



Sruli Recht  
[www.srulirecht.com](http://www.srulirecht.com)

## *Unfurl* is the result of a collaboration between holographic artist Martina Mrongovius and garment designer Sruli Recht

The holograms were commissioned by Experimenta for the 2005 'Vanishing Point' exhibition and produced with the assistance of Mark Ruff, Ged Wright and Dr John Perry at Holographics North

The artists are also the characters in images, they were photographed using a 50 camera array that spanned 120 degrees and was shot over two seconds. The photographs were converted in 200 frames and a digital background was created with the same spatial geometry.

Each hologram was printed through a two-stage process; first a master hologram is created with 200 frames in a long strip. This master is then used to make the final hologram - a single exposure that captures each frame from a different angle. When you look at these holograms you are essentially looking through a virtual window that is projected out in front of the film. If you move up close to the hologram you can walk through this virtual window and the image will disappear as you are inside the image.

The hologram only has one direction of spatial information, as you move side to side you can see into each of the frames, which your mind puts together as a dimensional image. If you move up and down the colours of the image will change, this is because the light is being diffracted, spreading the different wavelengths (colours) out into a spectrum.

Unfurl was an experimental project, to explore optical presence - playing with the ephemeral and tangible quantities of holographic space. Martina's holograms use characters & or stable landmarks to help the viewer relate to the holographic image space. Her work often plays with transformations between our space and this image space.

A deep space is created within each image, yet this space has a slightly different topology to ours, so that the scene has an otherworldly sense.



Martina Mrongovius  
[www.holographics.com.au](http://www.holographics.com.au)

A hologram is a physical structure that diffracts light into a complex pattern (image). To make a hologram the object (or screen) is illuminated with laser light, the light reflecting (or passing through) object then exposes the holographic emulsion - a high-resolution photographic plate. To record the direction of the light coming from the object a reference beam is used. The reference beam is shown directly onto the holographic emulsion. A laser is used to create a single wavelength with all the wavefronts of the light travelling in sync. If you imagine dropping two stones into a puddle the waves will overlap into a pattern of peaks and troughs. When light waves interfere it creates a pattern of bright and dark patches, these are recorded by the silver-ions in the emulsion and chemically processed into the physical structure.

**Martina Mrongovius** ([www.holographics.com.au](http://www.holographics.com.au)) is one of the world's leading holographers, producing work in Australia, Germany, Korea and the USA. She has exhibited widely including holographic installations at the Center for the Holographic Arts in New York; Museo de Arte Cotempoaneo in Santiago and the HOLOcenter in Seoul. Martina constantly pushes the boundaries of this often-misunderstood medium and is currently undertaking a PhD with the Spatial Information Architecture Laboratory at RMIT University.

**Sruli Recht** ([www.srulirecht.com](http://www.srulirecht.com)) is an experimental garment designer who entwines classic tailoring with creative geometry. Having studied and established his made to measure label in Melbourne, Sruli's studio is now based in Iceland. His creations of sculptured lines include one-off winter garments and in 2007 he debuted a collection of footwear that is being shown in New York and Paris.