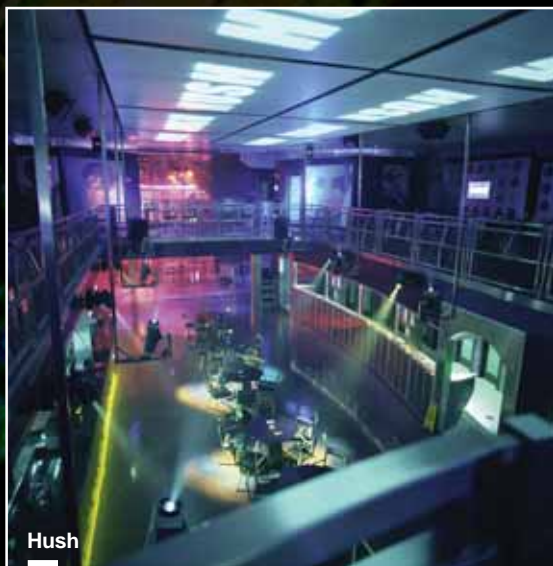




BEST VIDEO



Hush

HUSH HOUSTON, DAVE CHESAL AND JOHN HUMPHRIES

With thirty-five 42-inch plasma screen TVs, an LCD screen for every bathroom stall, one Permawall video wall behind the DJ, and a video ceiling above the patrons, there's nothing visually quiet about Hush. Designed by Dave Chesal of Martin Professional and programmed by John Humphries of Edirol, Hush's system uses LightJockey to route any one of their sources (an Edirol DV7-PR, a DJ Rak PC, a DirectTV satellite, and more DVDs than Blockbuster), letting their LD or bar manager take control of the system from a touch screen with over 850 presets, and letting Hush ensure that the vibe from the lights matches the vibe from the video. Throwing in the Best Video Product-nominated Edirol V4 mixer for good measure, and the video at Hush will never be silent. —JB



Ice

ICE LAS VEGAS, V SQUARED LABS

A true Vello Virkhaus experience isn't just a video install, it's everything from conception, animation and content creation, to making creative software solutions, installation, and VJ-ing. At Ice, Virkhaus had "the flat, pristine surfaces of a beautiful, modern nightclub" to work with. His idea for the video was "liquid, techno, and organic," and included four projectors, sleek original video material made for widescreen, and an early version of his soon-to-be-patented ChamSwitch virtual interface software. He also did the security camera system. Virkhaus' V Squared Labs is renowned for its forward-thinking video and animation and has produced all manner of new media from Korn DVDs to interactive video for Bon Jovi's most recent European tour. —DC



Remote

REMOTE LOUNGE NEW YORK, JORDAN PARNASS DIGITAL ARCHITECTURE

The doomsday techno prophecy and ultramod style of Stanley Kubrick's *2001* is served to the cocktail set at Remote, a retro-future lounge on the Bowery in New York City. Designer Jordan Parnass Digital Architecture created a media-blitzed, orange-and-grey "techno-modern cocoon" out of a narrow downtown locale, with a keen eye to past and present video technology. At each of dozens of consoles, video screens, and joysticks allow patrons to peruse one another via cameras that can be monitored and manipulated by all others in the space. Video feeds from these cameras, along with time-phased segments, original content, and content loaded by patrons through ports on their consoles is displayed on retro monitors, chic plasmas, and through projectors. It's Warhol's 15 minutes for the reality TV nation, only Parnass's forward-thinking design is less about democratizing celebrity and more about making exhibitionists out of every girl next door. —DC



TABU ULTRA-LOUNGE LAS VEGAS, REACTRIX SYSTEMS

It's the type of stuff you think you'd only see if you were in a lounge on the Enterprise...and okay, maybe Las Vegas. But Trekkies and the social elite alike can appreciate what Reactrix Systems has brought to Tabu – a video system that interacts with clubber humanoids. "Other video systems are more of a monologue, whereas we engage in a visual dialogue with our audience," says Mike Schaiman, Director of Business Development at Reactrix. "It's really a compelling and engaging experience." Put your drink on a table and watch a ring of fire form around it, for example. Images ranging from the abstract to body parts (it wouldn't be Vegas without body parts) are projected from the ceiling onto custom-made tables and bar tops. Changing every few seconds and reacting to touch, the system gives the clientele another, less obvious reason to hover around neighboring tables. This might be the world's first video system/ice-breaker. —LG