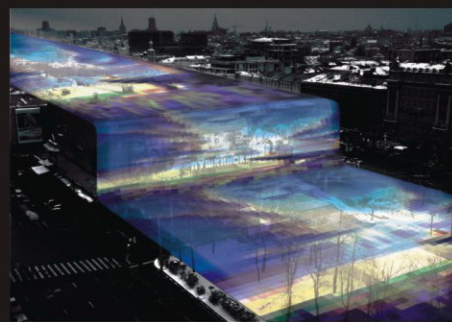
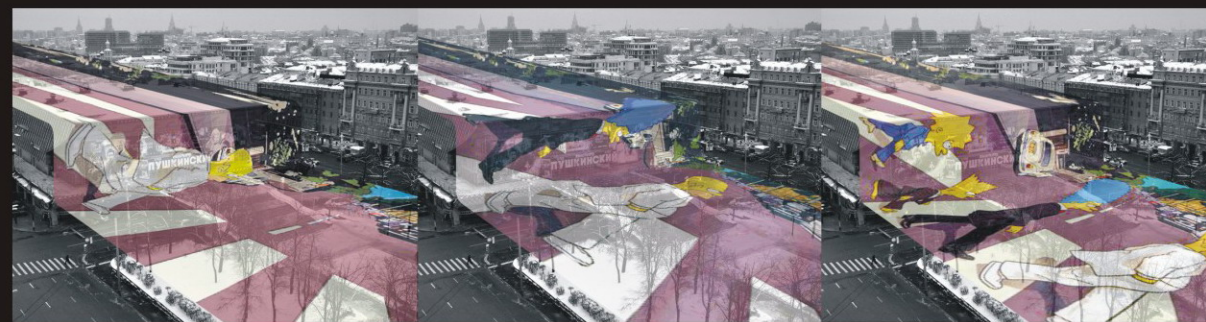




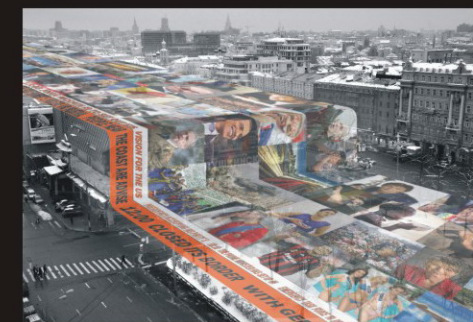
*The Tape: a Google Earth show*



*The Tape: an emotional landscape*



*The Tape: an entertainment urban tool*



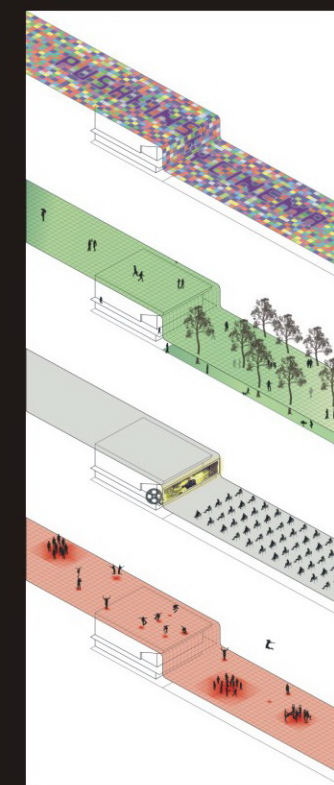
*The Tape: an information flow*

Removing the additions and operating just through a layer of new coating, the Pushkinsky Cinema Hall will embrace a new modern interpretation of its native architectural language. An all-white bright aura will bring back and emphasize **its original clear plasticity**. In parallel the building will be transformed from an enclosed, almost caged space, into the winding engine of a **continuous open flow** of culture, entertainment and information.

The Russia Tape is Pushkinsky Cinema Hall's new life. It will be the generator of a **shared public space**, recognizable in various ways and on **different levels/scales**: square scale (ie two-level piazza, outdoor cinema, interactive meeting place), urban scale (ie daily flow of news, info and imaginative views, entertainment), satellite image scale (a **Google Earth show** - ie blue sunny skies illuminating Moscow's grey winter?).

Like a magnetic tape which is a data memory holder, the Russia Tape is a multilayered data source. Combining the transparency of glass with cutting edge DuPont technology, it is able to integrate a **digital screening surface** reproducing images and videos, information, entertainment and **photovoltaic cells**, which will give **energy to the entire city of Moscow**.

**“The illusion which exalts us is dearer to us than ten thousand truths.”** *Alexander Pushkin*



- 1 re-iconization
- 2 digital urban screen
- 3 two-level square
- 4 interactive surface
- 5 photovoltaic energy

# the russia tape

**A new city landmark, a digital urban screen, a green power station**

DuPont's materials: **Alesta** / Use: paint to be used as a coating and protective layer of the building / Color: Bone White Matte with a **customized soft gum-like finishing** / Code: FFW605S3 (Ar500) / Functional properties: weatherability, impact, abrasion resistance.

**Sentryglas** / Use: laminated glass structure to renovate the transparent part of the original building façade and composes the multimedia tape / Functional properties: long-term durability, non susceptible to moisture intrusion, clouding-free, stronger and stiffer than conventional laminating materials / **The Russia Tape is a multilayered sandwich composed of Sentryglass panels, digital oled screen, photovoltaic cells.**



*From movie theatre into the winding engine of a continuous open flow of culture, entertainment and information*

