changing identity

due microstorie “post-logo” per il MIT Media Lab

Laboratorio di sintesi finale B _ A.A. 2017-2018
Interior, Exhibit e Furniture design
Graphic design _ Veronica Dal Buono

2011

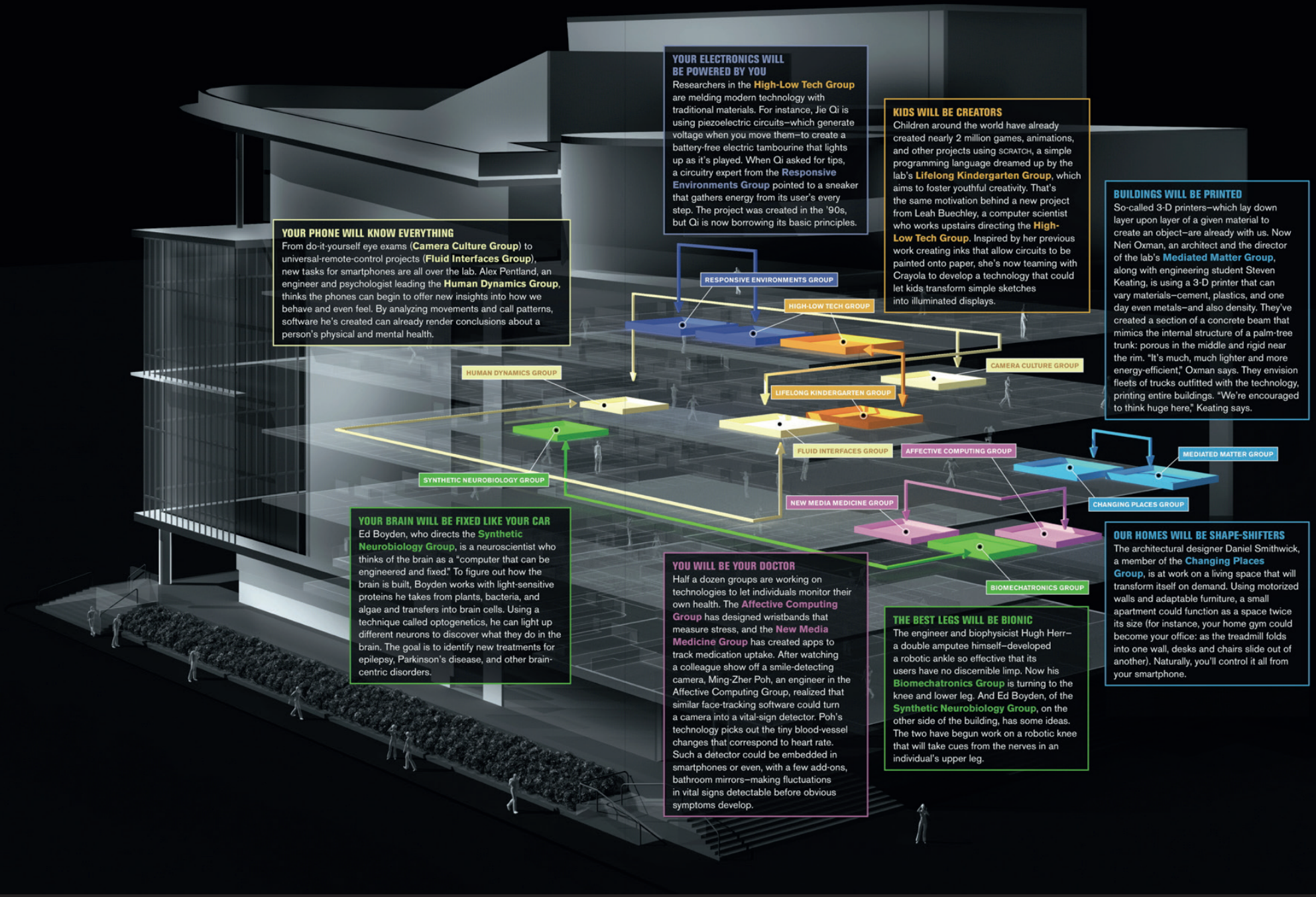
2014

https://www.media.mit.edu/

Fumihiko Maki / Leers Weinzapfel Associates

MIT Media Lab building, 2009

MAP



YOUR ELECTRONICS WILL BE POWERED BY YOU

Researchers in the **High-Low Tech Group** are melding modern technology with traditional materials. For instance, Jie Qi is using piezoelectric circuits—which generate voltage when you move them—to create a battery-free electric tambourine that lights up as it's played. When Qi asked for tips, a circuitry expert from the **Responsive Environments Group** pointed to a sneaker that gathers energy from its user's every step. The project was created in the '90s, but Qi is now borrowing its basic principles.

KIDS WILL BE CREATORS

Children around the world have already created nearly 2 million games, animations, and other projects using SCRATCH, a simple programming language dreamed up by the lab's **Lifelong Kindergarten Group**, which aims to foster youthful creativity. That's the same motivation behind a new project from Leah Buechley, a computer scientist who works upstairs directing the **High-Low Tech Group**. Inspired by her previous work creating inks that allow circuits to be painted onto paper, she's now teaming with Crayola to develop a technology that could let kids transform simple sketches into illuminated displays.

BUILDINGS WILL BE PRINTED

So-called 3-D printers—which lay down layer upon layer of a given material to create an object—are already with us. Now Neri Oxman, an architect and the director of the lab's **Mediated Matter Group**, along with engineering student Steven Keating, is using a 3-D printer that can vary materials—cement, plastics, and one day even metals—and also density. They've created a section of a concrete beam that mimics the internal structure of a palm-tree trunk: porous in the middle and rigid near the rim. "It's much, much lighter and more energy-efficient," Oxman says. They envision fleets of trucks outfitted with the technology, printing entire buildings. "We're encouraged to think huge here," Keating says.

YOUR PHONE WILL KNOW EVERYTHING

From do-it-yourself eye exams (**Camera Culture Group**) to universal-remote-control projects (**Fluid Interfaces Group**), new tasks for smartphones are all over the lab. Alex Pentland, an engineer and psychologist leading the **Human Dynamics Group**, thinks the phones can begin to offer new insights into how we behave and even feel. By analyzing movements and call patterns, software he's created can already render conclusions about a person's physical and mental health.

YOUR BRAIN WILL BE FIXED LIKE YOUR CAR

Ed Boyden, who directs the **Synthetic Neurobiology Group**, is a neuroscientist who thinks of the brain as a "computer that can be engineered and fixed." To figure out how the brain is built, Boyden works with light-sensitive proteins he takes from plants, bacteria, and algae and transfers into brain cells. Using a technique called optogenetics, he can light up different neurons to discover what they do in the brain. The goal is to identify new treatments for epilepsy, Parkinson's disease, and other brain-centric disorders.

YOU WILL BE YOUR DOCTOR

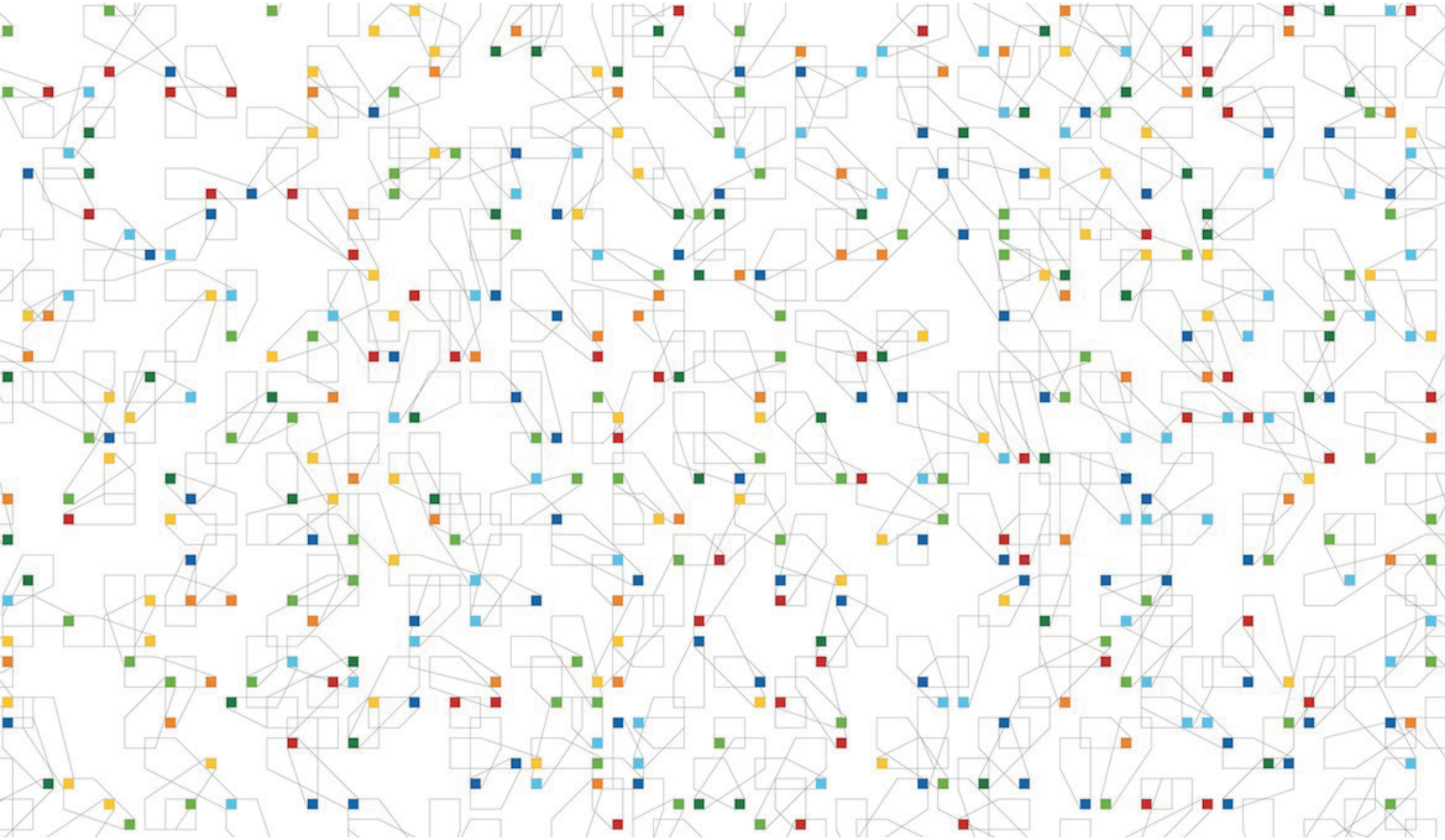
Half a dozen groups are working on technologies to let individuals monitor their own health. The **Affective Computing Group** has designed wristbands that measure stress, and the **New Media Medicine Group** has created apps to track medication uptake. After watching a colleague show off a smile-detecting camera, Ming-Zher Poh, an engineer in the Affective Computing Group, realized that similar face-tracking software could turn a camera into a vital-sign detector. Poh's technology picks out the tiny blood-vessel changes that correspond to heart rate. Such a detector could be embedded in smartphones or even, with a few add-ons, bathroom mirrors—making fluctuations in vital signs detectable before obvious symptoms develop.

THE BEST LEGS WILL BE BIONIC

The engineer and biophysicist Hugh Herr—a double amputee himself—developed a robotic ankle so effective that its users have no discernible limp. Now his **Biomechatronics Group** is turning to the knee and lower leg. And Ed Boyden, of the **Synthetic Neurobiology Group**, on the other side of the building, has some ideas. The two have begun work on a robotic knee that will take cues from the nerves in an individual's upper leg.

OUR HOMES WILL BE SHAPE-SHIFTERS

The architectural designer Daniel Smithwick, a member of the **Changing Places Group**, is at work on a living space that will transform itself on demand. Using motorized walls and adaptable furniture, a small apartment could function as a space twice its size (for instance, your home gym could become your office: as the treadmill folds into one wall, desks and chairs slide out of another). Naturally, you'll control it all from your smartphone.

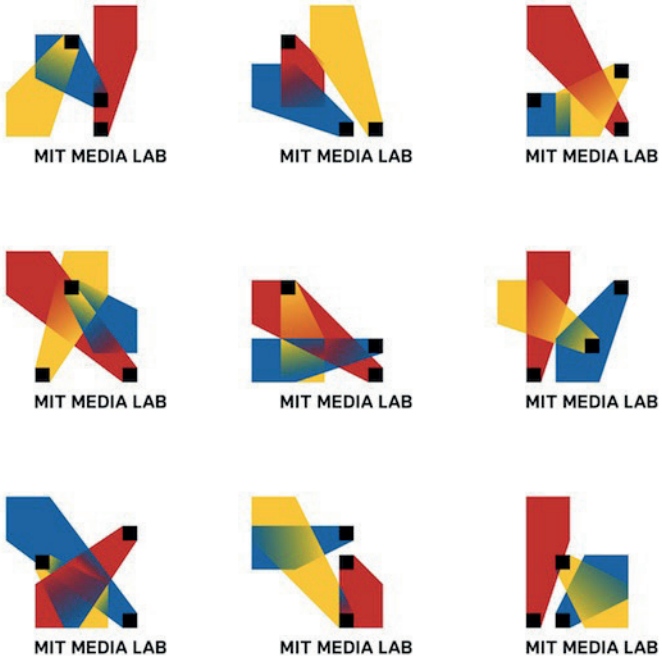


2011

MIT Media Lab's 25th anniversary

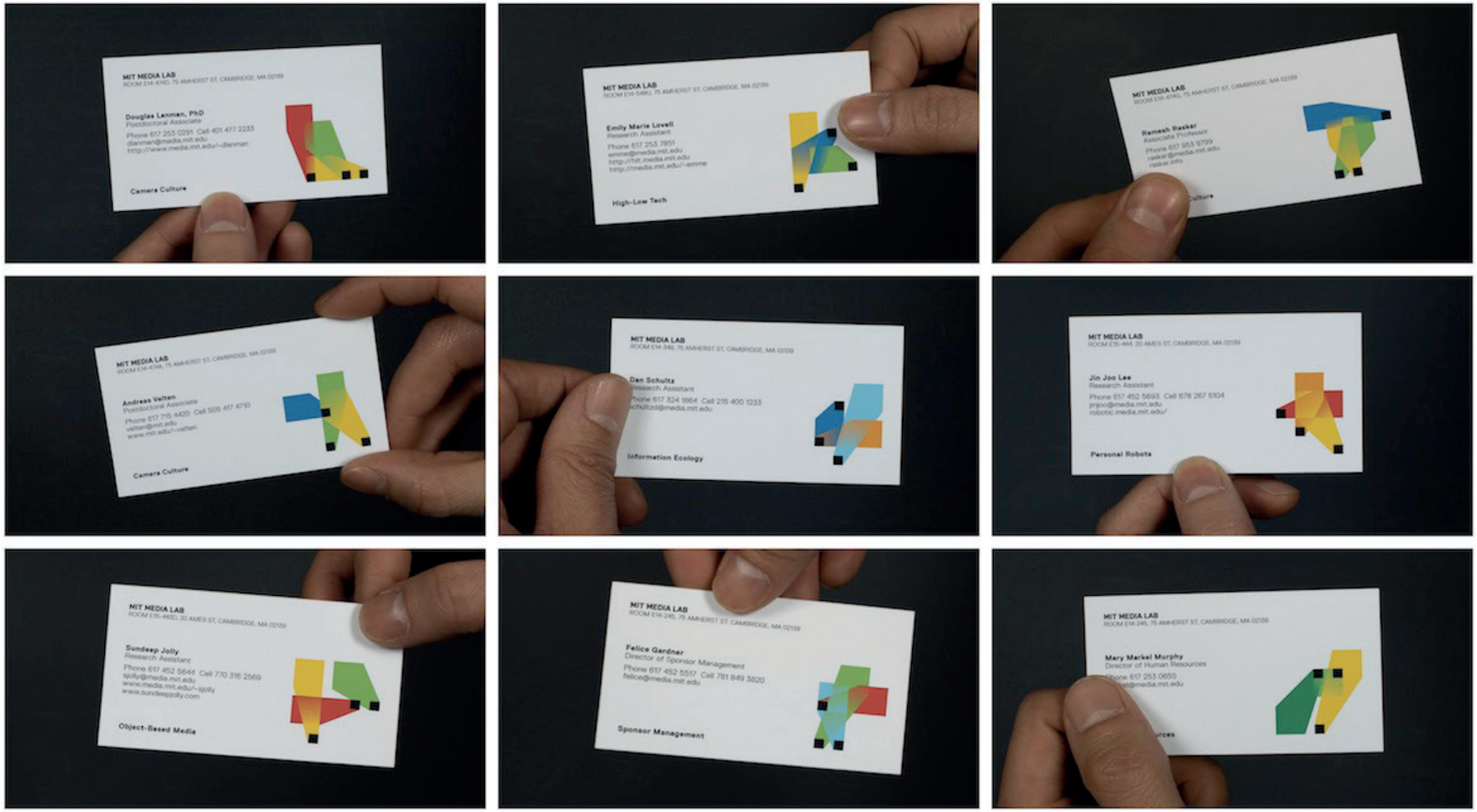
Identity by **Richard The, The Green Eyl** and **E. Roon Kang**

MIT MEDIA LAB



40000 permutazioni possibili

“identità” sempre diverse



MIT MEDIA LAB
25TH ANNIVERSARY
OCTOBER 14-16, 2010

Dear Media Lab Guests,

We are so honored to welcome you–our sponsors, alumni, and extended Media Lab family–to a celebration of the Lab's 25th anniversary.

Twice a year we choose one critical area of interest to explore in depth with our sponsors. This fall, that focus is the Lab itself. We invite you to join us as we look back and forward–examining our eclectic history, celebrating our many achievements, and, most importantly, exploring how we will continue to invent a better future.

What better time than our silver anniversary to examine how we will continue to transform people's lives in amazing and positive ways? Our passion to redefine the most basic notion of human capabilities remains as fervent as the day we opened our doors. Every year we reinvent ourselves with the most unconventional pairing of disciplines and people through a culture of learning by doing. We will highlight this during the Friday morning program, when we will begin with a 5 x 5 session, where five alums from five different periods in the Lab's history will reminisce about all the far-out activities that helped define the Lab's unorthodox, creative environment. Then we hear from the Lab's five newest faculty members–all rising stars in their respective fields. In the afternoon, Emmy and Peabody award-winning National Public Radio host John Hockenberry will lead a session that will look at both the Lab's global vision and the individual people who make it happen.

For many of you, this will be your first event in our amazing new complex. We hope that you'll take this opportunity to use your RFID name badge to interact with the Lab's "glass infrastructure" through the many screens throughout the Lab complex, generously donated by Samsung. We also hope that you will participate in our Living History projects, located on the fifth floor, so that you can add your remembrances and images to our rich and evolving archive.

On Friday night we will mark this milestone with a grand party, where we hope you will have a chance to meet new people, catch up with old friends, and enjoy the surprises that we have in store for you.

In closing, I would like to say that every day as I walk into this Lab I am awestruck by the energy, commitment, and brilliance of the faculty and students. The synergy created by our researchers and our amazing sponsors is unique and very special. It provides the catalyst for great things to come.

Thank you all for being here to share this very special time with us.

Sincerely,

Frank Moss
Director, MIT Media Lab
Jerome B. Wiesner Professorship

MIT MEDIA LAB

Ellen Hoffman
Director of Communications
Phone 617 253 0640
hoffman@media.mit.edu

Communications

Dear Media Lab Guests,

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25TH ANNIVERSARY
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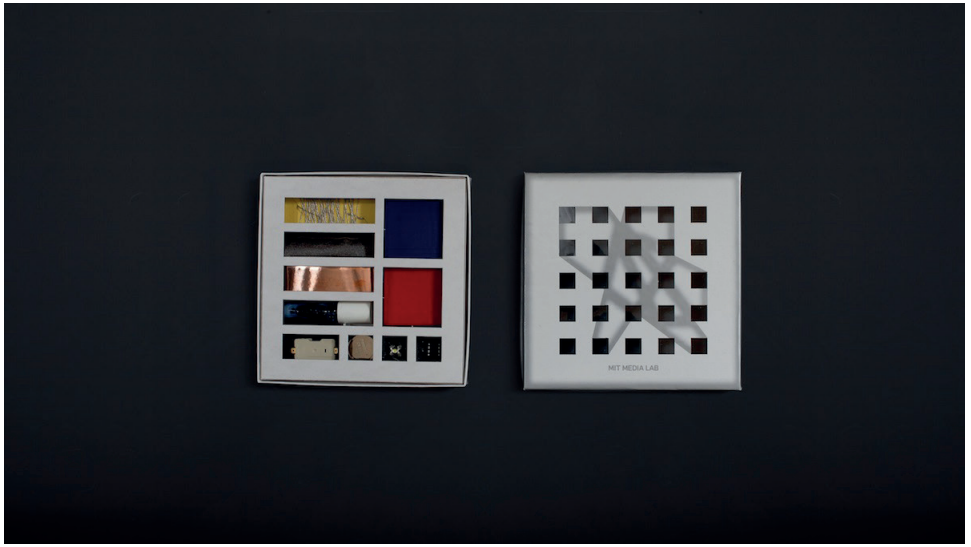
MIT MEDIA LAB


MIT MEDIA LAB


MIT MEDIA LAB

“Wiesner Building” MIT Media Laboratory
I. M. Pei & Partners, 1985

Kenneth Noland
Here-There, installation, 1985

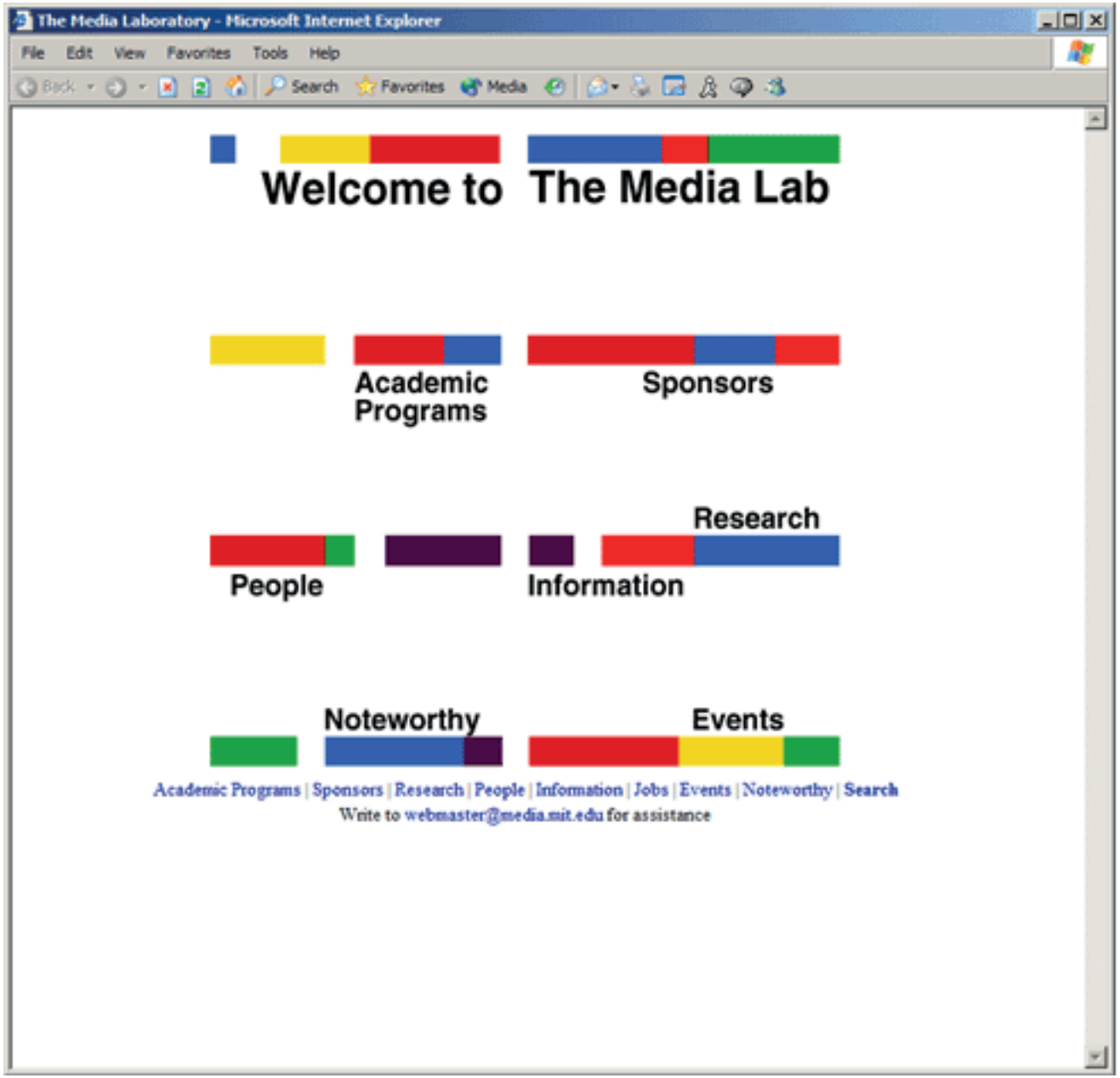
Jaqueline Casey

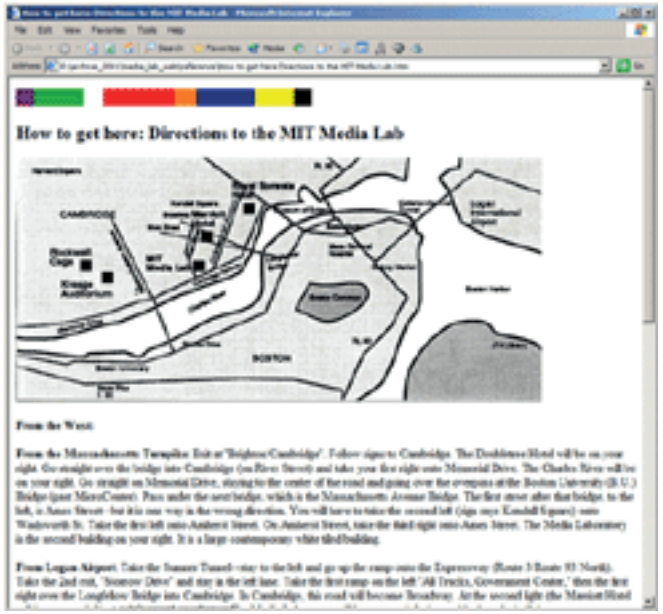
Jerome Wiesner Building dedication

1985

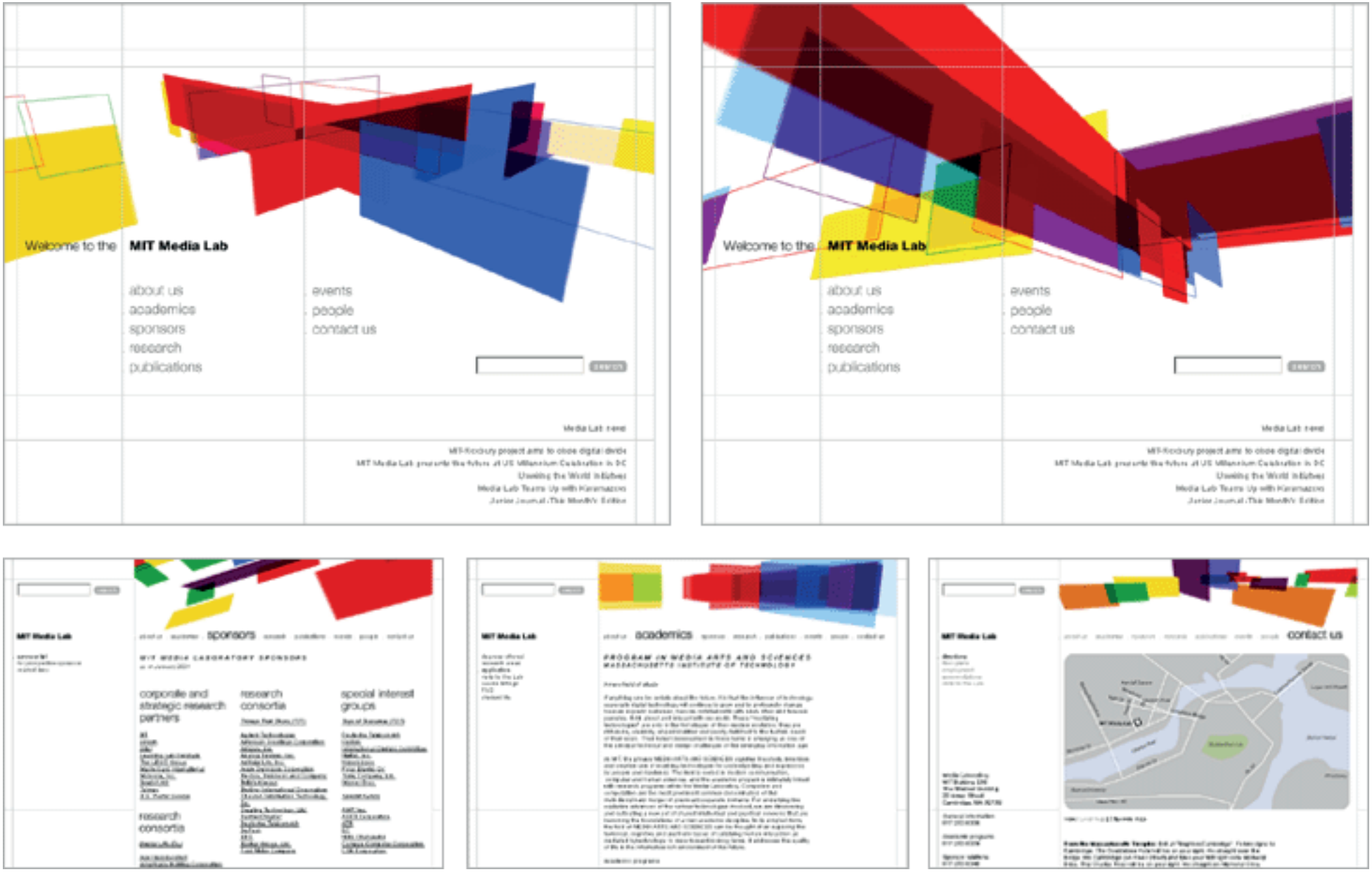

MIT
Generations
BAUHAUS
MESSIAH
THE ARCHITECT AND THE CITY
ON MODERNISM
On Modernism: the Prospects for Literature and Freedom
by Louis Kampf
MIT OPEN HOUSE 4 13 74
American Women in Science and Engineering A Symposium
Massachusetts Institute of Technology. Kresge Auditorium
October 23-24, 1964
For free tickets call UN 4-6900, ext. 2910
SCIENCE, TECHNOLOGY AND AMERICAN FOREIGN POLICY
Technology + Policy Program at MIT
Chemistry at MIT
The Historian and the City
Oscar Handlin
John Burchard
NATIONALISM AND COMMUNISM IN
ERNST HALPERIN

Late-90s artifacts: MIT Media Lab business cards

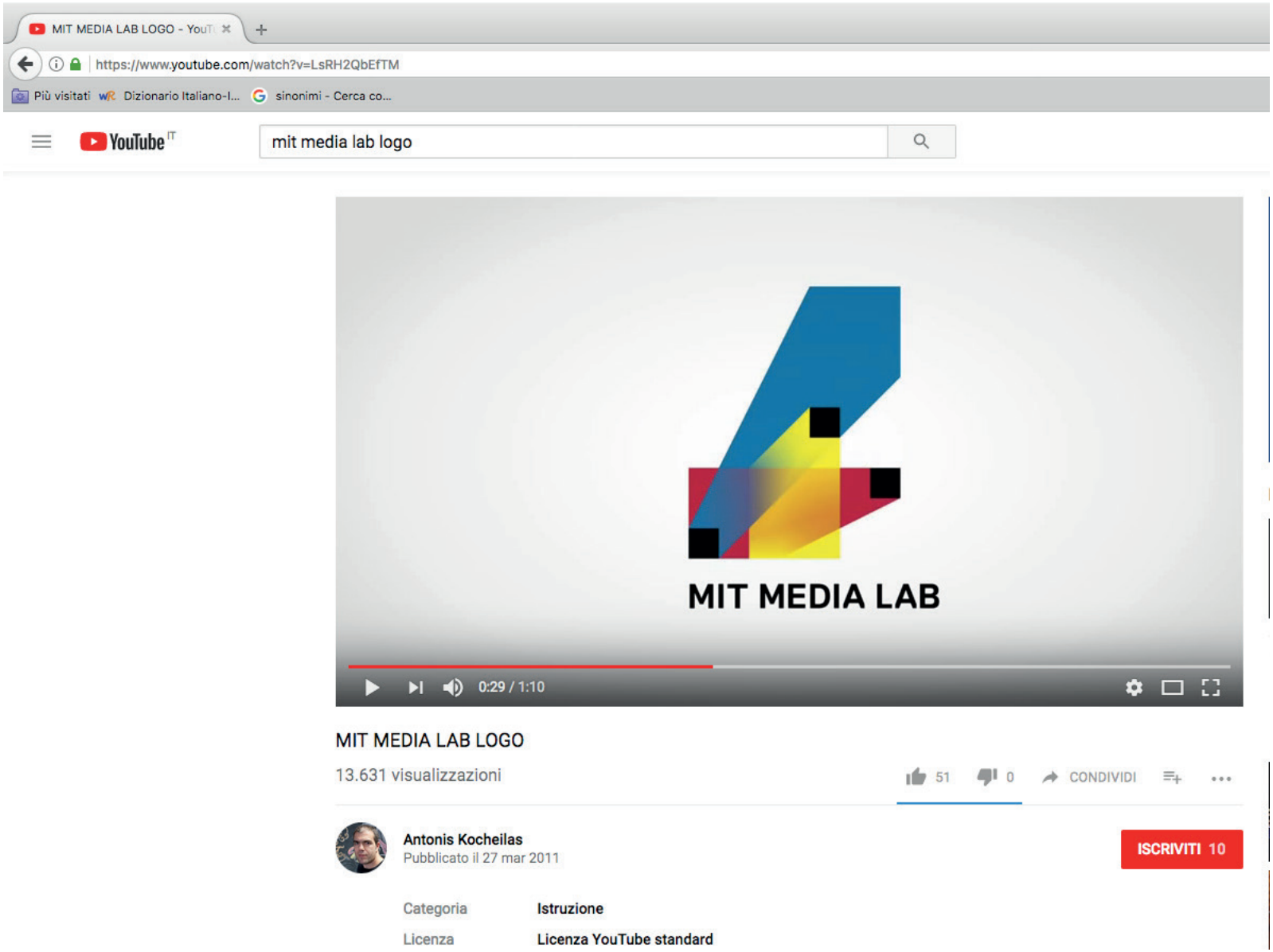




mit media lab website before 2001



website by Peter Cho, 2001 (related to John Maeda)


MIT MEDIA LAB LOGO - YouT
https://www.youtube.com/watch?v=LsRH2QbEfTM
Più visitati
Dizionario Italiano-I...
sinonimi - Cerca co...
YouTube IT
mit media lab logo
MIT MEDIA LAB
0:29 / 1:10
MIT MEDIA LAB LOGO
13.631 visualizzazioni
51
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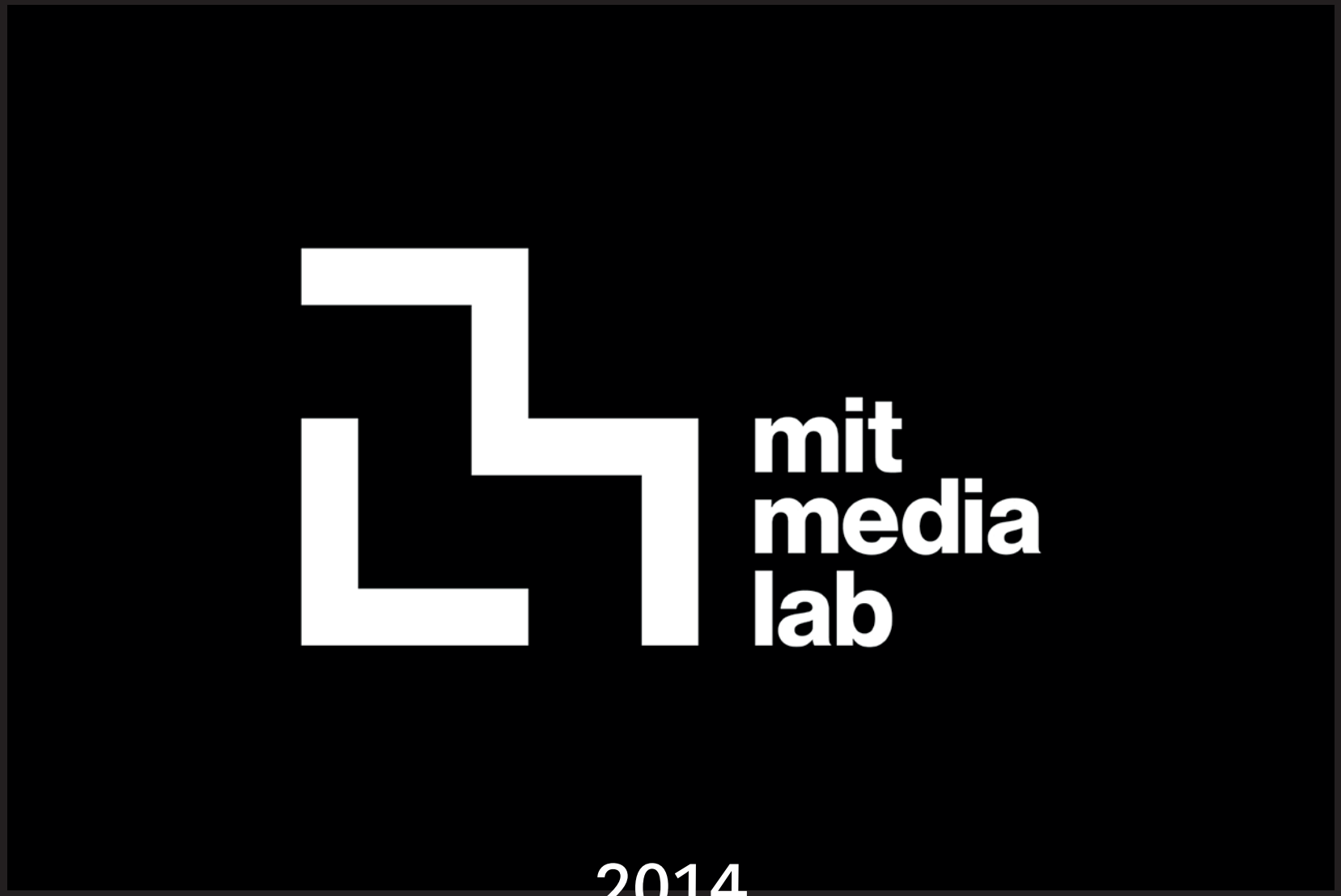
Antonis Kocheilas
Pubblicato il 27 mar 2011
ISCRIVITI 10
Categoria
Istruzione
Licenza
Licenza YouTube standard

video



2014

MIT Media Lab’s new identity

Identity by Pentagram, Michael Bierut


mit
media
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affective
computing


biomechatronics


camera
culture


changing
places


civic
media


design
fiction


fluid
interfaces


human
dynamics


lifelong
kindergarten


macro
connections


mediated
matter


molecular
machines


object-based
media


opera of
the future


personal
robots


playful
systems


responsive
environments


social
computing

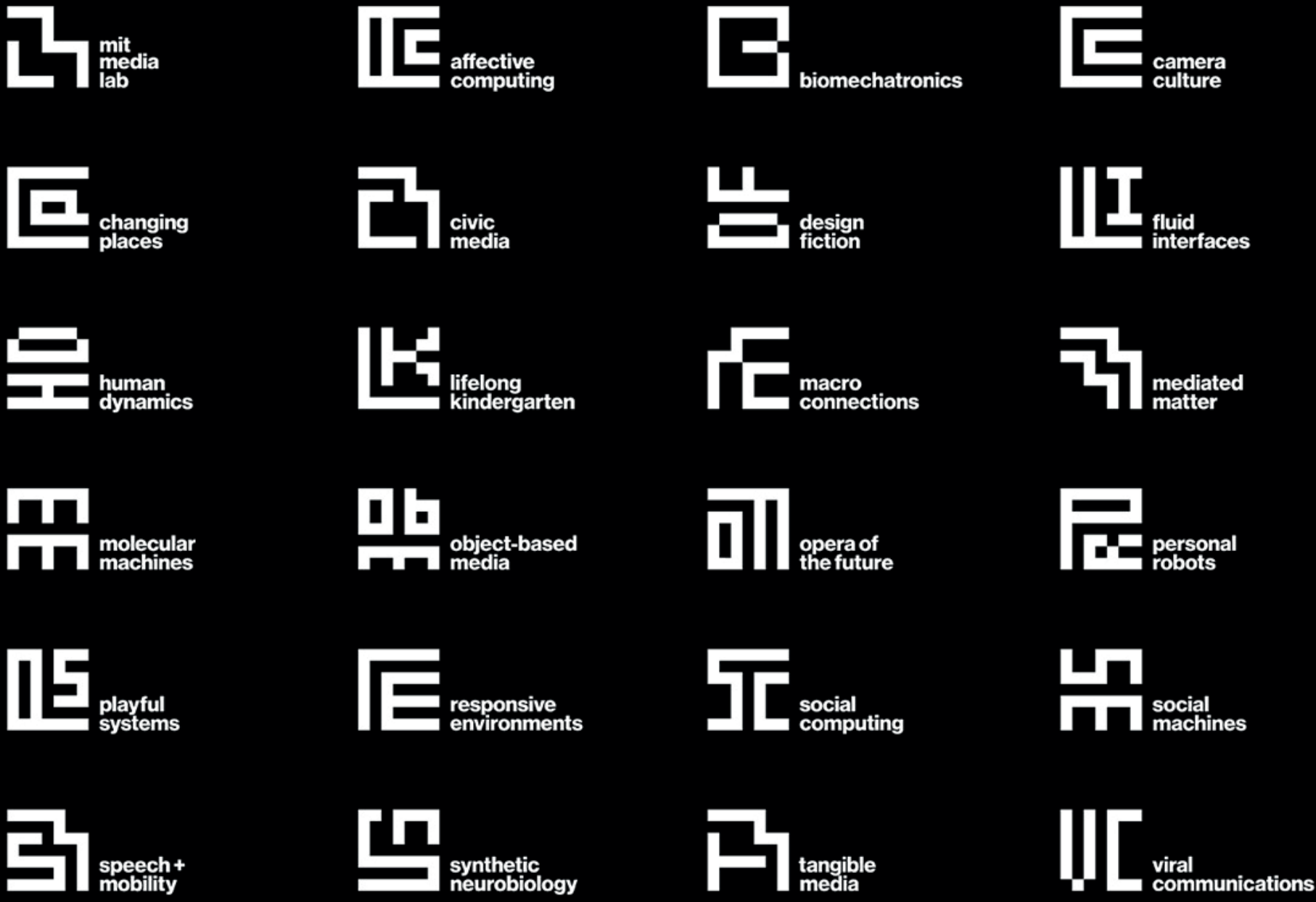

social
machines

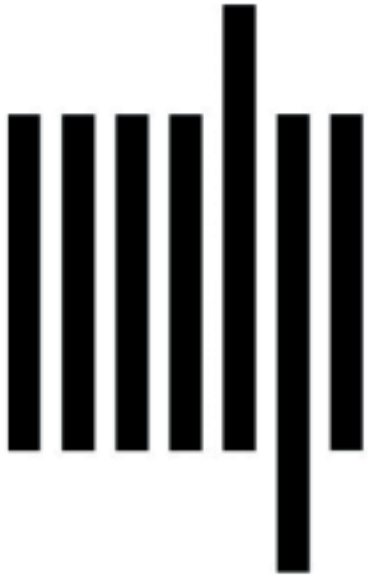

speech +
mobility


synthetic
neurobiology


tangible
media

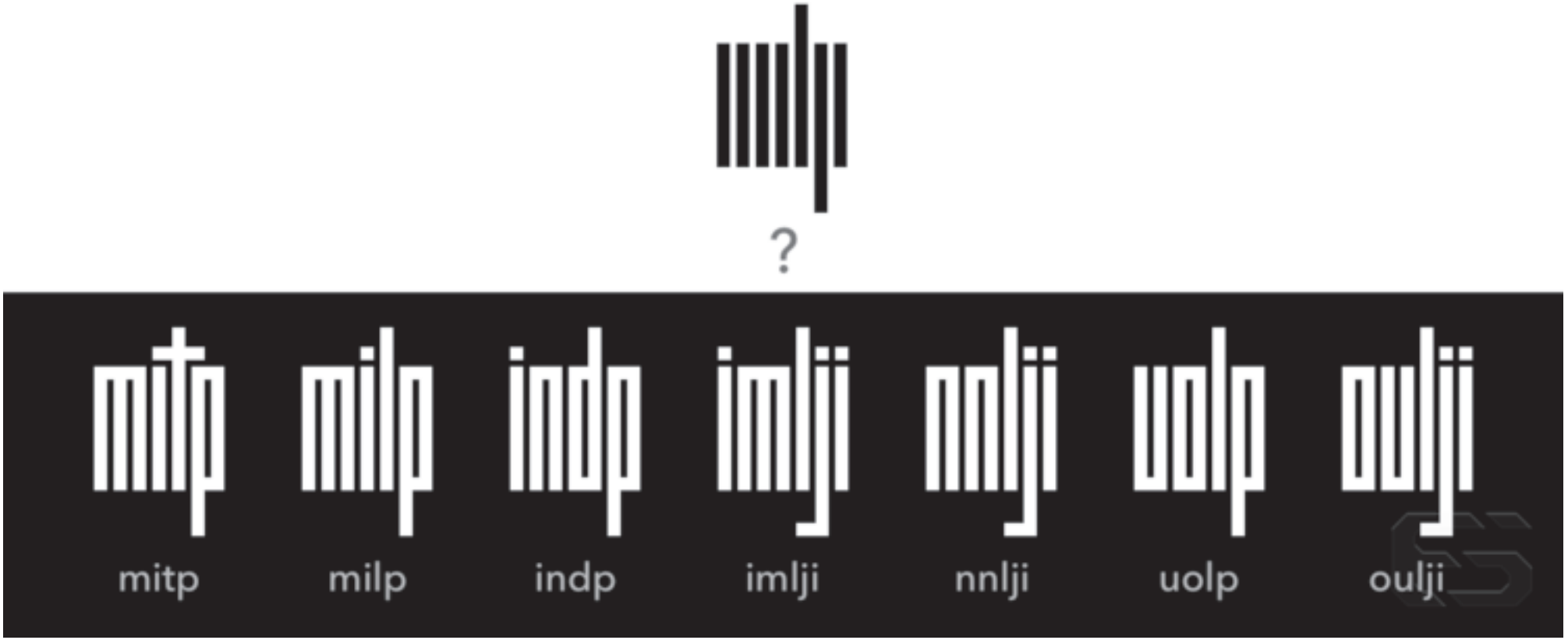

viral
communications


mit media lab
affective computing
biomechatronics
camera culture
changing places
civic media
design fiction
fluid interfaces
human dynamics
lifelong kindergarten
macro connections
mediated matter
molecular machines
object-based media
opera of the future
personal robots
playful systems
responsive environments
social computing
social machines
speech + mobility
synthetic neurobiology
tangible media
viral communications



Logo for MIT Press
Muriel Cooper, 1962

Muriel Cooper



.... ambiguità

Massachusetts Institute of Technology
2003
Identity team: Kathleen Forsythe, Alice Hecht, John Kramer and Matthew Carter.

MIT logo

Black and red

Red and gray

Black and gray

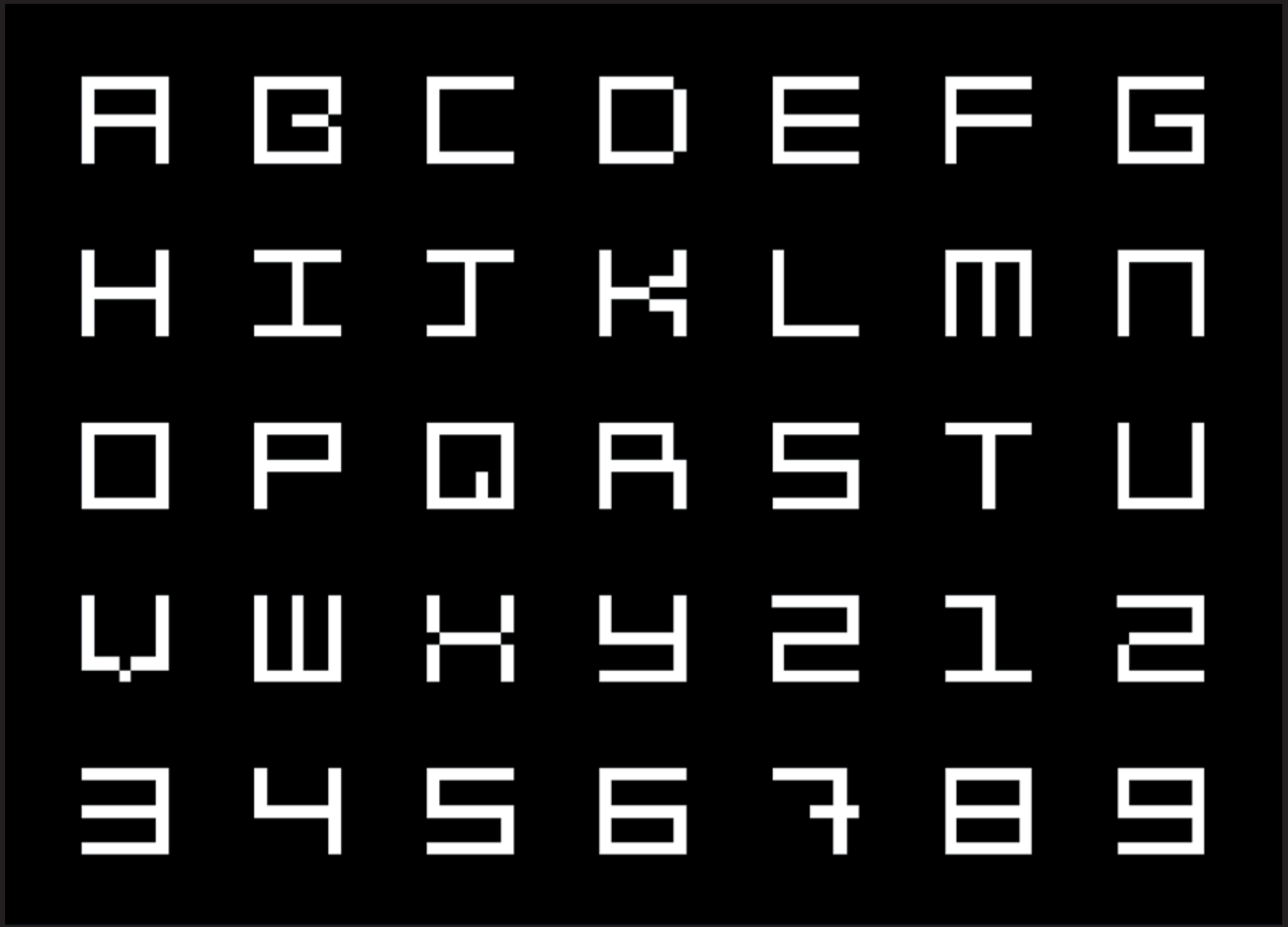
Gray and light gray

Light gray and white; only for use on a dark background


mit
media
lab
director's
fellows
program


program
in media
arts &
sciences


re-think
food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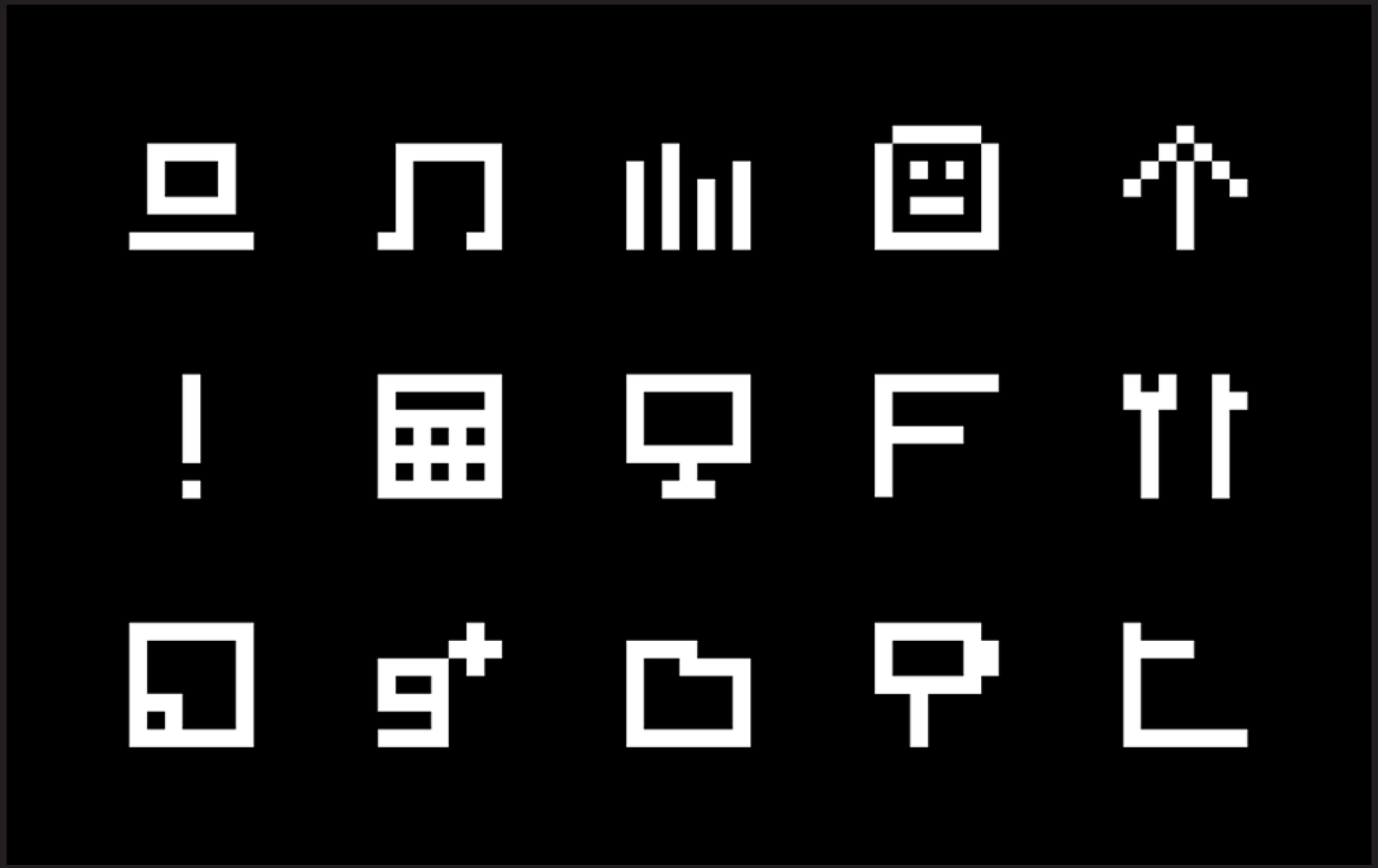


Chris Schmandt
Principal Research Scientist
Speech + Mobility
MIT Media Lab
20 Ames St.
E15-355
Cambridge,
Massachusetts
02139
Joi Ito
Director
MIT Media Lab
75 Amherst St.
E14-245
Cambridge,
Massachusetts
02139
United States
石井 裕
メディア・アート&
ス 教授
MIT メディアラボ
MIT Media Lab
75 Amherst St.
E14-574N
Cambridge,
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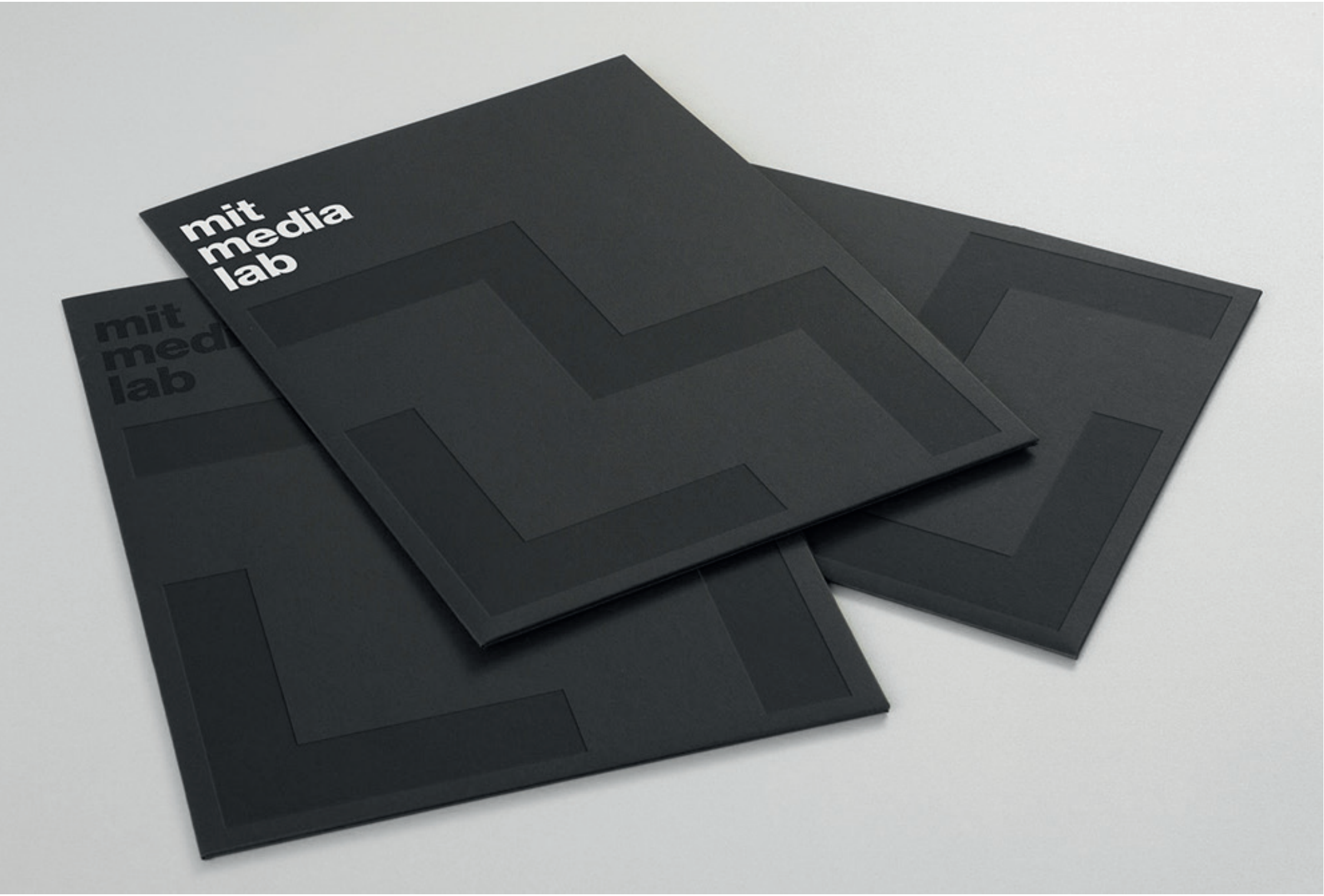
02139
United States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mediated matter

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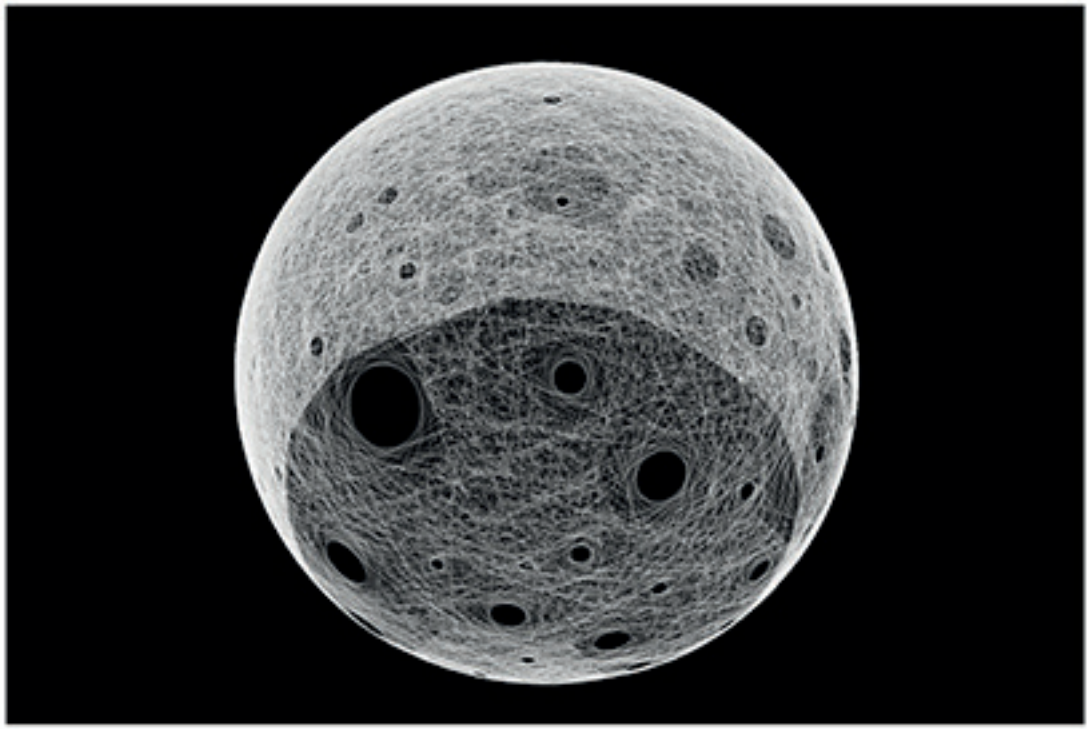
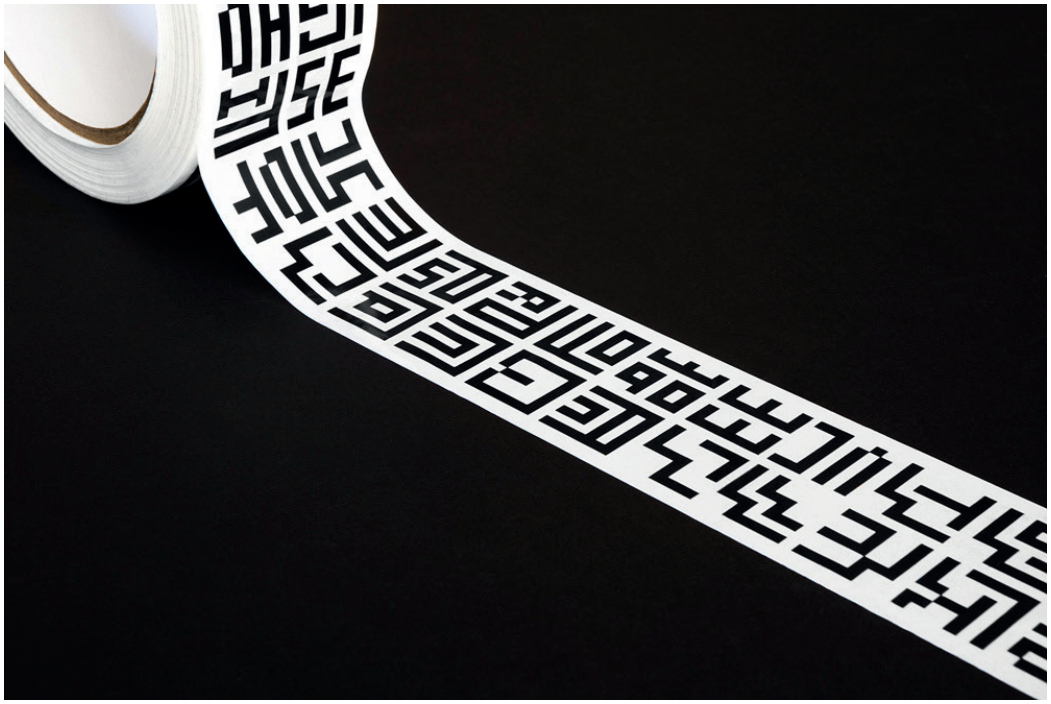


mit media lab




mit
media
lab


21 October 2014
Welcome to the MIT Media Lab
Touch anywhere to continue
SAMSUNG


DEPLOY
DEPLOY
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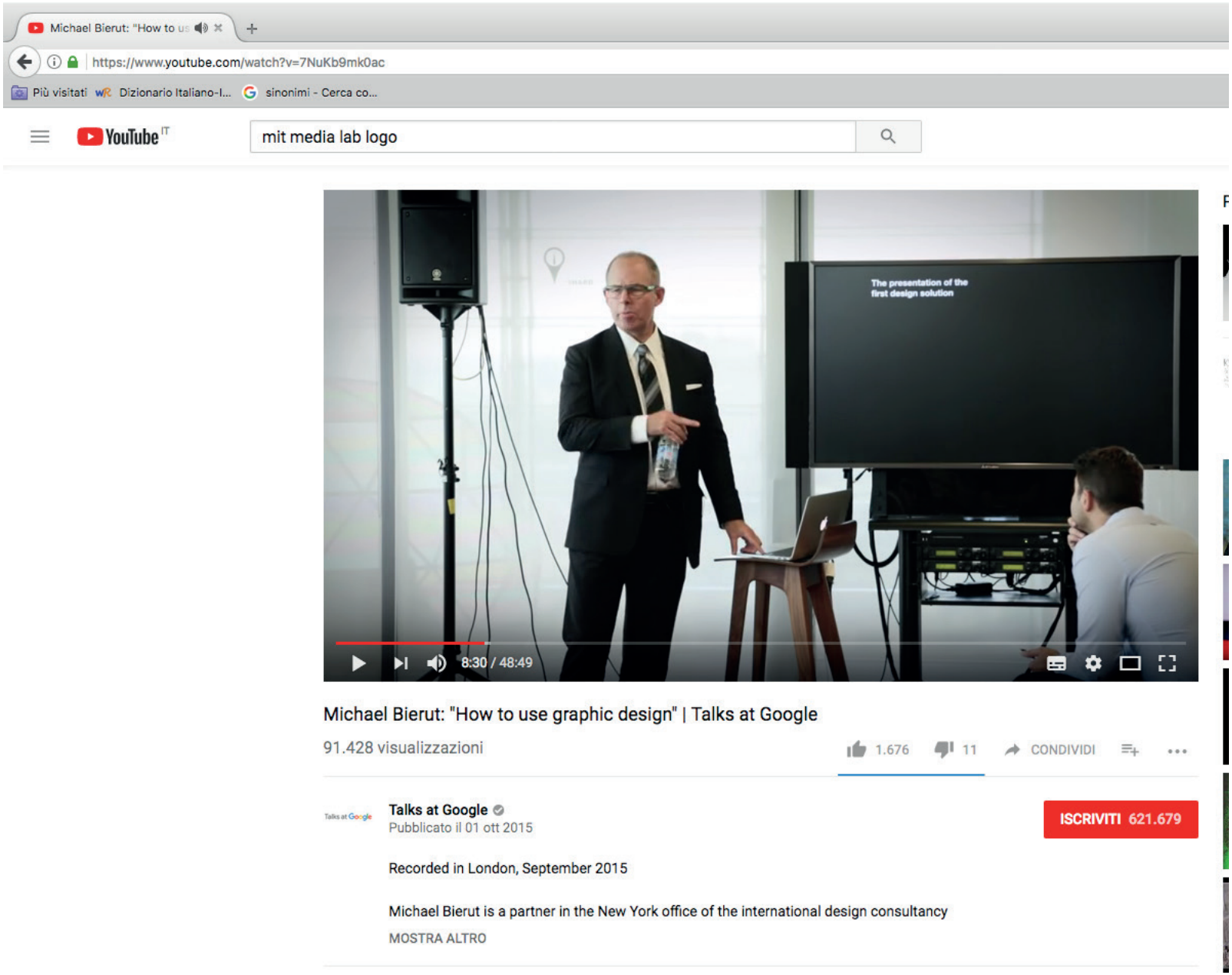
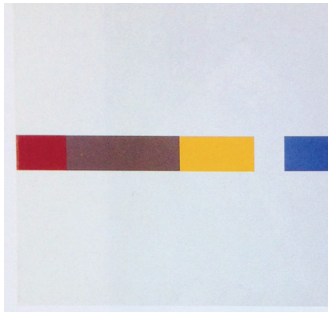
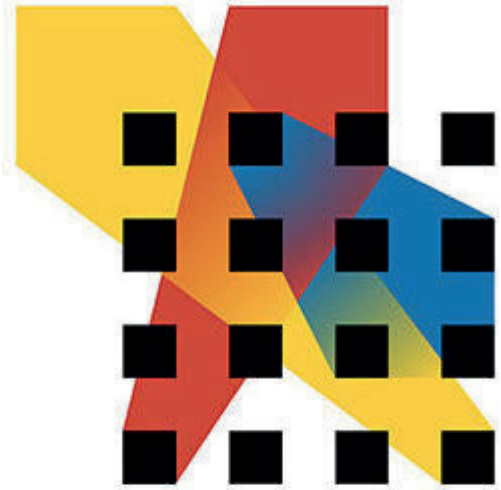
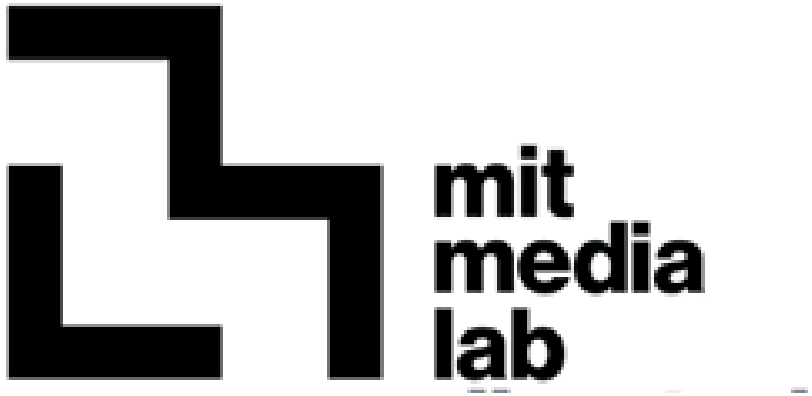
DEPLOY


Michael Bierut: "How to us
https://www.youtube.com/watch?v=7NuKb9mk0ac
Più visitati
Dizionario Italiano-I...
sinonimi - Cerca co...
YouTube IT
mit media lab logo
The presentation of the first design solution
8:30 / 48:49
Michael Bierut: "How to use graphic design" | Talks at Google
91.428 visualizzazioni
1.676
11
CONDIVIDI
Talks at Google
Pubblicato il 01 ott 2015
ISCRIVITI 621.679
Recorded in London, September 2015
Michael Bierut is a partner in the New York office of the international design consultancy
MOSTRA ALTRO



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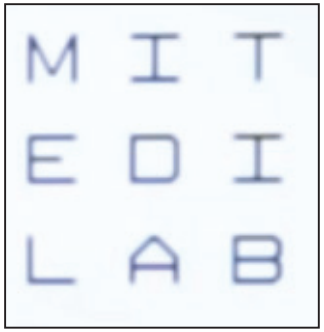
M I T
E D I
L A B

e voi
quale preferite?