
03 / DELIVERED | WORLD SCIENCE FESTIVAL AND NOW OR NEVER

ECHO / OHCE

The public becomes the story



ECHO/OHCE public installation. Portfolio images supplied by Georgie Pinn.

A monumental interactive portrait that makes identity, empathy and digital representation tangible in public space.

THE PUBLIC OPPORTUNITY

ECHO/OHCE extends Georgie Pinn's touring ECHO practice into a large sculptural face. Presentations documented in the portfolio include World Science Festival in Brisbane and Melbourne's Now or Never festival.

THE EXPERIENCE

The public can capture and manipulate their faces in real time on a projection-mapped sculpture. The World Science Festival version is documented as seven metres tall. Intimate personal expression becomes a collective visual encounter.

WHAT IS DOCUMENTED

The work demonstrates a delivered interaction format at public festival scale. The original ECHO practice also has international presentations. Reported portrait archive totals describe the wider practice and are not treated here as attendance at one event.

Source: Georgie Pinn portfolio/CV pp. 5 and 11; NUMINA 26 p. 9.

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PUBLIC VALUE AND NEXT APPLICATION

Outcomes to pursue and measure in a future commission

VISIBLE PUBLIC PARTICIPATION

People become part of the work rather than only observing it. The format gives civic programmes a concrete way to invite personal expression and explore who is represented in public space.

LEARNING THROUGH EXPERIENCE

A changing digital face opens discussion about identity, data and bias. A future commission could combine the installation with age-appropriate workshops and facilitated public conversations.

CITY IDENTITY AND EVENT ENGAGEMENT

The scale supports a shared focal point while personal portraits create visually dynamic moments. A future fan precinct could adapt this interaction into a collective portrait of the crowd, with permissions agreed.

A PRACTICAL NEXT APPLICATION

For a council or major-event precinct, pair the shared spectacle with accessible participation, moderated portrait capture and clear viewing areas. A fan-engagement version is a proposed adaptation, not a claim of a delivered sports activation.

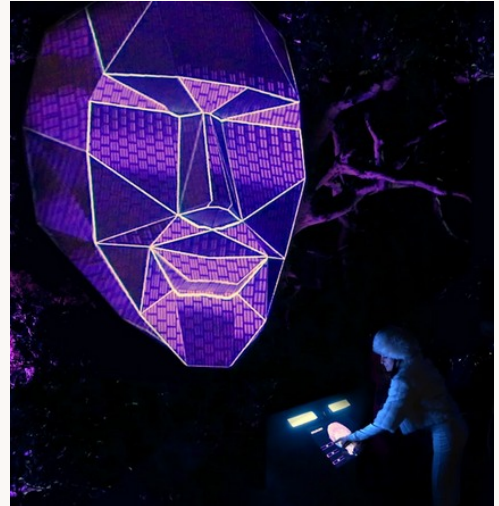
HOW TO EVALUATE A FUTURE COMMISSION

Participation	Count completed portrait interactions and monitor queue time, access and repeat use.
Belonging and learning	Ask whether people felt represented; test one agreed identity or digital-literacy prompt.
Audience storytelling	Measure voluntary sharing and attributable engagement without assuming viral reach.

A USEFUL COMMISSIONING STEP

Agree the community purpose, sculpture format and site capacity. Define portrait consent, moderation, retention and deletion. Use an audience pilot to test accessibility, emotional response and the balance between interaction and public viewing.

Evidence: Georgie Pinn portfolio/CV pp. 5 and 11; NUMINA 26 p. 9. Full source notes accompany this collection.



MONUMENTAL AND PERSONAL

The large face is visible across a public gathering space, while the interaction belongs to one participant at a time. This connection between public scale and personal agency is a distinctive part of Interactor's practice.