

Multimedia System for the National Pavilion at EXPO 2015 Milano to be Designed by Students of ČVUT

The Office of the Commissioner General for the Participation of the Czech Republic at EXPO 2015 Milano determined the winner of the tender for the implementer of the multimedia system in the national pavilion. The tender, under the auspices of the Ministry of Industry and Commerce, and which required the active participation of students of technical universities, received four bids. The expert committee then recommended the project submitted by the Czech Technical University in Prague (ČVUT) as the best one. The system called "Laboratory of Silence" will create the atmosphere of the Czech forest and simultaneously, using Hi-Tech technologies, will uncover the secrets of the plant world.

"The Czech Republic, in my opinion, would be excellently represented by any of the competing designs," said Jiří F. Potužník, the Commissioner General for the Participation of the Czech Republic at EXPO, commenting on the student projects of ČVUT, VŠUP and the Tomáš Bata University of Zlín. "From this perspective, the Ministry of Trade and Industry's requirement for the participation of students proved to be very sensible."

Ministry of Trade and Industry set aside fifteen million Czech crowns for the competition and implementation of the winning project. The multimedia system was to combine the elements of modern design and new audiovisual technologies and a prerequisite was cross-department cooperation at universities.

"At the Czech Technical University in Prague ČVUT, several departments engaged in the project, including Studio of Vladimír Soukenka, Studio of Marian Karel, where the authors of the design David Sivý a Jan Tůma currently work, and The Institute of Intermedia. We are also cooperating with students of the Czech Agricultural University or the Botanical Garden Prague," specified Jan K. Rolník from the company Full Capacity, which is to implement the project, speaking on behalf of the authors. "The system will not only be an original view of the life of a live ecosystem, but for the entire time it will collect data for subsequent scientific activities of botanists."

The futuristic laboratory will include projection surfaces and a camera system partially controlled by visitors, which will enable them to look into the world of plant cells otherwise invisible to the naked eye.

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