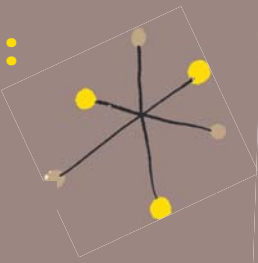


# 2012 INTERNATIONAL & INTERACTIVE DESIGN AWARD WINNERS

**MILLENNIALS:**  
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Display until April 16, 2012

STUDENT WORK

# OUTSTANDING



**1** Components included vinyl stickers, wall projections and a custom RGB lighting fixture.



**2** The exhibit debuted at the College for Creative Studies' 2011 Student Exhibition Opening.



## Quick Thinking

Students in the experience design class at Detroit's College for Creative Studies created this installation to get viewers to interact with the exhibit and one another via Quick Response (QR) codes. "One of the aims was to create a new use and possible expanded meanings for the QR code, apart from the standard dead-end informational links or ubiquitous advertising deployments," says Nick Sternberg, the faculty lead.

They kicked the kiosk concept, instead projecting and pasting QR codes on walls and windows in the exhibition space. The students built apps for iOS and Android to control the networked cameras, projections and lighting. "We were really tired by the time opening night came," says student Rachel Ariyvatkul, "but when it did, the crowd was so receptive to the installation, and their excitement drew more people in."

**TITLE** Quick Response ([www.codes.nevercool.com](http://www.codes.nevercool.com)) |

**SCHOOL** College for Creative Studies, Detroit; [www.collegeforcreativestudies.edu](http://www.collegeforcreativestudies.edu) | **CREATIVE TEAM** Rachel Ariyvatkul, Jennifer Barrett, Paolo Catalla, Brian Hendrickson, Cate Horn, Brian Jacob, Lani Kercado, Aileen Klebba, Amanda Matzenbach, Alex Poterek, Will Ruby, Nick Sternberg



**3** Viewers could interact with the Quick Response exhibit with their mobile phones.

