

DIGITAL WONDER WORLD

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Pamm Hong : Graphic Design : Watermelon Sugar

London – Graphic designer Pamm Hong has imagined the internet as a 3D landscape in her latest speculative design project.

: Virtual and augmented reality are driving a shift towards immersive 3D interaction with the online world

: Watermelon Sugar proposes a 3D internet that visualises the user’s digital footprint

Watermelon Sugar is a series of renderings that depict the internet user’s browser history as a digital landscape. ‘What the user reads, shares and explores on the internet will visually inform his or her personal profile through objects,’ says Hong.

The project echoes the sentiments of innovation design engineer Wai-Cheun Cheung whose alternative search engine **Metadrift** encourages users to wander within search terms and encourages serendipitous connections.

‘The amount of data feedback we as users provide will ultimately create hyper-personalised algorithms that will channel our consumption in favour of corporations,’ explains Hong. A 3D interface will enable users to measure the extent of their online consumption.



The Big Picture

Designers are exploring the complex dynamics governing digital interaction. To find out more about this year’s Central Saint Martins Work in Progress highlights, ready our [show review](#).