

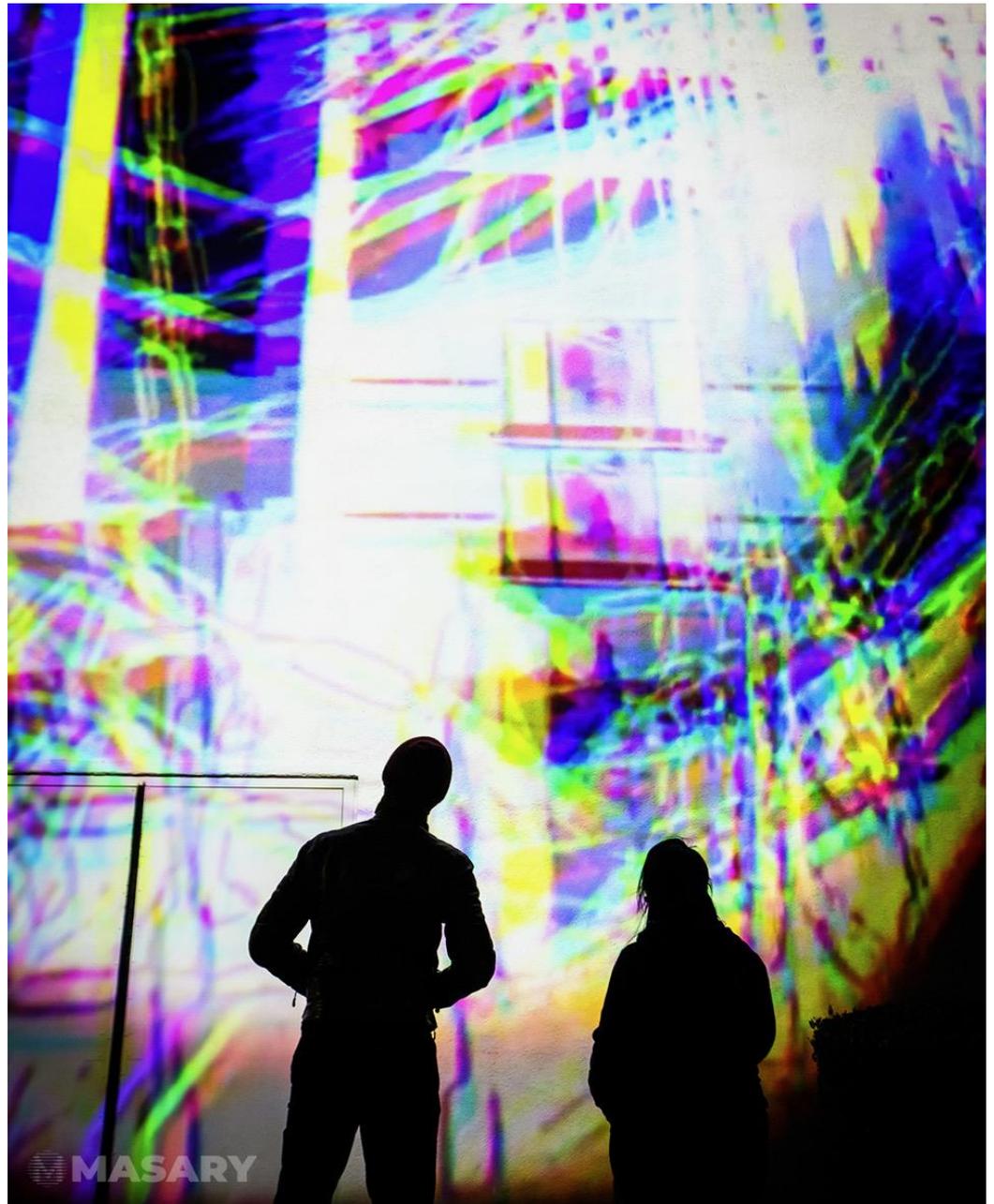
MASARY Studios Teams with BrightSign on Community-Driven Public Art Exposition

BrightSign recently collaborated with [MASARY Studios](#) on the artist collective's recent "[Massively Distributed](#)" interactive art installation at the annual Canal Convergence festival in Scottsdale, AZ. The installation was a community-driven public art project that brought people together safely outdoors during the pandemic, using technology to create art in public spaces.

"It's amazing that MASARY was able to produce such a collaborative, community-driven art event in the middle of a pandemic," said Jeff Hastings, BrightSign's CEO. "In a time when many are feeling disconnected and uninspired, this installation gave a tremendous boost to Scottsdale's collective state of mind and stands as a great example of how technology can bring people together in very creative ways."



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MASARY Studios' "Massively Distributed" was a site-specific web app and public art installation that enabled the public to add their own compilations to the installation using the sights and sounds of their city. Using their personal smartphones and computers, people created dynamic sound and visual compositions via MASARY's online media-sequencer app and submitted them for inclusion in the broader public presentation.

During the event, three sites located throughout Old Town Scottsdale displayed a series of sound and video projections celebrating the community's creations. Each of the three sites displayed the finished pieces via a pair BrightSign HD media players feeding video content to two 15,000-lumen EPSON projectors, perfectly synchronized to a powerful sound system to complete the immersive experience.

"The pandemic forced us to create a distributed network that would function flawlessly in the public for days on end. Reliability was key, which is why BrightSign's players were the perfect fit for this project," said Sam Okerstrom-Lang, Principal at MASARY Studios. "The networked system performed flawlessly, and the end result exceeded even our own expectations."

Massively Distributed is a durable model of connecting and sharing creatively. Although this platform made its debut in Scottsdale, AZ, it is designed to scale and travel wherever people seek to connect and create. MASARY's next scheduled performance-based art installation is scheduled for June 2021 in New Bedford, MA.



"Massively Distributed" ©2020 MASARY Studios at Canal Convergence for Scottsdale Public Art. Photos by Aram Boghosian