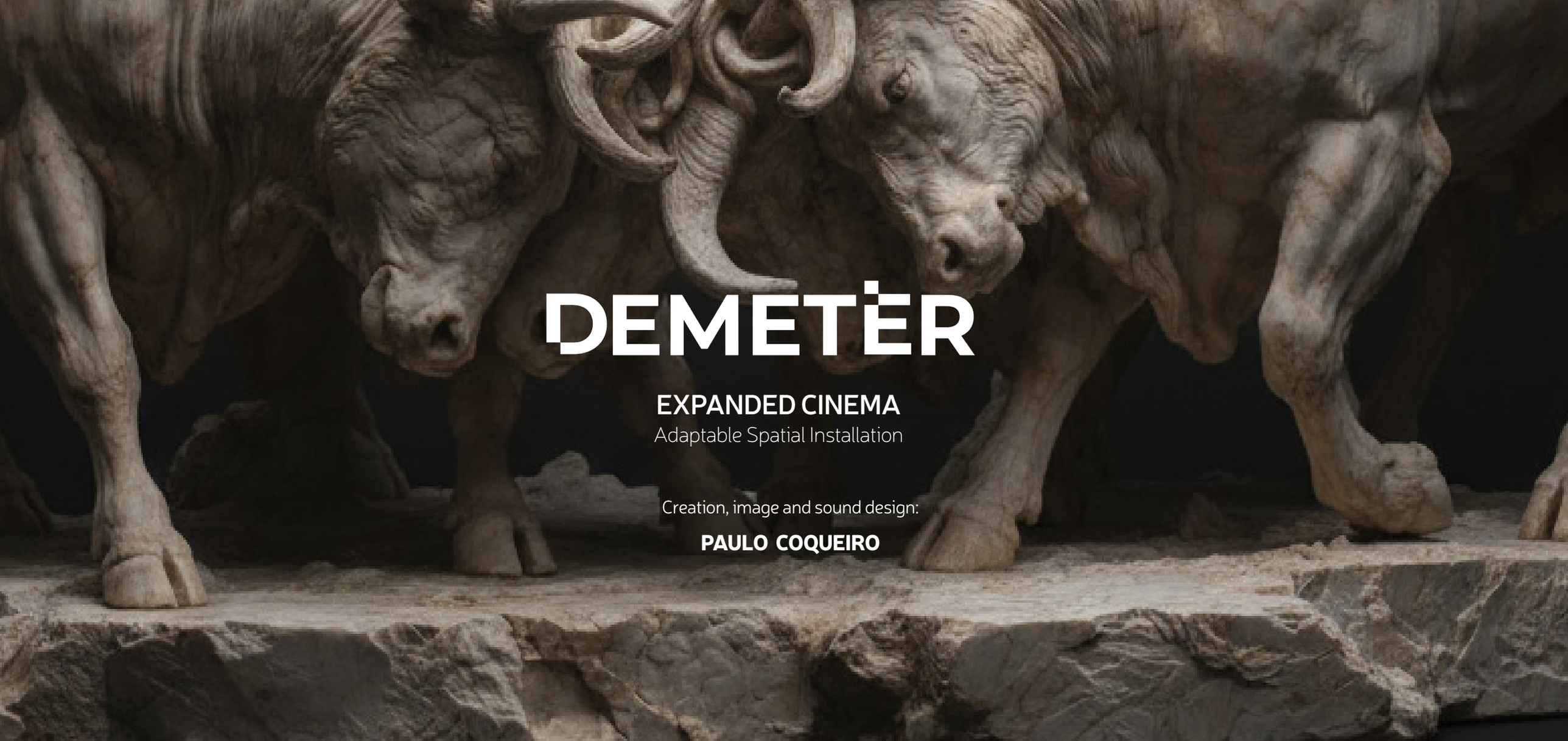


# DEMETER

## EXPANDED CINEMA

Adaptable Spatial Installation

Creation, image and sound design:

**PAULO COQUEIRO**

# DEMETÈR

Single-channel moving image / Expanded Cinema / adaptable spatial installation

Brazil, 2026 — Color, sound, 5’49”

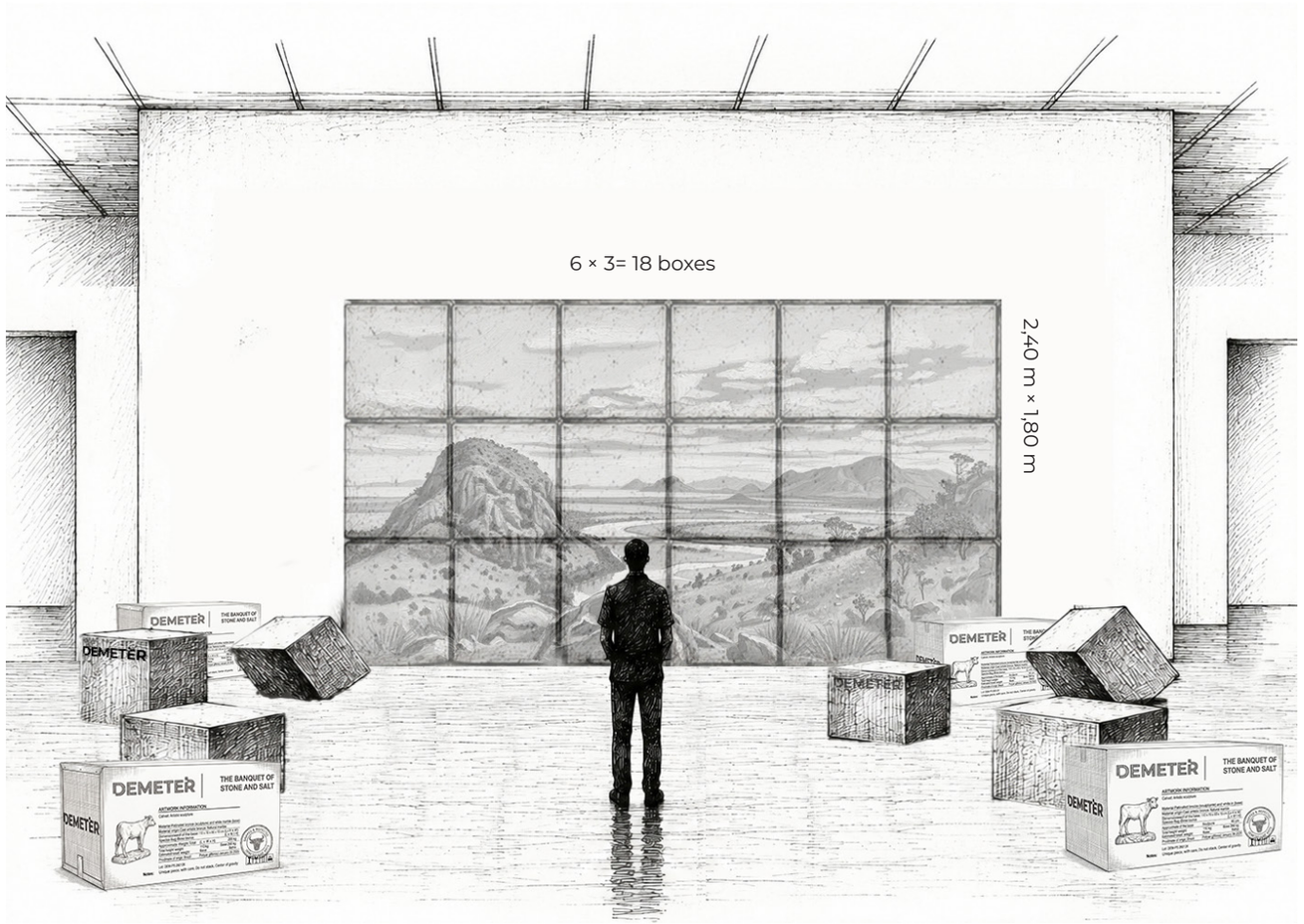
**Creation, image and sound design**

**PAULO COQUEIRO**

PAULO COQUEIRO

DEMETÈR

# Technical Installation Sheet




**1. Projection wall**
18 standard corrugated cardboard boxes arranged in a 6 × 3 grid, standing orientation.
Box dimensions: 40 × 60 × 30 cm
Reference wall dimensions: 2.40 × 1.80 m
The boxes are placed edge to edge, forming a continuous projection surface from floor level. The module is scalable: rows and columns may be added or removed according to the architecture and scale of the venue.

**2. Projection**
Single-channel digital video, 16:9, color, sound, 5'49"
Looped playback.
The image is projected directly onto the cardboard structure. The 16:9 image is adapted to the proportions of the projection wall according to the available installation conditions.
A ceiling-mounted projector is preferred, positioned frontally and perpendicular to the projection surface. A floor or pedestal-mounted projector may be used when appropriate.
Digital keystone correction is avoided whenever possible; alignment is achieved through physical positioning and lens shift.

**3. Audio**
Stereo sound through speakers.
Media player or computer with looped playback.

**4. Scattered boxes**
Approximately 10 additional cardboard boxes may be distributed asymmetrically across the floor. These elements are not part of the projection wall and are positioned so that public circulation remains unobstructed.

**5. Infrastructure**
Digital video playback system
2K or 4K projector
Stereo sound system
Electrical access
Projector mounting or floor/pedestal support
Controllable ambient lighting

**6. Fabrication and installation**
Standard corrugated cardboard boxes may be fabricated locally or supplied by the artist.
Approximately 28 boxes in total: 18 for the projection wall and approximately 10 dispersed throughout the space.
Installation time: approximately two days.
The configuration is adaptable to the specific architecture and conditions of each venue.

PAULO COQUEIRO

# DEMETER

## Expanded Cinema / Spatial installation

DEMETER can be presented as a single-channel moving-image work or as an adaptable spatial installation. In its installation form, the moving image extends into the exhibition space through a sculptural wall built from stacked cardboard boxes, turning the room into a temporary landscape of stock and storage. The image is projected onto the surface of this wall, and the seams, textures and irregularities of the cardboard become part of the image itself.

Rather than functioning as a conventional screen, the wall operates simultaneously as sculpture, architecture and projection surface, giving material density to landscapes that engage with the tradition of Brazilian landscape painting. Additional boxes may be dispersed throughout the space, creating a field of interrupted circulation that evokes warehouses, storage systems and agricultural infrastructure.

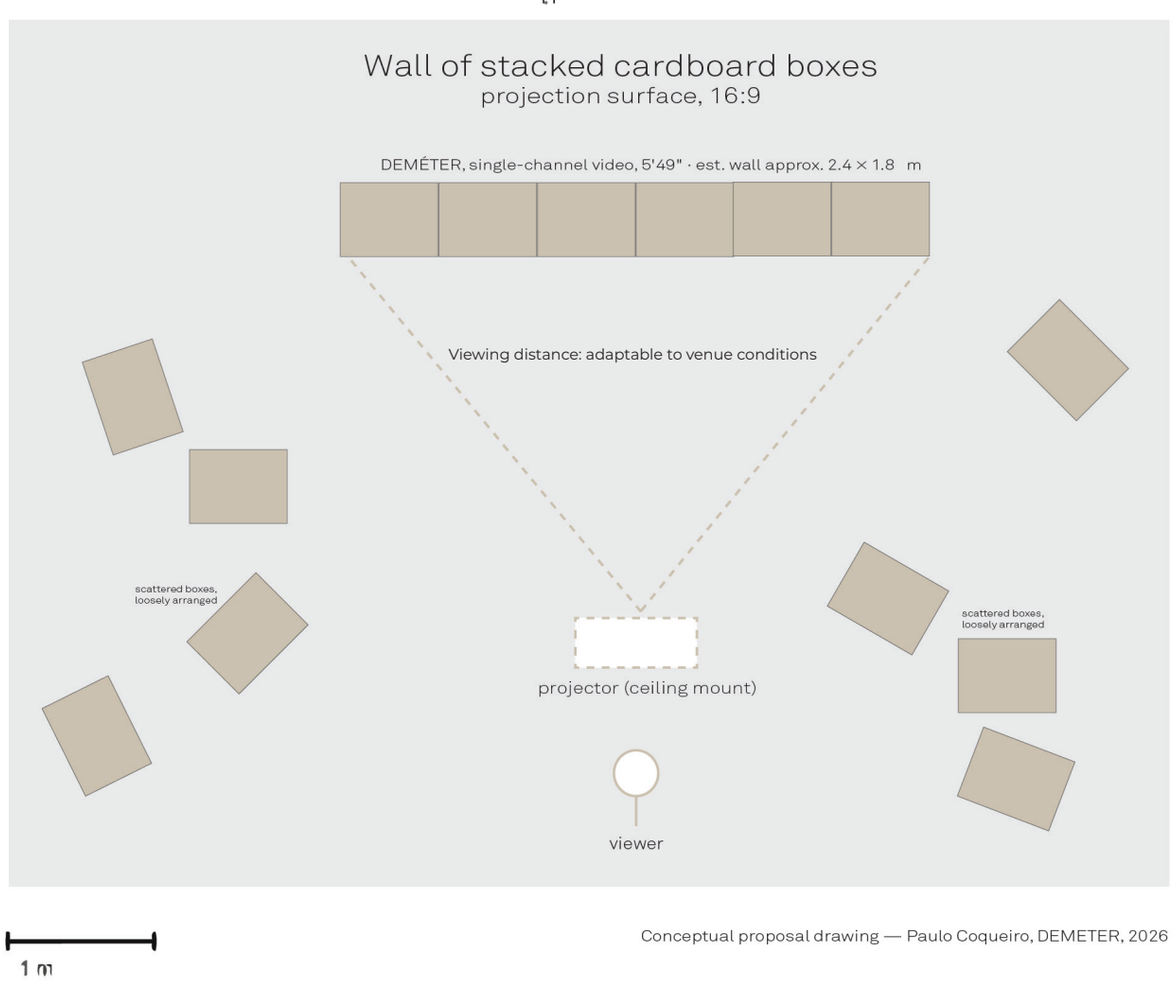
The installation investigates how landscapes are turned into commodity, monument and cultural memory. The moving image is therefore not confined to a conventional screen but becomes part of a spatial and material environment.

In this form, the work is site-responsive: the wall, the number of boxes and their dispersion are reconfigured according to the architecture and conditions of each venue. The installation is optional; DEMETER can always be presented as a single-channel moving-image work.

# Spatial configuration

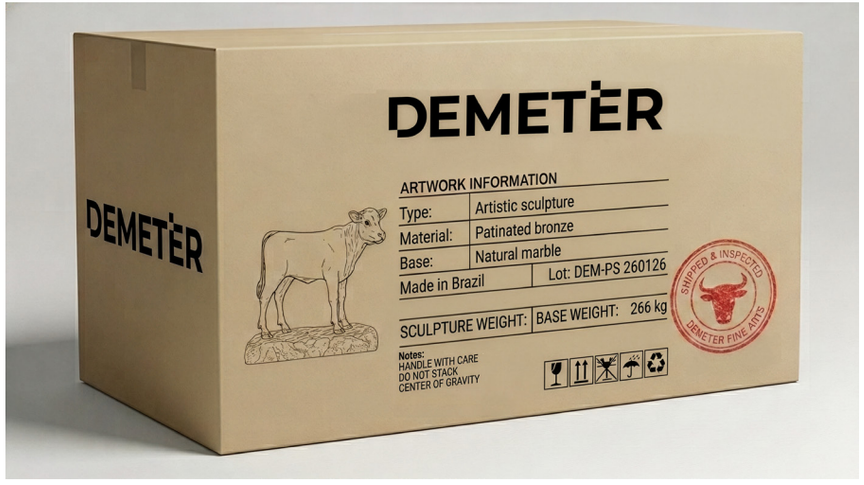
The installation is conceived as a flexible spatial arrangement rather than a fixed floor plan. The projected moving image occupies the cardboard structure, while additional boxes may be distributed throughout the exhibition space according to its architecture, scale and circulation.

The configuration shown here is one possible arrangement of the work.




Conceptual proposal drawing — Paulo Coqueiro, DEMETER, 2026

# Installation element (Proposed)




**Printed corrugated cardboard box**

40 × 60 × 30 cm
Digital print on corrugated cardboard

Boxes may be fabricated locally or supplied by the artist, according to the requirements of the installation and the conditions of the exhibition space.

# Video stills



Coastal Landscape with Pasture, after Eduard Hildebrandt (1844)



Coastal landscape with pasture, with a bronze calf sculpture, after Eduard Hildebrandt (1844)




Frame from DEMETER, 2026.




Frame from DEMETER, 2026.

# DEMETER

## Project Description

PAULO COQUEIRO

In its expanded form, DEMETER extends a single-channel moving image into the exhibition space through a sculptural wall constructed from stacked cardboard boxes. The projected image occupies the material surface of the structure, while additional boxes may be dispersed throughout the space, creating a temporary landscape of storage, circulation and infrastructure.

The reference configuration consists of 18 boxes arranged in a 6 × 3 grid, measuring approximately 2.40 × 1.80 m. The module is scalable: its dimensions and the distribution of additional boxes can be adapted to the architecture, circulation and conditions of each venue.

The wall functions simultaneously as sculpture, architecture and projection surface. Its seams, textures and irregularities become part of the image, replacing the conventional screen with a material and spatial surface. The moving image therefore extends beyond the rectangular frame and becomes part of the architecture of the exhibition.

The installation derives from DEMETER, a 5'49" experimental moving-image work developed through archival research, digital montage and AI-assisted transformation of historical Brazilian landscape representations. The work examines how landscape images participate in the construction of territory, colonial memory and ecological imaginaries.

Projected onto a structure associated with storage and circulation, the transformed landscapes shift between representation and infrastructure. The cardboard boxes evoke warehouses, agricultural storage and systems of circulation, while the projected images recall visual regimes through which Brazilian territories have been represented, classified and transformed.

The installation is site-responsive and may be presented at different scales. DEMETER can also be presented independently as a single-channel moving-image work.