



HINTERLAND

Making the invisible, destructible

Energy is often described as being invisible and intangible, masking the consequences of our desire to consume and to be consumed by technology.

Who decides what energy consuming activities are acceptable and what is the yardstick for comparison?

Energy is invisible, abstract and generally of low interest - symptoms of its featureless and seemingly infinite supply; considered only indirectly through our interaction with products and systems, based often on incorrect heuristic models.

Hinterland is an augmented reality app that makes the invisible, visible. Using a tablet as a viewing portal (with an underlying network of smart plugs and RFID tags), the app illustrates in real-time energy consumed as a series of industrial cloud plumes emanating from host devices. Used in conjunction with a partner app, a virtual proxy world in which these clouds cause explicit damage to the flora and fauna, gamification elements are introduced to encourage a reflection on and considered management of energy consumption.