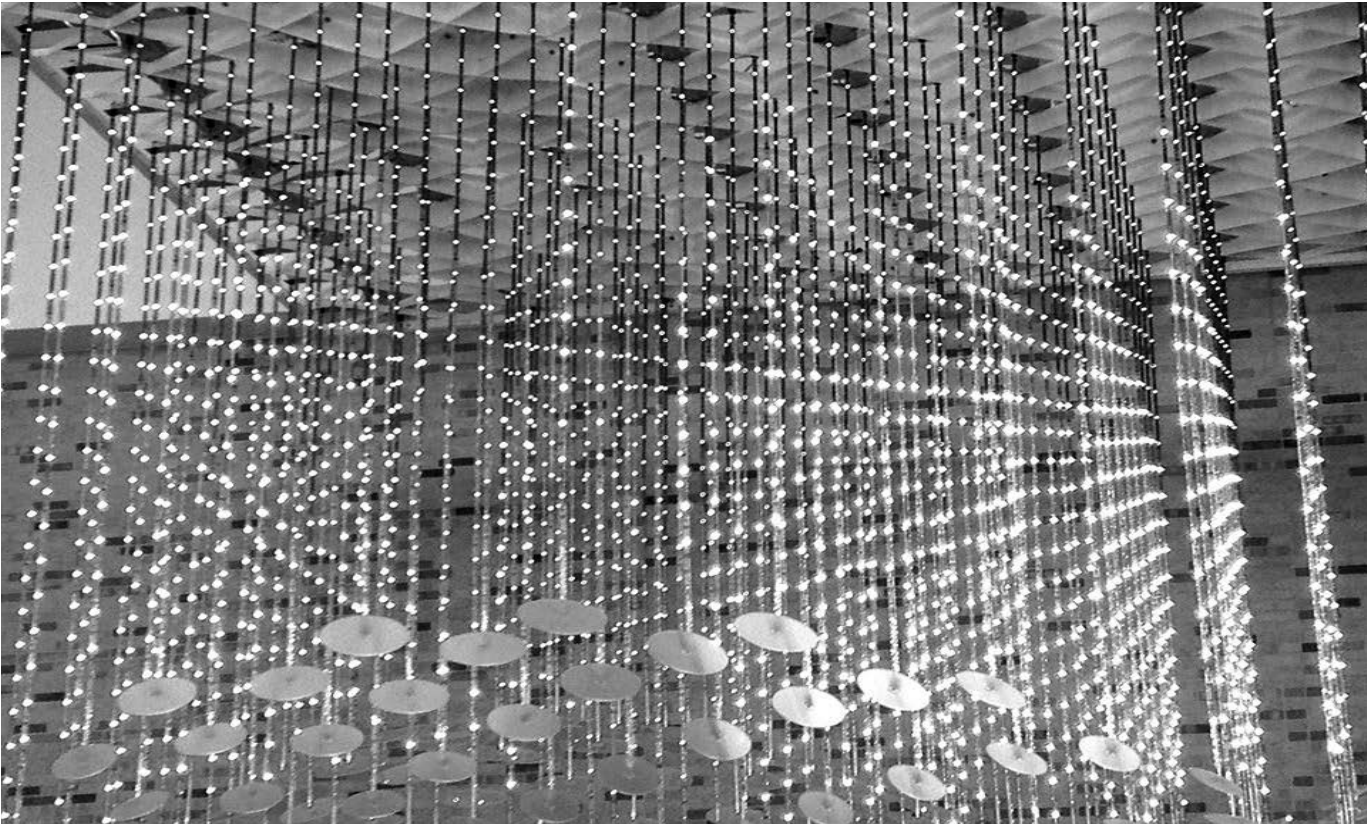


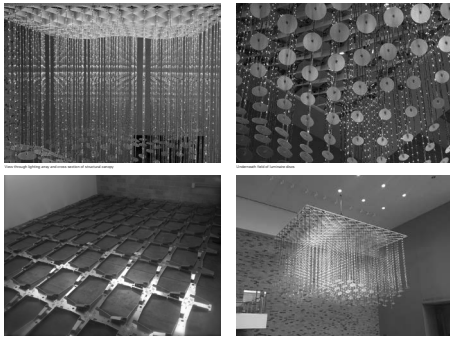
MEMORY CLOUD

Andrew Vrana, Joe Meppelink
University of Houston College of Architecture



1 Memory Cloud (Metalab 2013)

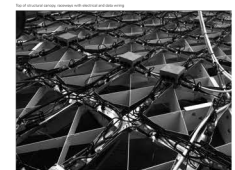
Memory Cloud is the winning commission awarded to RE: Site and METALAB by Texas A&M University for the new Memorial Student Center 12th Man Hall. Through a competition process the team demonstrated the ability to harness the potential of programmable LEDs, remote sensing, parametric design and digital fabrication to create an open ended narrative of the story of the University through animated silhouette imagery of past and real-time present student life on the campus. Texas A&M, a place of deep traditions that are played out on the football field at every game and in the everyday lives of students, will create the imagery that will be played within the layers of the LED matrix at different speeds and durations. Parametric design created a unique cloud form that creates a landscape within the student center where monumental and ephemeral figures will pass through the space, blurring the distinction between past and present.



Memory Cloud
Interactive Public Art



Memory Cloud is the winning commission awarded to **RE:Site** (Norman Lee and Shane Allbritton) and **METALAB** (Andrew Vrana, Joe Meppelink, and Thomas Behrman) by **Texas A&M University** for the new Memorial Student Center 12th Main Hall. Through a competition process the team demonstrated the ability to harness the potential of programmable LEDs, remote sensing, parametric design and digital fabrication to create an open ended narrative of the story of the University through animated silhouettes imagery of past and real-time present student life on the campus. **Texas A&M**, a place of deep traditions that are played out on the football field at every game and in the everyday lives of students will create the imagery that will be played within the layers of the LED matrix at different speeds and durations. Parametric design created a unique cloud form that creates a landscape within the student center where monumental and ephemeral figures will pass through the space, blurring the distinction between past and present.



ANDREW VRANA and **JOE MEPPELINK** are Principal Architects at Metalab based in Houston, which integrates expertise in digital media and fabrication with architecture, product development and civic art, from concepts through to construction. Recent projects include collaborations with artists for turn-key design and CM services, including development, optimization and installation of large-scale civic art. As product designers the firm has successfully incubated and launched several businesses and product lines through its partnerships.

As members of the faculty at the University of Houston College of Architecture, Vrana and Meppelnik have co-taught the Digital Fabrication seminar since 2005, which has realized numerous award winning and published works. In 2009, Vrana co-founded TEX-FAB *Digital Fabrication Alliance to expand his interests in pursuing design research through the application of digital technology within the Texas region and beyond by organizing workshops, lectures and design competitions.