



## SuperDesign Show 2016 | e°FLOW Dynamic Sculpture

e°FLOW is currently the world's largest 3-dimensional experimental application of e-paper technology, created in collaboration between the artist Nik Hafermaas of Ueberall International with the makers of E Ink Prism™, the eco-friendly and high fidelity alternative to LED that powers the Kindle reader.

The interactive sculpture uses motion sensing technology to respond to the movement and density of the audience with swift chromatic changes that create startling visual effects normally limited to on-screen computer graphics. The 4.5 Meter long piece shows a wide range of visual behavior triggered by sensor input. From a sleep stage with soft breathing, disrupted by occasional "dreams", to reflecting the movements of passersby, to dramatic "startle" modes triggered by spectators waving their arms, the sculpture reacts like an elusive deep-sea creature.

Nik Hafermaas, the principal artist at Ueberall, is an experiential designer of international repute whose eCLOUD, and airFIELD sculptures adorn the international airports of San Jose and Atlanta respectively. Nik is also Chairman of Graphic Design at renowned ArtCenter College of Design, Pasadena.

E Ink Corporation, founded as a spin-off from the MIT Media Lab and best known for its eReader products including the Amazon Kindle, provided the technology behind Hafermaas' creation. Videos of e°FLOW as well as eCLOUD and airFIELD can be found on [brandculture.com](http://brandculture.com).

