

proyecto / project

fOtObOT

de / by

> calc

tiempo / time

> 2001 spain - switzerland

campo / field

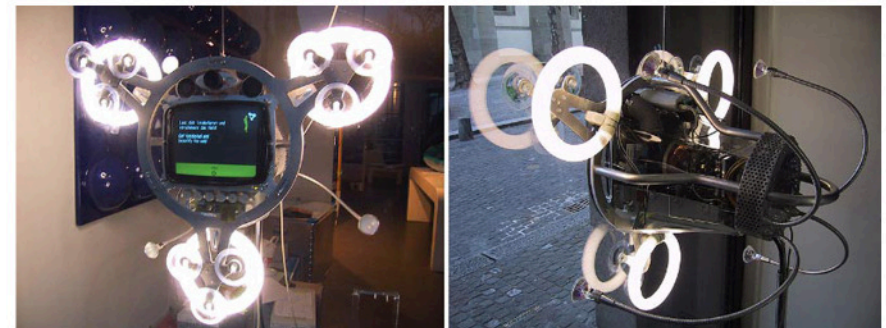
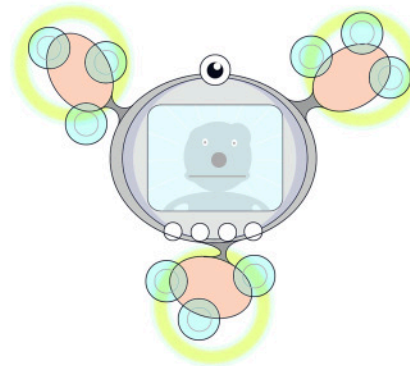
> design, communication

dirección / address

> EXPO Suiza 2002, Neuchatel

> www.fotobot.net ISBN: 0-42437796-211-77

vista / glance



resumen / brief description >

2001, Martin Roth, a good friend and one of the founders of *Belleville Ag* in Zuerich, asked us if we want to think about and propose a body for the *fotobot*. the *fotobot* is an electronic device, invented by *Belleville*, and allows to take via touch sensors selfportraits which become publicly archived in the web. now *Belleville* was accepted by the artistic direction of the *swiss Expo02* with a *fotobot* project - with the plan to let people all around switzerland take their portraits and upload them to a kind of selfportrait bank where they later can comment, send a selfportrait mails, etc.. our first sketches and simulations of *fotobots* body arrangement and 'cloths' were all based on the idea of giving it an animal look.. like a naked cuttlefish, and stick him via nine strong vaccum cups onto a window. *Belleville* liked that and they built around hundred of these bodies. during the *Expo* this system collected little bit more than one million selfportraits, which then where donated by *Belleville* to the *swiss Museum of Photography* in Bern.

en colaboración con / in collaboration with > Martin Roth, Belleville AG