

1/6 **Open the book**

TALOS – the great storyteller



Solution

The great moment when you open a book can be seen symbolically as opening the gates to a new fascinating world.

I want the customer to experience this magical key moment in physical space with digital technology: The book board (Buchdeckel) is a screen which is fixed. It can be opened physically like a real board.

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What is the core principle of your idea?

I want the customer to find the key to the world of digital content: To interact with this "book" he has to break for example seven digital seals. Every single seal stands for a certain genre. After removing one seal by solving a simple multiple choice riddle the locked board is unclipped automatically and can be opened. The topics are endless. You can find other stories to let the customer open the "book".

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

At a trade fair an oversized monitor wall (3 to 4 metres high) is gonna be used which can be opened physically. Behind that there is a small room where you can experience atmospheric moods with light and sound during reading digital content. You are now inside the book.

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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?

Everything is possible. ;-)

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

What does the world cost? ;-)

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Creative's profile



freierwolf **PRO**

Freelance graphic designer

Creative's top 5 skills

Graphic Design, Communication Concept