



# CONTAGIOUS

## **WILDFIRE**

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Contagious is a resource for the global marketing community focusing on non-traditional media and emerging technologies.  
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# VIRTUE

## Chetwoods / Phoenix Towers

The Chinese city of Wuhan is adding to its skyline – and simultaneously cleaning up its sky. The Phoenix Towers, planned for construction in the smoggy metropolis, will contain multiple filtration systems, performing a host of environmental functions to help purify the city's polluted air and lakes. At 1km high, the green-friendly structures, designed by British architecture studio Chetwoods, will be the tallest pair of buildings in the world. Construction is expected to start with the next year. [tiny.cc/phoenixtowers](http://tiny.cc/phoenixtowers)



## MIT / Local Warming

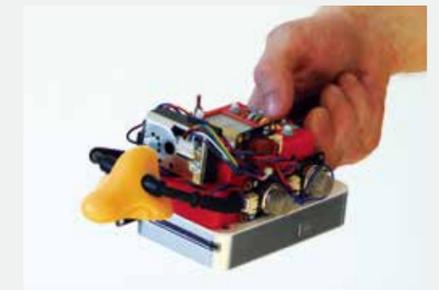
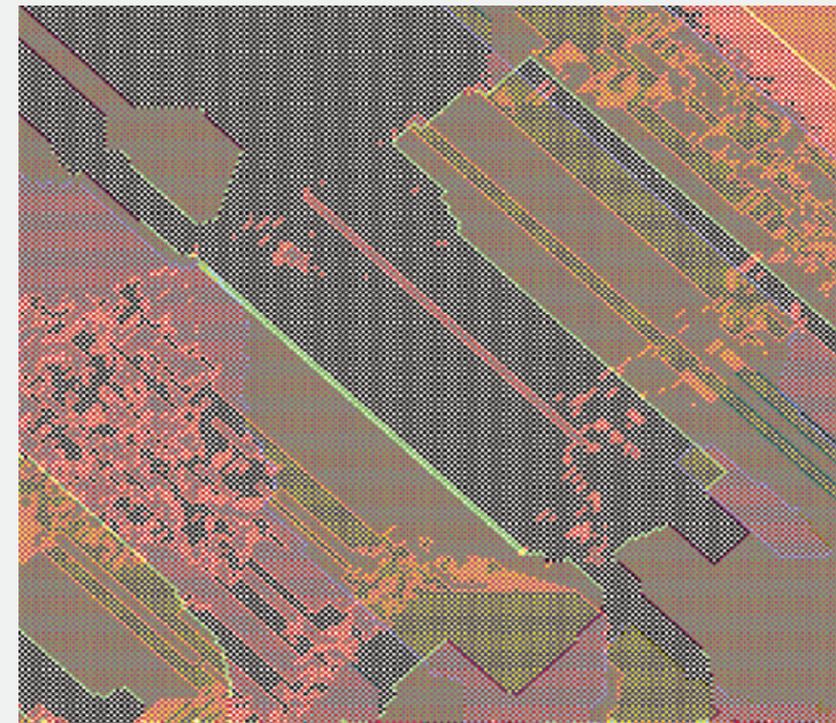
Fancy reducing your building's energy consumption by up to 90%? MIT's Senseable City lab has come up with a nifty solution to decrease the amount of energy that is wasted by inefficient heating. Local Warming uses LED bulbs to target individual people with direct beams of light, rather than heating entire buildings. This is particularly effective in large, open spaces with few people, like entrance halls. The system senses when someone is present and the bulb adjusts its direction to keep the individual toasty warm, with a minimal amount of waste. [senseable.mit.edu/local-warming](http://senseable.mit.edu/local-warming)

## Samsung / Backup Memory

Samsung in Tunisia has created a tech-driven service designed to support Alzheimer's sufferers by bolstering their memories. The Backup Memory project will provide sufferers with visual prompts about their loved ones at appropriate moments, such as their name, a photo of them and their relationship to the patient, via smartphone. The project was created in conjunction with the Tunisian Alzheimer Association and 3SG BBDO, Tunis, and is currently at proof of concept stage. [tiny.cc/BackUp](http://tiny.cc/BackUp)

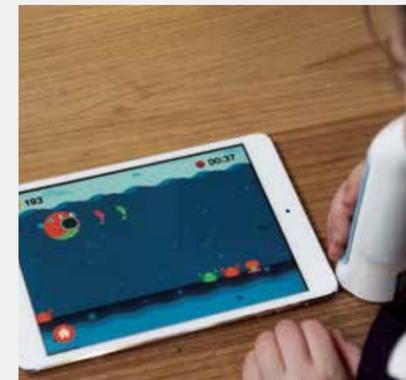
## CureCoin / CureCoin

Spending just got a little more selfless. CureCoin is a new crypto-currency like Bitcoin, but instead of cracking complex maths problems, CureCoin mines coins by using people's computer processing power to virtually fold proteins, as part of Stanford University's Folding@home programme. Why? Simulating how proteins behave can further develop research into terminal illnesses such as cancer and Parkinson's Disease. [www.curecoin.us](http://www.curecoin.us)



## Dmitry Morozov / Digioxide

Choking your way through polluted city streets doesn't feel like a particularly artistic pastime, but Russian media artist Dmitry Morozov is turning Moscow's air pollution into art. This is to highlight the fact that Russia's gasoline quality isn't as carefully regulated as in other countries. Morozov uses sensors to measure the levels of dust and gases, such as carbon monoxide and methane, on the streets. An Arduino converts the measurements into shapes and colours, creating a video visualisation with individual frames forming distinct artworks. The brighter the colour, the more polluted the air quality. [vtol.cc](http://vtol.cc)



## QoL Devices / Alvio

Parents of young kids with asthma can breathe a little easier, thanks to a product from QoL Devices, one of the startups in R/GA's first connected devices accelerator class. Alvio, a respiratory device and app, encourages kids with asthma to actively exercise their lungs – a practice that has been shown to reduce the need for medication by up to 86% – via breathing-based games. The games are based on clinical respiratory protocols and help diagnose, track and mitigate asthma conditions in a non-intrusive way. [alvio](http://alvio)



## Julian Melchiorri / Silk Leaf

Converting sunlight into oxygen is generally the job of plants, but Royal College of Art student Julian Melchiorri has created a man-made material that 'lives' and can photosynthesise. For his final project in the Innovation Design Engineering course at Royal College of Art, London, Melchiorri extracted chloroplasts from plant cells and placed them in a material made out of silk protein. Potential applications for the Silk Leaf include household decoration, placing it on the outside of buildings to help oxygenate cities and providing oxygen on long space trips. [www.julianmelchiorri.com](http://www.julianmelchiorri.com)



## Coca-Cola & will.i.am / Ekocycle 3D Printer

3D printers and upcycling combine with Ekocycle's device, which uses recycled PET in plastic bottles as the base material to 3D print products. The machine was developed in a collaboration between 3D Systems' chief creative officer (and Black Eyed Peas frontman) will.i.am and Coca-Cola. [tiny.cc/ekocycle](http://tiny.cc/ekocycle)