Mirage: Urban Augmentation and Engagement using OLED screens

DeVante’ RaChaun Carpenter
University of Sydney
Sydney, NSW, Australia
dcar3825@uni.sydney.edu.au

Yuxin Huang
University of Sydney
Sydney, NSW, Australia
yhu8726@uni.sydney.edu.au

Louis Chew
University of Sydney
Sydney, NSW, Australia
louis.chew@sydney.edu.au

Abstract
With the recent advent of larger, flexible, and even transparent OLED screens in media architecture, the push of smart cities has unlocked opportunities to augment urban spaces with OLEDs for community engagement. In a design fiction, the City of Los Angeles and the Los Angeles Olympics 2028 committee transform 0.5km2 of the downtown space into an interactive zone and fits a wide variety of outdoor urban infrastructure (building facades, street lighting, public furniture, and etc.) with OLED screens for 120 days. Encouraging open creativity by the general public, these screens can be freely accessed via downloadable apps on personal mobile devices or at designated interaction points throughout the area. In the first 30 days, the system was used by 5.3 million unique users, and peaked at 9.1 million on the 61st day. While some seek to censor any form of explicit content, the majority of the city has opted to refrain from any censorship to ensure complete freedom of expression. They believe the people should be allowed to visually represent their vision of the space without restrictions. In this research, we seek to explore the possibilities of OLED screens with urban infrastructure and consider extreme cases of misuse in a speculative design. We will also examine the effects of using OLEDs to reshape urban aesthetics and discuss the outcomes of unregulated content by the general public.

Author Keywords
OLED; community engagement; playful cities; design fiction.