

FRAME

102

JAN / FEB
2015

€19,95 EU
€14,95 Italy
CHF 30 Switzerland
\$19,95 USA
\$29,50 Canada
£14 UK
\$28,99 Australia
¥3,570 Japan
₩ON 40,000 Korea

THE GREAT INDOORS

EVENT IS NOW

Magic or marketing?



Time Hayon

WE ARE AFRAID
WHAT'S NEW?

Alexandre de Betak

HOW INSTAGRAM CHANGED
LIVE ACTS FOREVER

Offices

THE FUTURE
IS FLEXIBLE

Opening Ceremony

FACE TO FACE WITH
FASHION'S DREAM TEAM



— ELASTIC MIND —

Meet Your Microbes

An interactive, microbe-ridden landscape glows at Amsterdam's Artis Royal Zoo

Eight years in the making, Micropia - now a spectacular permanent feature of Artis in Amsterdam - was designed by exhibition architects Kossman.dejong. The Dutch zoo calls its latest attraction 'the world's first museum of microorganisms', and Micropia is fast becoming a must-see destination, despite the fact that the stars of the show - the trillions of microorganisms that inhabit every human body - are invisible to the naked eye. Mapping the human microbiome is just one aspect of the glowing, interactive (and, most importantly, microbe-ridden) 'inverted laboratory', which was developed in collaboration with Berlin-based design firm Art+Com and Peter Flamman, who created the soundscape. Besides an amazing 3D view of living microbes, a body scan reveals how many imperceptible beings you're toting personally, and a joystick enables smooth navigation through microscopic images. Immersing yourself in a dark environment crawling with luminous microorganisms may not appeal to germaphobes, but the rest of us are sure to have a good time. — NB

kossmandejong.nl
artcom.de

Photo Sures Kumar



— YOU BEAUTY —

Back to Black

Traditional Futures by Shubhi Sachan includes a skin cleanser made from rice-husk ash

Focused on inventing the future by investigating the past, Shubhi Sachan explores the potential of historical materials and techniques made obsolete by new technologies. A case in point is rice-husk ash, once an agricultural by-product used for cleaning teeth and utensils, now a key

ingredient of successfully revived formulas for incense, skin cleanser and black ink. Paying tribute to tradition, Sachan aims to support the rituals surrounding the material and to encourage its adoption into our daily lives. — KG

shubhisachan.com