

PRESS RELEASE

OUTRACE: An Installation on Trafalgar Square by Clemens Weisshaar & Reed Kram

**Commissioned by the London Design Festival 2010
Supported and enabled by AUDI AG**

The London Design Festival has commissioned Clemens Weisshaar and Reed Kram to design this year's Trafalgar Square installation.

From September 16 to 23, 2010 their project entitled OUTRACE, empowers the general public to take control of eight industrial robots on loan from Audi's production line. Both visitors to the square, as well as a global web audience can interact with the installation via www.outrace.org

By attaching light heads onto synchronized mechanical tentacles equipped with LED technology from the the Audi R15 race car (winner of this year's 24h of LeMans), the installation ingeniously allows users to transcribe light trace messages into the air in real time.

As users write their messages, each unique light trace is simultaneously recorded and uploaded to the web through a system of high definition cameras.

Further information:

www.outrace.org/press
www.kramweisshaar.com

www.londondesignfestival.com
audi.com