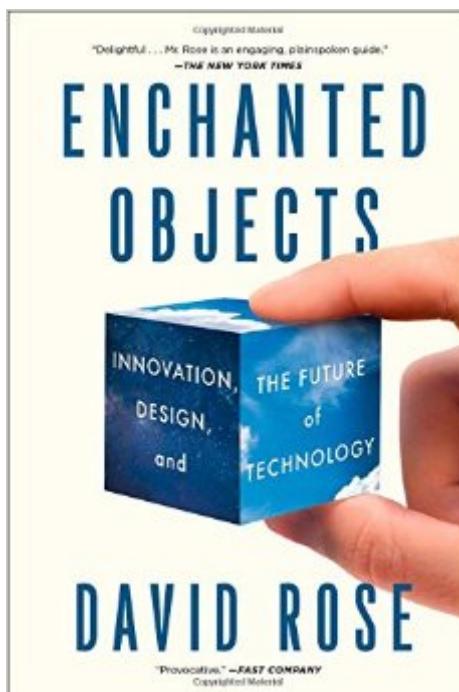# Enchanted Objects: Innovation, Design, And The Future Of Technology

Synopsis

In the tradition of Who Owns the Future, an MIT Media Lab scientist imagines how everyday objects can intuit our needs, improve our lives, and form â œan ethereal interconnection of gadgets and human desires that...will pervade our lives in the very near futureâ • (The Wall Street Journal).We are now standing at the precipice of the next transformative development, a world in which technology becomes more human. Soon, connected technology will be embedded in hundreds of everyday objects we already use: our cars, wallets, watches, umbrellas, even our trash cans. These objects will respond to our needs, come to know us, and even learn to think ahead on our behalf. David Rose calls these devicesâ "which are just beginning to creep into the marketplaceâ "Enchanted Objects. In Roseâ ™s vision of the future, technology atomizes, combining itself with the objects that make up the very fabric of daily living. Such innovations will be woven into the background of our environment, enhancing human relationships, channeling desires for omniscience, long life, and creative expression. The enchanted objects of fairy tales and science fiction will enter real life. Groundbreaking, timely, and provocative, Enchanted Objects is a â œdelightfulâ • (The New York Times) blueprint for a better future, where efficient solutions come hand in hand with technology that delights our senses. It is essential reading for designers, technologists, entrepreneurs, business leaders, and anyone who wishes to take a glimpse into the future.

Book Information

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Customer Reviews

MIT media lab guru and serial entrepreneur David Rose takes us on a whirlwind tour of internet

connected objects looming in our near future. Not a fan of the ubiquitous "glass slabs" that make up our laptops, cell phones tablets and soon our watches, Rose offers alternative possibilities such as bottle tops that glow to remind you to take you medication, self driving cars with heads up displays, smart transportation grids, ingestible sensors and ambient lighting that use brightness and colour to signal changes in weather, the stock market or wearable devices that give you a little hug every time your Facebook account gets a "like".It's really two books: the first, telling you about different kinds of innovations are out there, is only so so. The problem with seeking to impress with the latest technology such as NEST thermostats and physiological monitors such as Nike Fuel Bands is that the novelty is rapidly outdated as the products become better known and turned into commodities. The other, more intriguing book is about principles of design. While acknowledging there are downsides such as the misuse of ubiquitous surveillance and the public leaking of private data, Rose believes that "enchanted objects" powered by inexpensive sensors will draw us in with its ability to tell us about ourselves, our environment and by connecting us others on as needed basis.However Rose is a minimalist. Good design should inform, not just dazzle. His example of a bus stop that glows more intensely as the bus gets closer is really not much better than the yellow warning of a stoplight.

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