

Reflection I

SOSO Limited is a creative technology studio that utilizes programming to explore interdisciplinarity. It was founded in 2003, in Boston by a collective of three people Justin Manor, John Rothenberg, and Eric Gunther, all graduates of the Massachusetts Institution of Technology. SOSO Limited strives to challenge boundaries in technology, design and art through creative work. They make creative mediums of all kinds, such as websites, installations, mobile, artworks, wayfinding and more. Their creative technology studio focuses on combining design with programmatic experience to curate an interactive and dynamic experience for anyone who chooses to engage with their work. SOSO Limited specializes in the fusion of physical and digital spaces by utilizing technology to create installations through data visualizations. Highlighting the intersectionality of art and technology by using creative components and making art that is engaging while also using programming to blend the different disciplines. SOSO Limited uses technology as a playful way to create a connection with its viewers. They typically work with forward-thinking companies that strive for innovation and visualize long-term effects on their organization. To date, they have worked with large companies such as Facebook, Google, and IBM. I believe that their work is truly innovative. They are combining their technological background of architecture, design, and programming to build creative projects that resonate with people. SOSO Limited pushes notions of what makes artwork truly art. Their goal is to foster a dynamic interactive experience with viewers. Therefore, they specialize in storytelling, through curating an experience that can be unique to each viewer that interacts with their work. Through Innovation by pushing boundaries with creative programming to build a technologically advanced future. Through experience by utilizing all human senses through their work. Lastly placemaking, this a method of building an environment that creates a sense of connection with the viewer and the artwork.

Out of all the projects I have seen from SOSO Limited I'm very intrigued by the Wishing Fountain project. This project is a digitalized version of a common wishing pond, where people would typically throw coins in a well and make a wish. This project was made for a property management corporation called Regent Properties. The Wish Fountain project was in collaboration with Tecture and Digital Ambiance. Regent Properties wanted to allow visitors to visualize what they believe their environment should look like based on a wish. The Wish Fountain is an interactive wishing pond where viewers make wishes through their cellular devices and the installation will transform it into a light-powered colourful composition. The wish controls what colours the wooden benches and walls will display. The viewers can choose to send a text message, or an image and the installation will process the rest. I find this interactive art installation so fascinating and very intuitive. It is very creative since the structure of the installation is similar to a ripple in the water, that a coin makes when it is dropped in a wishing pond. It is also technologically advanced and allows its users to somewhat control what their surroundings may look like. On one outlook this could be seen as an erasure for the real wishing structures. The installation showcases how wishing ponds can be enhanced through technology. The interactive wishing pond is well-developed, it utilizes third-party entities to help with data management and language processing. The art installation is also very adaptable and modular since the developers implemented a cloud-based Content Management System (CMS). Through the CMS, the client can modify the wishing prompts that the viewers interact with. SOSO Limited creates art that is for the future, through their innovative creative work and their drive to bring communities together.

References:

SOSO Limited. www.sosolimited.com/. Accessed February 21, 2025