

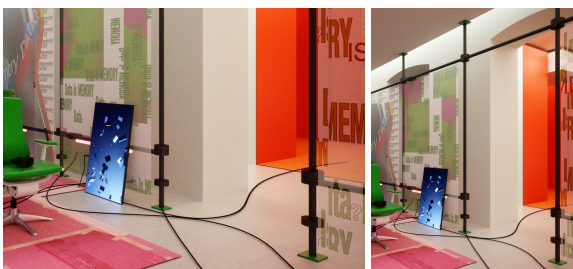
## Captions:

### Dornbracht @ Fuorisalone 2019:

#### “Is Memory Data?”

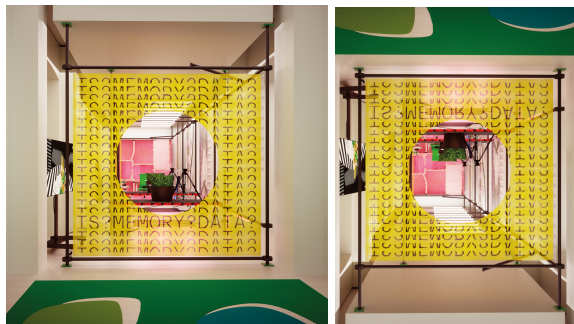
Creative direction: Mike Meiré

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01a-b\_Dornbracht\_Is\_Memory\_Data.jpg

With “Is Memory Data?”, Dornbracht will be presenting the first project of the new Dornbracht Research Lab at the Fuorisalone 2019 in Milan. The installation expands in Dornbracht’s longstanding cultural commitment and includes elements from two previous projects: “The Energetic Recovery System (E-R-S)” (2002) and “Noises for Ritual Architecture” (2008).



02\_Dornbracht\_Is\_Memory\_Data.jpg

The installation takes a subversive approach, in keeping with the Dornbracht Research Lab’s claim to be experimental. The digitally heightened virtuality mastered by the technology contrasts with what is a simple and seemingly provisional realm of experience which is full of playful moments.



03a-b\_Dornbracht\_Is\_Memory\_Data.jpg

In the center of the showroom is the installation “Hyper Fountain” which is based on virtual reality. Using VR goggles, visitors can immerse themselves in a world of hyper-reality.



04a-b\_Dornbracht\_Is\_Memory\_Data.jpg

Water as interface: The “Hyper fountain” installation enables visitors to experience the element of water in an unprecedented, playful way.