2013 • Press for “NeoLucida”

Golan Levin

Press articles and reviews pertaining to the project, “NeoLucida”:

024 Bennett, Colette. “Kickstart This!” HLN Television, 5/20/2013.
035 “NeoLucida: Kickstarter-Projekt belebt uralte Zeichenhilfe wieder” Der Standard, 6/19/2013.
037 Hao, Yang. 你看到的都可以跃然纸上 (”You can see fleshed“). Ifanr, 6/20/2013 (Chinese).
048 Kitsati, Christine. “Μἰ α σ υ σ κ ε υ η 200 ε τ η ν ε π ι σ τ ρ ε φ ε ι μ ε τ η β ο η θ ε ι λ α τ ο υ … Kickstarter.” DigitalLife.gr, 5/9/2013 (Greek).
056 Mukai, Tomoko. 本物そっくりのスケッチが描ける、35ドルの「カメラ・ルシダ」 WIRED Japan, 5/21/2013 (Japanese).
059 Opris, Iris. "NeoLucida". Ideaslab.ro, 5/30/2013 (Romanian).

“NeoLucida, la tecnología que trae los secretos del dibujo en el siglo XIX a los tiempos modernos.” SinEmbargo Mexico, 5/19/2013 (Spanish).


The NeoLucida: Artists Revive an Old Master Tool

by John Anderson (/Search/John+Anderson/)

When artists Pablo Garcia and Golan Levin launched their latest Kickstarter project on May 7, aiming to raise money to produce an updated camera lucida, the $30 NeoLucida, their big hope was to attract 500 backers before June.

By midmorning on the next day they were fully funded, and they sold out their available stock of 2,500 just 16 hours after their launch. And there was demand for more.

The camera lucida is an optical device that assists artists in drawing by projecting onto a drawing surface a image of what is in front of it. Patented in 1807, it amounts to a prism on a stick. The tool gained attention in 2001 thanks to David Hockney's book Secret Knowledge: Rediscovering the Lost Techniques of the Old Masters. His thesis: the old masters didn't eyeball their work; they used optical devices, like the camera lucida. While curators were skeptical, artists like Garcia embraced Hockney's argument. Garcia purchased his first camera lucida in 2003 for $50. "I don't think the seller knew what they had. It was listed as a drawing tool," he admitted. Most camera lucidas sell upwards of $300 on eBay.

Levin, an associate professor of computation arts at Pittsburgh's Carnegie Mellon University, happened upon Hockney's text in 2011. Soon thereafter he asked Garcia, then teaching at Carnegie Mellon, if he had heard of Hockney's book. Garcia took the opportunity to show Levin his collection of camera lucidas. Levin wanted to get one for
herself but the antiques can be difficult to find. They began
considering a workaround.

"The prism is simple, but not common," Garcia said. "To get a prism
we needed to have them custom made, so we needed to buy in bulk.
To order in bulk from China makes the most sense." As they
discovered, Chinese manufacturers made most of the other parts they
needed too, like a desk clamp, a goose neck, and 1/4"-20 screws. The
project required a large investment to buy thousands of parts
wholesale. That's when they turned to Kickstarter.

Five hundred units was enough volume to keep unit costs low. They
debated who would buy the thing: the curious, or people who had
read Hockney's book? Of course, they also considered it might be
successful, and pondered how many they would be willing to make
before the end of summer: before it was no longer fun to make them.
The ceiling was set at 2,500 units, a quantity the artists could produce
without reducing the quality of the finished product, and without
dedicating a year of their lives to becoming full-time NeoLucida
manufacturers.

Then they sold out in a day, followed by a stream of e-mails, many
from educators wanting to apply the tool in the classroom. They had
anticipated this problem, but, as Garcia explained, "We thought we'd
have a month to figure this out." Astonished by the demand, they
announced a second edition on May 10th, and increased the price to
$40. Regardless, it is still the least expensive portable camera lucida
available.

In the end, Garcia and Levin don't stand to profit much. After the
second batch ships, they aim to launch a commercial edition at the
same price, and open-source the designs and technical
information."There is probably a Venn diagram of our motives,"
Garcia suggests, "the center of which is provoking a conversation
about imaging technology and what it is to draw." As both have
experienced with incoming students, many have a naïve and purist
notion that using a computer or other drawing aid is cheating. As new
media artists-a title neither finds very fitting-they aim to have
students embrace technology. "The notion that (merging) art and
technology is this new idea is silly." Arguing the tight connections
between the two, Garcia references Leonardo da Vinci. "He's
inventing. He's an engineer." Garcia pauses. "He's an artist, also."
Pablo Garcia and Golan Levin, two celebrated art pros and dead media specialists, have launched a fantastically successful kickstarter to recreate the Camera Lucida, a gadget much favored by the Old Masters. It uses an optical trick to superimpose the scene in front of you on a sheet of paper that you can trace in order to produce highly realistic drawings. They're producing a limited one-time run of them (a $35 pledge gets you one) (assuming, as with all Kickstarters, that this actually gets made -- caveat emptor!), and then the designs will be released as open source hardware for anyone to make.

The NeoLucida is designed to fit in a purse or bag, and the creators want to create a gallery of art made with it -- each one comes with a postage-paid card for you to send in one of your drawings

NeoLucida - A Portable Camera Lucida for the 21st Century (via Beyond the Beyond)
DEAD MEDIA BEAT: THE NEOLUCIDA KICKSTARTER

“BACK FROM THE dead via Pablo Garcia and no less a man than Golan Levin.


“Long before Google Glass ... there was the Camera Lucida.

The what?
The camera lucida.
It’s a prism on a stick! For making realistic drawings!
It used to be everywhere.
A portable version hasn’t been manufactured in generations.
And we’re bringing it back.
Really inexpensively.
For artists and art students everywhere.

“We have designed the NeoLucida: the first portable camera lucida to be manufactured in nearly a century — and the lowest-cost commercial camera lucida ever designed. We want to make this remarkable device widely available to students, artists, architects, and anyone who loves to draw from life. But to be clear: our NeoLucida is not just a product, but a provocation. In manufacturing a camera lucida for the 21st century, our aim is to stimulate interest in media archaeology—the tightly interconnected history of visual culture and imaging technologies.... (((After that part it starts getting really interesting.))))
This Amazing Tool Helps You Draw Pictures Like an Old Master
TECHNOLOGY AND ART are ancient bedfellows. For centuries, artists have used technologically advanced tools to create and improve their masterpieces. Though the optical aids that were used hundreds of year ago have mostly been replaced with computers and digital tools, two university art professors are determined to bring a classic 19th-century device back into use.

Pablo Garcia, an assistant professor of contemporary practices at the School of the Art Institute of Chicago, and Golan Levin, an associate professor of computation arts at Carnegie Mellon University, have created the modern-day version of a camera lucida, called a NeoLucida.

For those of you who have no idea what a camera lucida is, you’re not alone. The quick version is this: A camera lucida is basically a prism on a stick that allows artists to trace what they see. The device superimposes a subject onto a piece of paper, allowing artists to simultaneously see their hand and their subject, which helps them to create a hyper-accurate sketch of what they’re looking at. Created in 1807, the drawing tool was popular throughout the early 19th century with artists, architects, scientists or anyone who needed to draw a life-like image. Then photography came along. Though the camera lucida was still a well-functioning device, it was relegated to an industrial tool and fell out of use...

Until today. Garcia and Levin’s NeoLucida Kickstarter campaign finished recently, surpassing its $15,000 goal. In fact, they raised nearly 30 times the funding they had originally asked for, meaning thousands of people will soon have their very own NeoLucida to draw with.

Garcia and Levin needed the NeoLucida to be high quality, but inexpensive and durable. Not an easy thing to accomplish with a mostly mass-manufactured product. They knew they couldn’t skimp on the optics but figured it was possible to tinker with the mount that holds the prism up. Finally, they settled on gooseneck, a flexible metal tubing that could be sourced easily and cheaply in China. “Once we made that design leap, the rest began to fall into place,” Garcia said.
The final working prototype rounds out at nine ounces, making it small and light enough to fit in a handbag, but sturdy enough to withstand the typical abuses portable objects encounter. And it’s only $40—a massive decrease in price point from the $200-$400 camera lucidas you find on ebay. Though Garcia has used and researched camera lucidas for more than a decade, the duo was really inspired by David Hockney’s 2001 book *Secret Knowledge: The Lost Techniques of the Old Masters*. In it, Hockney proposes the theory that many of history’s renowned artists used optical devices like a camera obscura, concave mirrors and the camera lucida to create their technically precise masterpieces. As you can imagine, this idea was not well received by everyone in the art world.

“Many attacked Hockney because they translated his investigation into allegations of “cheating” to make treasured works of art,” Garcia said. “As one of our backers suggested when we asked if using a camera lucida is ‘cheating’: ‘It’s only cheating if you assume art is a competition.’”

Garcia and Levin approached the NeoLucida project as an a massive open online course. And they took their role as teachers seriously, educating their backers on the history and importance of technology in art, while building a community where people could ask questions, explore tools and share creations. “When some backers referred to us as ‘professors,’ we noticed that what we had built was not merely a hunk of metal and glass people were buying,” Garcia said. “We were building a community of students wanting to learn about, and engage with, art and technology.”

The NeoLucida is currently sold out, but Garcia and Levin are aiming to have more available via e-commerce by early 2014. In the meantime, they’ll be rolling out open source files of the NeoLucida’s design, which will allow makers to build—and improve upon—their own camera lucida. “We absolutely do expect people will improve over our design,” says Levin. “And that’s great! We’re really curious what they’ll come up with.”

*Photos: Pablo Garcia and Golan Levin*
The artists are launching a Kickstarter campaign to bring this drawing device back from the dead.

**Camera lucida** is a drawing tool that artists have used down the ages. It's a device that reflects the desired object that you wish to draw through a prism onto a surface so you can then trace it, aiding (it's not cheating) an artist with their image. They've long fallen out of fashion and have been lost to the passage of time and the steady march of technological progress. Well, at least to the majority of people anyway.
called the NeoLucida and it brings back a tradition of portable camera lucidas that has been dormant for over a century.

Although part of the reason they're doing it is so people can use it to help them draw, they also have other motivations. "Our NeoLucida is not just a product, but a provocation." they say. "In manufacturing a camera lucida for the 21st century, our aim is to stimulate interest in media archaeology—the tightly interconnected history of visual culture and imaging technologies."
Before photography, cameras, computer vision and facial recognition, in 1807 Sir William Hyde Wollaston invented Camera Lucida – an optical aid to help artists create realistic drawings. Around that time lenses and mirrors were the “cutting edge technology” of their day (and sometimes, the
trade secret) for making life-like images. Wollaston’s Camera Lucida was simple: a prism on an adjustable stand. When an artist looks down through the prism, they see the world in front of them, plus their hand on the page, combined in a perfect superimposition. By the mid-1800s, camera lucidas were everywhere and the device was so effective in assisting accurate life-drawing that, according to the controversial Hockney-Falco hypothesis, it’s now believed that many of the most admired drawings of the 19th Century, such as the Neoclassical portraits of Jean-Auguste-Dominique Ingres, could only have been made with a Camera Lucida. Unfortunately by the end of the century they were all gone and there was no Camera Lucida’s manufactured since then. If you wanted to obtain one now it would cost you hundreds of dollars, that's if you can find one.

Earlier this year Pablo Garcia & Golan Levin teamed up to bring this simple yet amazing device to students, artists, architects, and anyone who loves to draw from life. But to be clear: their NeoLucida is not just a product, but a provocation. In manufacturing a camera lucida for the 21st century, their aim is to stimulate interest in media archaeology—the tightly interconnected history of visual culture and imaging technologies.

Now, Camera Lucida can be yours since their project is now on Kickstarter.

Their design is lightweight (9oz., or 0.25kg), sturdy, compact enough to fit in a handbag, highly adjustable, totally non-electronic, and released with a liberal open-source hardware license. It’s also the least-expensive camera lucida ever manufactured. Their first batch of “NeoLucidas” will also be their only batch, they’re doing this as a fun intervention, not to start a business. Once they’ve finished distributing the NeoLucidas, they will publish their designs, CAD files, and all of their supplier data with a liberal CC and/or Open-Source Hardware (OSHW) license, so that anyone who wishes can continue the project (including, potentially, commercially).

This is your chance to own a piece of “disruption” history. Just as many “new technologies” today will be in years from now, Camera Lucida is a piece of media archaeology.

Please help make this project happen by supporting it on Kickstarter.
Deux professeurs d'université de Chicago viennent d'achever une campagne de levée de fonds en crowdfunding pour redévelopper un outil datant du XIXe siècle, la camera Lucida. Cette aide optique permet de décalquer sur une feuille de papier l'image que vous avez sous les yeux.

Il n'y a rien de plus cool que le rétro. Et ça, Pablo Garcia et Golan Levin l'ont bien compris. Ces deux professeurs d'art de Chicago ont décidé de remettre au goût du jour un instrument datant du XIXe siècle, en le modernisant pour le rendre plus performant et plus facile à utiliser. Basé sur le principe de la chambre claire, la NeoLucida fonctionne comme un prisme qui permet au dessinateur de superposer sur une feuille blanche le sujet de son dessin. Cette technique permet à l'artiste de saisir facilement les grandes lignes de son sujet, simplement en suivant le tracé que lui renvoie le prisme.
vanter d’être les moins chers du marché, puisque les backers pouvaient s’en procurer un modèle pour la somme minimale de 40 dollars.

Mauvaise nouvelle pour les retardataires, la production à grande échelle n’est pas prévue dans les plans des initiateurs du projet, mais leurs recherches et leurs plans sont sous licence Open Source Hardware, ce qui signifie que n’importe qui peut reprendre leur projet pour en créer un clone. Il se pourrait donc bien, au vu de l’engouement généré par le projet, que de nouveaux modèles de Camera Lucida émergent sur le marché, basés sur ce premier prototype low cost.
La campagne kickstarter a de toute façon montré l'intérêt du grand public pour cette technologie qu'on croyait pourtant dépassée : l'objectif des 15 000 dollars initialement prévus par les créateurs a été atteint en deux jours, et la campagne a totalisé la somme de 424 959 dollars en un mois.
NeoLucida! A modern day version of the 19th-century optical drawing tool - you look inside and draw what you see over the paper! Draw like the masters thanks to our friends, Golan Levin & Pablo Garcia.
Kickstart This! Kobe beef jerky, you say?

By Colette Bennett

updated 4:47 PM EDT, Mon May 20, 2013

Editor's note: It's always a pleasure to find a great project to back on Kickstarter, but there are so many to sift through! Kickstart This! does the work for you, highlighting the most interesting finds of the week in one handy roundup.

Kobe Red
Goal: $2,374
Ends: June 13

You're a fan of beef jerky, you say? How do you feel about the idea of beef jerky made with Kobe beef, that rich and flavorful steak that you see on Japanese menus from time to time? If you're searching for a bucket to catch your own saliva, you'll probably want to back this one. Kobe Red met its goal a while ago, but you can still back it and experience what jerky made from beer-fed cattle tastes like. We suspect it'll probably blow your minds (and ours).

NeoLucida – A Portable Camera for the 21st Century
Goal: $15,000
Ends: June 10

The NeoLucida is the kind of project that inspires awe and amazement, especially if you love historical objects. A 19th century drawing tool, this object will let you trace what you see in a way you never have before. While the Kickstarter itself is already fully funded, it's worth keeping an eye on -- and you can still buy the NeoLucida in 2014.
NEW ORDER: ON KICKSTARTER, OLD TECH IS FINDING SECOND LIFE

Image courtesy NeoLucida

THEY SAY THERE is nothing new under the sun, and nowhere is that more true than Kickstarter, where anything old and cool is being made new again.
We’ve seen this before with everything from da Vinci masterpieces to old-school computers, and the latest example of crowdfunded retro-cool is the surprisingly successful NeoLucida project, which already has raised more than six times its initial pledge goal of $15,000. The NeoLucida is a modern take on the camera lucida, a 19th century sketching tool. It’s basically a prism on a stick, used to easily and accurately draw things in perspective.

The camera lucida was invented in 1807, and many noteworthy 19th century drawings, like those of Jean-Auguste-Dominique Ingres, are believed to have been created using it. Antique camera lucidas run around $350 on eBay. The NeoLucida is priced at a budget-friendly $30 — and is already sold out.

NeoLucida co-creator Pablo Garcia has been a longtime fan of the device. His collaborator, Golan Levin, stumbled upon the camera lucida more recently and was stunned to find it was little more than a footnote in the annals of art history.

“I thought there were quite a few hobbyists out there without much of an outlet other than the eBay auctions that attract bidders to the rare devices,” Garcia told Wired via email. “This Kickstarter response shows a hunger for this kind of investigation. There is a desire for imaging media from long ago, even if our project is the first time someone heard the term ‘camera lucida.’ ”

The NeoLucida isn’t the first old-school tech to find new life on Kickstarter.

Museum-quality scale models of Leonardo Da Vinci’s inventions, specifically his 1487 armored car design, saw a successful Kickstarter run in March, 2012. A DIY replica of a PDP-8 minicomputer, a 1960s and ’70s era DEC PDP-8 computer, was funded in February.

A Huntsville, Alabama furniture maker raised $8,000 to build a replica of an an 18th century Oeben mechanical table, a dressing table that
transforms into a desk when you turn a key. On the artsy side of things, Long Beach-based Tara Rose Davidson ran a successful Kickstarter to become one of the first to record 18th and 19th century classical guitar arrangements.

Across the pond, you can still fund a project that’s hoping to send a half-scale replica of the Dover Bronze Age boat to sea for its maiden voyage. The boat, built in 2012, wasn’t made to be watertight, so the replica needs to be stripped down and rebuilt to make it ship shape.

There’s also a project for a kit allowing you to build your own pinhole camera, a concept that dates back to the 10th century and saw its first lensed camera appear in 1850. Another Kickstarter currently underway: An effort to create a children’s book using the “19th Century Classical Style” (so no computers).

Never fear, however. Kickstarter isn’t being over run by nostalgia and we’re in no danger of going back to the Victorian era. There are just too many movies to fund and too many gadgets that must connect to the Internet.
Augmented Reality Camera Lucida for Inking (Tracing)

BY NORMAN CHAN ON JUNE 19, 2013 AT 8 A.M.

A simple prism on a stick brings back a century-old technology for aspiring artists.

In addition to being the secret sauce for Google Glass, here's another interesting implementation of optical prisms that's decidedly low-tech. The NeoLucida is a Kickstarter project created by two professors from the School of Art Institute of Chicago and Carnegie Mellon University. It's a modern take on the camera lucida, an 1800's technology composed of a prism on an adjustable stand, used to assist artists in drawing. Its principle is simple: a subject sits in front of the artist and camera lucida, and an optical image of the subject is reflected onto a drawing surface for the artist to trace over. The NeoLucida's innovation lies in its use of modern materials for its adjustable stand (a gooseneck arm), and low cost. Antique camera lucidas cost around $300 on eBay; the NeoLucida started at $30. Watch the video below to get a sense of how it works.

The NeoLucida's Kickstarter is completed (and was wildly successful), but its makers plan for a wide commercial release in early 2014. Expect an influx of inked portrait tote bags to hit Etsy around then.
Простое устройство поможет любому рисовать как гений

Ученые создали удивительный и простой инструмент, который поможет рисовать так же хорошо, как всемирно известные художники-гении.

20.06.2013, ЧТ, 21:44, Мск

Два адъюнкт-профессора, Пабло Гарсиа (Pablo Garcia) из Института искусств Чикаго и Голан Левин (Golan Levin) из Университета Карнеги Мелон, создали особое устройство, которое позволяет срисовывать окружающие предметы с точностью гениального художника.

С помощью NeoLucida любой желающий может нарисовать великолепный портрет

Принцип работы новинки на самом деле известен с XIX-го века. Прототипом стала созданная в 1807 году так называемая camera lucida (камера-люсида) – специальная приспособление на палке. Это нехитрое, в общем-то,
Простое устройство поможет любому рисовать как гений / R&D.CNews

Да, здоровье потомков важнее любой привычки
Нет, я не обязан заботиться о таких вещах
Я думаю мои привычки не влияют на здоровье потомков
Нет, все равно медицина будущего решит все проблемы

Основная часть NeoLucida – призма, позволяющая видеть изображение объекта на фоне листа бумаги

Safari Power Saver:
Click to Start Flash Plug-in

высока - $40.

Интересно, что на разработку NeoLucida энтузиастов вдохновило исследование Дэвида Хокни. Он в 2001 году написал книгу The Lost Techniques of the Old Masters (дословно «Потерянная техника старых мастеров»). Хокни полагает, что многие известные художники, чьи картины теперь продаются за семизначные суммы, использовали для рисования различные устройства, схожие по принципу работы с camera lucida, в частности камеры обскуры и системы вогнутых зеркал. Разумеется, искусствоведы набросились на Хокни с критикой и заявили, что такие гипотезы можно расценивать как подозрение в мошенничестве великих художников.

Гарсия и Левин не считают NeoLucida обманом и радуются тому, что их проект собрал множество энтузиастов, которым интересно возродить старую технологию и попробовать нарисовать отличный портрет, пейзаж или натюрморт.
NeoLucida brings 19th Century sketching tech into the present

As long ago as 1807 - and possibly up to 200 years earlier - many artists used an optical device known as a camera lucida to help them in sketching subjects. A controversial theory even suggests that some of the famous Old Masters created their masterpieces not by sketching freehand, but by using such gadgets. Now, two art professors are trying to bring the camera lucida back, in the form of the low-cost portable NeoLucida.

The new device was created by Pablo Garcia, who's an Assistant Professor of Contemporary Practices at the School of the Art Institute of Chicago, and Golan Levin, an Associate Professor of Computation at Pittsburgh’s Carnegie Mellon University.

Just like the original camera lucidas, theirs contains no electronics. Instead, it mainly consists of a small, prism-containing eyepiece. That eyepiece is pointed toward the subject and extended over the paper on a goose-neck mount, which is simply clamped to one edge of the easel. When the user looks down into the eyepiece, they see the paper beneath it, along with a reflected image of the subject superimposed over top.
Then, they just start tracing. Is it cheating? Maybe, but if it is, at least it’s Old Masters-league cheating.

Vintage camera lucidas can currently be found on eBay, but according to Garcia and Levin, they typically sell for at least US$300. The NeoLucida, by contrast, is available for a minimum pledge of $30 to the project’s Kickstarter campaign. Unlike other such campaigns, however, this one isn’t aimed at starting an ongoing business. Instead, Pablo and Golan are more interested in using the NeoLucida to draw peoples’ attention to the relationship between art - particularly photo-realistic art - and technology.

Pledges will be used to cover a limited run of at least 500 of the devices, after which no more will be made. Once they’re all gone, however, the designs, CAD files and parts-suppliers data will be made freely available, open-source, to anyone who wishes to continue production.
Other modern camera lucidas are already available, although a couple of them are priced around $200, while another utilizes mirrors instead of a prism, resulting in the reflected image being displayed upside-down. All of them are also less compact and portable than the NeoLucida.

More information is available in the pitch video below.

Sources: NeoLucida, Kickstarter
NeoLucida: Kickstarter-Projekt belebt uralte Zeichenhilfe wieder

19. Juni 2013, 15:33

Design wird als Open Source bereitgestellt


Moderne Produktion senkt Kosten


NeoLucida soll die alte Technik nun wiederbeleben. Garcia und Levin haben eine moderne Variante entwickelt, die zwar nach dem alten Prinzip funktioniert, dank moderner Herstellung aber nur einen Bruchteil kostet. Die meisten Bestandteile sind weitläufig erhältlich, nur ein geringer Teil muss eigens angefertigt werden.

Für die Finanzierung der Produktion wurde eine Kickstarter-Kampagne ins Leben gerufen. Diese endete kürzlich höchst erfolgreich. 15.000 Dollar wollte man ursprünglich einnehmen, letztlich kamen von rund 11.400 Spendern insgesamt 425.000 Dollar zusammen, womit gleich zwei Herstellungsdurchläufe ausfinanziert sind. Eine NeoLucida schlug mit 40 Dollar zu Buche und kann alternativ auch als Stativ für Kompaktkameras verwendet werden.

Die beiden Erfinder werden nach der Auslieferung, die für den kommenden Dezember angesetzt ist, keine weiteren Zeichenhilfen mehr produzieren. Das Design des Produktes wird jedoch quell offen zur Verfügung gestellt, so dass Interessierte das Konzept nachbauen und erweitern können. 2014 werden weitere NeoLucidas zudem über Handelspartner kommerziell vertrieben. (red, derStandard.at, 19.06.2013)
200 Yıllık İcat Geri Dönüyor

1611'de kullanılmaya başladığı sanılan ve 19. yüzyılda daha kolay ve gerçekçi resimler çizmek için patentlenen Lucida icadı geliştirilmiş versiyonu ile geri dönüyor. Kickstarter projesiyle tekrar hayat bulması planlanan icat, NeoLucida ismiyle karşımıza çıkacak.


Kickstarter projesinde gereken 15 bin dolarlık ücreti henüz projenin tamamlanmasına 31 gün kala 94 bin dolarlık bir rakamın yakalanarak geçen NewLucida projesi, yakın zamanda satışa çıkıyor. Firma projeye 30$ ve üzeri bağış yapan herkese NeoLucida göndereceği de belirtiyor. NeoLucida'nın nasıl çalıştığını merak ediyorsanız, aşağıdaki tanıtım videosuna bir göz atabilirsiniz.
它并不是最新的科技产品，也没有应用任何高深技术。它的构造简单得出奇——一块棱镜和一个可调节支架，并且它诞生于 19 世纪，年龄大得可以。但是它却能够让你看到的东西跃然纸上。

这款特别的设备名叫 Camera Lucida。当你想绘制某件物品、某个人时，将这款设备放于纸张上面，通过棱镜看到的景象会让你惊讶，目标物体仿佛跑到纸上了，而你要做的就是在纸上“摹”出目标物体。

不妨看看下面的视频。

(优酷)

通过 Camera Lucida 用户可以创造精细的草图，正如他们看到的那样。这款设备在 19 世纪中期大为流行，成为艺术家、建筑师甚至普通人眼里的香饽饽。

不过随着摄影技术的发展，Camera Lucida 的光环逐渐褪去，甚至被人们遗忘。

芝加哥艺术学院的助理教授 Pablo Garcia 和卡内基梅隆大学的副教授 Golan Levin 决定让这项“特技”重获新生，他们正在打造现代版的 Camera Lucida——NeoLucida。
NeoLucida 仅重 250 g，可任意调节高度，坚固而紧凑，你可以将它放进手提包里随身携带。由于鹅颈式调节的应用，使得 NeoLucida 设计大为简化。目前 NeoLucida 售价 40 美元，相比 Camera Lucida (c.1900) 在 eBay 上 350 美元的高价，前者要随和得多。

左：NeoLucida 右：Camera Lucida (c.1900)

在 Garcia 和 Levin 看来，Camera Lucida 过于笨重、难以调节，不适合随身携带，并且售价高昂，只有那些考古学家才愿意购买。而对于年轻的艺术家和学生而言，合适的价格才能打动他们。为了降低成本，NeoLucida 的零部件大部分都来自中国。

此外，NeoLucida 将完全开源硬件，允许其他开发者来改善这款设备。

NeoLucida 原本只打算在 Kickstarter 上募集 15000 美元资金，而大家的热情远超预期，最终所获款项为最初目标的 30 倍。目前该设备已全部被预定，Garcia 和 Levin 表示要到 2014 年初才会增加产量。

据 Wired 介绍，Garcia 和 Levin 计划把 NeoLucida 项目打造成大型的开放网络课程，他们非常期待与支持者一起探讨技术在艺术中的重要性。通过建立社区，方便大家提问、研究绘画工具以及分享创意。

“学生们在这里可以学习、联接技术和艺术。”

题图来自 kickstarter
It is not the latest technology products, nor the application of any advanced technology. Its structure is simple and surprising - a prism and an adjustable stent, and it was born in the 19th century, older. But it is able to let you see things vividly on paper.

This special device is called Camera Lucida. When you want to draw something, someone will put this device on top of the paper, the sight seen through the prism will surprise you, the target object as if to the paper, and you have to do is on paper "G" out of the target object.

(Youku)

Through Camera Lucida users can create fine sketches, as they see. This device was popular in the mid-19th century, as artists, architects and even ordinary people in the eyes of the meat and potatoes.

But with the development of photography technology, Camera Lucida halo gradually faded, and even forgotten by people.

Pablo Garcia, an assistant professor at the Chicago Institute of the Arts, and Golan Levin, associate professor at Carnegie Mellon University, decided to rejuvenate the "stunt", which is creating a modern version of Camera Lucida - NeoLucida.

NeoLucida weighs only 250 g, can be arbitrarily adjusted height, strong and compact, you can put it into the handbag to carry. Due to the application of gooseneck regulation, NeoLucida design greatly simplified. NeoLucida is currently priced at $40, compared to Camera Lucida (c.1900) on eBay $350 high, the former to be much with the more.
Left: NeoLucida Right: Camera Lucida (c.1900)

In Garcia and Levin view, Camera Lucida is too cumbersome, difficult to adjust, not suitable for carry, and high prices, only those archaeologists are willing to buy. And for young artists and students, the right price to impress them. In order to reduce costs, NeoLucida most of the parts are from China.

In addition, NeoLucida will be fully open source hardware, allowing other developers to improve this device.

NeoLucida had only intended to raise $15,000 on Kickstarter, and everyone’s enthusiasm was far more than expected, with 30 times the initial goal. At present, the equipment has been booked, Garcia and Levin said that by the beginning of 2014 will increase production.

According to Wired, Garcia and Levin plan to make the NeoLucida project a large open network course, and they are looking forward to discussing the importance of technology in the art with supporters. Through the establishment of the community, to facilitate the questioning, study painting tools and share ideas.

"Students here can learn, connect technology and art."

The picture comes from kickstarter
Looks cool...

When I used to work for an artist who specialized in photorealistic portraiture, I remember watching the assistants use a projector to draft the preliminary pencilwork for his medium-to-large scale (30”×40”+) paintings. Since we were working with digital compositions, it was a simple matter of lining up the image with the canvas or archival paper, then painstakingly tracing the photograph and background onto it.
Now that software has democratized and simplified the tools of creating images, I imagine this is a common practice in artists’ studios. But what about drawing from real life? Most everyone has seen or at least heard of camera obscura, but it turns out there’s a somewhat more, um, obscure tool that draftsmen of yore had at their disposal.

Pablo Garcia and Golan Levin (Art Professors at SAIC and CMU, respectively) note that “long before Google Glass... there was the Camera Lucida.” The device is a “prism on a stick,” a portable lens-like device that is affixed to a drawing surface, allowing the user to accurately reproduce an image before them by hand. We have designed the NeoLucida: the first portable camera lucida to be manufactured in nearly a century—and the lowest-cost commercial camera lucida ever designed. We want to make this remarkable device widely available to students, artists, architects, and anyone who loves to draw from life. But to be clear: our NeoLucida is not just a product, but a provocation. In manufacturing a camera lucida for the 21st century, our aim is to stimulate interest in media archaeology—the tightly interconnected history of visual culture and imaging technologies.
According to the well-illustrated history page on the Neolucida website, the device was invented by Sir William Hyde Wollaston in 1807, though the Wikipedia article suggests that it was actually developed by Johannes Kepler, whose dioptice dates back to 1611, nearly two centuries prior.

Origins aside, the once widely-used device was all-but-forgotten by the time David Hockney’s controversial book Secret Knowledge: Rediscovering the Lost Techniques of the Old Masters came out in 2001 (Garcia and Levin touch on the painter’s hypothesis in the video). Meanwhile, the Wikipedia entry also notes that “the camera lucida is still available today through art-supply channels but is not well known or widely used”... and now, of course, through Kickstarter.
At just $30 a pop, they’ve done well to reach their $15,000 funding goal within 24 hours of launch; once the campaign is done, they’re gone for good (or at least you’ll have to do the legwork to manufacture the parts based on the Open Source files). Get your hands on one through Kickstarter.
NeoLucida, the 21st Century Camera Lucida

May 20, 2013 Annie

A 200-year-old device primarily used by artists to sketch their subjects before falling into oblivion is making quite a comeback. NeoLucida is a 21st century camera lucida that is very easy to use and highly affordable, making it one of the most successful crowdfunding campaigns in recent months.

The camera lucida was first patented in the early 19th century as a prismatic reflection device that works like a reverse overhead projector. The device allowed artists to sketch any objects accurately but stopped being used later on.

Portraits created with an antique camera lucida (right) and the NeoLucida (left).

The device consists of a small eyepiece that contains a prism. The eyepiece is mounted on a goose neck which can be easily attached to the drawing board or to the table with the help of a clamp. The device is pointed at the subject and creates a superimposed reflected image of the subject onto a sheet of paper. The artist just has to look down into the eyepiece and start tracing the reflected image.
Some may argue that this is like cheating. And perhaps it was exactly this argument that drove the camera lucida out of use back in the 19th century. However, NeoLucida creators Pablo Garcia and Golan Levin, both artists and art professors, say the device emphasizes the relationship between technology and art, especially photo-realistic art. More specifically, Garcia and Levin say their device is aimed at stimulating interest in media archeology – the interconnected history of imaging technologies and visual culture.

Their device is the first portable camera lucida manufactured in almost one hundred years and it is the most affordable ever designed. The NeoLucida is priced at $30, which is significantly cheaper than other similar devices available on the market. Modern camera lucidas are sold for about $200 and are not as portable as the NeoLucida.

The low price is due to the fact that it is manufactured from prefabricated parts. It is probably the reason why the device was so successful on Kickstarter: with still 20 days to go, the campaign has almost 10,500 backers and has raised $410,000, while its initial goal was $15,000. The initial run of 2,500 units has been sold out already, but Garcia and Levin are not planning to manufacture others for the time being. The device is expected to become commercially available starting next year.
The NeoLucida is the First Portable Camera Lucida to be Manufactured in Nearly a Century  by Christopher Jobson on May 8, 2013

Years before the first photographic print and two centuries before Google Glass, was the Camera Lucida, a clever optical device designed by Sir William Hyde Wollaston that utilized a prism to project an image onto a piece of paper so you can trace it, a method that would transform life-drawing for nearly a century. Have you ever used one or seen for sale? Likely not. Your best chance would be scouring Ebay where antique Camera Lucidas sell for upwards of $300. Enter university professors Pablo Garcia (previously) from the Art Institute of Chicago and Golan Levin from Carnegie Mellon who have teamed up to design the NeoLucida, the first portable camera lucida in nearly a century.

So what's the point? In the age of Google Glass, Oculus Rift, and Instagram who needs to sit down and draw what's in front of them? The duo explains via Kickstarter:

We both have a lot of students who've come to believe that being able to draw photo-realistically is the most important thing. We both love realistic drawing, but not necessarily the way it's usually taught—which often ignores the tightly-intertwined relationship between drawing and imaging technologies. In particular, art students are encouraged to draw photo-realistically, in the manner of the Old Masters, but without the proper tools for doing so. So we're producing the NeoLucida as a provocation, not as a business, to help get this discussion started. We hope the NeoLucida will prompt new questions about the relationship of art and technology—and potentially even disrupt business-as-usual in the classroom. Most importantly, we genuinely believe that using a camera lucida will profoundly change how people see, how they draw, and how they think about art.

Lastly, is there really a demand for a simple $30 drawing device based on a little prism? The Kickstarter received pledges for almost 100 of them while I wrote this post. So there's that.

See related posts on Colossal about device, drawing, drawing machines.
Μία συσκευή 200 ετών επιστρέφει με τη βοήθεια του... Kickstarter

by Christine Kitsati
9 Μαΐου 2013

Κατοχυρωμένη με δίπλωμα ευρεσιτεχνίας το 1806, η camera Lucida ήταν ένα συνηθισμένο οπτικό εργαλείο σχεδίασης, που βοηθούσε καλλιτέχνες να σχεδιάσουν με ακρίβεια αντικείμενα, αλλά αργότερα έπεσε σε αχρηστία.

Σύμφωνα με την Encyclopedia Britannica:

"Αποτελείται από ένα πρίσμα τεσσάρων πλευρών, τοποθετημένο πάνω σε ένα μικρό stand πάνω από ένα φύλλο χαρτιού. Τοποθετώντας το μάτι κοντά στο πάνω μέρος του πρίσματος έτσι ώστε η μισή κόρη του ματιού να είναι πάνω από το πρίσμα, ο παρατηρητής είναι σε θέση να δει τον αντικατοπτρισμό ενός αντικειμένου, μπορείτα από το πρίσμα στο χαρτί. Επειτα, μπορεί να το ζωγραφίσει με ένα μολύβι."

Η νέα έκδοση της συσκευής για τον 21ο αιώνα ονομάζεται NeoLucida και λειτουργεί όπως ο προκάτοχός της, αλλά διαθέτει απλούστερο design και φυσικά πιο χαμηλή τιμή. Με μία μικρή έρευνα στο eBay μπορείτε να δείτε ότι μία vintage camera Lucida μπορεί να σας κοστίσει εκατοντάδες δολάρια, ενώ η σύγχρονη έκδοσή της μόλις... 30.

Οι δημιουργοί της έχουν τοποθετήσει το project στο Kickstarter, όπου εξασφάλισε πάρα πολύ γρήγορα τη χρηματοδότηση που αναζήτησαν.

Μπορείτε να μάθετε περισσότερα γι' αυτήν στο akóλουθο video...
Μία συσκευή 200 ετών επιστρέφει με τη βοήθεια του... Kickstarter

https://www.digitallife.gr/mia-syskeyi-200etwn-epistrofei-me-ti-bohtheia-tou-kickstarter-61486
Apparatus 200 years back with the help of Kickstarter ...

by Christine Kitsati
9 May 2013

Patented in 1806, the camera Lucida was an ordinary visual design tool, which helped artists to design objects accurately, but later fell into disuse.

According to the Encyclopedia Britannica:

"It consists of a light four sides, mounted on a small stand on top of a sheet of paper. Place the eye near the top of the prism so that half the pupil of the eye is above the light, the observer is able to see the reflection of an object in front of the light on the paper. Then he can paint with a pencil."

The new version of the device for the 21st century called NeoLucida and functions as its predecessor, but has a simpler design and of course, more low price. With a little research on eBay you can see that a vintage camera Lucida can cost you hundreds of dollars, while the modern version soon ... 30.

The creators have placed the project on Kickstarter, where secured too fast funding sought.

You can learn more about it in the following video ...
Apparatus 200 years back with the help of Kickstarter...
Mashable

200-Year-Old Device Makes Comeback With Kickstarter's Help

BY ANITA LI
MAY 09, 2013

A device that was developed over 200 years ago is making a comeback, thanks to Kickstarter. Patented in 1806, the camera lucida was a common optical drawing tool that helped artists accurately sketch objects, but later fell out of use.

According to Encyclopaedia Britannica, here's how it works:

"It consists of a four-sided prism mounted on a small stand above a sheet of paper. By placing the eye close to the upper edge of the prism so that half the pupil of the eye is over the prism, the observer is able to see a reflected image of an object situated in front of the prism, apparently lying on the paper. He can then trace the image with a pencil.

Now updated for the 21st century, the NeoLucida works much like its predecessor, but features a simpler design and lower price point. While a quick survey of eBay shows a vintage camera lucida can cost hundreds of dollars, the modern version costs $30.

"Our device is the first portable, authentic camera lucida to be manufactured in nearly a century — but we like to think of it as a disruption to widespread assumptions about art-making and art history," creators Pablo Garcia and Golan Levin write on their Kickstarter page.

To use the NeoLucida, artists must clamp the device to a table or drawing board — including a piece of paper directly below the prism — and place their subject in front. Then, they just look down into the prism, and start drawing.

With 31 days left in their Kickstarter campaign, Garcia and Levin have already raised over $94,000 — surging past their original goal of $15,000.

Would you use this portable camera lucida? Tell us in the comments, below.

Image courtesy of Kickstarter, NeoLucida
TOPICS: GADGETS, KICKSTARTER, NEOLUCIDA, TECH
NeoLucida

A 21st century device brings a 19th century drawing technique into the present.

Words by Maks Fus Mickiewicz
May 8 2013

Always striving for progress, we almost never think about past-age technology as a source of inspiration. Camera lucida was an optical contraption used by old masters to create realistic paintings. Now Pablo Garcia and Golan Levin, two art professors, have launched a Kickstarter campaign to bring this classical gadget back to live. NeoLucida, as its predecessor, uses a prism mounted on an adjustable stand. When looking through the prism, the artist sees the subject of his drawing projected onto the piece of paper in front of him, so he can easily trace it. However, Garcia and Levin have adapted their device for the 21st century: the design is lightweight (0.25 kg), adjustable, and can fit in any bag without difficulty. The two professors are not looking to start a business, their primary aim being to generate interest in media archeology. So, they will produce only 2,500 units and publish their designs with an open-source hardware license, so anyone could produce a NeoLucida.
本物そっくりのスケッチが描ける、35ドルの「カメラ・ルシダ」

本物そっくりのスケッチが描ける、35ドルの「カメラ・ルシダ」。

見ている画像をそのままトレスすることができる「カメラ・ルシダ」。19世紀の装置を模倣にした現代版が、Kickstarterで人気を博している。

BY TOMOKO MUKAI/GALILEO
WIRED NEWS (UK)

カメラ・ルシダ（camera lusida、ラテン語で「照らされた部屋」という意味）はかつて、アーティストや建築家、イラストレーターなど、実物をもとに描きながら作る人にとって一般的なツールだった。英国の物理学者ウィリアム・ハイド・ウォラストンが1807年に発明を取得したもので、非常に単純な原理で機能するツールだ。調節アームに固定された四面ガラスプリズムを導き込むと、線を描く紙の上に画像が映し出されており、驚くほど簡単に写真をなぞることができる。

オブスクラ・カメラの際、1830年頃の頃、画像はWikipedia

シカゴ美術館附属美術大学のパブロ・ガルシアと、カーネギーメロン大学のボール・レヴィンは、このツールを現代に再現すると考えた。実験でシンプルな現代版「NeoLusida」を製造するために、彼らは「Kickstarter」で資金を募っている。

NeoLusidaの携帯性、実用性、そして価格は非常に素晴らしい。Kickstarterの出資者に対するNeoLusidaの価格はわずか35ドルだ。このアンティークなツールに大きな影響を与えたのは、調節可能なノブと、柔軟性のあるグリップ・アームだ。

Kickstarterでは、非常に短時間で大きな成功を収めた。開始からわずか2日間で、15,000ドルの目標が達成されたのだ。現在、およそ100,000ドルの出資が募られている。ガルシア氏とレヴィン氏は新しい情報に刺激されて、最終の2,500箇所で出資されたことを明らかにしなければならない。また、「NeoLusidaのオープンソースのデザインを、有能で理解あるキャンペーンパーソナルに渡す」こともできるだろう。そうすれば、NeoLusidaの製造が継続される可能性が生まれてくる。

なお、ガルシア氏とレヴィン氏は、芸術家のディヴィッド・ホックニーが著書『Secret Knowledge: Rediscovering the Lost Techniques of the Old Masters』（邦題『秘密の知識：未発表・未公開の技術の解明』、早川書房）のなかで展開した、筆者を学んだ図書に登場している。その理論は、啓蒙時代における西洋美術のすばらしい発展は、それと平行して起こった光学技術の進歩によって実現されたというものだ。

具体的にはその時代、より優れたレンズや鏡のほか、外の風景の像を観画面に正確に描く大型装置「カメラ・オブスクラ」（日本語訳記念）などにより「実物どおりの絵」描くことが、かつてないほど容易になった。カメラ・ルシダはこうしたツールのひとつだった。
A 35 dollar "Camera · Lucida" which can draw realistic looking sketches

"Camera · Lucida" which can trace the viewing image as it is. The modern version which made the equipment of the 19th century low price is popular in Kickstarter.

TEXT BY IAN STEADMAN
TRANSLATION BY TOMOKO MUKAI / GALILEO

WIRED NEWS (UK)
For those who have wanted to draw superior paintings like the great masters, there is a device to make that dream come true. It is "Camera · Lucida" which can trace the viewing image as it is. Camera · Lucida (camera lusida, meaning "lit room" in Latin) was once a common tool for everyone who draws pictures based on the real thing, such as artists, architects, and illustrators. British physicist William Hyde Wollaston acquired the patent in 1807 and is a tool that works with a very simple principle. Looking into the tetrahedral glass prism fixed to the adjustment arm, the image is displayed on the paper on which the picture is drawn, and it is possible to trace the image surprisingly easily.

How to use Camera · Lucida, drawing around 1830. The image is Wikipedia

Pablo Garcia of the University of the Arts at the Chicago Art Museum and Goran Levin of Carnegie Mellon University revived this tool to the present age. To make cheap and simple modern version "NeoLucida", they are raising funds with "Kickstarter".

The portability, practicality, and price of NeoLucida are very wonderful. NeoLucida's price for Kickstarter's investors is only 35 dollars. Adjustable knobs and flexible gooseneck arms are bringing significant improvements to this antique tool.

Kickstarter demonstrated great success in a very short time. Just two days from the start, the goal of $15,000 has been achieved many times. Currently, an investment of about $100,000 is promised. Mr. Garcia and Levin post up-to-date information and have to reveal that the first 2,500 units have already been shipped. You will also need to "give the NeoLucida open source design to competent and understanding commercial partners". Then, there is the possibility that production of NeoLucida will be continued.

Mr. Garcia and Levin pointed out that artist David Hockney published his book "Secret Knowledge: Rediscovering the Lost Techniques of the Old Masters" (secret knowledge - elucidation of the unknown technique using the master as well, was developed among the building published), he called the theory of the pros and cons have been agreed to. The theory is that the wonderful development of Western art in the age of enlightenment was realized by the advancement of optical technology that occurred in parallel therewith.

Specifically, in that era, in addition to better lenses and mirrors, draw a "picture as it is" by a large-sized device "camera obscura" (Japanese version article) etc. that projects the image of the outside landscape on the wall surface upside down It was easier than ever before. Camera · Lucida was one of these tools.
Când Pablo Garcia și Golan Levin și-au propus să colaboreze, miza lor a fost aceea a unei provocări, nu a creării unui nou produs. NeoLucida e un instrument optic pentru desen cu origini în secolul al XIX-lea, care tocmai a fost updatat la secolul XXI.

Inventată în 1807 de Sir William Hyde Wollaston, Camera Lucida era o prismă pe un suport ajustabil, prin care artistul se uita în timp ce desena, astfel obținând o suprapunere perfectă a realității cu ilustrația. Actuala NeoLucida e ușoară, compactă și ușor de manevrat, complet non-electronică și lansată printr-o licență open-source. De asemenea, e cea mai ieftină variantă a acestui obiect inventată vreodată.

Deși proiectul are o pagină de Kickstarter, el va fi fost finalizat odată cu prima serie de obiecte distribuite, după care artiștii plănuiesc să publice toate notițele de design, cât și contactele furnizorilor lor, printr-o licență Creative Commons sau Open-Source Hardware, astfel încât oricine va putea să continue producția acestui proiect cu potențial comercial. Până atunci, însă, bucurați-vă că “deranjați” cursul istoriei cu un obiect media arheologic.

Tags: instrument optic x kickstarter x open source

Comments are closed.

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NEOLUCIDA: NIFTY OLDE ART TOOL, REINVENTED!

By Kyle Petreycik | May 8, 2013 - 12:00PM

The *camera lucida* is not a new invention — the optical drawing aid has been used by many master artists throughout the 19th century. With a clever application of optics, this tool lets artists “see” both their hand as well as a holographic-like illusion of their subject on paper, allowing him to draw with photographic precision with great ease. It has not been been manufactured for quite some time. The tool is now an expensive vintage rarity, costing at hundreds of dollars for even the clumsiest one of your own.

Pablo Garcia is now collaborating with Golan Levin are producing an updated *camera lucida* for the 21st century. The *NeoLucida* uses the same optics of the olde model in combination with lightweight and portable parts — a successfully designed, smaller, more portable device. Oh and its cheap, like very cheap. You can have one of your very own Neolucidas for as little as thirty bucks!

You may remember Pablo Garcia from his *Venus Webcam* project with Addie Wagenknecht at Eyebeam’s F.A.T. Gold retrospective — the project that got us locked out of Facebook. Yey. Back this Kickstarter.

Tags: CAMERA LUCIDA, GOLAN LEVIN, KICKSTARTER, NEOLUCIDA, PABLO GARCIA
Kickstarting: A $30 Optical Tool For Drawing With Camera-Like Accuracy

The NeoLucida, a simple optical drawing tool, is set to disrupt the way artists work.

BY MARGARET RHODES

2 MINUTE READ

It’s a widely held belief that the Old Masters were exactly that: masters, such as da Vinci and Vermeer, who painted in flawlessly precise freehand. There are savants with steady hands, no question. But there are other techniques to consider, which David Hockney (an artist of our age who also pioneered iPad art), expounds on in Secret Knowledge: Rediscovering the Lost Techniques of the Old Masters, in which he lays out exactly how European painters used mirrors and lenses to create their compositionally perfect portraits.

That surprised Golan Levin, an interaction designer and a tech performance artist of sorts—and one of Fast Company’s people shaping the future of design in 2012. Why? “Mostly because it seemed like a truth, but none of my colleagues talked about it,” he tells Co.Design. Levin teaches at Carnegie Mellon and also sits on the admission staff. “All these students come to me from high school, and they think art equals painting, and painting equals realistic painting. They’re being set up to believe they need superhuman powers.”
[Students are] being set up to believe they need superhuman powers.

Pablo Garcia, an art professor at the School of the Art Institute in Chicago, has been hip to the (controversial) idea for some years and has amassed an extensive collection of optics. He offered to let Levin try out a camera lucida, one of the tools Hockney says the Old Masters used to capture their subjects more realistically. Levin loved it, and the duo decided to make a 21st-century version.

Co.Design’s Making It series highlights up-and-coming designers with bold ideas for solving the problems that bedevil all of us. Click here to read more.
A camera lucida is a simple machine: A small prism reflects the image of the subject so the viewer can see their own hand, plus the image, and trace a more accurate rendering onto the paper. The effect isn’t far off from the Google Glass video demos we’ve been seeing. There are layers of images available in your line of sight—for you to use in some smart way. But the only lucidas still available are collectibles, and run a price tag north of $300—more than Levin and Garcia believed college students would pay. As it turns out, manufacturing just several lucidas costs $20,000, but each additional prism costs just pennies.

But unlike most other runaway Kickstarter hits, this isn’t—or wasn’t—supposed to be a business.

Which is why the NeoLucida sells for $30. It’s perfect for Kickstarter. Since launching the product on May 8, Levin and Garcia are already hearing from people who missed out on the first 2,500 they made available. But unlike most other runaway Kickstarter hits, this isn’t—or wasn’t—supposed to be a business. “This whole thing is a performance, or an intervention, or just artwork,” Levin says. Luckily, the project had enough demand and interest so that just two days after going live, Levin and Garcia confirmed that there will be an unlimited second production run, conducted by professional manufacturers.

The effects of getting the NeoLucidas out into the market should be interesting. Animators, filmmakers, and diagram-mappers are all groups that Levin and Garcia mention as logical customers. Because for all the advancements we get with graphic illustration and photography, people still want roll up their sleeves and draw like an old master.

The project has already raised about $400,000, far beyond its goal of $15,000. Support the campaign here.
Looking to support some awesome photography projects? Channel your inner venture capitalist and get in on these crowdfunding prototypes.

NeoLucida

The camera lucida, an old 19th-century optical technique that artists employed to help draw what they see, has been updated for the modern age by two university art professors. Pablo Garcia, an assistant professor at the School of the Art Institute of Chicago, and Golan Levin, an associate professor at Carnegie Melon, devised an inexpensive, portable camera that allows the user to “draw from life,” as the creators put it.

What is a camera lucida? As Garcia and Levin put it, a camera lucida is “a prism on an adjustable stand. When an artist looks down through the prism, they see the world in front of them, plus their hand on the page, combined in perfect superimposition. In short, a camera lucida allows you to trace what you see.” Highly popular in the 1800s, it’s an effective method in portraits. In Garcia and Levin’s modern version (shown above), the NeoLucida is highly portable, with a small prism attached to a flexible stand with clamp. There’s no electricity required nor are there any computer components reproducing the image – low-tech meets high-tech, if you will.

For those who want one, you’re a bit out of luck. While there are still 28 days left in the Kickstarter campaign, the projects has surpassed its $15,000 goal — garnering more than $378,000 from more than 9,000 backers — and sold out its initial production run. You can still get in on the second batch with a $40 pledge, but that’s also going fast. Delivery is expected in September and December. The good news is that the creators plan to release the product details as an open source project, allowing us to build our own NeoLucida.
NeoLucida, la tecnología que trae los secretos del dibujo en el siglo XIX a los tiempos modernos

Por Redacción / Sin Embargo

Ciudad de México, 19 de mayo (SinEmbargo).- En una época en la que el papel de la tecnología en el arte se ve constantemente cuestionado, resalta el hecho de la aparición de un aparato que posiblemente avivará esta discusión. El artefacto no es nada nuevo, tiene más de 200 años de antigüedad.

A principios del siglo XIX, muchos artistas utilizaban una aparato conocido como camera lúcida o cámara lúcida, el cual fue patentado en 1806 por William Hyde Wollaston. El objetivo era simple: copiar una imagen real para poder dibujarla.

Dos siglos después, dos profesores de arte están tratando de traer de vuelta la cámara lúcida, en forma de un aparato portátil y de bajo costo: la NeoLucida.
Este nuevo aparato fue creado por Pablo García, profesor asistente de Prácticas contemporáneas en la Escuela del Instituto de Arte de Chicago, y por Golan Levin, profesor asociado de computación en la Universidad Carnegie Mellon de Pittsburgh.

Al igual que las cámaras lúcidas originales sus componentes no son electrónicos. En su lugar consiste principalmente de una pequeña pieza ocular que contiene un prisma.

La pieza ocular se apunta en dirección del objetivo, al mismo tiempo en que se coloca sobre el papel por medio de un extensor flexible similar al de ciertas lámparas de escritorio.

Cuando el usuario mira a través del prisma puede ver el papel bajo el aparato con una imagen reflejada del objetivo encima de él.

Las cámaras lúcidas originales pueden encontrarse en sitios de ventas en internet a un precio de 300 dólares. Sin embargo, la NeoLucida está disponible a sólo 30 dólares en la página del proyecto, soportada por Kickstarter.

La iniciativa de García y Levin no consiste en poner en marcha un negocio como la mayoría de las campañas albergadas en el seno de Kickstarter. Por el contrario, sus creadores pretenden captar la atención de la gente hacia el arte, por medio de su relación con la tecnología.

Las solicitudes en la página fueron utilizadas para poder financiar un surtido de 500 aparatos, de los que no se fabricarán más después de que concluya la campaña. No obstante, cuando finalice este periodo, los datos referente al diseño y partes del aparato estarán disponibles para cualquiera que quiera utilizarlos.

Muchos artistas usaron durante el siglo XIX la cámara lúcida para ayudarlos a bocetar y a copiar personas y paisajes. Sin embargo, también hay teorías controversiales que sugieren que algunos de los más famosos maestros de la pintura dibujaron algunas de sus más grandes piezas maestras ayudados por estos aparatos y no por sus propios medios.
Mexico City, May 19 (SinEmbargo) - At a time when the role of technology in art is constantly questioned, it highlights the fact of the appearance of a device that will possibly revive this discussion. The device is nothing new, more than 200 years old.

At the beginning of the 19th century, many artists used an apparatus known as *camera lucida* or camera lucida, which was patented in 1806 by William Hyde Wollaston. The goal was simple: copy a real image so you can draw it.

Two centuries later, two art teachers are trying to bring back the camera lucid, in the form of a portable and inexpensive device: the NeoLucida.
This new device was created by Pablo Garcia, an assistant professor of contemporary practice at the School of the Chicago Institute of Art, and Golan Levin, an associate professor of computation at Carnegie Mellon University in Pittsburgh.

Like the original lucid cameras their components are not electronic. Instead it consists mainly of a small eye piece containing a prism.

The eye piece is pointed in the direction of the lens, while it is placed on the paper by means of a flexible extender similar to certain desk lamps.

When the user looks through the prism he can see the paper under the device with a mirror image of the target above it.

The original lucid cameras can be found on internet sales sites at a price of $300. However, the NeoLucida is available for only $30 on the project page, supported by Kickstarter.

The initiative of Garcia and Levin is not to start a business like most of the campaigns housed in Kickstarter. On the contrary, its creators try to capture people's attention to art, through their relationship with technology.
I have three very good reasons to write this post. One is that the camera lucida is just a kick-ass gadget, the kind of thing that all you creative iOS owners out there will presumably love. Second, the Kickstarter video which accompanies it is both interesting and educational. And third, I have an idea for a version that will use your iPad and iPhone.

The camera lucida is an old piece of technology. It’s a drawing aid for artists which uses a prism to let you look at your paper and your subject simultaneously. To your eye, it appears as if the subject before you is projected onto your sheet of paper, and all you have to do is trace the image you see.

The device makes it easy to produce accurate drawing of anything, making you look awesome. You’ll even be able to draw hands!

The thing is, nobody makes them anymore. Until now. The NeoLucida is a new Kickstarter project by university art professors Pablo Garcia and Golan Levin. They are confirmed fans of the gadget, and decided they wanted to make one cheap enough that their students could afford to use them. So instead of spending $300 on eBay for an antique example, you can grab a brand new one for just $30.

Or rather, you could. The first and second runs have already sold out. Which brings me to my idea…

What about an app that beams the image from your iPhone to the iPad, and lets you draw over that image in a layer on top of the projected video stream? Sure, you could just draw over a still photo, but that’s just lame – you might as well just stick with the photo. Maybe there’s an app out there already that I didn’t find. If not, then maybe somebody should make it? Not that Garcia and Levin’s students will be able to afford it. If $300 is too much for an everyday tool (as they suggest in the video) then surely none of the students will own either an iPhone or an iPad, let alone something like a Mac, all of which are tools and all of which cost more than just $300.
Bringing the Camera Lucida back from the dead

An all-but-disappeared prismatic reflection device used for drawing is seeing a resurrection, thanks to Kickstarter.
An all-but-disappeared prismatic reflection device used for drawing is seeing a resurrection, thanks to Kickstarter.

Think of the **Camera Lucida** as a sort of tiny reverse overhead projector. Popularised over 200 years ago, the device superimposed a reflected image of the scene in front of the artist onto a sheet of paper — allowing sketch artists peering through the viewfinder to simply trace real life.

Although the Camera Lucida was useful across the sciences as well as art, it has only been available as a highly specialised tool in recent years, falling into disfavour and disuse. Until two artists and art professors decided to bring it back.

Pablo Garcia and Golan Levin have redesigned the Camera Lucida, creating an affordable, portable version of the device, which they are calling the **NeoLucida**. It is the first portable Camera Lucida, they claim, to be produced in over a century, and, at just US$30, the most affordable one ever made.

"We want to make this remarkable device widely available to students, artists, architects and anyone who loves to draw from life," the pair said on Kickstarter. "But to be clear: our NeoLucida is not just a product, but a provocation. In manufacturing a Camera Lucida for the 21st century, our aim is to stimulate interest in media archaeology — the tightly interconnected history of visual culture and imaging technologies.

Part of their aim is to bring back the relationship between photo-realistic drawing and the imaging technologies used by the artists who perfected it. Although students are taught to draw photo realistically, Garcia and Levin said that they're not taught about the tools. By bringing the tools back into the equation, they hope to reopen the discussion about art and technology.

The NeoLucida is built almost exclusively from prefabricated parts, allowing the team to keep the cost low. Unfortunately, though, the Kickstarter run of 2500 units has already sold out, and Garcia and Levin have no plans at this point to create any more. But hope is not lost.

"Once we've finished distributing the NeoLucidas, we will publish our designs, CAD files and all of our supplier data with a liberal Creative Commons and Open-Source Hardware (OSHW) licence, so that anyone who wishes can continue the project (including, potentially, commercially)," they said. "Our design and other manufacturing information will appear on **NeoLucida.com**, Instructables, Scribd and other appropriate sites."

And, because the **Kickstarter campaign** was so successful, so quickly — receiving US$90,865 of its US$15,000 funding goal in just a few days — they may create additional units further down the line, especially for schools.

(Credit: Pablo Garcia & Golan Levin)
The NeoLucida could help you draw like an Old Master

09 MAY 13 /
by IAN STEADMAN (HTTP://WWW.WIRED.CO.UK/SEARCH/)

If you've always wanted to draw or paint like an Old Master, then the vital piece of equipment you were missing to help you reach your goal was the camera lucida.

Once a common tool for artists, architects, illustrators and anyone else drawing from life, a camera lucida (literally "light room") lets its user trace the image of what they see. Pablo Garcia and Golan Levin -- both art professors, from the School of the Art Institute in Chicago and Carnegie Mellon University respectively -- want to bring it back, with a Kickstarter raising funds to manufacture a cheap and simple modern version they call the NeoLucida.

Garcia and Levin subscribe to the controversial theory expounded in David Hockney's Secret Knowledge that the great advances made in western art during the Enlightenment were made possible by the parallel advances in optic technology. Better lenses and mirrors, and devices like the camera obscura, made drawing from life easier than ever before. The camera lucida was one of these tools.
Patented in 1807 by English physicist William Hyde Wollaston, the camera lucida works on a very simple principle. Looking through a four-faced glass prism on an adjustable arm, the artist sees both the paper they are drawing on and an image of whatever is directly in front of them superimposed onto the paper. It makes tracing over the image incredibly simple.

The invention of modern photography left many old reflective tools like the camera lucida seeming redundant, and it's since become something of a niche collectible. Antique versions can be expensive and there aren't too many being sold (a quick search brings up one for close to £100, and one more bidding at £10).

Garcia and Levin write: "We like to think of it as a disruption to widespread assumptions about art-making and art history. Our design is lightweight (0.25kg), sturdy, compact enough to fit in a handbag, highly adjustable, totally non-electronic, and released with a liberal open-source hardware licence."

Garcia and Levin also claim that the NeoLucida "is the first portable, authentic camera lucida to be manufactured in nearly a century", but that's clearly not true, as even a cursory search on the web brings up a number of different suppliers from around the world. However, the portability, practicality and price of the NeoLucida is clearly impressive - - one NeoLucida only costs $35 (£22.52) for a backer on Kickstarter, and its flexible gooseneck arm is a big improvement on the antique system of adjustable knobs.

The Kickstarter has proved immensely successful in a very short space of time -- only two days after launch, the $15,000 (£9,651) goal has been reached many times over. Right now, almost $100,000 (£64,000) has been pledged, forcing Garcia and Levin to post an update to make it clear that the initial batch of 2,500 units has already been snapped up and they'll have to "hand off our open-source designs to capable and understanding commercial partners" so that there's actually a chance the thing will continue to be made.

Edited by LIAT CLARK
Vandaag:

Zo scoren voetbalclubs met big data
Nintendo Switch beter verkocht dan verwacht
Nieuwe auto-lift van Elon Musks nieuwe startup
Eerste nieuwsshow van Casey Neistat gaat over wiet

Crowdpleaser: 19e eeuwse schetsgadget

vrijdag 10 mei 2013 18:02
In 1806 werd de Camera Lucida gepatenteerd. Daarmee kon je zowel je schetspapier als je model zien. Nu is hij terug op Kickstarter.

Dat ze in 1806 ook niet op hun achterhoofd gevallen waren, is te zien aan het ontwerp van de Camera Lucida. Een vernuftig systeem waarmee je een model kon overtrekken. Maar de Lucida verdween uit de schappen en was alleen nog voor de echte liefhebber voor honderden dollars op Ebay te koop.

De Kickstarter-campagne NeoLucida brengt deze mooie techniek weer terug naar deze tijd. Het superlichte model maakt gebruik van exact dezelfde techniek als zijn 200 jaar oude voorganger, zoals de video laat zien. Ook is het te gebruiken als camerastandaard, maar dat is natuurlijk veel minder cool.

Dan nog even het succesverhaal: in 3 dagen haalden de initiatiefnemers bijna 100.000 dollar op, 7 keer zoveel als hun doel. De gadget ging de deur uit voor 30 dollar, maar is nu uitverkocht. Voor de snelle backer met de grote beurs is er nog een tickets voor een NeoLucida Workshop beschikbaar. De 3.500 dollar die je daarvoor betaalt, zal vast inclusief een exemplaar zijn.

Voor de verdrietige achter-het-netvisser: de iPad-app Morpholio Trace kan ongeveer hetzelfde.

crowdpleaser

Bram van Dijk
Bram is begonnen bij Bright maar inmiddels werkzaam voor RTL Nieuws. Gelukkig blogt hij nog regelmatig voor ons.

@ikbenbrampuntnl
The NeoLucida is an Modernized Version of the 19th Century Drawing Tool

By: Meghan Young - May 9, 2013
References: kickstarter & thisiscolossal
NeoLucida - has long been a scientific support for emerging artists available again

Thanks to the project through Kickstarter Blessed anyone can try their hand at painting or drawing using a camera lucida help. It is known for more than 200 years optical device used for application to the flat surface of the observed scene, so that the image can be used as a base for the created works of art. It revived an old idea in a modern setting two university lecturers arts.

The Latin phrase camera lucida can be translated quite freely as "luminous room," even though the device itself is not entirely associated with any room. There is also nothing to do with it unless known to all lovers of photography concept device camera obscura, an optical or darkroom. Also invented by meritorious for pictures (constructed include first straight jednosoczewkowy iris lens for the camera obscura, and then the first daguerreotypes) British chemist William Hyde Wollaston apparatus consisted of a suitably trimmed and silvered prism on the arm allowing for the adjustment of its position. The artist looking through the prism set properly on the surface, which had created his work (paper, canvas etc.) has seen it applied to the picture of what was before him. This allowed him to freely draw and paint like using tracing paper.