

Location: Dublin, Ireland  
Budget: €100,000  
Date: October 2009  
Status: Competition Finalist

# City of Dublin West8 Digital Screen

with Artist Kevin Carter



"The scheme is a curious blend of physics (the reflecting mirror obscura) and a digitally curated space.

It makes ingenious use of the site, providing a multitude of viewing angles and user engagement from as wide a range of situations as possible; really clever use of design to stretch a limited budget and create an elegant contribution to the City's streetscape."

Interview Panel member.



The new digital screen to the west of Dublin's Temple Bar District was designed to maximise the direct use of the media screen whilst at the same time addressing 3 major viewing angles from opposite and adjacent locations. The limited budget required inventive use of the site.

The design raises the media screen and angles it down towards the long distance view from Dublin's 'Creative Corridor' where a range of art faculties and creative businesses are located. The Mirror Screen then reflects the digitally curated images back to the main pedestrian route from the City centre whilst at the same time it creates a form of protection to the space - making an 'outdoor room' for events.



A large widescreen mirror precisely reflects images to waiting traffic, only snapping into view when vehicles reach the opposite traffic lights. A fourth, concave mirror reflects the view to pedestrians approaching the site from the banks of the River Liffey - a popular route from the centre to the famous Guinness Brewery Museums.

The scheme was shortlisted and was highly praised by the interview panel but due to Ireland's economic downturn the project remains without funds, and no overall winner was announced.