
EXPRESSIONS

2006—2007

Art—Design—Technology

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Interactive Institute - a part of Swedish ICT Research

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A FEW WORDS

The purpose of all research is to expand our horizons. At Interactive Institute, we combine competences and methods from art, design, science, and engineering to create projects and prototypes that expand our horizons, not only with regard to technology, but also aesthetically and emotionally.

Throughout 2006 we have continued to receive incredible international attention for our work. The exhibition "Touching the Invisible" continued its world tour with stops in Stockholm and Montreal. At WIRED NextFest in New York we exhibited works such as Brainball and DigiWall together with several new prototypes from our successful STATIC! project. One of these prototypes, The Flower Lamp, was even nominated by TIME Magazine as one of the Best Inventions of the Year - an excellent acknowledgment of the quality and originality of the work produced within the institute.

Art and design, combined with new technologies, are powerful tools. We use these tools to address critical questions in society, to promote reflection, and to highlight possible solutions. As an example, 2006 was a year marked by an increased awareness of climate change as a result of human activities and rising energy consumption. Information technology of course contributes to that consumption, but we believe it can also help to reduce these problems. Interactive Institute and our sister institute

SICS therefore have several ongoing projects focused on developing products and services that can increase consumer awareness of energy consumption and lead to more sustainable behaviour.

Leaving 2006 behind us, we are now looking into 2007. Our goal for the coming year is to continue to work in the novel ways we have established and to take them even further. We will continue to extend the horizons of art and technology and we will use critical design to address new important areas. We have started the year by moving our Stockholm offices out to Kista, where we are now co-located with our sister institutes SICS and Acreo. We are eager to explore how this very technology-oriented environment can be transformed and invigorated by the addition of ideas from art and design, which will be illustrated by permanent as well as temporary installations.

In 2007, Interactive Institute - in Kista, Piteå, Eskilstuna, Norrköping, Göteborg and Växjö - will continue to raise questions, propose answers, and inspire innovation - locally and globally!

Staffan Truvé
CEO, Interactive Institute

◀ *'Kids On The Slide' is a responsive film installation for three screens, telling the little tales of kids that "come out and play" in urban settings that have rarely been depicted as playgrounds. The installation is made by Performing Pictures at Interactive Institute.*



Photo: Looove Broms

ABOUT INTERACTIVE INSTITUTE

Interactive Institute is a different research institution. We are a non-profit institute that work experimentally and create innovative results by combining art, design and technology. By exploring and integrating these three areas we develop interaction and communication between people and their environment.

Our objective is to conduct and publish research of the very best quality and to create concepts that challenge traditional ways of thinking, and that have the potential to become new products and services. We want to start a discussion about and a questioning of technology and how it is being used. Research is no longer about finding out what we can do – today it is also about considering the consequences, both for ourselves and our environment.

Another important goal is to develop people, increase their skills and visions of the future and thereby their abilities to build these visions into innovative results. We gather creative and talented people who understand not only art, design and technology, but also what it takes to bring new ideas to a larger audience. Our researchers develop innovative ideas and prototypes, from art installations and new games to interactive textiles and stress reducing tools. Our results affect all parts of society - industry, academy, politics and the public – and through this, people's everyday lives.

The institute is made up of researchers from many disciplines: artists, designers and engineers working together. We want to create a multidisciplinary working environment where ideas and people can grow. Our main office, along with several of our research groups, is located in Kista outside of Stockholm. We also have offices in Piteå, Eskilstuna, Norrköping, Göteborg and Växjö.

The creation of Interactive Institute originated in an initiative from the IT group of the Swedish Foundation for Strategic Research. The idea was to establish a new institute consisting of a national network of studios deriving maximal advantage of and testing all the new possibilities provided by technology. In order to strengthen Swedish IT research, Interactive Institute became part of a group of research institutes in 2005, all within the area of applied IT research.

Facts:

- Interactive Institute was founded in 1998 by the Swedish Foundation for Strategic Research.
- Owner: Swedish Institute of Computer Science (SICS), which is a part of Swedish ICT Research, an organisation owned by the Swedish government and industry.
- Number of employees: approximately 60
- CEO: Staffan Truvé
- Main office: Electrum, Kista

◀ *Interactive Institute has a long experience of collaborating with artists in a research environment, which has resulted in an international Artist in Residence program.*

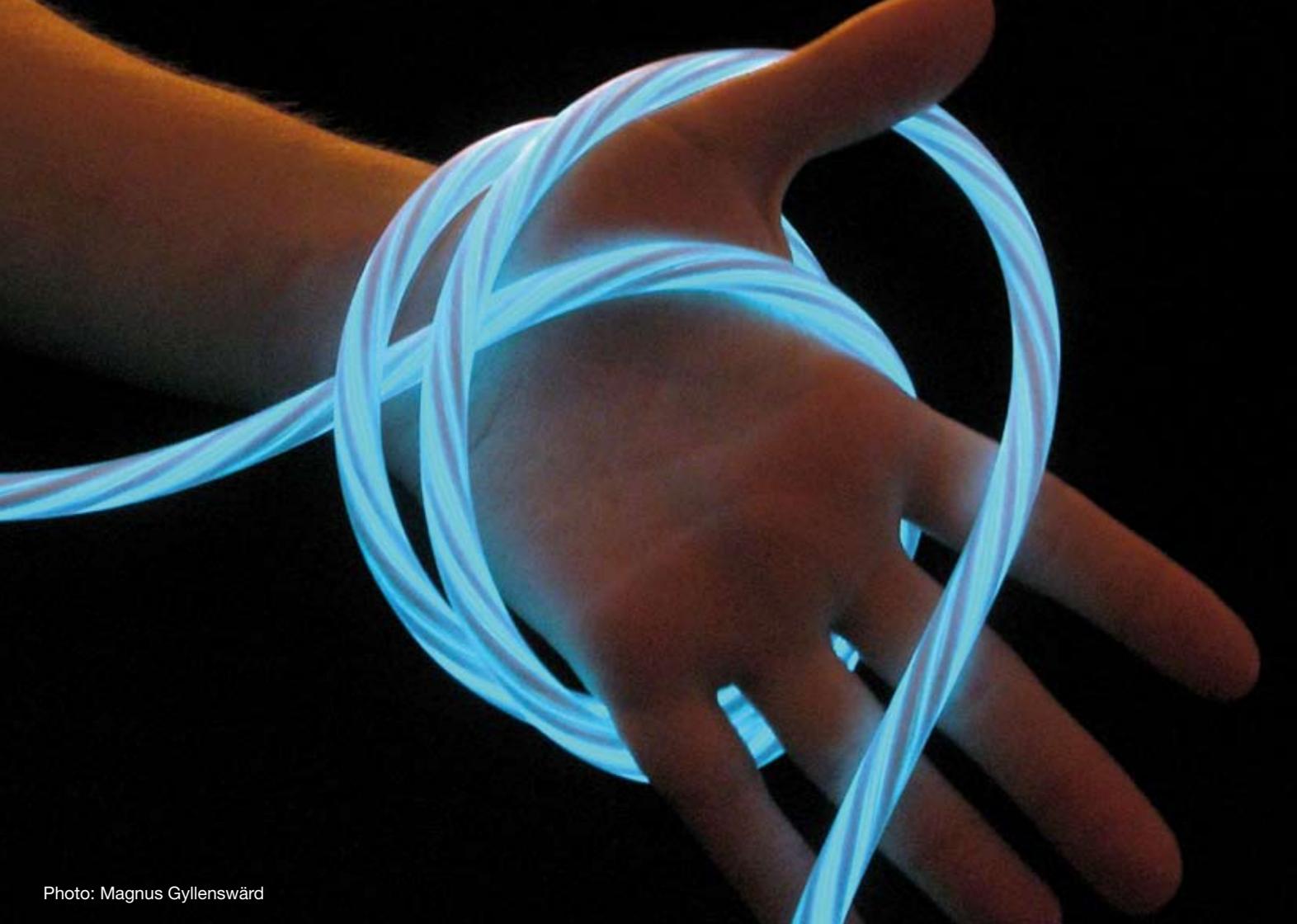


Photo: Magnus Gyllenswärd

EXPERTISE AND INNOVATION

We want our research results to reach all parts of society: industry, academy, community and the public. We have completed a number of successful projects with different actors, leading to new companies as well as products, innovations, exhibitions and social development.

Our contribution to the community can be simply divided into expertise and innovation. We have thorough knowledge in our research fields. This expertise enables us to carry out constantly evolving projects and to spread our knowledge via different formats, leading to the further development of society and our partners. Our participation in different projects often leads to new innovations. We challenge how things are done in the established trades and encourage innovative thinking.

Together with the Swedish Energy Agency we have carried out the successful design research project STATIC!, now being followed up by the AWARE project. The research aims to produce concrete prototypes in order to increase people's energy awareness. One of the prototypes from the first project, the Power Aware Cord, has been patented and will now be produced for the market.

Performing Pictures held a workshop with over 40 students and artists at the Albanian Academy of Fine Arts. The result, 6 collaborative works, was presented at a

crowded public event in Tirana. The process as well as the show drew much attention throughout the local art scene and Finnish-Swedish television (!) was there to document the event. Practitioners from a technologically neglected society were provided with our custom-made software and artistic direction, challenging the way imagery is mediated in today's world.

In the project Uni-verse we have, together with several partners, developed a protocol that will revolutionise the 3D world: an Internet platform with an open source code for multi-usable 3D graphics and sounds to use at home, in public or in private spaces.

DigiWall is a prototype that has been closely observed and talked about around the world during the last year. It is a digital climbing wall, both a physical game and a musical instrument, which started as an idea in the research studio in Piteå. Gradually there have been more actors involved and today the project has grown into a spin-off company – Digiwall Technology.

Are you interested in working with us? We have so many different forms of cooperation that it is difficult to even touch upon them here. If you have an idea or a problem, need some expertise on IT or simply need some innovative force in your organisation, do not hesitate to contact us.

◀ *The Power Aware Cord is designed to visualise energy use rather than hiding it - to make you more aware! More information: www.tii.se/static*



Photo: Rit Mishra

WHERE WORLDS COLLIDE

Since spring 2006 Interactive Institute has invested a lot of time and effort in finding and creating new meeting places for art and technology to open new doors where we can challenge the boundaries between the artistic and cultural scenes and the platforms of technology.

Can these arenas support each other? Internationally we can find several examples, but in Sweden they seem to live in two different worlds. In order to challenge the borders between the two areas we have started an Art & Technology program that will act to strengthen the entire art and technology area by creating generous meeting places, making invitations to collaborations and actively generating and participating in a public discourse.

One of the initiatives within the program is an international Artist-in-Residence program where we offer established artists the opportunity to freely develop and run projects with the support of Interactive Institute's unique platform and the expertise that exists within the institute. A number of artists have already completed the program, resulting in innovative and exiting projects, such as Man Machine which has been showed at a number of scenes in Stockholm.

As digital art reaches ever increasing audiences on a global scale, the Art & Technology program looks to

expand the vision within Sweden. As an initiator of digital art practice, the program is exploring ways in which public and private interests are negotiated in developing artworks for the public arena. Performing Pictures are currently working on a joint research project to examine the relationship between viewer, artwork and place in a series of urban installations of their interactive works. Art Productions has expanded its role into the public sphere with a proposal for a cultural infrastructure layer throughout Kista Science City. The project looks to combine cultural innovation, with commercial and political will to develop a culturally rich urban landscape.

With the exhibition area Interactive Salon, we have created a meeting place for culture workers, IT innovators, researchers, media creators and visitors. This is an international exhibition visualizing collaborations, where we form an interdisciplinary area that inspires collaborative creations.

In the end of August 2006 Performing Pictures took part in the grand opening of PUB in Stockholm and the new concept fashion department Awesome Rags! They presented The MirrorBox - a meeting point combining interactive technology and art. The visitor is given the opportunity to leave a personal imprint - a short message and/or drawing - on their reflection which is recorded by the box. The result is a series of short films that are created by the visitors themselves.

◀ *Have you ever reflected upon your own reflection? More information about the MirrorBox: www.tii.se/at*



Photo: Stefan Lindberg

BODY AND MIND IN THE DIGITAL AGE

Today, game playing is generally considered to be merely entertainment. At Interactive Institute we have taken it a step further and we ask ourselves: can people become more active from playing games – or less? What can be done with regards to social awareness and games?

The most common ways to play games today are in a sofa with a console in front of you or by the computer. We have created a computer game that is the opposite, as you have to make a physical effort to play. DigiWall looks like a traditional climbing wall, but is in fact a computer game. Every climbing grip is equipped with a sensor that registers hands or feet. This way DigiWall will always know where on the wall the climber or climbers are, which creates potential for a variety of games, exercises and competitions.

Is it possible to use your own body movements to communicate with technology? Can the body and its activities be used as an interface created from the human characteristics and the joy through movement? The prototype BodyBug gives you an opportunity to interact with technology through your movements and dance steps. BodyBug is a small unit that runs on your body as you move. Why not take a chance to dance with a digital

partner, it will sure make you move! More information: www.bodybug.se.

What happens if you cut of the electricity supply a couple days in a young person's life? Do we really need another oil crisis to make people aware of our energy addiction? Perhaps less drastic and more playful methods can be applied to recognise and spread information about energy. The project Young Energy investigates if it is possible to influence young people's energy related behaviour in a positive way, by using the energy meter in their home in combination with a mobile game where they can act as environmental agents in their every day life.

In collaboration with the municipality of Eskilstuna and university students from Mälardalen University we have created the computer game "Oxy and the black carbon dioxide", that is connected to a step counter. Not only is the game funny and makes the kids move, the purpose is also to enhance the understanding of the hazardous effects of carbon dioxide in our environment. The results from different schools can be found on the web and schools can compete with each other in the game.

◀ *DigiWall was a great success at the 2006 WIRED NextFest festival in New York! Interactive Institute was the only exhibitor invited from Sweden with 7 prototypes. Almost 50 000 people visited the festival, which presented new, innovative products and research results from 14 countries. To find out more about DigiWall, visit www.tii.se/sonic*



Photo: David Nilsson

CROSSING BOUNDARIES

Digital media can amplify and simplify communication between different cultures, enable preservation of cultural heritage and spread knowledge about different ways of life. During 2006 Interactive Institute has participated in and managed projects that use digital technology to facilitate communication across boundaries.

Video-Dnevnik (dnevnik = diary in Russian) is a tool used to understand different cultures and countries by using the video diary format as a method of collecting moving images. By inviting people to participate in a video diary, the project becomes a mosaic of fates, faces and families. Video-Dnevnik is a growing dictionary primarily covering Belarus, Ukraine and Sweden. The most original aspect of Video-Dnevnik is that the projects will create a dialogue between East and West by building an interface in several languages - Russian and English being the first two. Video-Dnevnik is using new media production and distribution methods to reach beyond new and old walls and boundaries. Interactive Institute is a host for the project, which has been initiated and led by artists Nils Claesson and Dmitri Plax. Visit www.video-dnevnik.org for further information.

The Interactive Salon at Stockholm City Museum opened in September 2006. This is an exhibition and a creative forum focusing on communication between the cultural

heritage community, researchers, ICT and creative industry. The exhibition contains of ten exhibits in forms of prototypes and products from different European research institutes, universities and museums. One of the installations is Touch of Kandinsky, a large interactive carpet with a Kandinsky-motif which responds when you touch it or step on it. Especially composed music inspired by Kandinsky's work completes the experience. The Interactive Salon exhibition will ambulate in several European cities during 2007.

Have you ever moved from one place to another? Are there any common aspects of people's experiences and stories about moving, irrespective of the different places they have moved from? "Flyttfåglar" is the Swedish word for migratory birds and the project [flyttfåglar] is a platform where young people tell their own stories about moving, using digital storytelling methods. Since the project is carried out in Växjö - in cooperation with the integration committee of the municipality of Växjö and Landstinget Kronoberg - the participants in the project have in common the fact that all of them have moved to Växjö. Their digital stories concerning this are made public by being exhibited in various places throughout Växjö, such as train stations, libraries, billboards, museums and town halls.

◀ One of the projects shown at the Interactive Salon is the Interactive Café Table. It is an old modified pillar table with a rotatable touch screen in the middle, creating an environment where multiple users easily can take part in and explore the content of the screen regardless of what side of the table they are sitting at. More Information: www.tii.se/culturalheritage



Photo: Anton Gustafsson

THE MOBILE LIFE

People of today live their life on the move. Through new technology we can work, communicate and play wherever we want. Mobile technology is a medium with infinite possibilities to support our mobile lifestyle.

Interactive Institute's Mobility studio has conducted a number of successful projects concerning mobile life during the past years, which has made it possible for us to be part of a new, larger research program - Mobile Life Vinn Excellence Center at Stockholm University.

The Mobile Life Center is one of 15 competence centers that have been selected by the Swedish Governmental Agency for Innovation Systems (VINNOVA) to become a so-called VINN Excellence Center. Each center will receive up to 70 MSEK funding from VINNOVA over a period of 10 years. It will be a world-renowned focal point for research in mobile services and ubiquitous computing, joining forces with local research organization such as Interactive Institute, SICS and KTH. It will have major partners from the IT and telecom industry, a number of small and medium-sized enterprises and from the public sector.

The telecom and IT industry is now facing the challenge of a second IT revolution, where the spread of mobile and ubiquitous services will have an even more profound effect on commercial and social life than the recent Internet revolution. Users will expect services that are unique

and fully adapted for the mobile setting, which means that the roles of the operators will change, new business models will be required, and new methods for developing and marketing services have to be found. Most of all, we need technology and services that put people at core. The industry must prepare to design services for a sustainable web of work, leisure and ubiquitous technology we can call the mobile life.

Different projects will run within the centre. The main areas will be: *Humans in motion* – services adapted for the truly mobile settings - on the road, commuting on public transport, leisure travel and tourism, etc. *Mobile media* – services for creating and sharing photographs, music, and other forms of personal media. *Pervasive gaming* – new and exciting gaming experiences that profit from a blend of real and virtual game elements. *Social mobile services* – services that take advantage of, and contribute to, social and emotional interactions.

The Mobile Life Centre will be a vital strategic component in ensuring that the IT and telecom industry successfully meets the challenges of the next ten years and beyond in the Kista region, in Sweden as a whole, in the European Union, and throughout the world.

◀ *For many families, travelling by car is an important part of their mobile life. However, it is not always that exciting for kids. Backseat Playground explores future mobile technology that combines the excitement of a computer game with the positive aspects of being on the road. More information: www.tii.se/mobility, www.mobile-life.org*



Photo: Loove Broms, Karin Ehrnberger

EXPRESSIONS OF ENERGY

Visualising invisible phenomena is often associated with Interactive Institute. Building physical prototypes and creating concepts that illustrate abstract thoughts or theories are important parts of our research. This approach has proven to be especially useful when it comes to understanding the relation between design and energy use.

For the last several years we have run a research agenda with support from the Swedish Energy Agency where we investigate how design can be used in different ways to increase people's energy awareness. This development builds on the knowledge from our previous research on technology as design material in Göteborg as well as our efforts to promote research on sustainable development in Eskilstuna. The agenda involves interaction and product design, service design, game design and studies regarding critical/reflective use. After our initial project, 'STATIC!', the Swedish Energy Agency decided to launch a larger research program called 'Energy, IT and Design'. The program currently finances five research projects of which two are run at Interactive Institute: AWARE and Young Energy.

The AWARE project studies how design can be used in order to increase people's awareness of energy in everyday life with respect to different lifestyles. People's

lifestyles and values in our modern society are deeply connected with their consumption patterns and use of electrical products and systems in the home. We use people's existing habits and ideas about energy and put them in new perspectives through design concepts and prototypes. The *AWARE Lifestyle Collection* is one of the results. It is a collection of thoughtfully designed energy aware products that fit into people's everyday life, their personal needs and their different lifestyles. One of the designs is the AWARE Chandelier where we combine the expression and status of a classic cut-glass chandelier with the modern and energy efficient low energy light bulb.

How can a service support customers to take control over their energy usage at home? Which are the incentives? How can the Automatic Reading System (AMR) be a platform for designing new models and energy services? In collaboration with Smedjebacken Energi AB, Eskilstuna Kommun and Live|Work London, a team at the Power studio has studied a commercially viable and sustainable energy service, WATTCH, with incentives for behaviour change. WATTCH is provided via a website and by means of IPTV and the measurement of the electricity consumption is made using the AMR. The model combines pre-payment of electricity, easily accessible consumption feedback to users and an incentives scheme with additional benefits that promote energy efficiency in the home.

◀ *The AWARE Chandelier gives the traditional cut-glass chandelier a completely new expression. More information: www.tii.se/aware*



Photo: Anette Andersson

A RESPONSIBLE APPROACH

In 2006 climate change got more attention than ever before. For the first time, the idea that human activity might have something to do with it was regarded as a fact rather than as a slogan of radical environmental activists.

Left with no one to blame, global warming became a governmental and corporate issue. It successfully made its way into our offices and all the way into our homes where it was discussed around the dinner table. Everyone agreed that something had to be done, but secretly hoped that whatever that might be would not involve any noticeable lifestyle changes.

It's a human trait to create, change and mould the space we inhabit. We are an ingenious and resourceful species with a special liking for designing our surroundings. Design is literally what shapes the material environment of our everyday life thus enabling or disabling human activity and behaviour. The desire to dictate our own conditions and our ambition to form a life world that is suitable for our own needs and comfort have resulted in many thousands of amazing inventions and innovations. Nowadays, many of these inventions also seem to generate problems, which is why we have to rethink and reflect upon the way we create things.

Environmental and societal ethics have long been topics within design - since the advent of modernism, there has

been a concern with how the forms of design, technology and society influence and determine one another. We now know that it is possible to influence the environmental impact of all of the products, services and infrastructures around us through responsible design thinking. Design decisions actually shape the processes behind the artefacts we use, determining for instance materials, transportation and waste. Environmental impact can often be predicted and to a great extent prevented, but it requires new methods and guidelines. We also know that the artefacts we use have the power to influence our behaviour and actions merely by the way they are designed, which presents us with the opportunity to affect people's awareness and choices regarding energy use.

We think that design research plays an important role in creating a sustainable future, which is why we have a strong focus on developing projects and collaborations within this field. A responsible and reflective approach towards design is becoming increasingly necessary in a society where new products are produced every day. Design is going to be not only a matter of what and how to design a given thing, but also about if we should design it at all. Maybe it is not a new product we need, but something else.

◀ *The Flower Lamp monitors overall energy usage in your household and rewards you by blooming if the usage is low. It is one of the prototypes developed in collaboration with FRONT within Interactive Institute's STATIC! project funded by the Swedish Energy Agency. The lamp was nominated by TIME Magazine as one of the 'TIME Best Inventions 2006'. More information: www.tii.se/static*



Photo: Alexander Grant

SOMEWHERE IN TIME

How do we construct reality? How is the past connected to the present and the future? There are probably as many interpretations of time, being and consciousness as there are individuals on this planet. Interactive Institute has looked at these questions in several projects, bringing abstract notions to life with the creative use of technology in combination with storytelling, scenarios and game play.

What do short text messages say about people's interconnected life stories? Most of us have text messages in our mobile phones that we do not want to throw away. They are connected to places, situations and people we love. In our Växjö-based project *stitching together* we invite text message-users to sewing circles, where we can share and transform them into tangible and physical messages made out of thread and fabric. By taking the time to embroider by hand or with a customized machine, we want to give people the opportunity to make these intimate, digital treasures last longer by creating a physical object that in itself manifests these memories and feelings outside of the digital world.

"Persian warrior Rustam goes hunting and loses his horse. Out looking for it, he meets with a beautiful princess and spends the night with her. A son is born, who will not meet his father until many years later..." This legend is represented in a carpet created by one of our research

groups, Visions for Museums. It was showed together with antique objects and contemporary art from Azerbaijan at the exhibition "Caravanserai", at Arkeologisk Museum in Stavanger. Using a modern copy of this antique carpet, we made it interactive and created an experience room around it. It is triggered by the visitor standing or sitting on the carpet, and tells the legend of Rustam in a voice from within the carpet. The room follows the mood of the story as it shifts from romance to drama by slowly changing the atmosphere through the use of light and sound.

Pervasive games are a radically new game form that extends gaming experiences out into the physical world. Interactive Institute is one of the participating organisations in IPerG, a European research project that investigates this new field. The game Momentum was created within the project to explore the borderlands of what is possible, what is enjoyable and how far can we take it. As a result, dead radicals possessed a group of gamers for a month in what can be described as a mix between street theatre and a computer game. The political history of Stockholm became a magical landscape in which 30 participants were drawn into a fantastic story about personal influence, political change and the constructed nature of reality.

◀ *Reaktor 1, R-One, the first nuclear reactor in Sweden, was built in 1954. The reactor was shut down in 1970 and the area was decontaminated in 1982. This 43 room complex 100 feet below ground was the Momentum players head quarters during the game, a secret hide out accessible at all times. More information: www.prosopopeia.se*



Photo: Ingvar Sjöberg

LOOKING INTO THE FUTURE

Interactive Institute is in a very productive and developmental phase. We have recently moved to new premises in Kista outside of Stockholm where we became neighbours with our sister institute SICS. Several new projects and initiatives are starting up and we are looking forward to present new and exciting results!

One of our new research initiatives exists within the area of visualisation. Our society is facing an enormous increase in data and information generation. At Interactive Institute we believe that that one of the most important tools to tackle this tidal wave of information is various kinds of visualisation and perceptualisation methodology. In 2007 we will establish a new research studio in Norrköping - one of the focal points for visualisation research in the Nordic region. The research studio, which will work around the concept of perceptualisation, is a joint venture with Linköping University and a unique public visualisation centre that will open during 2008.

Art Productions, a part of our Art & Technology program, has been commissioned by Kista Science City and its associated commercial and property interest groups to develop a cultural infrastructure layer for the City of Kista. The project proposes a comprehensive plan that will define methods for embedding a series of dynamic cultural works and areas within the fabric of the city. The project is an important step in Art Productions ongoing vision to

stimulate collaboration and cross-disciplinary practice in technology related cultural production: through conceptual modeling, commissioning and the formation of strategic partnerships.

An important book project has begun at the institute. In order to reach a broad audience and to continue to draw attention to the connections between everyday energy use and design, all of the knowledge from the STATIC! project will be collected and documented in a book that will be published later in 2007.

Swedish Forum for Cultural Heritage is the new name of one of our research groups, Visions for Museums. The name change reflects their growth and the way that they have expanded into a part of the European Network of Expertise Centers established by EPOCH/EU.

Design research at Interactive Institute will be further developed and strengthened during 2007 through the formalization of a new design research program. Senior researcher Johan Redström has returned as the institute's Design Director after visiting the Danish Center for Design Research at Copenhagen's Royal Academy of Fine Arts, School of Architecture, as Associate Research Professor in 2006, and he will be leading the process.

◀ *During the autumn of 2005 a workshop with five artists and a number of engineers from the Interactive Institute was carried out. The result was presented in an exhibition at the National Museum of Science and Technology (Tekniska Museet) in February 2006. More information: www.tii.se/at*



HIGHLIGHTS IN 2006

January

- Publishing the book 'IT+Textiles'

February

- Man Machine exhibition at the National Museum of Science and Technology in Stockholm
- Jin Moen defended her PhD thesis 'KinAesthetic Movement Interaction - Designing for the Pleasure of Motion'

March

- Touching the Invisible exhibited in Stockholm
- Mattis Östergren defended his PhD thesis, 'Traffic Encounters - Drivers meeting face-to-face and peer-to-peer'

April

- Launch of the Art & Technology program
- New funding for the LIFE project

May

- Digiwall Technology wins second prize in Venture Cup Nord

June

- Our energy research receives 6 MSEK funding from the Swedish Energy Agency
- Mobile Life Center receives 10 years of funding from VINNOVA

July

- Peter Becker appointed member of the board of Riksställningar

August

- DigiWall shown at SIGGRAPH 2006 in Boston

September

- Publishing the book 'Interaction Design: Foundations, Experiments'
- Participatory Academy held in Växjö
- Major presence at WIRED NextFest in New York

October

- Audio Mostly conference in Piteå
- Interactive Salon at Stockholm City Museum

November

- The Flower Lamp nominated to TIME Best Inventions
- Touching the Invisible exhibited in Montreal

December

- Daniel Normark defended his PhD thesis 'Enacting Mobility - Studies into the Nature of Road-related Social Interaction'
- Men That Fall and Women That Turn exhibited in Hökarängen - Konsthall C, Stockholm

◀ *Brainbar is one of the prototypes in the exhibition 'Touching the Invisible' that has been touring all over the world in 2006-2007. Brainbar is a bar which serves you the drink you deserve - your brainwaves determine the metabolism between the machine and your own body.*

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