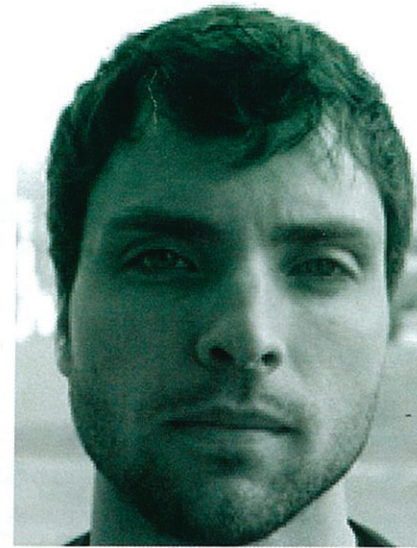


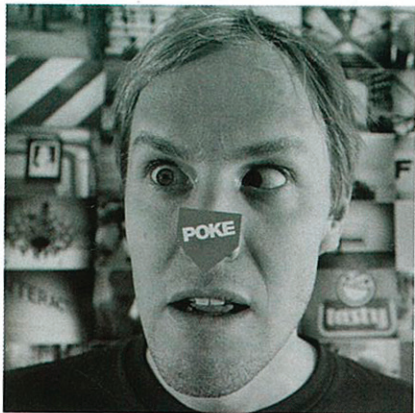
# The big question

We ask nine creatives:  
“What’s the best interactive project you’ve seen this year, and why?”



**Mike Giepert,  
Wieden+Kennedy**

“The **iPhone OS** is an amazing piece of interactive design. It’s created a whole new language of pinches, gestures, and flicks that when missing from other experiences, make them feel broken. Ever seen a child with an iPod Touch? Imagine what their designs will one day look like.”



**Iain Tait,  
Poke London**

“**Whopper Sacrifice**: it made you feel like it could only have been delivered interactively. Weighing up a friendship against the price of a burger was a really interesting piece of mental gymnastics.”

**Adrien Jeanjean,  
Barcinski Jeanjean**

“Firstly, **Eco Zoo** is a beautifully crafted site that brings its message across in an original way, with just the right user interface. You move up and down a 3D tree, and flip through pop-up books. If I could pick a second project, it’d be **Hobnox Audiotool**. It makes music online with virtual replicas of classic musical gear. Literally hours of fun, with modern, bold statements.”



**Benjamin Mace,  
Grow Interactive**

“Perfect Fools continues to amaze with **K•Space**. Visitors can explore an elegant, black-and-white world, centred around a classic shoe and narrated by actors, musicians and athletes. The K•Space site incorporates flawless deep-linking, multilingual content and advanced 3D techniques, as well as keyboard navigation.”

