



PRESS RELEASE

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META PRODUCTS - MEANINGFUL DESIGN FOR OUR CONNECTED WORLD

Amsterdam — In the next few years the web will keep on growing and will extend across new aspects of our lives. Products, services, places, knowledge and people will be web-enabled, creating new connections and new interactions; hence new networks. Business success will rely on harmonious and valuable networks, called Meta Products.

Within these smart product-service networks the web will play a central role; it is the information stream that feeds the whole network. Think about examples such as Nike+, FedEx SenseAware and Fitbit.

After two years of research, writing and designing the book 'Meta Products - Meaningful Design For Our Connected World' will be published in december. The book was written and designed by Amsterdam based design studio Booreiland, which itself doesn't claim to have all the answers but moreover tried to make a book for the future. A book that starts a conversation, sparks new ideas and most of all that inspires. The book talks about the phenomenon of Meta Products, and also presents Network Focused Design as a design approach, usable for everyone who wants to design successful solutions for our connected world. With this the book aims not only at industry designers, but also at students from design academies.

Mike Kuniavsky (author of 'Smart Things - Ubiquitous Computing User Experience Design') wrote the foreword, and many other experts from both commercial and academic worlds contributed to the book by means of interviews (TNO, Philips Research, Umeå University, MIT, University of Oxford, Delft University of Technology etc). Next to that, many cases are provided along the way to support the theory.

The book will be available from December onwards via BIS Publishers, various bookstores and worldwide via Amazon.

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