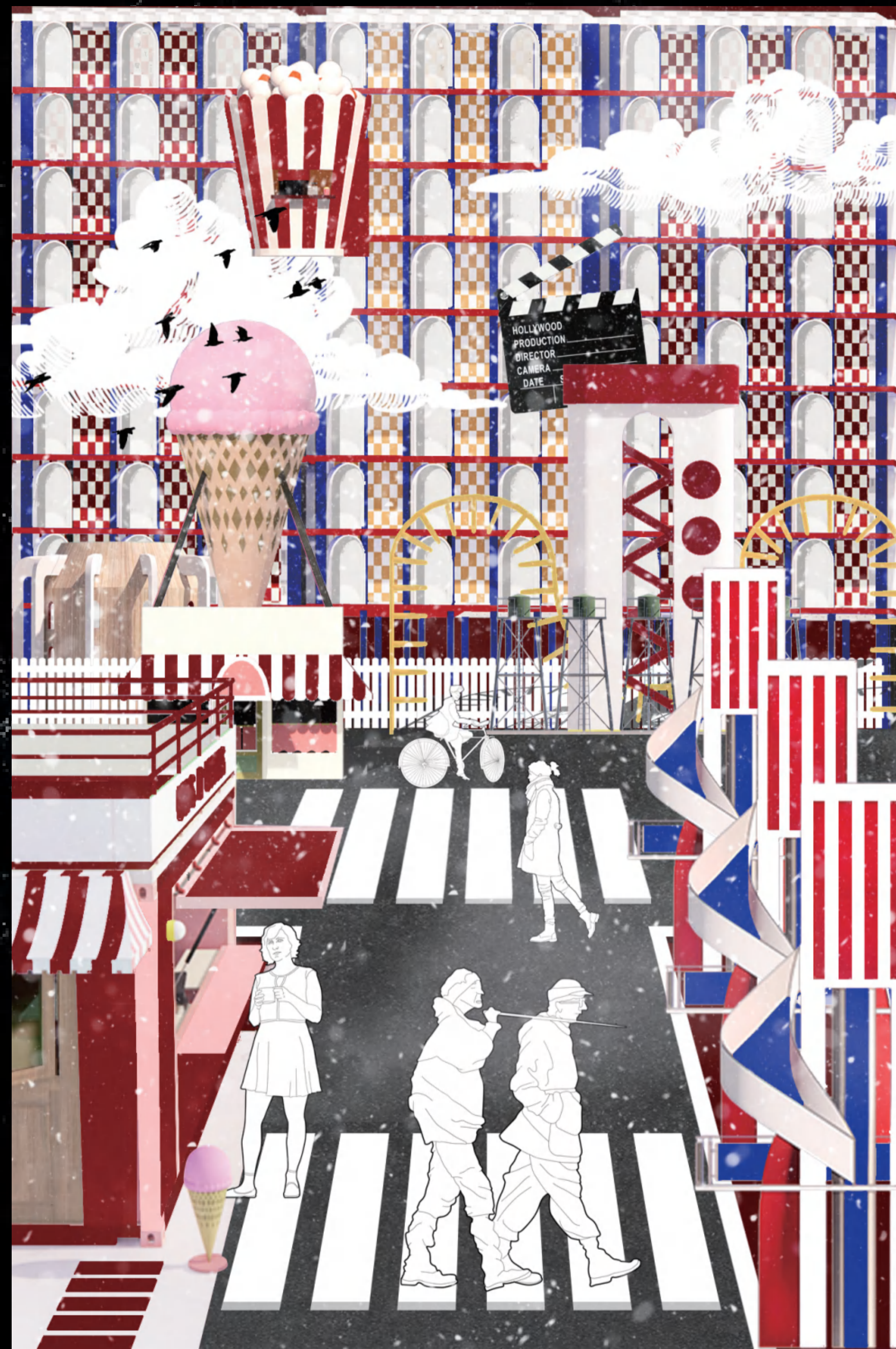
Snail House - Interior section



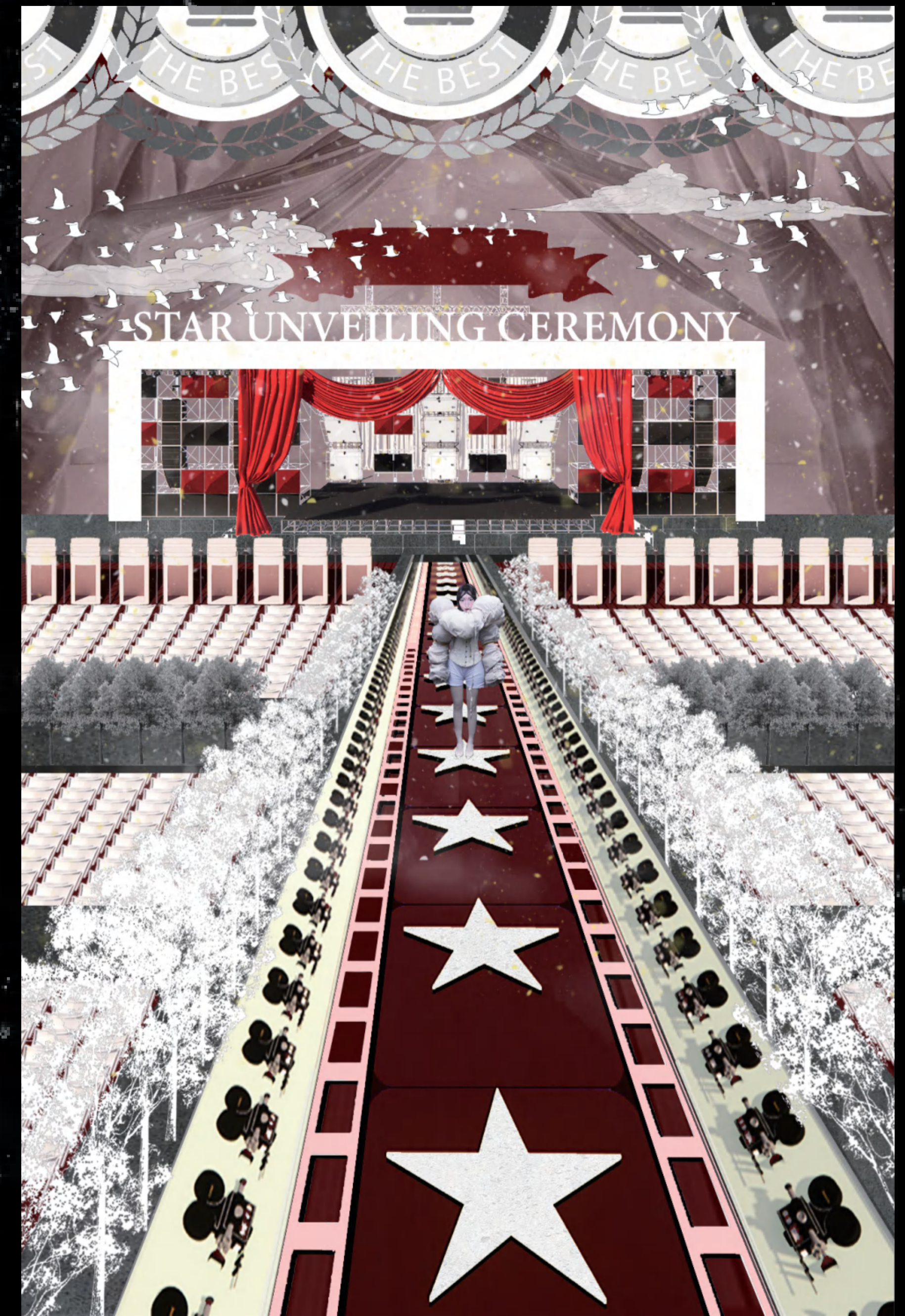
Snail House



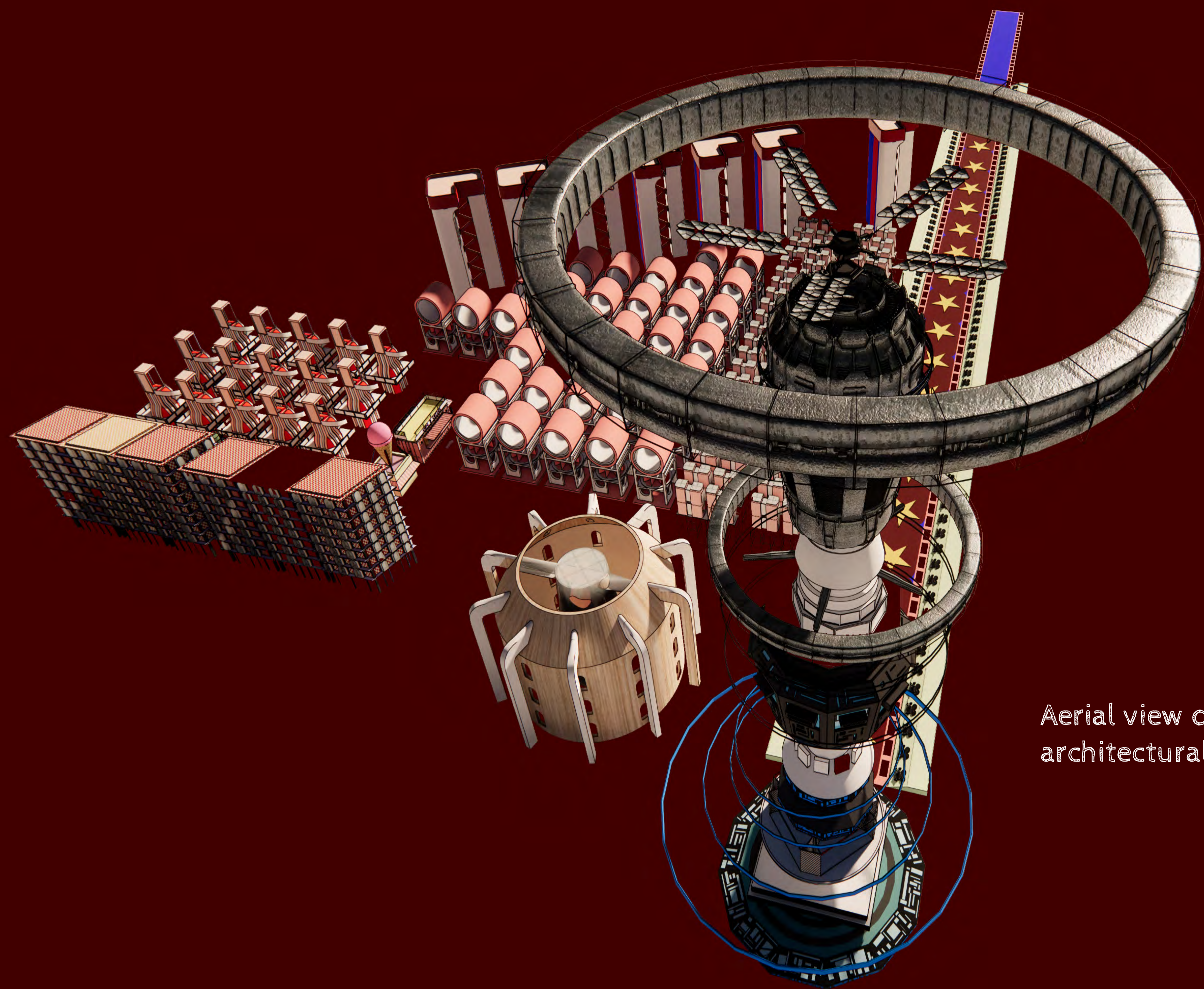
Hidden Tower



A corner of the street



Star unveiling ceremony



Aerial view of the city (from the director's architectural perspective)

Never end

The story of the city of Images never ends