



The goal of this project was to create an animation for the new MediaStream media wall housed in the lobby of 150 N Riverside. The unique style of the display led me towards a more abstracted concept. Utilizing typography I set out to create a project that would show an analogous abstraction of our beautiful city. The background is an aerial view of Chicago that I manipulated in Photoshop to give an interesting contrast. An animation was applied and modified to create the shifting brick movement that creates the sense of a living building. To represent the beautiful diversity of Chicago I choose to represent the different neighborhoods. The names of the neighborhoods move across the screen at various speeds and directions. All the typography have an opacity that allows the cyan magenta and yellow typographic elements to interact and create new color. This simple concept set out to display a sort of abstract beauty that comes from a diverse city interacting and creating beautiful things.

