



[NEWS](#) [VIDEO](#) [PORTFOLIOS](#) [MAGAZINE](#) [BOOKS](#) [SERVICE](#)

## *Reflex* by *rAndom international*

Apr 27, 2011 | Text by Lydia Parafianowicz

**An installation that stretches across the façade of a London building uses lights to interact with passers-by while physically representing an algorithm seen in animal behaviours.**

An estimated 5000 people pass 'Reflex' every day; in doing so, they see a reflection of themselves in the light installation that creates a physical response between humans and the building.

'The installation's swarming behaviour is based on an algorithm developed to emulate the collective decision making that we see in large groups of creatures, such as birds or ants,' says Hannes Koch of rAndom International.

The installation is made of hundreds of brass rods and thousands of LED lights, arranged on small custom chips. Their movement is based on programs that stimulate complex natural phenomenon.

The project recreates 'stigmergy,' whereby traces left by random actions stimulate further actions that build upon one another. These eventually build up to cause the spontaneous emergence of apparently patterned activity.

'Reflex' will show for the next year at the **Wellcome Trust** building. This global charitable foundation is dedicated to improving human and animal health.

**rAndom International** was founded by Koch, Stuart Wood and Flo Ortkrass in 2002 and seeks to explore the perspective of contemporary artistic practices through digital installations.

[Videos](#) | [rAndom International](#) | [Photos courtesy of rAndom International](#)