

CONTAGIOUS

Wildfire /

This article appeared in Contagious issue Twenty Six.

Contagious is an intelligence resource for the
global marketing community focusing on
non-traditional media and emerging technologies

www.contagiousmagazine.com

For more information please email the team on
sales@contagiousmagazine.com

Wildfire / Design



3 /

1 / Yota / Yota Space, St Petersburg
 Yota Space was a high profile interactive art festival to position Russian telecoms brand Yota at the cutting edge of contemporary creativity. Participants read like a who's who of interactive artists: Brian Eno rubbed shoulders with onedotzero, United Visual Artists, Musion and Chris Levine, while Russia was represented by Videofabrika and AV:in. <http://space.yota.ru/en>

2 / Portable Buildings / Jägnefält Milton, Stockholm
 Swedish architecture firm Jägnefält Milton used rail tracks as the base for new, portable buildings in a design competition for the Norwegian city of Åndalsnes. The structure could be rolled back and forth in accordance with changing seasons and situations. www.jagnefaltmilton.com

3 / Marina Bay Sands / Singapore Artscience Museum
 Next in vice, virtue: Singapore's Marina Bay Sands Casino and Resort has opened the eco-friendly Artscience Museum, a 21 gallery, 4,800 square metre space designed by architect Moshie Safadie. The building's lotus leaf-inspired, upturned curves collect light and rainwater, the latter to feed the gallery's fountain and restroom facilities. <http://bit.ly/ArtScience>

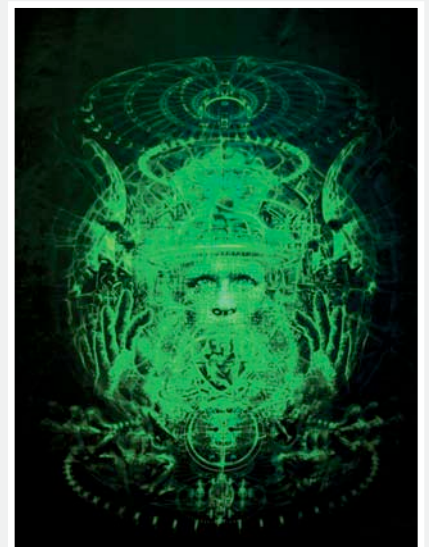
4 / True Grit / Mean Business
 UK artist and graphic novelist Chris Wildgoose designed a stunning comic to supplement the Coen Brothers' latest masterpiece *True Grit*. It is viewable online via Graphic.ly and will be available on Kindle and Apple's iBooks. <http://bit.ly/TrueGritDime>



2 /



5 /



1 /



4 /



1 /



6 /

5 / San José International Airport / eCloud
 eCloud is a dynamic data sculpture that physically depicts weather conditions around the world through a cloud-like mass of polycarbonate. It was created by a crack team consisting of Google Creative Labs' Aaron Koblin, NASA's visual strategist Dan Goods and UeBERSEE designer Nik Hafermaas. www.ecloudproject.com

6 / The Ice Book
 The Ice Book is a miniature theatre filled with tiny houses and even tinier people created using paper cutting, film, animation and projection to tell the story of a princess in love. The production was created by British husband and wife team Davy and Kristen McGuire. The pair are currently touring the UK presenting their avant-garde theatre in intimate settings, with a limit of 12 audience members per show. www.theicebook.com

7 / Volkswagen / Formula XL1
 German auto giant VW stunned crowds at the Qatar Motor Show in January by whipping the covers off the world's most fuel-efficient hybrid car – the Formula XL1. The sleek new concept coupe uses a small diesel engine and electric motor to consume just 0.9 litres of fuel per 100km – enabling it to achieve the equivalent of 260mpg. <http://bit.ly/i2TvoP>



7 /