

QR codes act as a **visual link** to a **virtual destination**



LEAVING A **TRAIL**



BAD**NAME**MEMORY?

PERSONALISATION



QUICK**EXCHANGE**



LOST**&FOUND**



SURPRISEADVERTISING

AD



WHOM**TO**CALL?
CONTACT CUBE

ANYTHING CAN BE A MEDIUM

LIGHT & SHADOW

TRAIL

CLOTHES

TATTOO

ARCHITECTURE

GRASS

LANDART

CLIFFS

PRINT

METAL

FURNITURE

ENGRAVING

DOMINO

OBJECTS **ORDER**

PEOPLE

SKY & CLOUDS

MEDIUM etc.