Completely virtual?
Replica of the real? Or extra dimensions?
Need help in living digital?
Where is the real office?

Out Of Office

“If I had a world of my own, everything would be nonsense. Nothing would be what it is, because everything would be what it isn't. And contrary wise, what is, it wouldn't be. And what it wouldn't be, it would. You see?”

Alice

*Lewis Carrol

Out Of Office, a global small creative business - with a new vision.

A hub of global creative communities, Out Of Office was created to help businesses, organizations and individuals to connect, and find the original and unique within themselves- to inspire, refresh and transform.

As natives of an extensive network of creative communities Out Of Office provides a level of insight and inspiration that goes beyond older, traditional agencies and methods.
Public spaces as new offices

Inspiration precedes the desire to create...
It’s the world where we connect with others...

The main focus for Out Of Office is about refilling a creative consumer insight 24/7. If we suddenly get a big idea, we hop over to the nearest public library or coffee shop. Pull out our laptops, log on to Internet and get busy
New Realities

Facebook as their new city?
New Realities
New Social Currencies

**Sell your products for a tweet.**

In today's world the value of people talking about your product is sometimes higher than the money you would get for it. 'Pay with a Tweet' is the first social payment system, where people pay with the value of their social network.

It’s simple, every time somebody pays with a tweet, he or she tells all their friends about the product. Boom.

[Click here to create your download button.](#)
Attention! Here, and there
“...the ubiquitous and adaptive systems that our students design weave themselves into the fabric of everyday life. This implies that the boundaries between the real and the virtual are blurring. But what are the implications of this merger? How to respond to these new challenges and opportunities?”

Eindhoven Designs, volume four
"Our theme 'realities' is about that what is, and that what could be. Design has the power of societal transformation. In 'realities' we aim to use this power to make positive change."

„People see realities in completely different ways“ - each reality appears to be true“! How can we design objects and systems in an intelligent way to adept to individual realities to enrich everyday life?“

The theme Realities for me is about the changing nature of our everyday world, and the way design participates in these changes. Design is about transforming everyday reality into a better one, based on a vision on progress, and incorporating technological possibilities in a skilled and elegant way.

„Realities are in a steady flow and therefore a essential part of the design process“

„Many realities exist. People continuously shift, among sometimes physical, sometimes virtual or even spiritual realities. Design manipulates the boundaries between the realities, creating experiences that are not experienced otherwise.“

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- by
  - Blurring
  - Augmenting
  - Mixing
  - Connecting
  - Crossing
  - ...

Augmenting

Augment the digital memory

Augment the physical environment
Mixing
Connecting
Crossing
Education and Research Integration

- Facilities/Test-beds
- PhD Research
Facilities/Test-beds

• ALICE Lab
Facilities/Test-beds

- Flight Simulator (Simulation Lab)
Facilities/Test-beds

• Vision Studio
PhD Research

- **Metaverse1**

  External student project (collaboration with DevLab): Replication of real and virtual spaces
PhD Research

• SOFIA
PhD Research

• ROILA
PhD Research

• Talking Tangibles
PhD Research

- Responsive environments (TU/e & UvA)

- Merging Architecture, Design and Media, focusing on the design of experiences/situations
Output - exhibitions

ID’X Dutch Design Week

- Reshaping exhibition design, by enhancing experiences
- Translating ID’s innovative vision into its showroom during DDW
- Rethinking information display, spatial storytelling and trans-local media
Output - publications


... more at [http://realities.id.tue.nl/resources/literature/](http://realities.id.tue.nl/resources/literature/)
Clients

- amBX, UK
- Asuro, Eindhoven
- 250K
- Digital World Research Centre, Univ. of Surrey, United Kingdom
- Philips Research Eindhoven
- Meraka Institute, South Africa
- Stichting Jeugd & Gezin
- Lumens groep
- AB-Ire
- Kempenhaeghe
- Conante, Germany
- Philips Research Shanghai, China
- Maraxis
- MMC
- Schokoladenmuseum Köln
- Ondal Industrietechnik GmbH, Hünfeld
- ARCES, Bologna, Italy
- ......
Intelligent spaces

Between Realities

Adaptive & Rich

Realities

Realities

Complexity & Quality
Activities

- Lunch meetings
- Realities.id.tue.nl
- Invited talks
- Hands on workshops
- Skills market / Q&A
- Elevator-pitch presentations
Cooperation

• Co-coaching with “Adaptive & Rich”
• Projects across themes
  – “learning & time”, together with Health care
  – “cabin design”, Automobility (simulation lab)
• Cross theme workshops (adaptive & rich => Complexity & Quality)
• “Visions of future” assignment (BPD) at Vision studio
• Sharing equipment, Vision studio ↔ GameLab at Playful interaction

• Presented the theme at Jiangnan University & Zhejiang University
  – Co-project over internet planned
  – Exchange expected
• Internship/exchange expected at University of Bologna
• ......
To be improved

- Strong industrial partner(s)
- Integration across research groups
- Focus area(s): (digital) well-being
  - Cultural computing
  - (Mobile) augmented/mixed reality
  - Social networks
  - Tangibility
Next steps

• To improve “to be improved”
  – Introduce “Realities” to research groups.
    • Informal talk at DI done.
    • Informal talk at DQI has been scheduled.
    • Other groups to follow.
  – Continue the effort in searching for strong industrial partnership
  – Focus through the white paper
  – Theme oriented/cooperated funding proposals
    (First streams, Metaverse1, SOFIA => More submitted => More to be planned)

• Besides the test-beds, a playground integrated in the space
  – Projected VR; Mobile AR; Microcontrollers/sensors/actuators for AR, VR, Tangibles; Software libraries; Demos/Examples;

• Strengthen/expend International Connections
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Realities