

1/6 **Unfolding**



Solution

Unfolding acts as a complete haptic experience for the new reading environments and book supports, speaking about their origins: wood (the primordial material of the typed book) and flexible joints (as those of the first european printing press in 1450), but also about the evolution of the digital reading and books, through the digital touch screens incorporated in the flexible wood panels.

Status: 17.06.2018

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Unfolding

What is the core principle of your idea?

Speaking about the evolution of reading and creating new haptic experiences for the digital book environment.

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

Yes

Status: 17.06.2018

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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?

Yes

Status: 17.06.2018

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

Work in progress

Status: 17.06.2018

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Unfolding

Creative's profile



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Creative's top 5 skills

Architecture, Graphic Design, Illustration, Product Design, Packaging Design