



## HERMAN MILLER RED

### IN-STORE AMBIENT MEDIA DISPLAY



Juror Sotto described the Herman Miller RED In-Store Ambient Media Display as "engaging and informative," noting that "its innovative, graphic use of ambient media further blurs the line between virtual and real." Created by Toronto-based Gorbet Design Inc. to better connect the client's online store with the physical showroom, the display projected Web site activity into Herman Miller RED's retail space in New York.

An onscreen projection consisting of dark, moving squares on a flat color field represented activity on the site. Splash-like ripples that appeared continuously on the background indicated the frequency of page requests; the number of squares and the energy of their movement reflected the usage level. When an online transaction was made, the purchased items appeared briefly on the display, and the moving squares responded to the images. The system fluidly choreographed these elements to reflect real-time usage data as it was being drawn from the site. Conversely, as visitors used the showroom's in-store computers, their mouse movements produced slight traces on the large display that would gradually fade.

For the project, Gorbet Design took cues from previous experiments in the field of ambient media, which investigates techniques for presenting data in a peripheral, unobtrusive manner. Not only was the project intended to inventively connect RED's virtual and physical presence, it was also designed to give personnel a connection with, and low-level understanding of, customer behavior. The only thing that could have improved the project in Sotto's eyes would have been an enhanced connection from the physical space to the users on the Web. Nevertheless, he said, "It makes the media relevant and alive, taking the architecture to the next level."

—JENNY SCHNETZER

#### CLIENT

Herman Miller RED, New York: Greg Parsons, president

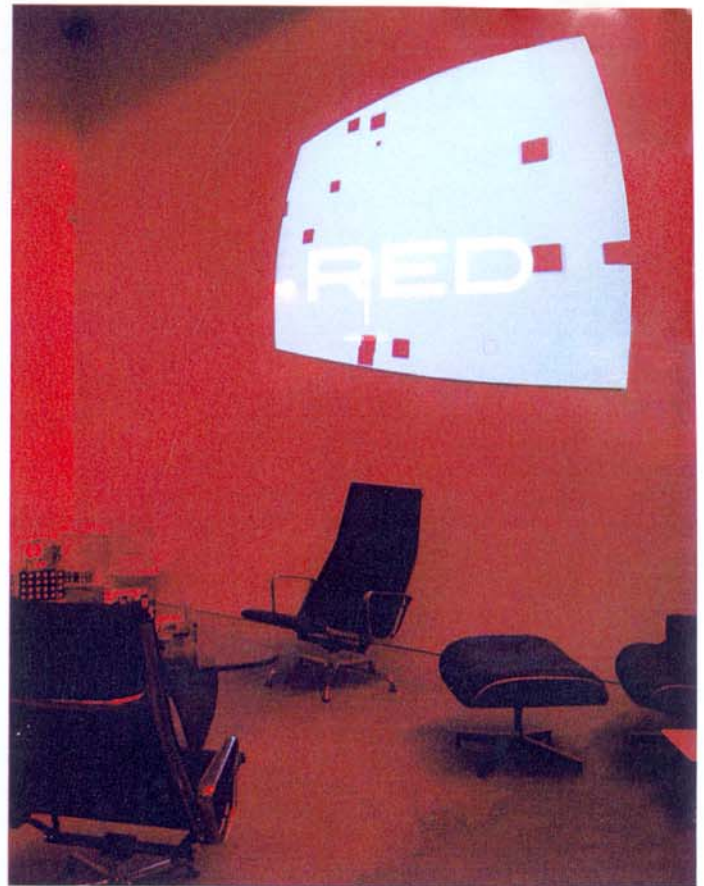
#### DESIGN

Gorbet Design Inc., Toronto: Matt Gorbet and Susan Gorbet, directors; Paul Makepeace, Monterey, Calif., consultant

#### HARDWARE+SOFTWARE

Canon LV-7525 data projector, IBM Thinkpad, Win2K Advanced Server, XML, JavaScript, Adobe Photoshop

#### KIOSK/INSTALLATION



Virtual meets reality: Herman Miller RED's media display projected Web site activity onto the wall of its New York store.