

Joel Gethin Lewis & Alice Hardy

**THE BALCONY  
BROADCASTING  
COMPANY (BBC)  
PRESENTS**

**'I HEARD IT ON  
THE WASHING  
LINE'**

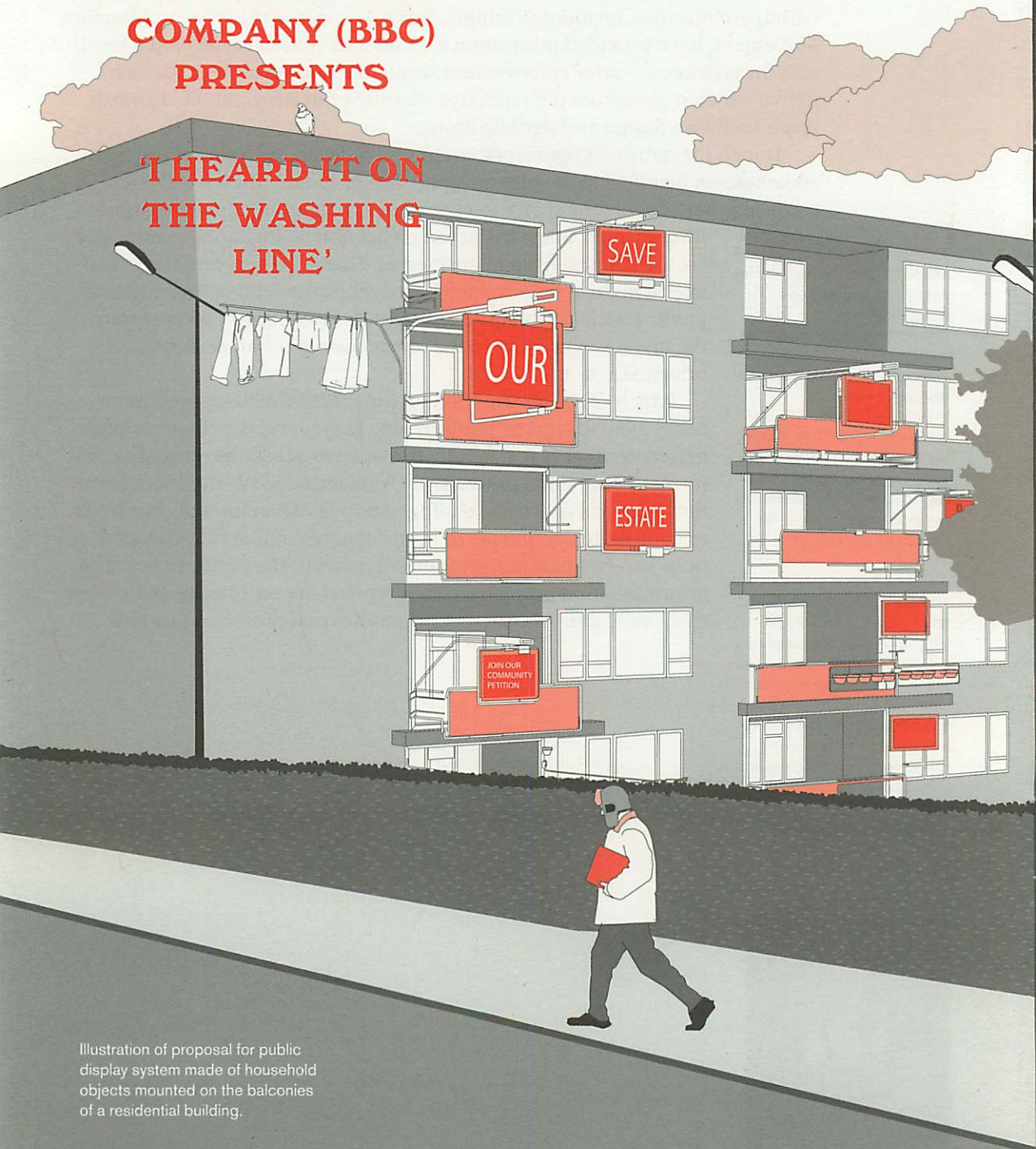


Illustration of proposal for public display system made of household objects mounted on the balconies of a residential building.

'I heard it on the washing line' is a proposal for an intervention on a council estate in Camden that could be adapted for use in any large building with balconies. Traditionally the balcony has acted as a platform for political and theatrical activity within a particular building or street. This project aims to amplify and aggregate balconies as a wider, but still local, platform for communication. Participant residents are facilitated to securely mount their TVs to face out into their street or other shared environment and connect to their neighbours TVs to form a larger decentralised community display. Where broadband networks are typically used to perpetuate the status quo of consumers and producers of media, the BBC creates hyper-local broadcasters supported by their own communities, all using open-source design, hardware and software.

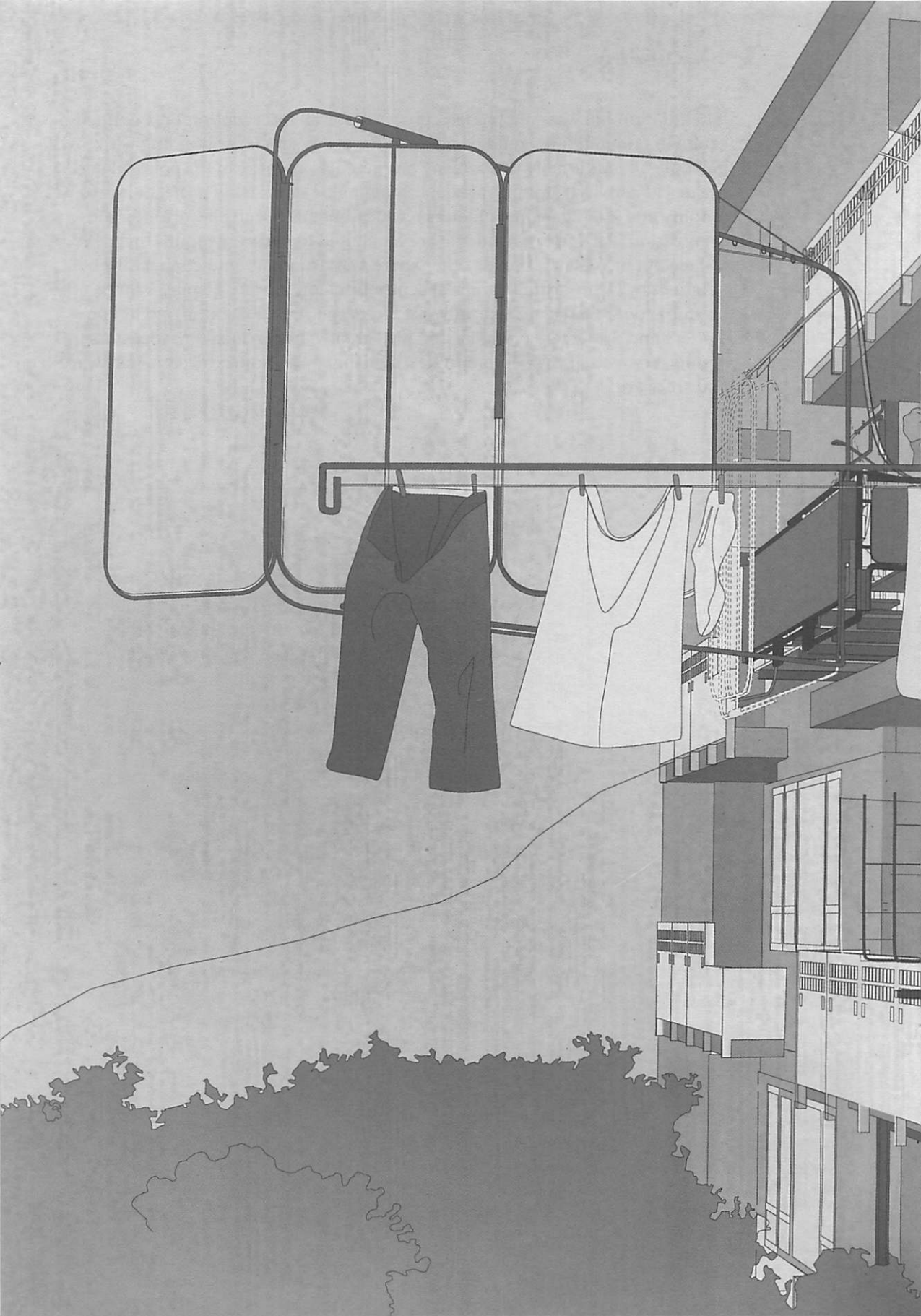
#### TECHNICAL NOTE

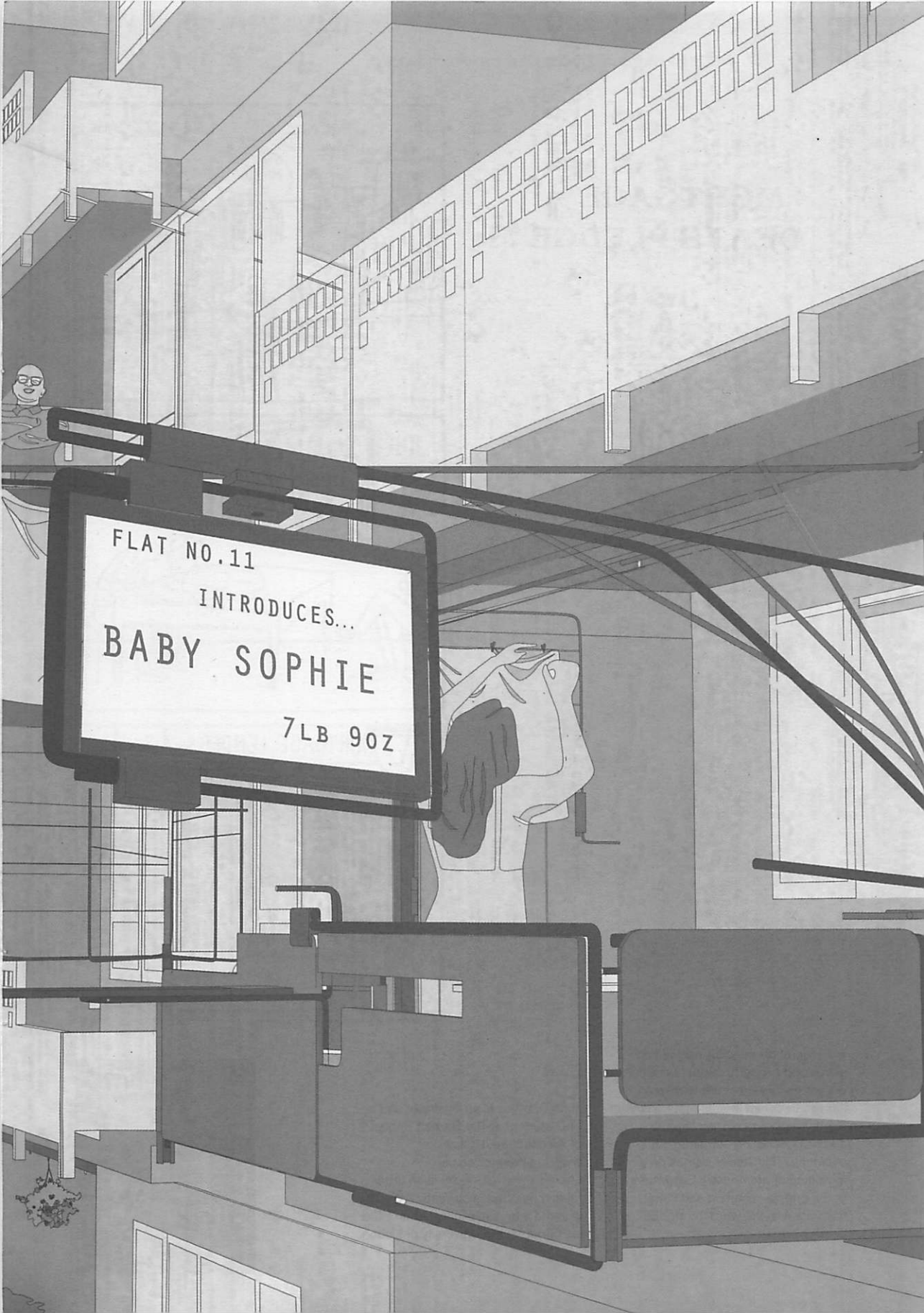
'I heard it on the washing line' is designed to be assembled by re-purposing commonly found household items and augmenting them with a few additional low-cost components. A web-based resource would provide recommendations and designs for adapting washing lines and similar objects to securely mount household televisions. Each television would be connected to a low-cost mini-computer such as a Raspberry Pi to form a node on the network (Raspberry Pi is low cost, highly available, runs on an open-source operating system, has a large and active developer community, and is manufactured in the UK). In terms of software, the broader principle is that each node on the BBC network would self-discover other nodes automatically. This would allow content initiated by any member of the network to migrate between nodes in a completely de-centralised way. Nodes could be coordinated through in-person or software-based negotiation by participants to form ad hoc giant displays.

**Joel Gethin Lewis** is the co-founder of Hellicar & Lewis, an open-source craft, design and technology studio based in Hackney. He holds a BSc from Imperial and an MA from the Royal College of Art.

**Alice Hardy** graduated from UCL Bartlett School of Architecture, UCL in 2015 and is currently working in an architectural practice.







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INTRODUCES...

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