



A Touch of Code: Interactive Installations and Experiences

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Thanks to the omnipresence of computers, cell phones, gaming systems, and the internet, a broad audience has traded its past reservations against technology for an almost insatiable curiosity for all things technical. Against this background, unprecedented new tools and possibilities are opening up for the world of design. In addition to sketchbooks and computers, young designers are increasingly using programming languages, soldering irons, sensors, and microprocessors as well as 3D milling or rapid prototyping machines in their work. The innovative use of powerful hardware and software has become affordable and, most of all, much easier to use. Today, the sky is the limit when it comes to ideas for experimental media, unconventional interfaces, and interactive spatial experiences. A Touch of Code shows how information becomes experience. The book examines how surprising personal experiences are created where virtual realms meet the real world and where dataflow confronts the human senses. It presents an international spectrum of interdisciplinary projects at the intersection of laboratory, trade show, and urban space that play with the new frontiers of perception, interaction, and staging created by current technology. These include brand and product presentations as well as thematic exhibits, architecture, art, and design. The comprehensive spectrum of innovative spatial and interactive work in A Touch of Code reveals how technology is fundamentally changing and expanding strategies for the targeted use of architecture, art, communication, and design for the future.

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