Back to Reality

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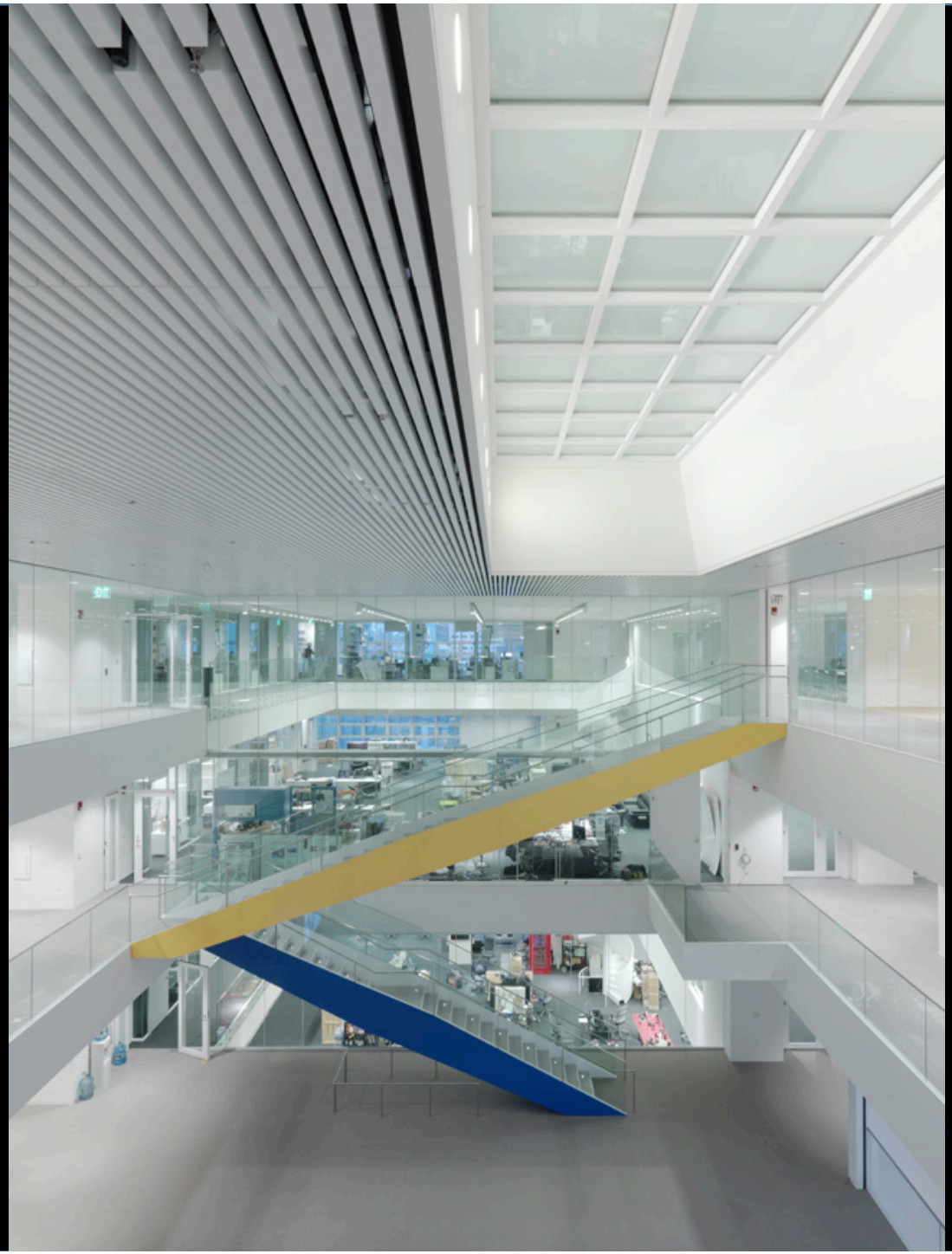
MIT Media Lab
October, 2010



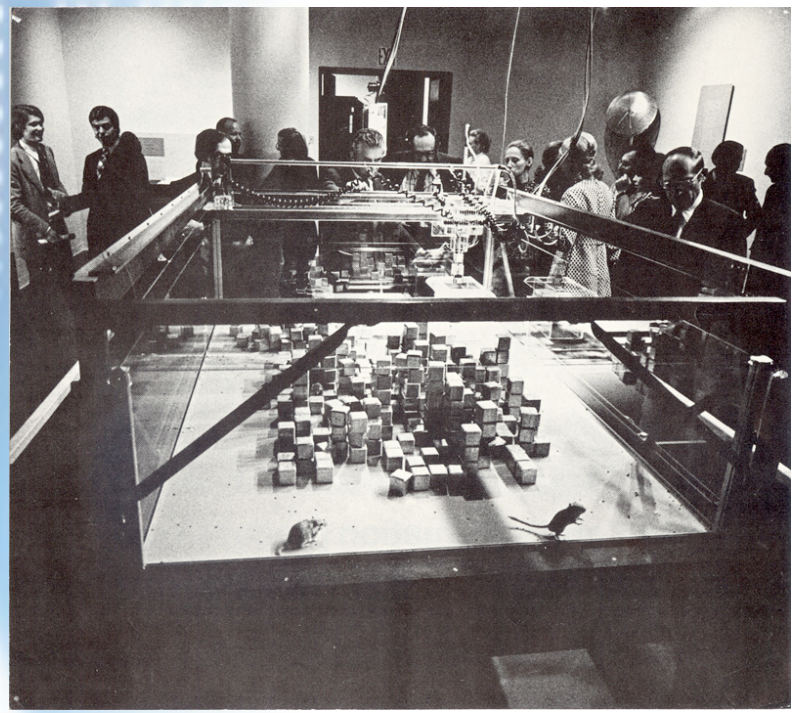
People in Places

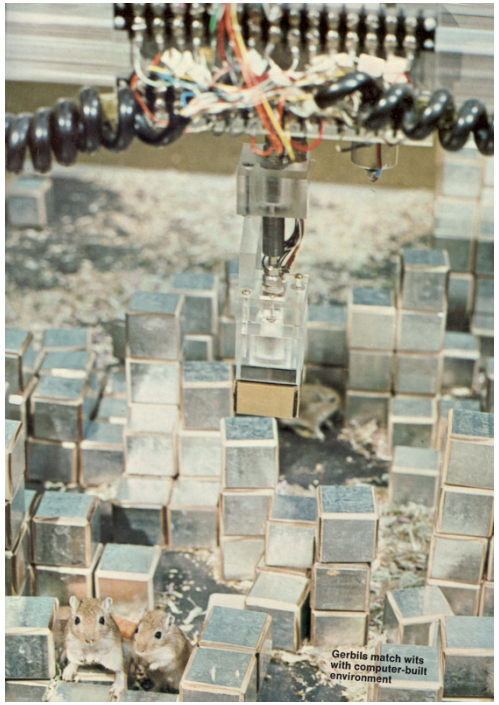
- Technology interacting with the physical environment
- Influencing Space
- Influencing technology
- (WE not me)

People in Places

Bata; “Sleep no More,” Diane Paulus

Building Space: Seek





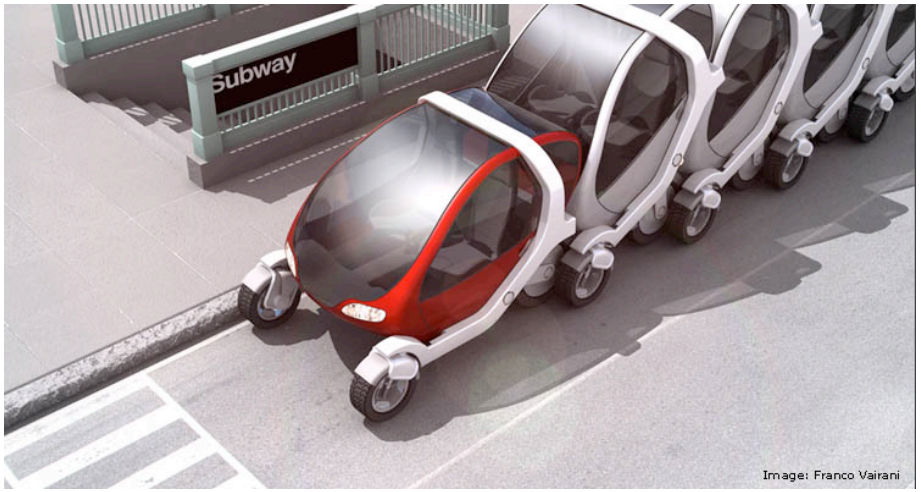
Architecture Machine Group, 1968

Spatial Thinking

Simonides of Ceos, c500BC; SDMS, 1976

Environmental Questions

- “Design motility for a city you want to live in”
- “Design an information system that shows guests the ideas behind the visible work”
- “Make a phone we want to use…”

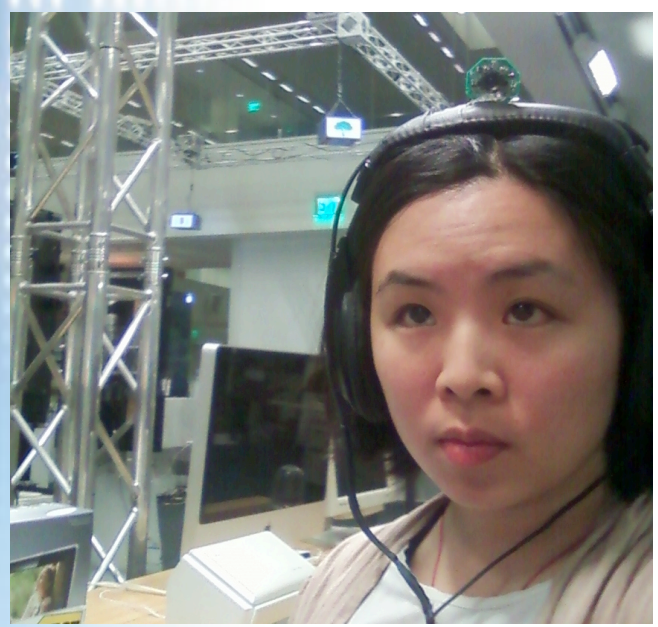


Understanding Space

- Re-design layouts for people and employees
- Integrate views of customers across physical and digital channels
- Quantify design and marketing efforts

Visible Networks

In a Good Network, the Intelligence is at the Edges.

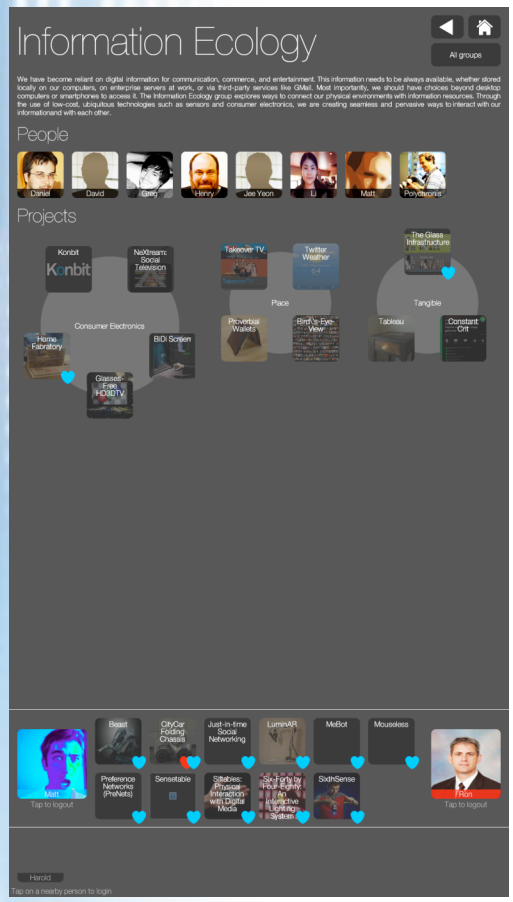
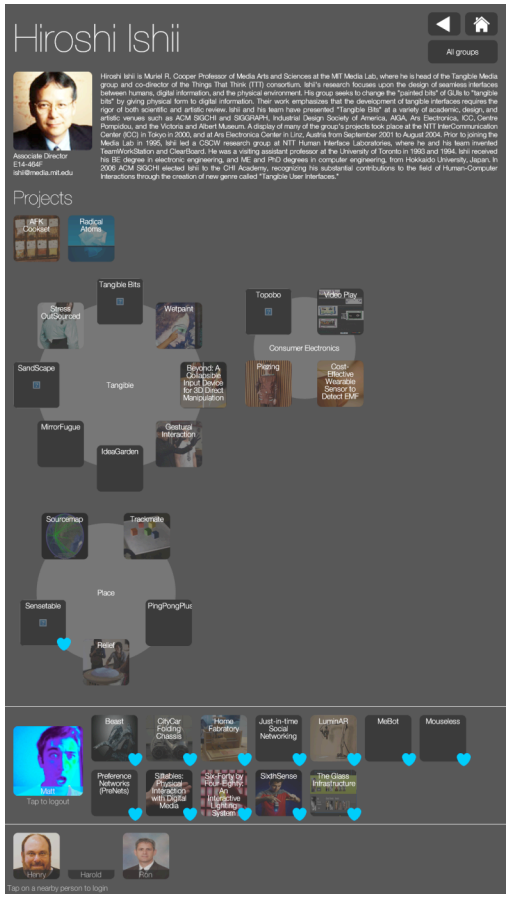


What One Looks Like in Front of the Television

Directionality

Light is All Around Us

How am I supposed to decide where to look?

Thoughts of a Viral Graduate Student

Glass Infrastructure