Andy Pressman: started **Rumors** six or seven years ago with two partners, who left
- 2 person shop
- Lives in Portland, clients in NY, employee and freelancers in NY—remote!

Research/strategy? Depends on scale…

    -Talk to company and users

        -starts with text—writing → information architecture

        -explains the problem to himself first, steps back from what company presents to him

    1) Book cover: research is the book itself, precedence is not necessary—contained within the book itself

    2) Interface → broader audience?

    HOW THE SPECIFIC THING IS USED, rather than how others like it look

Sees a lot of similarities between physical and digital
- As small shop, don't just do one (business decision—specialist, prescriptive…)
- Approach them similarly: interchangability/continuity throughout all interactive design
- Structural integrity of webpage ~ book
  - ▪ "reader" of webpage
  - ▪ "user" of book"
  - o Both have a "moment of encounter" and also a "moment of encounter over time"

LANGUAGE ORIENTED
- How does text work? How is information presented?
- TYPOGRAPHIC STRUCTURES ON THE SCREEN—LANGUAGE RATHER THAN GRAPHIC FOCUS

Canadian Center for Architecture—bilateral?? Between web and physical space
- Show: how is information translated into data, and how is data translated into object?
  - o → how can digital experience be incorporated into exhibit
- Website as a part of (not ancillary to) the exhibition—SIMULTANEOUS
  - o Exhibition space is not solitary (like a book is)
  - o Makes the presence of each visitor known to others, even if not physically together
  - o → ERASED BOUNDARY BETWEEN PHYSICAL AND DIGITAL SPACES
    - ▪ Flatten the distance between two spaces → continuous loop

Design is not empty vessel, but also not invisible vessel (Crystal Goblet: mere container for information)
- **Poetic of design: design both frames information, but also has its own presence— balance! (also interesting to think of language-based design)**
  - o Design not as expressive/distracting
  - o Rather offers something in reading, space for interpretation
  - o DESIGN HAS AMBIGUITY OF PLACE
  - o USER IS SITUATED BETWEEN MEANING AND DESIGN, MIND HAS TO CONSIDER