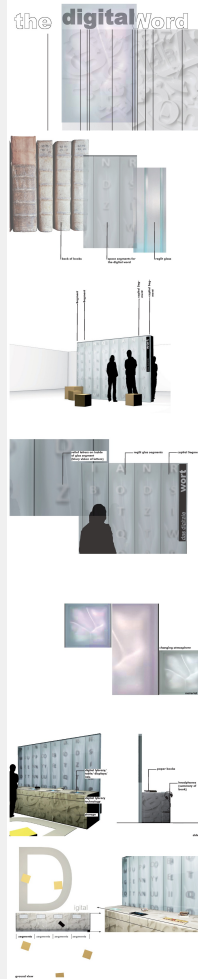


1/6 **the digital word**

transforming the printed word



**Solution**

a modular wall/ space, showing the printed word or title of books getting blurry. The glas makes everything behind it look blurry. (depending on the distance to the glas the blurryness is adjustable) even a digital/ animated projection is possible...

2/6

## the digital word

transforming the printed word

What is the core principle of your idea?

show the "transformation" to the digital

Status: 17.06.2018

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## the digital word

transforming the printed word

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

through modular sizes, every format can be applied to

4/6

## the digital word

transforming the printed word

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?

no problem

Status: 17.06.2018

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## the digital word

transforming the printed word

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

as many segments of profilit (reglit) glas needed + letters (either digital / or easier self formed sentences or titles of books in tangible or flat letters...) + RGB lightning + desk/ storage - multimedial technology + graphics + seats

6/6

## the digital word

transforming the printed word

Creative's profile



**AKAntartzis**  
Architekt

Creative's top 5 skills

Copy Writing, Graphic Design, Illustration, Product Design, User Experience

Status: 17.06.2018