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## Captions:

### “Virtual cleansing”:

#### Dornbracht explores virtual experiences with water

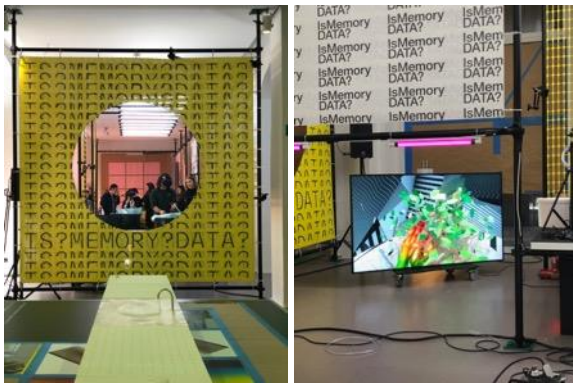
The topic: Water as an interface - Virtual reality and the experience of water

The project: Dornbracht Research Lab (Salone del Mobile / Milan, 9 to 14 April 2019)

Experience space and installation: Mike Meiré

Virtual reality applications: Meiré and Meiré in collaboration with Elastique.

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01a-b\_Dornbracht\_Virtual Cleansing.jpg

New worlds and experiences beyond reality: At Fuorisalone 2019 in Milan, Dornbracht explored the potential for experiencing water with virtual and augmented reality.



02a-b\_Dornbracht\_Virtual Cleansing.jpg

The central exhibit was the VR-based installation “Hyper Fountain”: What appeared to be merely an improvised structure consisting of a simple plastic bucket and a water hose transformed into a futuristic scene when the VR glasses were put on. In this virtual space, visitors were able to experiment with new, unexpected forms and manifestations of water.

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03a-b\_Dornbracht\_Virtual Cleansing.jpg

Andreas Dornbracht: "It is conceivable that we will be able to use virtual reality to significantly increase the effect of water and create experiences that appeal to our senses in a whole new way. If we can trigger sensory sensations without actually having to use water, this will also open up highly interesting perspectives for a more economical and sustainable use of this resource."



04a-b\_Dornbracht\_Virtual Cleansing.jpg

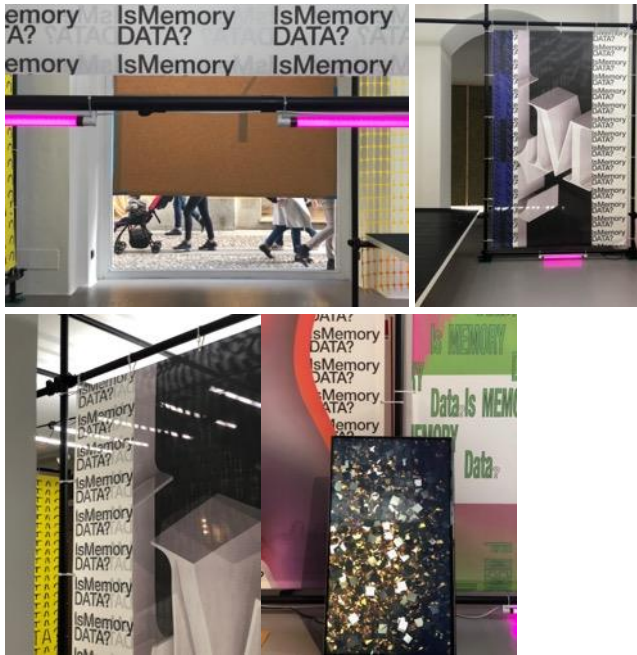
Four words summarize the concept of the Dornbracht Research Labs: "Exploration. Experiment. Experience. Engagement." Thus, dialogue with the user and the participatory moment also play an important role in addition to the experimental-research character.



05a-b\_Dornbracht\_Virtual Cleansing.jpg

In short interviews, participants were asked about their impressions following the experience. Mike Meiré: "Many visitors suddenly perceived things physically that were not there in reality."

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06a-d\_Dornbracht\_Virtual Cleansing.jpg

Over 23,500 people visited the first Dornbracht Research Lab in Milan. The experimental concept, which follows on Dornbracht's long-standing cultural commitment, was planned as a continuous series. It allows us to work on central issues and questions of the future both iteratively and across disciplines.