

Under Embargo

Slow Dance A Frame that Slows Down Time

MAISON & OBJET PARIS
September 6-10, 2019





"COULD BE THE LAVA LAMP
FOR A NEW GENERATION."



"TURNS EVERYDAY OBJECTS INTO
SLOW MOTION SCULPTURES."

CULDESIG

"LOOKING AT AN OBJECT THROUGH
LIEBERMAN'S FRAME FEELS A BIT LIKE
PEERING IN ON A HIDDEN WORLD."

WIRED



SLOW DANCE®

Artist and scientist Jeff Lieberman launches Slow Dance at **MAISON & OBJET PARIS** - SLOW DANCE, a frame that makes things move in impossible ways, is designed to rekindle a sense of mystery, beauty, and wonder in the everyday.

Slow Dance is a picture frame that makes real objects appear to move in slow motion. By taking advantage of the limits of human visual perception, this optical illusion sculpture appears to be doing the impossible — right before your eyes. Slow Dance combines technology, science, and art, in order to remind us of the natural mystery, beauty, and wonder that surround us every day. “One of the primary things I hope people get from interacting with this piece is a moment of total silence — where they’re so overtaken by the pure sensory experience of seeing something that breaks all of their rules of reality, that their mind just stops, and they’re like a newborn, taking the world in as it is without any analysis.”

Making the invisible visible

When Jeff hosted Time Warp on The Discovery Channel, a show that revealed the magic of the world through slow motion videography, he began to wonder how to bring this wonder into people’s lives. “How do you take slow motion footage that people love so much, but that you can only see through a camera, and how do you put it back in the physical universe? How do you let something actually own something that moves in slow motion? And what will they do with it? What are they going to put in there? What new discoveries are they going to make?”

An ongoing experiment in wonder

You bring the objects to slow dance — it is a blank canvas for you to compose. From weeds on the street to flowers in the garden to bird feathers, each object reveals a new slow motion world. After two years of playing with it ourselves, we are still enchanted when we try out a new object — the world it reveals seems to be never-ending. It will change how you will see plants and other objects forever.

How is this possible?

By using high speed strobe lights blinking 80 times a second, your eyes cannot even see that they are blinking — the light looks continuous.

Synchronizing the strobes to the high-speed vibration of objects creates the visual illusion of those objects moving in slow motion. This is a phenomenon called persistence of vision, and works similarly to the way a TV works — by flickering frozen images quickly enough that we perceive them as continuous motion.

By varying the timing of the strobe lights, it’s possible to make the objects look like they move in impossible ways — moving in slow motion, jumping discretely to new positions instantaneously, and more. The objects can even be touched, and appear to be moving in slow motion despite the user’s interaction.

“How can a piece of art remap parts of the invisible world into the visible world, so that they appear the way a real object would but they don’t follow any of the physical rules of the real object? It creates a weird juxtaposition where everything in front of your eyes confirms the reality of this thing, but every other experience in your life has said that this is impossible.”

Inspiration

Slow Dance was originally designed by Jeff Lieberman as a wedding gift for two of his close friends, Eric and Emily, who are both dancers. “I wanted to explore the nature of two things dancing side by side with each other, much like how their lives will go.”

After playing with it and showing some friends, it seemed everyone wanted one of their own (and so did he, to be honest). That’s when he decided to go into production with Slow Dance, two years ago.





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