

# word laundering

by

**MAD TRIX**

# \_context

At times where internet, television or radio didn't exist, the social gathering at washhouses was among a few other options a way for local news and mostly gossip to spread. Till this day the Luxembourgish expression 'talking like a Wäschfra' survived as a witness of this era and is still being used in vehicular language to designate a person who is always up-to-date on what is going on in people's lives. Information circulating in a word-of-mouth-style almost inevitably leads to its distortion and misinterpretation. However, this phenomenon isn't exclusive to this time period but is actually more present in our current society than ever and is not necessarily bound to verbal communication. Fake news has become an even bigger issue in digital times. Drifting further and further from fact-based exchange to fall into opinion-based arguments is a growing threat.



Mad Trix gathers creative people from different backgrounds sharing a passion for challenges in the field of new media and installation arts. The collective is currently based in the 1535° Creative Hub in Differdange (LU), where they work surrounded by other creatives, partners and friends.

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# \_concept

The interactive, new media installation **Word laundering** is a digital translation of the widespread 'Silent Post Service' (fr: 'téléphone arabe', dt: 'Stille Post') game many of us have played in kindergarten.

A retro-projected, split screen is placed in-between the front and the back basins. The two projected areas on the screen mirror the basins' shape, but as regards functionality and content they couldn't be more contrasting. While the basins were once used to get clothes to their original state by taking away stains, the projected content is doing the exact opposite.

On one screen a small text, maybe a newspaper extract or the caption of a social media post, is being shown. On the other screen, separate, randomly chosen words are being displayed upside down. Only the reflection of the water in the basin will make them appear in a readable way. At the entrance of the washhouse, a big red buzzer will give visitors the opportunity to select one of these separate words. The process of selection will trigger an automatic replacement of a word in the text with the selected word. Word by word, the text will be estranged by its original meaning, which will be amplified by the fact that people won't be able to identify the words that have been replaced. Little by little the text will stop making sense until at some point it will only be gibberish. Over time the text and the words will be exchanged in order to keep a constant dynamic in the installation.

The installation can be seen as a sort of reinterpreted, digital 'exquisite corpse', which creates a text by assembling words of all contributors and creates a funny, nonsensical, verbal game. At the same time, it could be considered as an educational tool, which could introduce children or students to the topic of how a statement is alienated from its original meaning.

## original



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nénuphars 🌿🎵🌊

How ironic that during the construction and installation week for this festival, which focuses on sustainability, reusing, reducing and recycling, we had to deal with apocalyptic weather conditions, that almost forced us to quit 🌧️🌊

but we didn't and fought our way through the rain and storm 🌧️ until the sun was ready to show its face on the opening day of the festival to warmly welcome the first guests ☀️

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Nénuphars, a kinetic, sonic and interactive installation floating on the Sûre playfully activated manually by the visitors.

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## modified



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nénuphars 🌿🎵🌊

How ironic that during the house and installation week for this festival, which focuses on sustainability, reusing, singing and recycling, we had to deal with apocalyptic weather conditions, that almost forced us to quit 🌧️🌊

but we didn't and fought our wall through the rain and storm 🌧️ until the sun was ready to show its face on the opening day of the festival to warmly flower the first guests ☀️

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Nénuphars, a kinetic, sonic and interactive installation floating on the Sûre playfully activated manually by the visitors.

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# \_budget

final design	1250,00 €
R&D	1800,00 €
Programmming	1900,00 €
construction (hardware)	2000,00 €
tech material (beamer, micro-controller, electronics, ...)	2000,00 €
material (frame for screen, case for buzzer, ...)	1000,00 €
project management	1250,00 €
maintenance	1600,00 €
Subtotal	12800,00 €
VAT	2176,00 €
<b>Total</b>	<b>14976,00 €</b>

# \_Mad Trix



Mad Trix gathers creative people from different backgrounds sharing a passion for challenges in the field of new media and installation arts. The collective is currently based in the **1535° Creative Hub in Differdange** (LU), where they work surrounded by other creatives, partners and friends. Today, although constantly expanding, they continue to operate as a formative studio that works closely on each project through playful experimentation, inquisitive research and old-fashioned problem solving. Projects such as Neu.Bau - a 360 video projection and spatial audio design project showcased in Kaiserslautern (DE) -, Trialogue - a sonic, urban and interactive garden exhibited in Metz (FR) and on several festivals across Luxembourg (LU) - as well as Soundcolors - an inclusive, playful and educational, reinterpreted instrument - allowed them to gain experience in the field of new media installations. As much as they love realising every step of their projects in their office and studio - from the idea and concept creation up to the realisation, construction and assembly - Mad Trix is open to work with and help larger teams and organisations to bring their projects into existence.