

1/6 **world in a box**

bringing forward the sensual aspect of reading by showing the principle phantasy in a physical way



Solution

transcription of what makes reading so special, no matter how this package of phantasy is wrapped – either in paper or in binary code. the fact that a white sheet with just a few signs on it can provide almost indefinite amounts of internal pictures, landscapes, feelings, emotions is represented here by a sort of plain white box (the famous 'white cube' with art) which just unfolds its life when looking inside by showing pictures of the worldwide literal cosmos.

**Große Lösung, z.B. Messe**

- Stele / Wandelement mit interner Beleuchtungseinheit
- homogene, edle Wirkung, dennoch Möglichkeit zur Präsentation möglichst vieler Titel
- Dias von einfacher Wiedergabe Buchcover bis Special Editions zur Messe (z.B. junge Autoren mit ihrer Lieblingsmetapher / ihrem Lieblingsbild zum eigenen Buch)
- einfaches Element mit nachhaltiger Wirkung (aktiv werden, herantreten, Einblick erhalten ...)

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What is the core principle of your idea?

the technical aspect of it is very simple: a box with internal lighting, various holes to peep inside, where different diapositives with reference to single pieces of literature are shown. QR-code stickers outside give information on which book the picture belongs to. the diapositives and stickers can be changed easily. people get active instead of just consuming. in a world full of external pictures and superfluous information things get more precious if they are not displaying at once.

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

yes, see slides.

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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.

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

depends on what scale this should be used. the technical aspect is really simple and analogue. a box used in a bookstore shouldn't be more than 500 euro in prototyping.

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Creative's profile



**Susanne Hirsch** PRO

Designerin / Texterin

Aschaffenburg, Germany

Creative's top 5 skills

Copy Writing, Graphic Design, Illustration, Interior Design, Communication  
Concept