

IPD

INTEGRATED PRODUCT DESIGN



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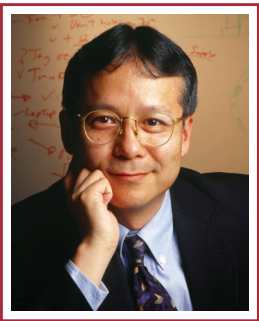


Monday
November 24th

Reception at 5:00 PM
Seminar at 5:30 PM

Berger Auditorium
Skirkanich Hall

The Art of Tangible Bits



Hiroshi Ishii
Professor of Media Arts and Sciences
MIT Media Lab

Our vision of Tangible Bits is carried out through an artistic approach. Whereas today's mainstream Human Computer Interaction (HCI) and Design research address functional concerns – the needs of users, practical applications, and usability evaluation – Tangible Bits is a vision driven by concepts. This is because today's technologies will become obsolete in one year, and today's applications will be replaced in 10 years, but true visions – we believe – can last longer than 100 years.

Tangible Bits seeks to realize seamless interfaces between humans, digital information, and the physical environment by giving physical form to digital information, making bits directly manipulable and perceptible. Our goal is to invent new design media for artistic expression as well as for scientific analysis, taking advantage of the richness of human senses and skills – as developed through our lifetime of interaction with the physical world – as well as the computational reflection enabled by real-time sensing and digital feedback.

Hiroshi Ishii is a tenured Professor of Media Arts and Sciences, at the MIT Media Lab. He was named Associate Director at the Media Lab in May 2008. He co-directs Things That Think (TTT) consortium and directs Tangible Media Group.

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