

Problem Space

*Robotics is an evolving array of seemingly magical tools.
However, poetic notions are increasingly lost in a linear march towards vacuous utility.*

KEY INSIGHT

Pygmalion adoring his statue [1717 depiction of Ovid's narrative by Jean Raoux]

Vision

To endow robotic tools with elegant purposefulness and a sense of kinship.

THINK BIG

Renowned and adored robots of cinema [from R2D2 to KITT] have not been realized. Interestingly, they also do not feel immediately like 'robots'.