

# 1/6 Art, Books and Technology

## The Art of Books



**Solution**

Imagination is the most powerful instrument at our disposal. With it you can take any empty wall and transform it in pure art. The same goes with Books, empty pages now, a week later a story from earth to the moon, a story of finding the lost treasure or the uber love in the tumultuous city life. Fast forward to the present where we get all this and archive them in technology for simpler use. Take a look at the two pieces of art I uploaded, and try to imagine the stories which can take place there.

## Art, Books and Technology

### The Art of Books

What is the core principle of your idea?

Take a empty wall, transform it in a work of art and (just like in a lego) over it add models representing characters, boats, cars, places described in the books.

The models can be crafted of wood or be magnetizable(sold as tokens), on the back there can be written data like : - a link to discuss with the author - a link to read the book (or with NFC- the visitor can download the book in real time) - data about the time needed to finish reading a book- in airplane for example.

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### The Art of Books

Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

Yes, even in Airports or schools. At a conference , there is the possibility to transform a wall in the adventure wall, a place where the different "model books" will represent a door to time out from the day full of noise, discussions and sometime stress.

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## Art, Books and Technology

### The Art of Books

Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

I believe so

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## Art, Books and Technology

### The Art of Books

What do you estimate the costs for the prototype or the final implementation of your idea to be?

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Creative's profile



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