

# Media Architecture | The Dynamic Façade of The Bluebox: A Responsive and Interactive Building Design

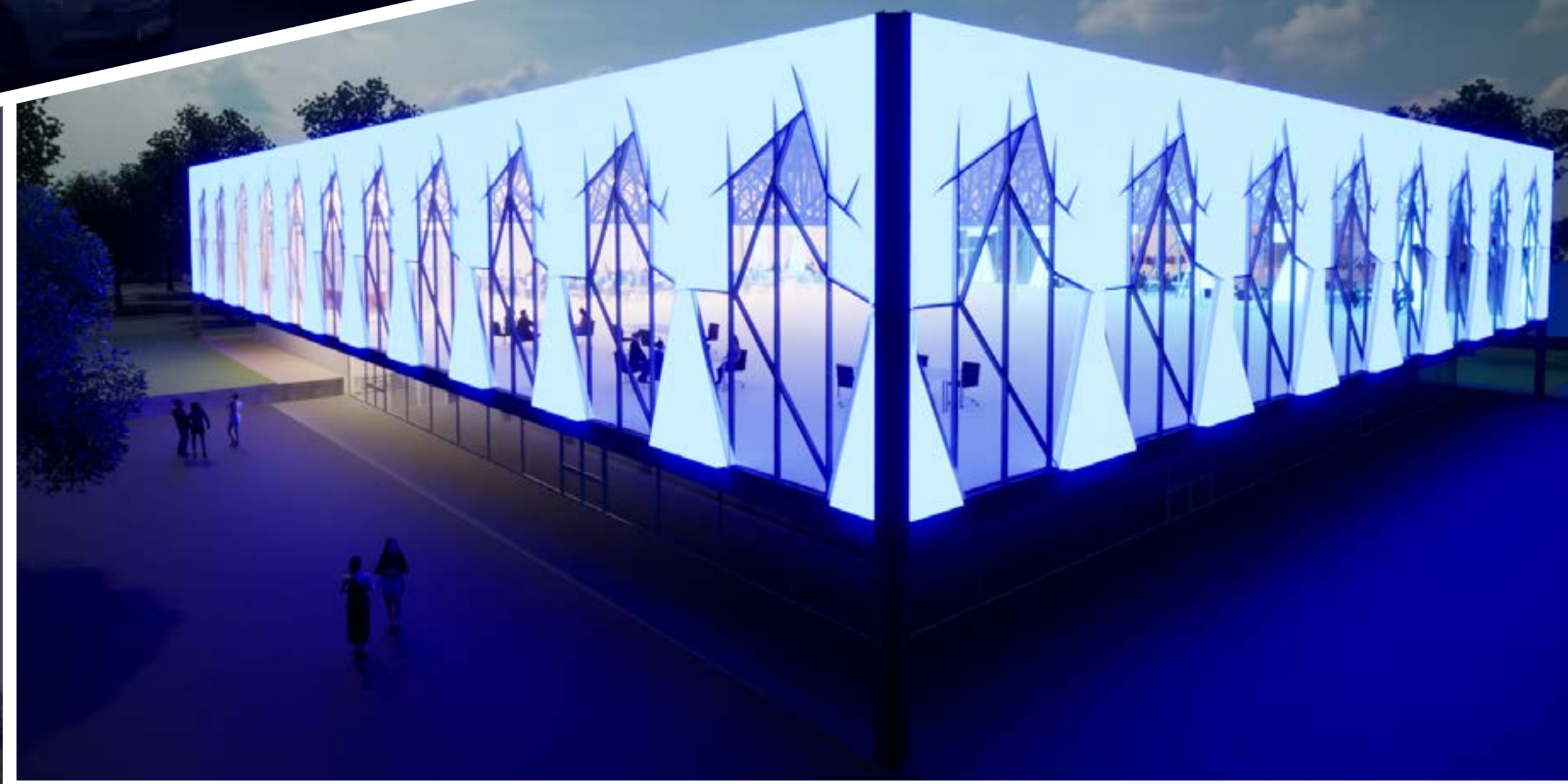
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The Bluebox building boasts a dynamic façade system that is responsive to the occupancy of the computer room located on the first floor. The exterior illumination is engineered to change color in accordance with the usage of the computer room, this providing a dynamic visual representation of occupancy levels. A light blue hue indicates less than 25% occupancy (22 individuals), a slightly darker blue indicates 50% occupancy (44 individuals), a further darkened blue indicates 75% occupancy (66 individuals), and a deep ocean blue indicates full capacity.

The color choice of blue is a deliberate design element that aligns with the building's namesake, and the façade is specifically tailored to the length of the building, featuring 38 individual panels. The design of the façade enhances the aesthetic of the surrounding area, providing a clean and modern aesthetic while also promoting a welcoming atmosphere. The deep ocean blue illumination serves as a visual focal point, particularly at night, creating a striking visual impact. Additionally, the seamless integration of the individual panels creates a cohesive and polished exterior, adding to the architectural elegance of the building. The interactive aspect of the façade, in which the illumination responds to occupancy, encourages engagement with the building and the revelation of its hidden message. The dynamic feature of the building creates a sense of community and connection with the building and its users. By actively observing the changes in the façade's illumination, individuals can gain insight into the usage of the computer room and the overall activity levels within the building. The responsive façade system is a unique feature of the building that adds to its architectural merit.



SITEPLAN | 1:247



ELEVATION SOUTH | 1:100



ELEVATION EAST | 1:100

