

Arabidopsis Symphony

A woman with short brown hair and glasses, wearing large black headphones and a black and white long-sleeved jacket, is holding a smartphone in her hands. She is looking at the phone with a slight smile. The background is a blurred outdoor setting with green foliage and a path. Overlaid on the image are numerous golden, glowing particle effects that resemble sparks or small lights, creating a magical atmosphere.

An audiovisual Augmented Reality experience that adapts to your festival's unique environment and climate.

Arabidopsis Symphony is a unique interactive performance in which visitors dive into the inner world of plants through music and the latest augmented reality technologies. Since it is location-based, the installation provides a wonderful experience that is both personal and collective at the same time.

Fillip Studios

The story of a plant

Discover the lively inner world of the 'Arabidopsis Thaliana' — an inconspicuous plant that occurs all around the world, but grows and develops differently due to local climate, weather and soil conditions. Through complex adaptations in genes and hormones, the Arabidopsis Thaliana directly responds to changes in its environment (day or night, rain or sunshine). For this reason, it has become the 'lab rat' among plants.

In Arabidopsis Symphony, these invisible processes are translated into an immersive experience that tells us: plants are not that different from humans after all. The installation is based on real-time, location-based data that is translated into augmented reality and music. Are you visiting on a sunny morning or a drizzly afternoon? The experience is unique every time and everywhere. Come back again the next day, and discover a new composition.



“The world is no longer in the service of human, but we are all equally connected.”

The experience

Arabidopsis Symphony is typically situated on a square or in a park. You download an app through a QR code on the installation's column. On your screen, a field of human-sized plants pops up. At the same time, you hear music swelling in your headphones.

Walk through the field and witness — both in image and sound — how real environmental changes directly influence the plants' growth. When you get closer to one of the plants, the sounds swell. As soon as the weather changes, the visuals and sounds change simultaneously. Easily share your experience with others without leaving the app.



“The hidden dynamics of an ordinary plant sprout in a multi-layered composition”

The background



At the basis of Arabidopsis Symphony lies extensive scientific research by Sander van der Krol from Wageningen University & Research, who meticulously monitors everything that happens inside his Arabidopsis Thaliana plants. Sander collects all this data in complicated Excel sheets that only plant physiologists can understand.

Fillip Studios connected this research data to musical functions: notes, harmonies, rhythms and melodies. In collaboration with Superposition, the project got its visual layer. What once was something to be understood by scientists alone, can now be experienced by everyone.



Specifications & Options

General specifications:

Visitor details:

- Estimated average duration experience: 5-20 minutes
- Capacity installation: virtually unlimited

The experience consists of:

- One physical column
- Augmented reality experience through a dedicated mobile application (iOS & Android)

Environment requirements:

A city square or park of about 100 m2 of free space.
Substrate can be both stones and grass.

Requirements visitors:

- Smartphone with ARkit (iPhone) or ARcore (Android) capabilities
- Strongly recommended: headphones
- Internet connection (WiFi or cellular)

Expansion options to consider:

- A wifi spot
- Dedicated tablets or phones to support people without a smartphone

Festival edition

- A unique interactive experience at your event
- Maximum of 10 days exhibition on your site
- Made-to-measure setup fitting your desired location
- Remote hosting of digital assets with 99.9% uptime
- Online support during your event
- Communication support: press kit with ready-to-use images and texts, open to custom requests

Physical festival column details:

- Aluminium structure that is sturdy and easy to assemble and allows for different ways of weighting and/or anchoring
- Wrapped in printed, weather-resistant fabric
- It can stay in place overnight or assembled and disassembled each day

Supplies festival:

- Storage space during the nights (if disassembled)
- Manpower to build up and down the installation during the festival
- A form of weight (stones, tiles, bricks, water) to weigh down the column

Price: 4.500 EUR

(Does not include VAT or travel expenses)

Additional 7 days: 950 EUR

Museum edition

- A unique interactive experience at your location
- Minimum of 2 months exhibition on your site
- Made-to-measure setup fitting your desired location
- Remote hosting of digital assets with 99.9% uptime
- Online support during the exhibition
- Communication support: press kit with ready-to-use images and texts, open to custom requests.

Physical museum column details:

- Structure of wood and metal (that is durable and sustainable for long-term use)
- Constructed in cooperation with local parties from your area to reduce transportation costs and carbon footprint

Supplies museum:

- Connection to local production parties for wood, metal and digital printing

Price: on request

Physical pillar - Festival edition

Dimensions: 40 x 40 x 180 cm

Material: Aluminium, printed PVC Canvas

Weight: ± 60 kg (including added weight)



Physical pillar - Museum edition

Dimensions: 110 x 110 x 240 cm (incl. foot)

Material: Steel, okoumé, concrete

Weight: ± 265 kg (including added weight)



About Fillip Studios

Fillip Studios makes 'Impact through Wonder'. Under the direction of founders Roos Meerman and Tom Kortbeek, the studio creates art and design that can be seen on international stages and leads to award-winning innovative (industrial) applications.

Together they received the titles 'Design Talent 2019', 'New Material Award Fellow', 'Radical Vernieuwer van Nederland' and 'Toekomstbouwer' by NPO. With their startup Kozie they won the Ignite Public Award and Best Startup of The Netherlands Lightweight by Get in the Ring 2017. They were nominated for Best Global Startup Get in the Ring 2018 and for Creative Heroes Award 2019.

Fillip Studios' work is shown in Cooper Hewitt Design Museum New York, Bozar Brussels and South By Southwest Texas. Their work Vocode, exhibited in Kröller-Müller Museum in 2020, was called "the most compelling piece in the exhibition" by The New York Times. More about this unique combination of art, design and impact can be found at www.fillipstudios.com.

