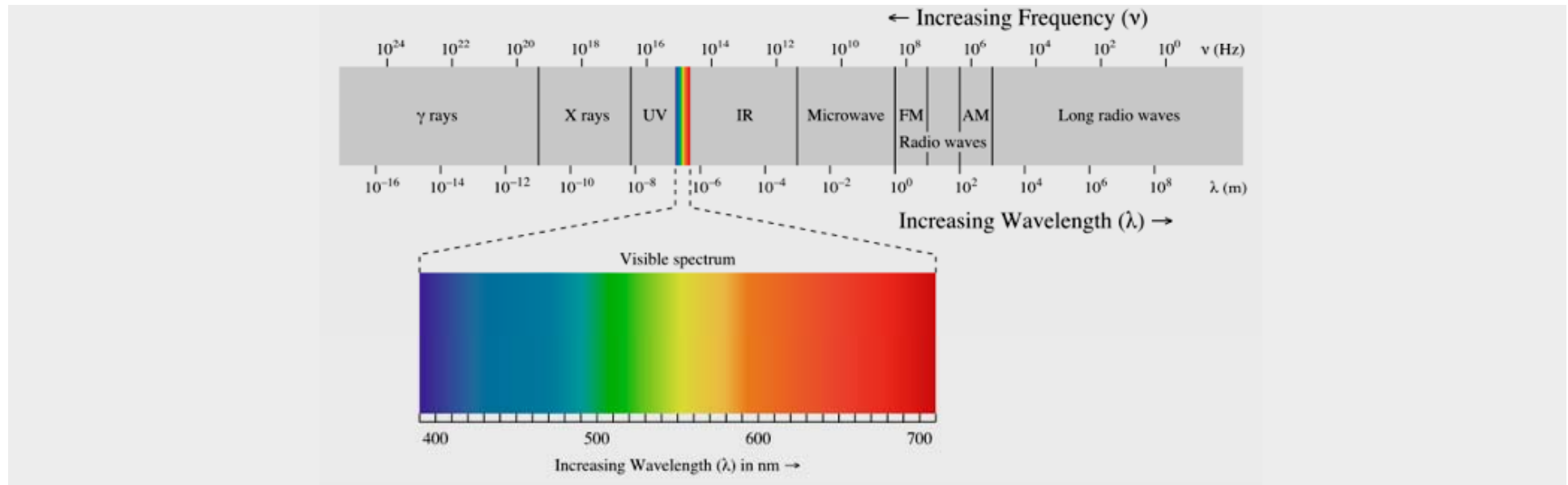


magenta



magenta



m a g e n t a = physical + digital + mental

thinking about color: the evolution

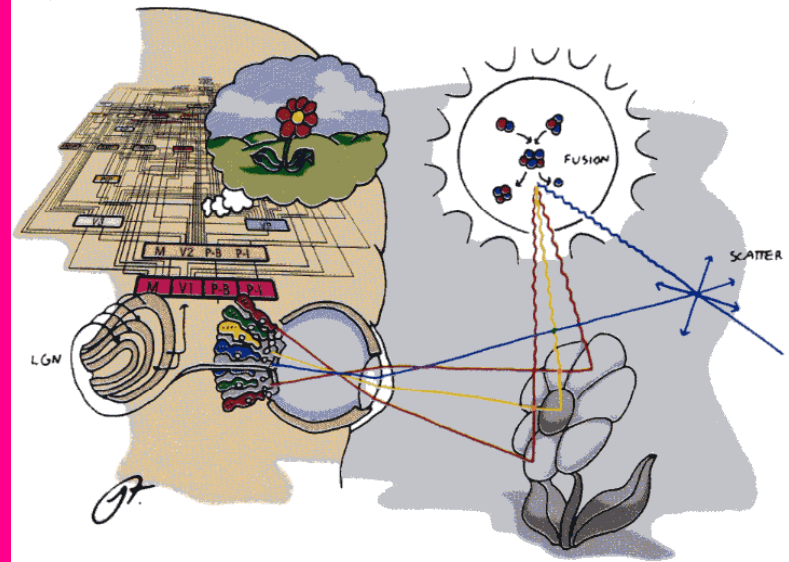
color is a property of objects

color is a property of light

color is a property of the visual system response

color depends upon:

spectral composition of illuminant
absorption/reflectance function of surface
processing by visual system



m a g e n t a = physical + digital + mental

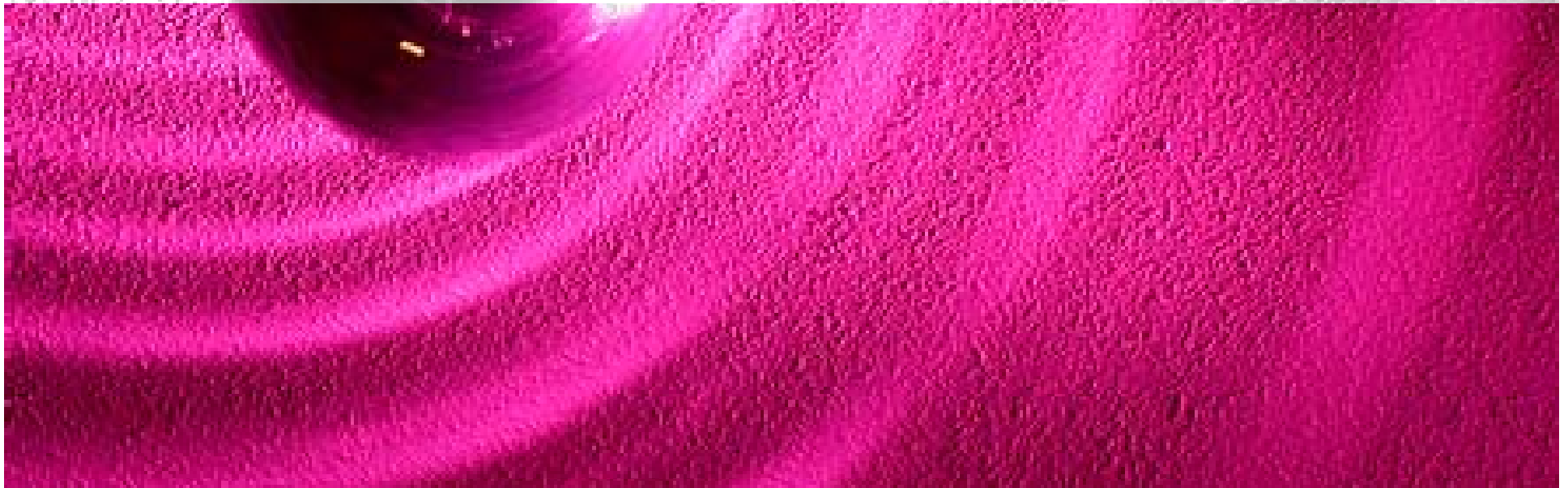


m a g e n t a = physical + digital + mental



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m a g e n t a = physical + digital + mental



m a g e n t a = physical + digital + mental

biological

cultural

educational

social

economical

m a g e n t a = physical + digital + mental

educational

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cultural

biological

m a g e n t a = physical + digital + mental

eCumenic (all)

Humenic (i)

external force synergy

neural stimulation

moreness in lessness

lessness in moreness

materialism in training

layers of choice

filtering complexity

experiential enjoyment

feel-at-allness

feel-at-homeness

anchoring - grounding

MAP pINK



MAP Pink

diginarration

extended dexterity

degrees of freedom on demand

eMotives

furniture on demand

table as extension of self

m a g e n t a = physical + digital + mental

a condition is PiNk! if the coordination of physical with the digital stimulates the mental in such a way that a new condition is generated

