

See what you've made me do



kvadrat

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About the installation

For Kvadrat's showroom in Paris, Swedish artist Miriam Bäckström has created a permanent installation entitled 'See what you've made me do'. This comprises eight, overlapping rectangular Phillips luminous textile panels featuring Philips' multi-coloured LED lights integrated into Kvadrat Soft Cells acoustic panels. The panels form an interactive machine, which reacts to movement, voice, temperature and speed – whilst capturing and recomposing images and sounds from its surroundings into an interactive film.

The installation relies on three cameras and microphones, which capture low-resolution images of people and sounds in the surrounding space. If the viewer stands in front of the work, the screens on the panels act like mirrors; if people move away, they show a random selection of stored footage.

Consequently, 'See what you've made me do' offers a novel and compelling way to interact with technology; unlike when sitting in front of a monitor or TV, the viewer becomes part of the installation, playing the role of actor and director in the on-going performance it displays.

Curiously, the luminous textile installation also feels like it has a 'personality', thanks to its pre-programmed editing software. This plays with a number of parameters, such as time, delay, randomness, surprise, contradictions, behaviour and expectations. The result is an unpredictable 'presence' that feels like it has a character.

Miriam Bäckström: *'If you are standing nearby, the screens reflect the image; the machine tries to make contact with you. When you move away from "him", he goes into standby mode and uses footage from the library. He is waiting for someone to arrive. Sometimes, "he" decides to pause because "he" wants to be alone. "He" chooses his state. I love watching his personality.'*

The ability of the installation to evolve with new technologies is an important quality of the work; to the artist, it points to an intriguing future. Miriam Bäckström: *'At this particular moment in time, I might be a bit visionary, but I think this machine can integrate phones and other devices like computers or televisions. It could unite all the communications technologies that we use today and that interact with our personalities.'*

The work builds on some experiments with interactivity and sound Miriam Bäckström carried out in 2005 at the Venice Biennale. These involved microphones, which captured and amplified people's voices in the Nordic pavilion. Now in creating 'See what you've made me do', Miriam Bäckström has crafted a piece which involves the whole body and acts like an extension of our bodies.

About the artist

Swedish Miriam Bäckström (born 1967) emerged as an artist in the late 1990s. The conceptual and visual precision of her photographic work soon gained widespread international recognition.

She is perhaps best known for using the established approaches of documentary photography to expose and undo conventions of depiction and storytelling. Her conceptual images of film sets, museum displays and apartments of deceased people have an 'objective' appearance but, at the same time, a fictional quality.



Since the 1990s, Miriam Bäckström has worked with indirect modes of portraiture. But her interest in characters and roles, space and how we experience it, has been central to her art from the very beginning.

During the last ten years Miriam Bäckström has worked with a variety of artistic media: photography, film, installation, performance and, increasingly, text. Her interest in the theatrical, fuelled by collaborations with prominent Swedish actors, has also gradually become more visible.

Philips luminous textile with Kvadrat Soft Cells

Philips' multi-coloured LED lights have been integrated into the Kvadrat Soft Cells acoustic panels. It is the first solution of its kind, and gives architects, interior designers and lightning specialists the freedom to embellish a space with ambient lighting. The panels can be made in any size and can be integrated seamlessly into walls and ceilings.

The unique combination of Kvadrat textiles and broad spectrum of colours in Philips' LED range has resulted in a product that absorbs sound to create a comfortable working environment, while providing an enhanced retail and hospitality experience through the display of dynamic visual content.

Kvadrat art projects

Kvadrat is one of Europe's leading suppliers of top-quality and technologically innovative, contemporary textiles. We always strive to push the aesthetic, technological and artistic boundaries of textiles and contemporary design.

Mindful that art and design are increasingly merging into one, we regularly engage art and design projects to give us fresh insight into our textiles. The artists we collaborate with are given complete freedom to do whatever they want, as long as the project involves textiles and investigates their usage.

Other Kvadrat art and design projects include

Aamu Song at Louisiana, Humlebæk.

Rosemarie Trockel at the Museum Ludwig in Cologne.

Olafur Eliasson and Kjetil Thorsen at the Serpentine Gallery.

Liam Gillick at the Whitechapel Gallery, London.

Thomas Demand at Neue Nationalgalerie, Berlin.

Ronan and Erwan Bouroullec at the Victoria & Albert Museum.

To discover more about our art and design projects:
www.kvadrat.dk