

1/6 **Storystore**

Every day life objects as mediator between one's own experiences of the world & the world of stories

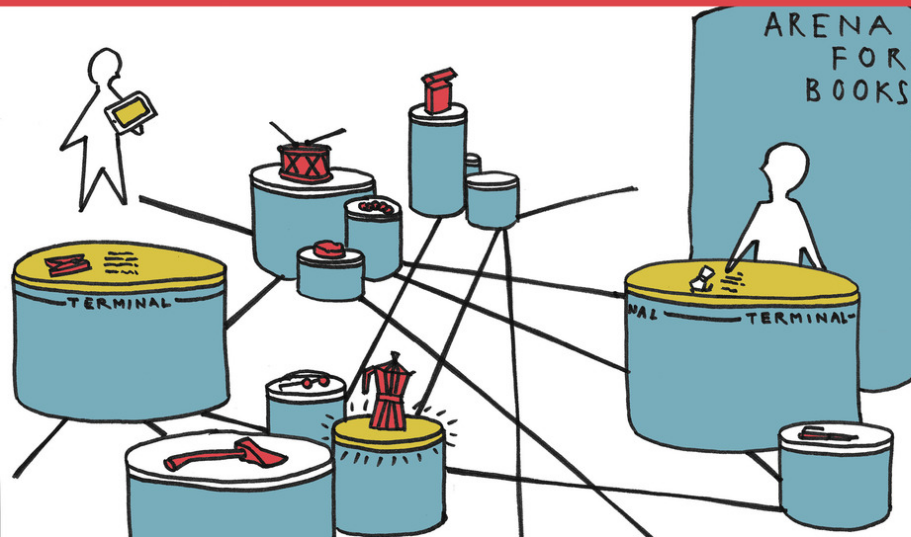
FRANK. BOOK FAIR

Promoters, presentations, people, PDM, products & poems represent a network whose links consists of stories...

EXHIBITION

Different kinds of interaction:

- . Scan QR-Code with PDA (or use other NFC) and read the related 'hidden story'.
- . Put objects on a terminal station and get more information.
- . Search objects from your favorite author at a terminal station- a light will illuminate...



Solution

Stories and personal experiences are at the heart of Storystore, where visitors encounter objects they know or are attracted by. Behind every object there is a hidden text that is accessible via QR-Code. Written by the author or the publisher this annotation / explanation connects the object with the accompanying ebook. In this way the user meets with digital content that can be linked to his experiences with artifacts. This new haptic way of rummaging brings readers and content together.

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What is the core principle of your idea?

In Storystore physical objects serve as a reference point of one's own life story and the world of written stories: When publishing a ebook, the author or publisher delivers an object or an image that is associated with the content or the origin of the new story. Well staged (combined with a coffee bar & reading corners) these objects make storystore to a place where you enjoy spending time. Later these objects can be purchased via an online platform.

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

Yes. Quite easy. A clever presentation concept can handle this.

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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. It's possible to start small and then enlarge.

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

Printing QR-Codes, for free. Some I-Pads for People with no mobile device or without QR-Reader, Homepage with the stories related to the objects and a cosy equipped corner at the frankfurt book fair.

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Creative's profile

B

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Industrial Designer