

Fold Loud

JooYoun Paek
Eyebeam
540 W. 21st street
New York, NY 10011
1 917 238 9448
jypaek@gmail.com

Biographical information

JooYoun is an artist and interaction designer born in Seoul and based in New York. She has created interactive objects that reflect on human behavior, technology and social change. She earned a Master's degree from the Interactive Telecommunications Program at NYU and is currently an Artist in Residence at Eyebeam. JooYoun's art has been displayed by the Museum of Modern Art New York, SIGGRAPH 2007, Museum of Science Boston and Seoul Museum of Art. Her work has also been published in BBC News, Architectural Magazine, Next Magazine and many other publications.

Description of Piece

Fold Loud is a (de)constructing musical play interface that uses origami paper-folding techniques and ritualistic Taoist principles to give users a sense of slow, soothing relaxation. *Fold Loud* interconnects ancient traditions and modern technology by combining origami, vocal sound and interactive techniques. Unlike mainstream technology intended for fast-paced life, *Fold Loud* is healing, recovering and balancing.

Playing *Fold Loud* involves folding origami shapes to create soothing harmonic vocal sounds. Each fold is assigned to a different human vocal sound so that combinations of folds create harmonies. Users can fold multiple *Fold Loud* sheets together to produce a chorus of voices. Opened circuits made out of conductive fabric are visibly stitched onto the sheets of paper, which creates a meta-technological aesthetic. When the sheets are folded along crease lines, a circuit is closed like a switch. Thus, the interface guides participants to use repetitive delicate hand gestures such as flipping, pushing and creasing. *Fold Loud* invites users to slow down and reflect on different physical senses by crafting paper into both geometric origami objects and harmonic music.

