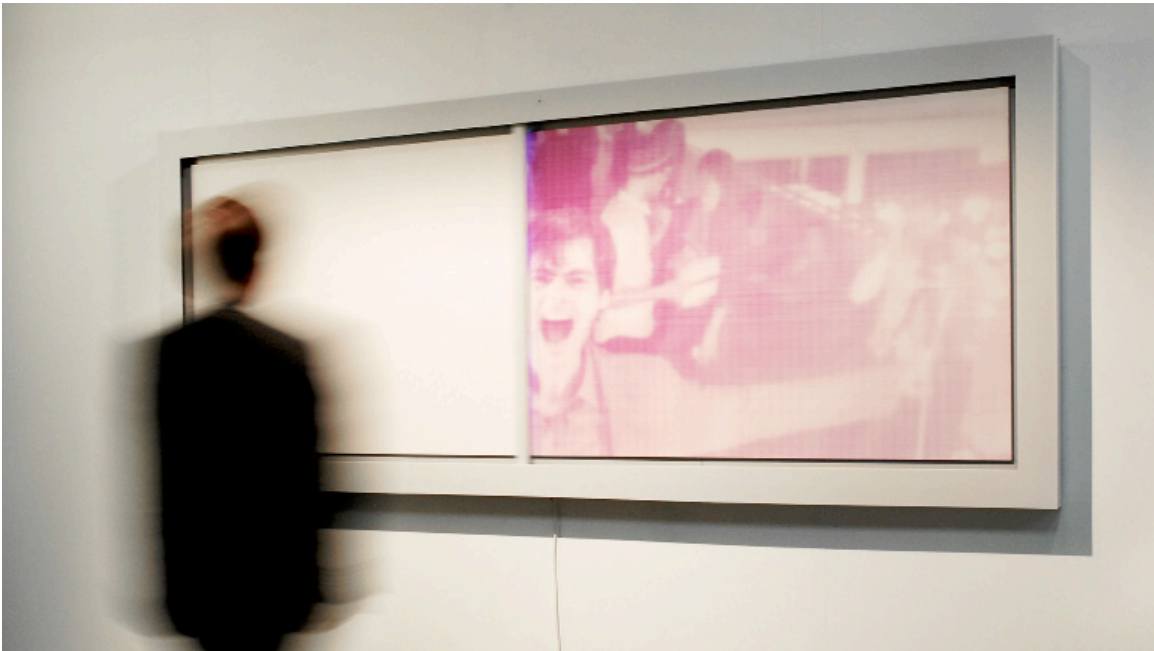


**W Hotels Designer Of The Future Award 2010
'Self Portrait' by rAndom International**

Design Miami / Basel 2010

'Self Portrait' is the archetypal blank canvas. The installation engages you, the spectator, with a large-scale, ephemeral representation of yourself. All evidence of the encounter exists only in the moment of interaction between the viewer and the work. Gradually, moment and image fade away, never to be repeated.



**Self Portrait
rAndom International 2010 (S Wood, F Ortkrass, H Koch)**

Light reactive screen print on canvas, Corian frame, custom rail system, motor, electronic LED print head, rapid prototyped components, proprietary software, proprietary tracking system, camera, lens, Computer

Dim: 270cm by 110cm by 10 cm

Edition of 8 + 2 AP

'Self Portrait' is the inaugural collaboration with Incubator

**For further information, please contact Rachel Verghis /
rachel@theincubator.net or Natalie Kovacs / natalie@the-incubator.net**

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'Self Portrait' has been developed with the generous support of Incubator, which is an alternative platform to initiate and develop new work. 'Self Portrait' is the first in a series of special projects that rAndom and Incubator are working on and will be inaugurated at rAndom's Designer Of The Future exhibition at Design Miami / Basel 2010. Another new work launched in this exhibition is 'Swarm Light', an experimental light installation with a real 'collective consciousness' that subtly reacts to the viewer's audible presence.

For enquiries and requests for images, please contact
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rAndom was founded by Stuart Wood, Flo Ortkrass and Hannes Koch in 2002. The studio was set up to extend the perspective of contemporary practice. Working from the fringes of art, design, science and architecture, rAndom are developing projects and installations that re-interpret the 'cold' nature of digital-based work and emphasise the interaction between the animate (audience) and the inanimate (object), bringing the two into a powerful relationship of performance. The studio's work has won many awards in the fields of art, architecture and design over the past few years. In 2009 their interactive 'Audience' installation received an Honorable Mention at Prix Ars Electronica, and the Observer recognized rAndom among the top ten UK designers in 2007. rAndom has won several diverse awards, including: the iF Design award in 2006 and in 2005; the Wallpaper design award, 2006 and the Creative Futures Award, 2005.



rAndom are currently collaborating to create special projects with Incubator – an alternative platform to initiate and to develop new work. This collaboration was inaugurated at Design Miami / Art Basel with the new work 'Self Portrait' in the Designer of the Future exhibition.

Collections: Museum of Modern Art (New York), Victoria & Albert Museum (London), Maxine & Stuart Frankel Foundation for Art (US).

rAndom's crew is sponsored by adidas / SLVR.

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