MEDIA FACADES GO GREEN
Sustainable approach and its impact on media content as part of a company’s communication strategy

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ABSTRACT
Media facades and artistic light choreography installed on a company’s architecture increasingly provide vital components within the company’s communication strategy. In the context of Corporate Identity media facades build a field of intersection between Corporate Architecture and Corporate Communication.

A growing public ecological awareness and the increasing importance of Corporate Social Responsibility on the company’s side demand sustainable solutions for applying media facades to a company’s communication strategy. Therefore it is essential to investigate the system implementation of energy-efficient components as optimized LEDs and sustainable technologies for energy generation as for example photovoltaic. Besides the technological aspect it is also essential to provide media content which reflects and communicates this development to the public audience. By means of realized projects and case studies the paper will discuss interrelation and approach.