

Publication Team

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* 2019 Vienna, Austria | Buried, Crypt

Publication Prototype

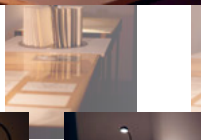
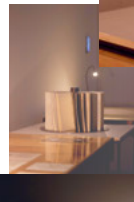
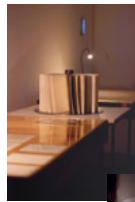
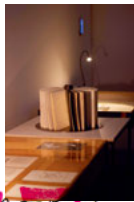
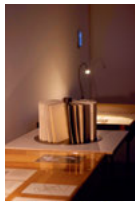
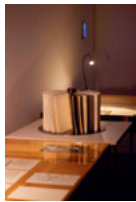
Installation, 2019

Before all the research, ideas and various manifestations of the Data Loam project were collected and compiled in the book you now hold in your hands, in a time in which only the core concepts of Data Loam floated around our briefing and no final content had yet been created, we were granted with the opportunity to begin our design research. This allowed us to peel away the preconceptions about what a scientific publication should look and work like from the Data Loam concept.





Our experiments, which are further detailed in our design essay immediately following the catalogue, first materialised in a prototype of paper, metal and magnetic sheets. It was to be an ode to the very nature of the Data Loam project, a book without constraints, a free and yet rigorous tome, that would entice the reader to engage playfully with its content. Our goal was to give away control, to let the data entwined within the book's pages become its own entity, its own agent.



→ WHAT IF IT IS NOT A **BOOK**?

→ WHAT IF IT IS NOT **RECTANGULAR**?

→ WHAT IF IT IS NOT **VERTICAL**?

→ WHAT IF IT DOESN'T HAVE **PICTURES**?

WHAT IF THEY ARE NOT **RECTANGULAR**?

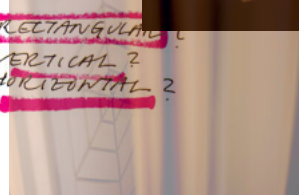
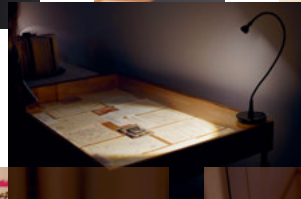
WHAT IF THEY ARE NOT **VERTICAL**?

→ WHAT IF IT DOESN'T HAVE **TEXT**?

→ WHAT IF IT DOESN'T HAVE **DATA**?

→ WHAT IF IT DOESN'T HAVE **INDEX**?

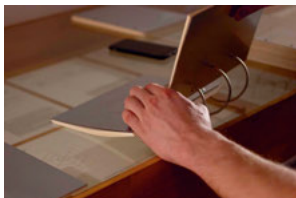
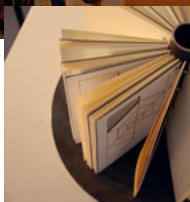
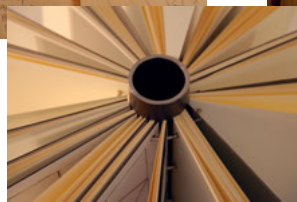
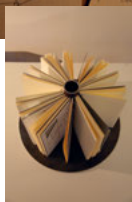
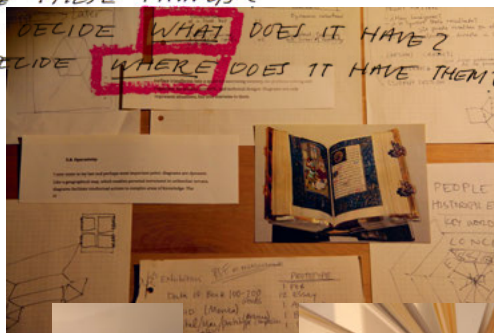
→ WHAT IF IT DOESN'T HAVE **ORDER**?



→ WHAT IF IT DOESN'T HAVE THESE THINGS?

→ WHAT IF THE USER CAN DECIDE **WHAT** DOES IT HAVE?

→ WHAT IF THE USER CAN DECIDE **WHERE** DOES IT HAVE THEM?



NEW
CORRELATIONS
FOR
INFORMATION

