

# MEDIALAB SANDBERG INSTITUUT | MARCH 2025

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NEWSLETTER | # 13

IN THE **SPOT**LIGHT: EVA DELVILLE (CRITICAL STUDIES)

MEDIALAB LECTURE: SOUND AND VIDEO INSTALLATION

THE GLASS PAVILION

COMING PRACTICUM GENERALE WORKSHOPS MEDIALAB - UPDATE

TECHNICAL TIPS & TRICKS: PROJECTORS

OPENING HOURS AND INFO



From March 6th to 14th, the Glass Pavilion hosted ***The Plaza as a Place*** by Lucía de Valle Ramírez (Photography/GRA) and Macarena Magaña Villar (Critical Studies/SI). Photo's by Santiago Saizu

## IN THE SPOTLIGHT: EVA DELVILLE (CRITICAL STUDIES)

hi hi dear readers of the newsletter,

I'm Eva one of your Sandberg colleagues from the critical studies department. I feel honored to be this month's student in the spotlight. Honestly, I was a bit surprised when Ineke asked me to write something for the newsletter since most my work is more performance oriented and analogue rather than digital. But I was flattered and started to reflect about it and realized I am around the Medialab more often than I think.

As a kid I loved movies and playing around with making little videos for my friends. Over the years I had self-taught myself to use iMovie, but when I started last year in critical studies I wanted to learn, how to use premiere pro, since I was now in art school, and it was time to learn some "serious" editing. I took a basic introduction to premiere during the practicum generale last year, which was a nice way to learn to navigate this program. Which came in helpful when making a video project around Dutch landscape management, which quickly came to involve wolfs, because somehow every work I make involves wolves.

I wanted to weave together the narratives around on the one hand, the reclamation of the Southern Sea at the beginning of the 20<sup>th</sup> century and on the other hand the recent return of the wolf in the Netherlands. Although seemingly unrelated both these events show a similar, characteristically western-colonial attitude, towards the non-human. Where the non-human is seen as something dangerous because unpredictable and which therefore needs to be managed and controlled. Yet the return of the wolfs signals that this colonial fantasy can never fully be realized. Control is never total and there is always an element that remains to haunt the system.

Aaaand now... how to put this message in a video form? I still didn't feel super confident in my premier skills. I Wanted to work with lay overs, fading, having footage move around the screen, but felt too little knowledgeable. So, I asked Ineke to meet up for an Early bird editing session. (first, she said 9am, but decided to make it 10am, I was relieved). It was super helpful. Ineke is a lovely and kind teacher. We went over the basics again, Ineke taught me some quick tips and tricks and I could ask more specific questions.

I even learned how to do a fun 'twirling' around effect like those old 80's newsflashes, which you can see on the stills from the video.



The project is still in working progress, but I hope to show it at the graduation show. I mainly worked with footage from the *'open beelden archief'* and material I found on YouTube. Right now, I'm thinking about adding some self-drawn animations. Don't know how that works technically, but I hope someone from the media lab can guide me in the process.

Also, now that it is more warm and sunny I'd like to shoot some materials outside myself. Medialab has many cameras to choose from, but personally I am a big fan of the handy cam. It is nice and small, so you can easily take it in your bag on the go. It is perfect if you don't want to work with a tight film plan and just want to go out and see what you encounter and then work from there. + I love texture of the image. It's a bit grainy and has a special low-quality intimacy to it. I borrowed it once from Medialab for one of my side quests that is called, *'the red-yellow-blue archive'*. It's pretty straightforward. I collect images of moments when red-yellow-blue combination appears. I just love the combination of these three primary colors. There are just very basic and bright. There is something very artificial about them as well, so like when they surprise me in the wild. Here are some images. Don't know what I will do with my collection. Maybe it will just stay as a file on my computer or maybe it will evolve into a project. Will see.



This year I also discovered that Medialab has more to offer than just camera's and recording devices. There is lots of stuff to support performance work, like speaker, mics and lights. This came in very helpful when organizing the workshops for **toi toi toi** platform. This was an initiative I co-organized with two of my fellow students Christina Reinhardt and Philisia Kraatz, where the aim was to bring more performance-based workshops to visual arts school like Rietveld and Sandberg.

For the last workshop, which was about instant composition given by Maria Mavridou and Erik van de Wijdeven, we were able to rent some light and sound equipment. This created an extra theatrical element to improvisation. Very fun to play around with.



Many thanks to Medialab team for offering all these equipment and always being ready to guide and give advice. And special thanks to Ineke for giving me an opportunity to share and reflect on my work 😊

*You're very welcome! Thank you so much for sharing your work with us Eva.*

## Medialab Activities:

### Sound and video installations lecture by Ivo van Stiphout

*Includes installation and projection techniques.*

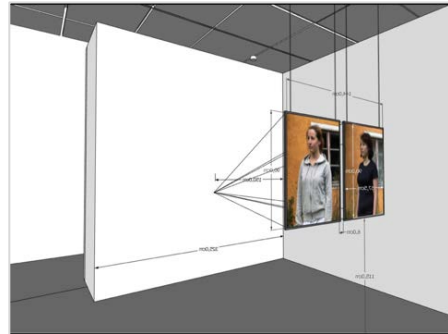
*Useful Tools and inspiration for your graduation projects.*

Thursday April 3<sup>th</sup>, 14:00 – 16:00

Location: Auditorium, 3th floor B&C building

Sign up [here](#)

or just come to the Auditorium at 14:00



### Early Bird Video editing (ongoing)

@ Medialab by Ineke Bakker

Starting from scratch.

*Quickly learn to edit audiovisual material.*

*Best is to bring your own video, pictures and sound material on a hard disk or stick.*



Interested in a privat morning session with coffee or tea @ 8:00 in the morning.

Tuesday, Wednesday or Thursday

Mail to: [ineke.bakker@sandberg.nl](mailto:ineke.bakker@sandberg.nl)

From March 6th to 14th, the Glass Pavilion hosted *The Plaza as a Place* by Lucía de Valle Ramírez (Photography/GRA) and Macarena Magaña Villar (Critical Studies/SI).

Over these days, the Pavilion became a temporary neighborhood association, engaging in dialogue with its surroundings. The plaza emerged as a symbol of everyday and meaningful gestures: sharing news with a friend, drawing with chalk on the ground, improvising a basketball court, organizing protests, or celebrating together.

Throughout these two weeks, we hosted readings in different languages, screenings, a festive verbena, and a radio show produced by The Pre-Course at our neighborhood association. Through this different medias we all explored how we interact as a community.



One of the key elements of this space was the video installation, which was active throughout the two weeks. Using multiple TV screens, we streamed live footage from different plazas in Spain, primarily in Andalucía. These real-time scenes captured the diverse ways in which public squares are used, families meeting on a sunny Sunday, children playing with toy cars, people enjoying breakfast on café terraces. Through this installation, the Pavilion itself became a window into the communal life of other plazas, reinforcing the idea of public space as a shared and ever-evolving place.

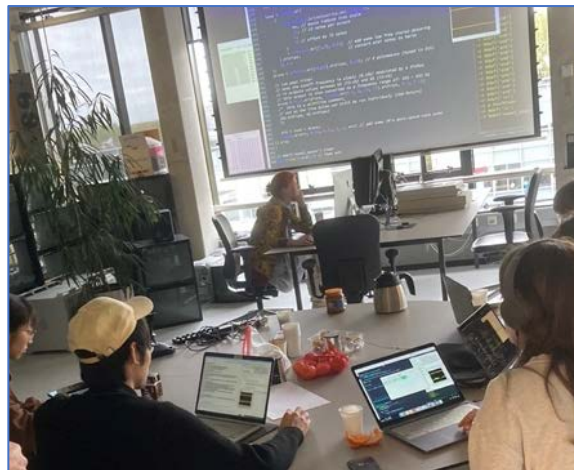
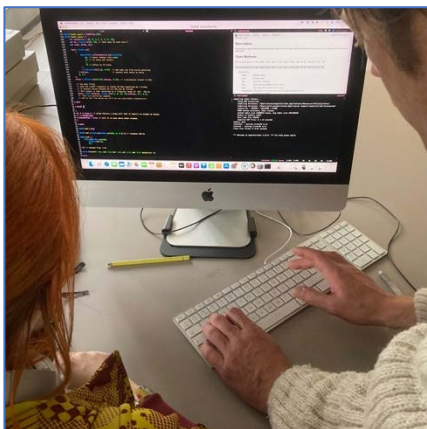
*Photo's by Santiago Saizu*



## Practicum Generale:

### SuperCollider - A demo-style coding workshop by Jan Kees van Kampen

After a short overview you're shown how to - install and run supercollider, - use simple algorithms to create rhythms, basslines, chord progressions etc. - do sound design / modelling (e.g. folio, weather) - using random number generators for variation and unpredictable outcomes - use mouse and other physical controllers to make a playable (digital) instrument - process your voice - do sound spatialisation in a circular 8-channel setup. While combining and extending given examples is presented, you are invited to start editing, change some numbers, listen to the results, and come up with your very own or funky sound or ever-changing (mini-)composition.



Place:  
Medialab 5th floor BC

Wednesday April 2      Location: Medialab 9:30 - 12:30  
Wednesday April 23    Location: Medialab 9:30 - 12:30

***You can register for the workshop of your choice exactly 1 week in advance.***

<https://reservations.rietveldacademie.nl/>

Of course, you can decide to sign up for all other Rietveld

## Practicum Generale:

Hands-on video/sound/editing workshop  
by Lotje van Lieshout, assistance by Ineke and Ivo  
<https://lotjevanlieshout.com>

### "A touch of green screen"

A hands-on workshop teaching the basics of green screen and video collage.

In small groups you will create an idea for a film-setting/atmosphere in the green screen film studio.

We meet in Media Lab for an introduction, and to prepare objects and masks to play with on set.

Then we go together to Willem Rieder Film Studio, where the camera and lights are prepared to shoot your footage.

It will also be possible to experiment with the Voice transformer to record sound.

Then we will have a short video editing introduction to Premiere Pro, where you learn to combine and layer the new video material.

We end the day by watching at discussing all the films!

Message for Students who Sign-up for 'a touch of green screen':

*You can bring a picture that can be used as your background.*

*There is cardboard, paper and other material available - kite paper - sticks - line - tape - staples*

*Of course, you can also bring your own fabric or special paper.*



*Hope to see you soon @ 5<sup>th</sup> floor, Medialab SI*

Wednesday March 26 Location: Medialab 9:30 - 12:30

Wednesday April 9 Location: Medialab 9:30 - 12:30

Max 6 students

***You can register for the workshop of your choice exactly 1 week in advance.***

<https://reservations.rietveldacademie.nl/>

Of course, you can decide to sign up for all other Rietveld

## Practicum Generale:

### Introduction to Analogue Modular Synthesis - Theory & Practice by Brian McKenna



Introduction to Modular Synthesis: Enjoy making music and sound together through hands-on exploration of the \eurorack\ modular and a number of other synths. Audio/music synthesizer basic theory and practice. Interactively demonstrates additive-synthesis, FM synthesis, and subtractive synthesis. Clarifies common terminologies such as VCA, VCF, VCO, low-pass filter, gates, triggers, envelopes, and so on.

Additionally, we'll outline some advanced topics in synthesis, such as performance and cybernetics. Those joining the workshop are welcome to bring any synths they may like to explore in this context. Traditionally we conclude with something of a 'jam-session'.

Wednesday March 26 Location: BC-K18 9:30 - 12:30

Wednesday April 23 Location: BC-618 9:30 - 12:30

***You can register for the workshop of your choice exactly 1 week in advance.***

<https://reservations.rietveldacademie.nl/>

Of course, you can decide to sign up for all other Rietveld

## Installation tips and technical info about video projectors:



When installing a projector make sure you have enough space for projection distance, reduce your screen size if needed.

When projecting in a (almost) dark room:

\*2000 lumen (like our BenQ) projector produces a good image for a 250cm wide screen .

\*2400 lumen projector goes up to 340cm wide

\*3000 lumen up to 380 cm wide

Of course you can project bigger but your image will not be very bright.

Too much ambient light or light entering the space will spoil your projection.

The closer you install the projector to the screen how more brightness is preserved (zoom wide).

Never install a projector on it's side (portrait mode) or pointing up or down, you will damage the projector (only laser projector can handle this).

For floor/ceiling projection use a mirror.

For ceiling mounting flip the projector upside down so most of your image will be projected downwards.

\*\*\*You can flip the image in the menu.

Try to avoid angling your projector. If needed you can apply a keystone correction but this is changing your aspect ratio and sometimes also image quality.

When brightness allows use economy mode of the projector this reduces the sound of the cooling ventilator

Projector is running hot, make sure the airflow is not obstructed and fresh air can enter the projector.

Keep the projector away from dust and moisture.

Never switch off the power instantly!

\*\*\*First power down the projector by remote control or power button and wait for the projector to cool down.

A failure not to do so, can cause an explosion of the lamp (at your cost!)

Use a matt white surface to project on

A very light grey paint can be used to enhance the contrast if needed at the cost of brightness. Cinema grade projectors don't need this.

When image quality is important: do not use textile as a screen.

Easy tools for projection screen calculation:

projectorcentral.com

<http://projectorcalculator.benq.com/>

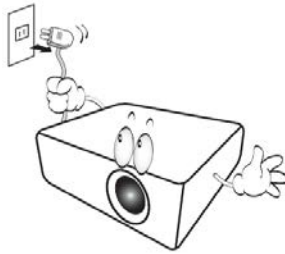
<https://www.projektoren-datenbank.com/pro/index.php>

\*info sheet made for you by Ivo van Stiphout.

Please ask if you need more technical Projector information or instructions:  
[medialab@sandberg.nl](mailto:medialab@sandberg.nl) or just come the 5th floor for a visit.

Video and installation specialist is Ivo van Stiphout.

## **DO NOT PULL POWER CORDS OUT OF RUNNING PROJECTORS**



**AFTER SHUTTING DOWN THE PROJECTOR WITH THE POWER BUTTON OR REMOTE THE FANS STILL NEED ELECTRICITY TO COOL DOWN THE LAMP INSIDE THE PROJECTOR, EVEN AFTER IT'S SWITCHED OFF. AFTER A WHOLE DAY THE LAMP CAN BE VERY HOT AND A SUDDEN STOP OF VENTILATION CAN CAUSE THE LAMP TO EXPLODE.**



## **DO NOT BLOCK**

**THE INLET AND EXHAUST OF THE VENTILATION OF THE PROJECTORS PROJECTORS NEED A GOOD AIRFLOW TO OPERATE SAFELY. KEEP THE HOT AIR EXHAUST AWAY FROM OBSTACLES (ESPECIALLY FLAMMABLE MATERIALS) ENCLOSING CABINETS SHOULD BE DESIGNED FOR OPTIMUM AIRFLOW OF THE PROJECTOR WITH PLENTY OF SPACE**

## **DO NOT INSTALL**

**SIDWAYS (PORTRAIT MODE) OR FACING DOWN (FLOOR) LAMP HOUSING AND AIRFLOW ARE DESIGNED FOR A HORIZONTAL INSTALLED PROJECTORS**

**CHANGING MIGHT DAMAGE THE INTERIOR AND LAMP FITTING BY OVERHEATING.**

**UPSIDE DOWN (CEILING MODE) IS ALLOWED AND ADVISED WHEN CEILING MOUNTED, THE IMAGE CAN BE FLIPPED IN THE MENU**

**Floor projection can be achieved by using a projection mirror. Try to avoid using keystone correction, it's changes the aspect ratio and the quality of your image.**

## Upcoming workshops:

Lecture Presentation techniques - Light...Sound...Radio...and more.

Do you have ideas for a workshop or lecture please let us know. Come to the 5th floor or mail to: [medialab@sandberg.nl](mailto:medialab@sandberg.nl)

Medialab - B&G building 5<sup>th</sup> floor, room 526  
2024 - 2025

### Opening hours Medialab

Monday	08:00 – 21:45
Tuesday	08:00 – 21:45
Wednesday	08:00 – 21:45
Thursday	08:00 – 21:45
Friday	08:00 – 21:45
Saturday	12:00 – 18:00

### Medialab-office:

Staff available from 10:00 – 17:00

### Rental-office:

Tuesday	9:00 – 11:00
Wednesday	9:00 – 11:00
Thursday.	9:00 – 11:00

### Photo/Film recording studio (FedLev Building-Basement)

(shared with Rietveld Academy) Need introduction first time.

Wednesday 09:00 – 21:00

Thursday 09:00 – 21:00

Reservation: [filmstudio@rietveldacademie.nl](mailto:filmstudio@rietveldacademie.nl) cc: [ivo@sandberg.nl](mailto:ivo@sandberg.nl)

### Sound studio (5th floor B&C Building)

(shared with Rietveld Academy) Need introduction first time.

Monday 09:00 – 19:00

Tuesday 17:00 – 21:00

Friday 15:00 – 21:00

Saturday 10:00 – 14:00

reservation: [reservations.rietveldacademie.nl](https://reservations.rietveldacademie.nl)

After the introduction you can work independently in the studio.

Software: Ableton live, Logic, Protools, Audacity, Audition etc.

### Occupation/Affinities/Specialties Medialab Staff:

*Jan Kees van Kampen* (Mon – Tue) - [jk@sandberg.nl](mailto:jk@sandberg.nl) Sound/Music, Cc

Interactivity/Performance, Light, Radio, Linux

*Ineke Bakker* (Tue – Wed – Thu) – [ineke.bakker@sandberg.nl](mailto:ineke.bakker@sandberg.nl)

Early Bird - Video editing, activities and Medialab Coordination

*Ivo van Stiphout* (Wed – Thu) – [ivo@sandberg.nl](mailto:ivo@sandberg.nl)

Video/Film recording and postproduction, Installation and Presentatio

*Brian McKenna* (Friday) – [brianski@sandberg.nl](mailto:brianski@sandberg.nl)

Electronics, Sound and Experimental Video

**Email:** [medialab@sandberg.nl](mailto:medialab@sandberg.nl)

**Phone:** +31-20 5882 411 (office hours, not on Friday)

More information and guidelines: <https://medialab.sandberg.nl>

Greetings and hope to see you soon!