

## Media Façades in the Wild: Some Lessons

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**Abstract :** Media displays in public areas are becoming increasingly pervasive—they are used in many settings, come in different sizes, serve different purposes, and have varied degrees of interactivity. In this paper, we aim to provide a survey of how these displays, often named media façades, are used in the wild in a city in China which is undergoing a rapid growth. This survey is intended to raise greater awareness and discussion about the use and effect of these displays in public areas. Through this survey, we have been able to distill some lessons of what is good, bad, and ugly about some current examples of media displays used in a city that is transitioning into becoming a modern one and one that is located in one of the fastest growing areas in Asia. With this research, we hope that we can provide technology designers and architects with some general principles that can help them integrate these types of technologies into their architectural creations.

**Keywords :** large displays, media façades, interaction design, architectural displays

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