

Two Translations

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Difference between content and form?

Described that sometimes being uninterested in form

However, Content is no different

>>The focus is on relationship.

Linked by Air

Linked by Air is the graphic design partnership of Tamara Maletic and Dan Michaelson. Their approach is practical, hands-on and collaborative. They are experienced in several media, including print, online, and installations in the environment. Linked by Air specializes in the design and production of public space both physical and online. They often do programming in-house so that design and technology are intertwined inventive processes.

Magic Mirror - 2x4 & Linked by Air

<https://www.youtube.com/watch?v=3ndXixcT8vY>

<https://www.linkedbyair.net/projects/32-prada-mirrors>



Comparing with other works

<https://vimeo.com/49988167>

Nam June Paik “Participation TV”

<https://vimeo.com/124707805>

John Maeda “Reactive Book - Mirror Mirror” ; 8:00

>> Difference between Prada digital mirror

It is not not about algorithm or even interaction, but about creating lived qualities through the disposition of algorithm and interaction.

Design is about the platform where the exchange took place

Conclusion

One of the most relevant future of graphic design is the interfaces of people with, and through, the overwhelming transactions and movements of contemporary social and information economies.

In the end, we are not so interested in visualizing or mapping these translations; We want to make them speak.

Discussion Question

“In the end, we are not so interested in visualizing or mapping these translations; We want to make them speak.”

Do you agree with this statement?