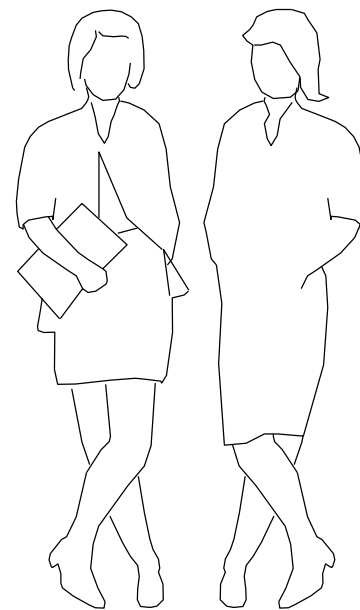
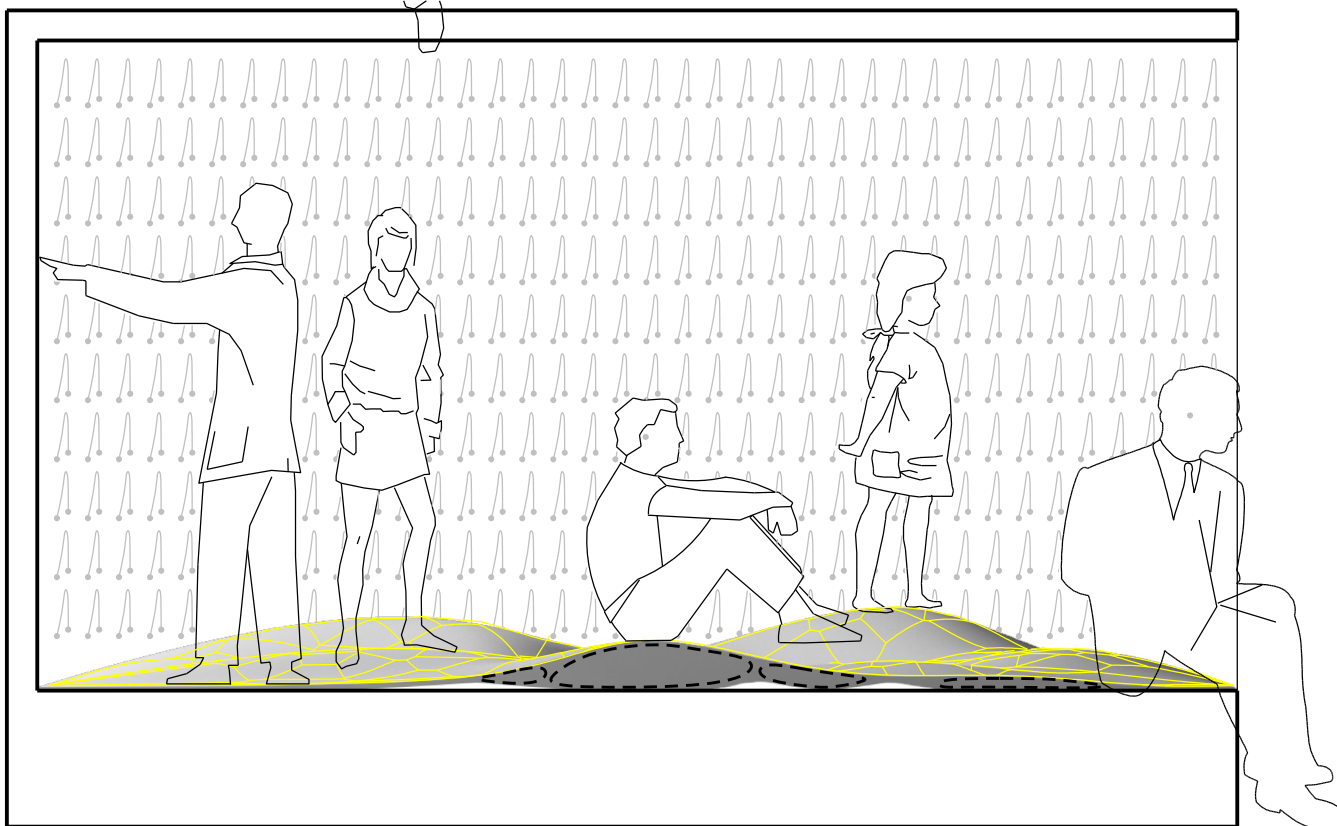
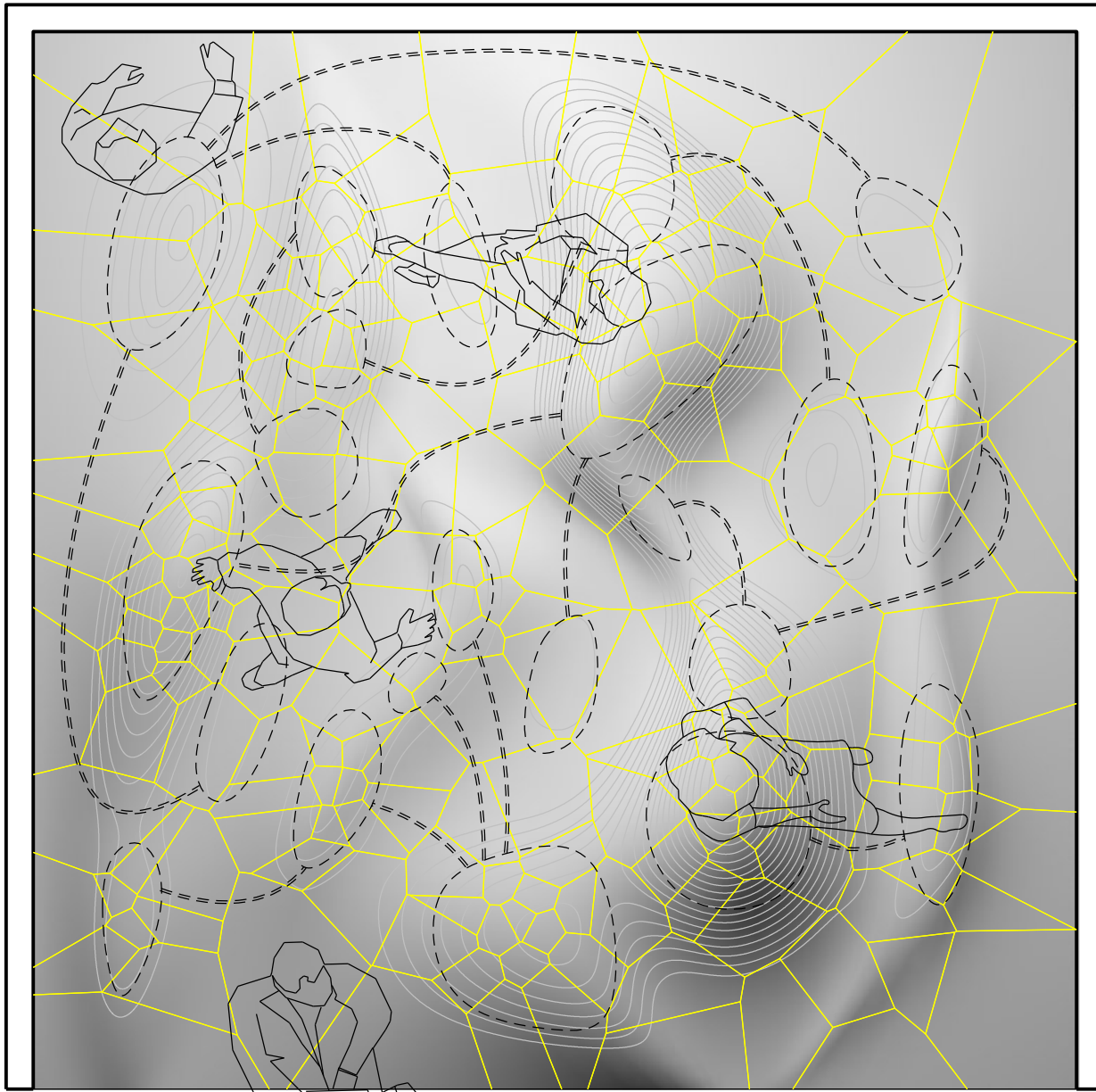


The Butterfly Effect





## The landscape

The exhibition area is covered with a hilly landscape. The ground made of woollen felt interacts with the users – somebody forcing the landscape at one point alters the shape of the landscape in other places. This environment also has memory - warm bodies leave textures on the surface and light arouses from within the chaps of the tissue.

Every movement on the landscape causes interactions somewhere, stating very clearly that all our decisions and deeds do have consequences and aftermath that we shall consider.

The elsewhere is here.

It shows the global interconnectedness and the challenge of global ecological responsibility in a simple and playful manner. It is a playground that corresponds to the visitors' movements thus creating strong and personal experiences to remember.

The landscape is made of ecological materials with high-tech technology representing and emphasizing the need for high-tech sustainable solutions in the global challenge for the better future. It is also a good case-study that exemplifies the interaction of architecture with other disciplines, discourses and technologies outside the usual field.

## Real product

The exhibition area is hilly landscape designed with the smart textiles technology by Symbiosiso ([www.symbiosiso.com](http://www.symbiosiso.com)). Based on a simple idea of movement and released energy, the air is embedded in the carpet, into a layer of air pads or bubbles, placed under the covering layer (a woollen felt). A pneumatic mechanism is created in order to do that: the air pillows/bubbles of vinyl are placed under the landscape, connected with one another by a flexible air tube.

The covering surface of the carpet is coated with a thermochromic ink that is reactive to body temperature. This enables to see the traces of the people walking on the landscape.

## The souvenir

The takeaway souvenirs are earplugs made of the same felt as the landscape of exhibition. These are something useful on the one hand, on the other hand they challenge the noisy and crowded venue of the congress exhibition and encourage people to step out for a while, lay down on the interactive and kinetic landscape of BAUA, enjoy it and reflect on it silently and thoughtfully.