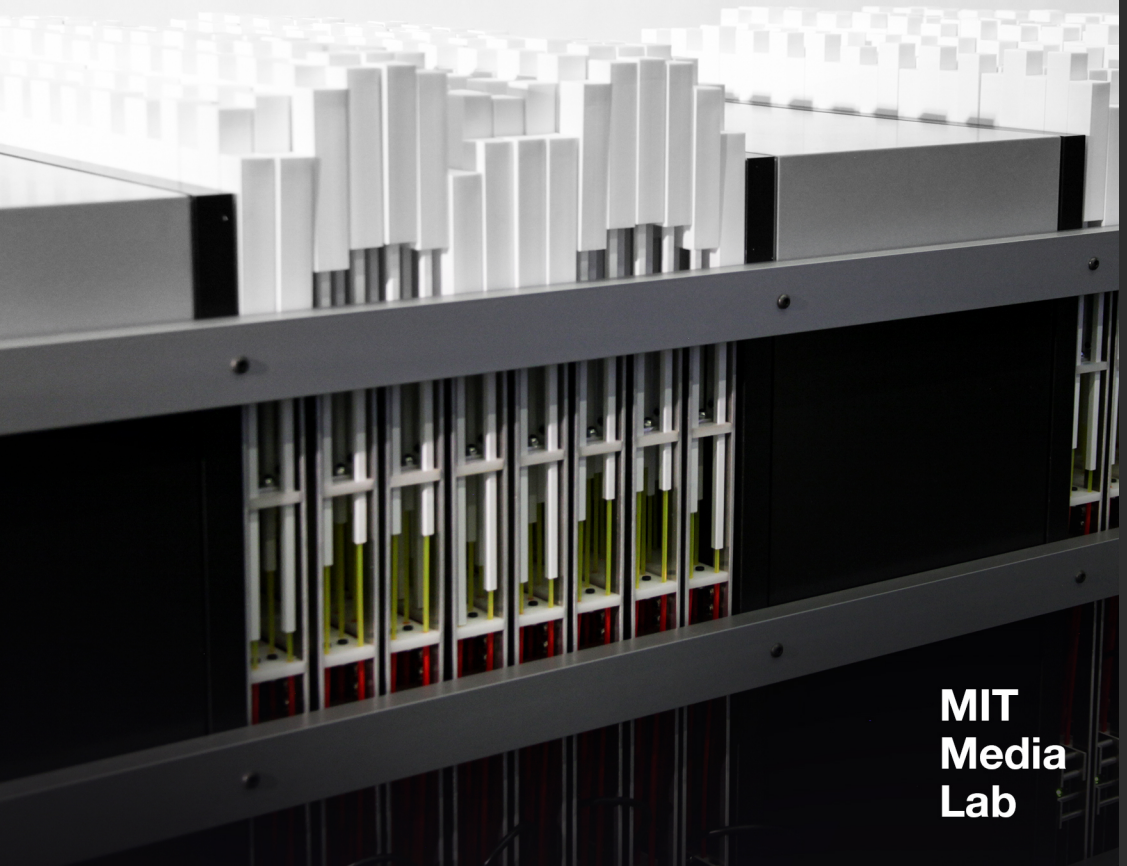
LEXUS DESIGN AMAZING 2014

TRANSFORM

MIT MEDIA LAB TANGIBLE MEDIA GROUP



MIT Media Lab

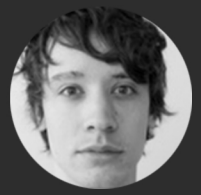
the team

Prof. Hiroshi Ishii
Concept Design

Daniel Leithinger
Engine Design

Sean Follmer
Engine Design

Amit Zoran
Product Design



Philipp Schoessler
Motion Design

for more information about the project and the process, go to:

tangible.media.mit.edu/project/**transform**

Lexus Presents

AMAZING IN MOTION

"Intriguing elegance through careful juxtaposition of opposing elements"

Tangible Media Group Presents

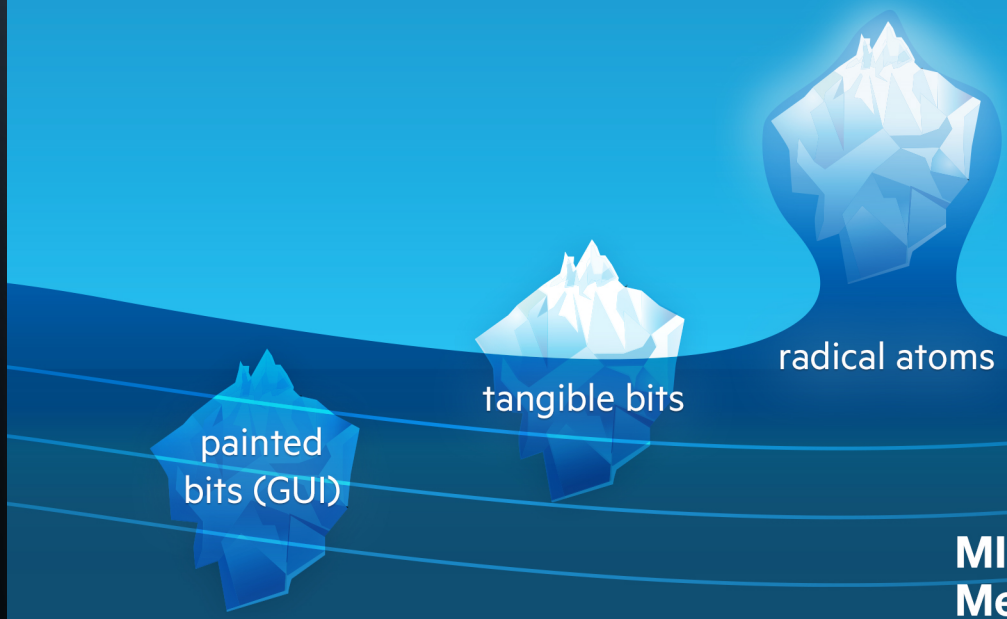
Design		Technology
Stillness	vs	Motion
Nature		Machine

The Tangible Media Group, led by Professor Hiroshi Ishii, explores the vision of Radical Atoms, a hypothetical generation of materials that can transform in shape, conform to constraints, and inform users of their affordances.

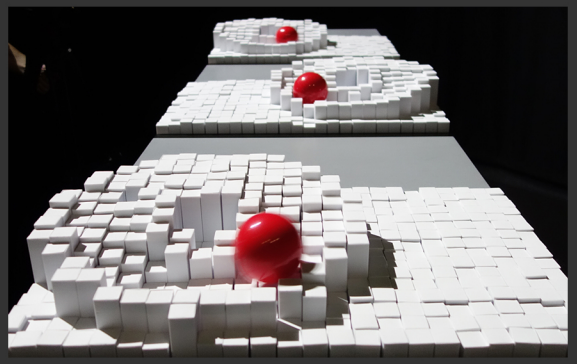
Radical Atoms is a vision for the future of human-material interaction, in which digital information has a physical manifestation that we can interact with directly.

TRANSFORM, debuted in Milano in April 2014, is the latest instance of our Radical Atoms vision.

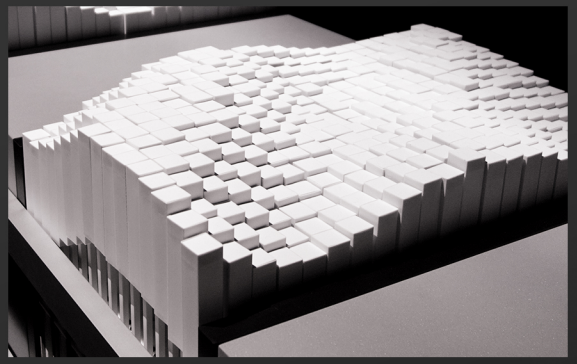
http://tangible.media.mit.edu/vision/



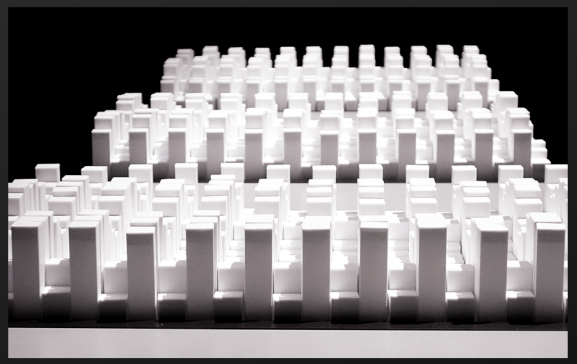
MIT Media Lab



escher



wave



machine

TRANSFORM echoes the concept of "Amazing in Motion" by fusing technology and design to celebrate its transformation from a piece of still furniture to a dynamic machine driven by the stream of data and energy.

Created by Professor Hiroshi Ishii and the Tangible Media Group from the MIT Media Lab, TRANSFORM aims to inspire viewers with unexpected transformations, as well as the aesthetics of the complex machine in motion.

TRANSFORM is comprised of three dynamic shape displays that move more than one thousand pins up and down in realtime to transform the tabletop into a dynamic tangible display. The kinetic energy of the viewers, captured by a sensor, drives the wave motion represented by the dynamic pins.

MIT Media Lab