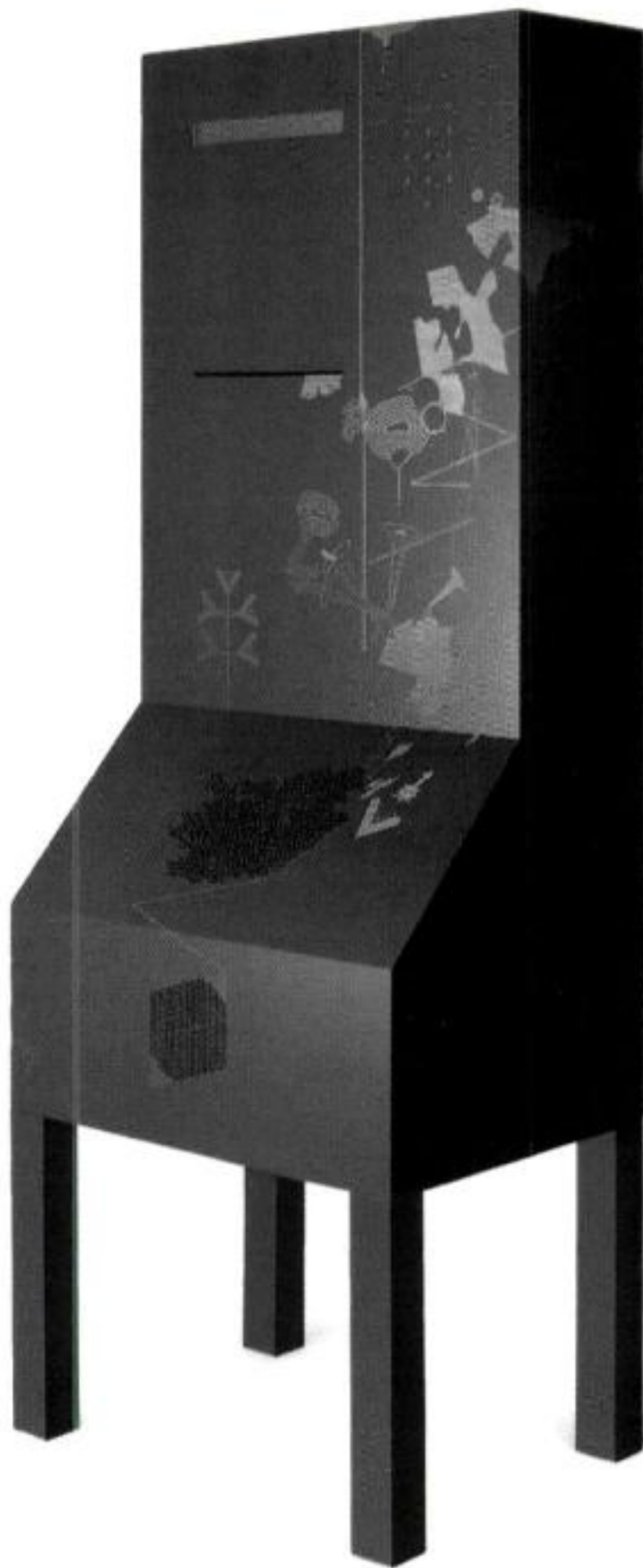


# techno poetry

Troika have found remarkable outlets for their technology-driven social interventions. British Airways, MTV, BBC and Warner Music have all sought out the threesome's imaginations to activate their brands in unexpected ways. By Eva Csernyanszky



◀▲ Electropubes – 'Shit! I forgot the iPod!' is an electromagnetic environment specially created for the Electropubes – an installation that presents a chaotic assemblage of electric/electronic objects, commonly found in the houses of the 21st century: electric appliances, mobile phone chargers, DVD players and transformers. The inherent order behind this chaotic assemblage is revealed by the Electropubes. The various objects are arranged by their electromagnetic tunes in order to create a magnetic 'orchestra' that the user is able to hear with the probes.

UK design and art collective Troika wowed the crowd at the Design Indaba in Cape Town with its cheeky computer programme, Newton Virus, which allows gravity to take effect upon unwitting desktops – without damaging any files. The programme has been around for a while now, though Troika explained they are currently working on a new version after Apple recently intercepted them.

Founded in 2003 by Conny Freyer, Eva Rucki and Sebastien Noel, the multi-disciplinary art and design practice have found remarkable outlets for their technology-driven social interventions.

Their creations have been self-described as 'simple, playful and provocative technology driven, social interventions' and by others as 'technological poetry'. Either way, it is inspiring to see designers escape pure print or web design in the form of installations that provoke, and some of which find commercial application, too.

Popular works of Troika include a giant flipdot cloud that reflects the colours of its environment, created for British Airways' luxury Heathrow lounge; park sculptures that amplify passersby's whispers; an 'electroprobe' that allows you to access the silent language of household gadgets, creating a big magnetic bubble that ripples to the words of electronic objects, and makes audible conversations that you have never heard before; guerrilla loudspeakers that read out text messages, and a wonderful music box that plays a tune in response to torn museum tickets fed into it.



◀ Named after the father of modern mechanics, the 'Newton Virus' introduces the concept of gravity to the desktop – icons become susceptible to Newton's invisible force and fall, roll and tumble in whatever direction gravity pulls them, delivering a little bit of reality to a virtual environment. Utilizing the onboard motion sensors of the MacBook, the virus senses the movements of its host, adjusting its effects accordingly. Perfect for spicing up your colleagues' day or simply enjoying the marvels of Newtonian principles at work!