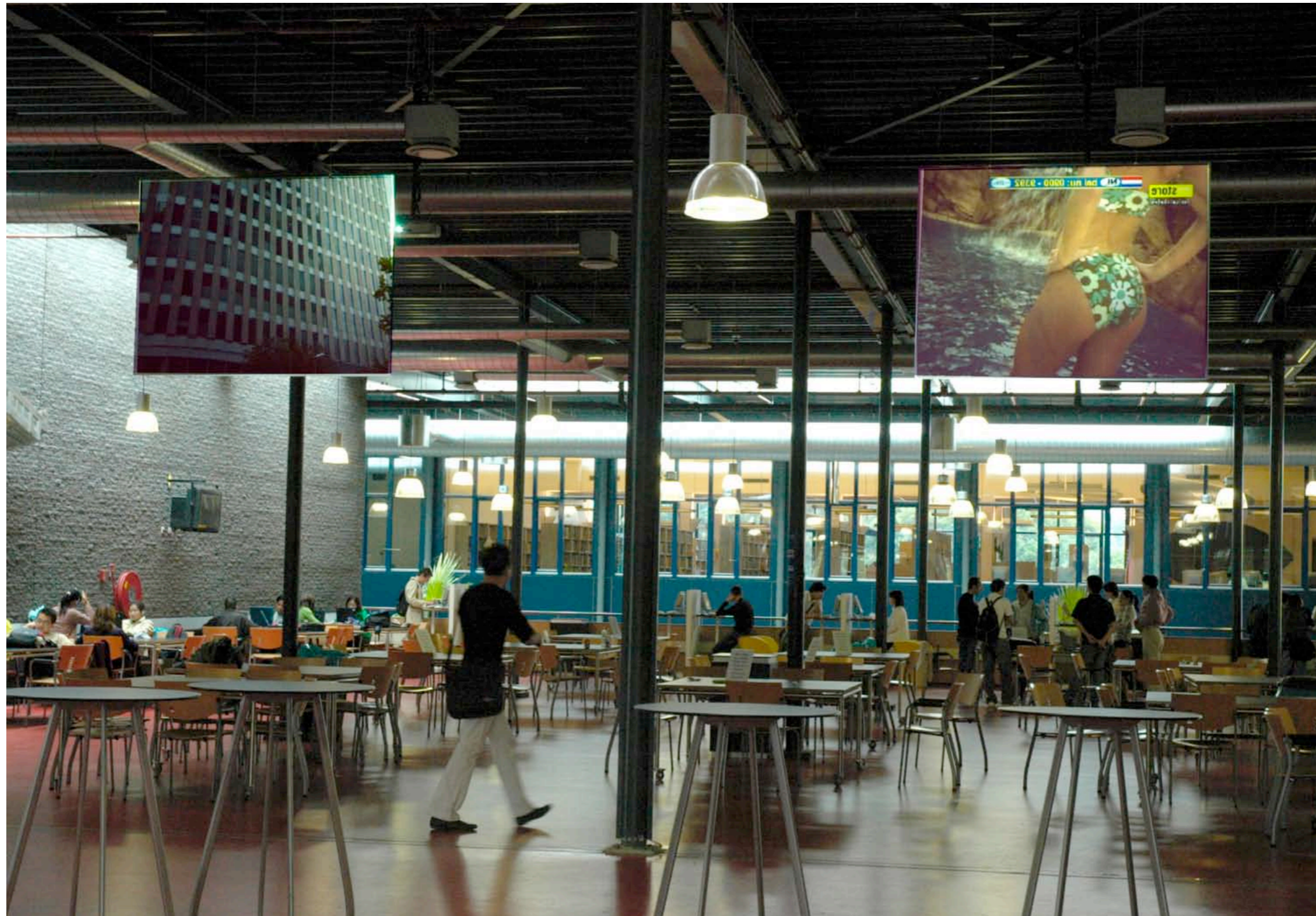


Geert Mul 2004 Hogeschool voor Economische Studies Rotterdam
Permanent media installation
"Split Representation"



The installation 'Split Representation' for the Higher School of Economics utilizes images from satellite television .

Image-analyses software compares the daily television news with television commercials. These themes represent the current socio-economic situation of the western world. The results of the comparisons, the best matches, are shown on two projection screens placed in the canteen of the school.



News footage and **commercials** from about 40 international Satellite Television stations are collected using a satellite dish, which is mounted on the roof of the HES building.

The software in the installation compares the images from the **news** with the images from the **commercials**. The image-analyses software looks for images from the two categories which are most alike, having a resemblance or similitude. The software makes daily 1000000.000000 (one billion) comparisons to find the best matches. Matches are displayed when people pass underneath the projection screens.



Satellite Television

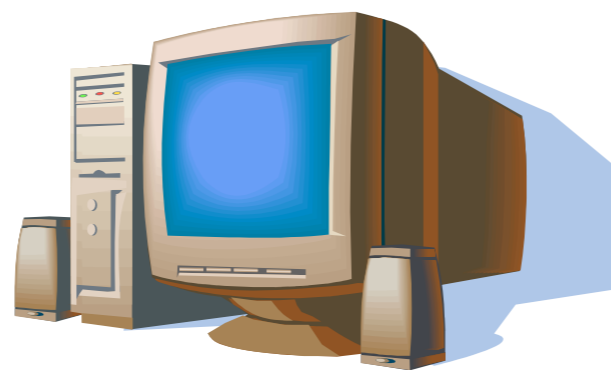
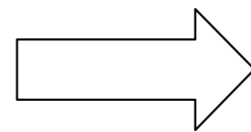
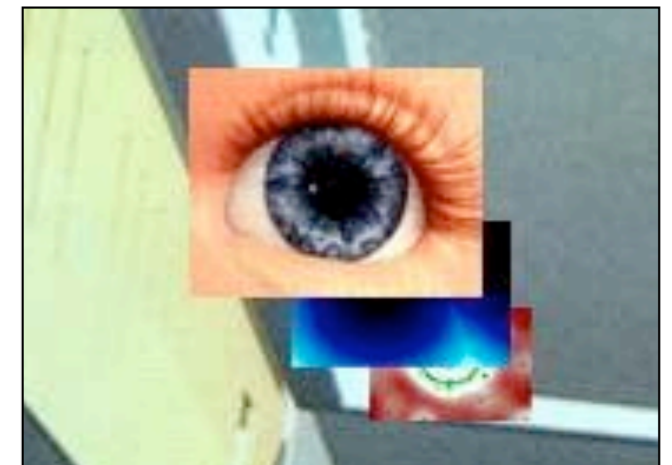
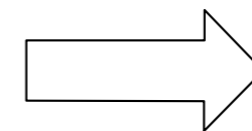


Image analyses & composition



Display

