Rafael Lozano-Hemmer uses a personally developed photographic alphabet, built with light projections of single letters on buildings in different cities all over the world. The large letter projections are made with the most powerful projector (110,000 ANSI-lumen, projection size 70x70m), placed on a 12-ton truck and powered by a diesel electricity generator.

The projections on location, in social housing projects, near shopping malls, government buildings, in industrial wastelands and near corporate headquarters, create a kind of public intervention, sometimes political, sometimes social or coincidental. In 1000 Plaititudes 1000 words are combined in a panorama of global urban space, a thousand words commonly used to describe the contemporary metropolis in context of the world’s globalisation.