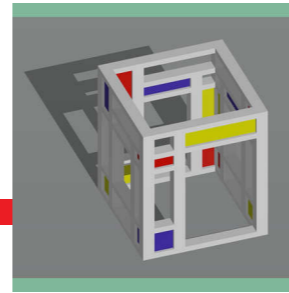


ETH Logo Design

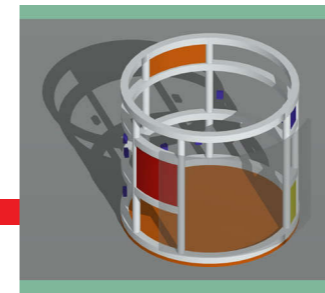
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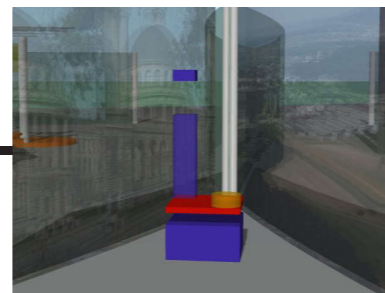
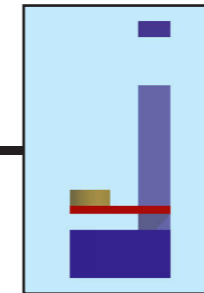
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**Access to ETH World**

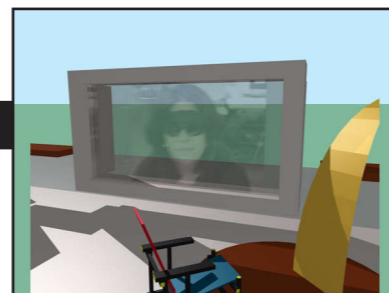
Internet kiosks inspired by the portal designs in ETH World provide access to ETH World for the physical campus.



Left: A 3D Information Desk in ETH World.  
Right: The 2D Information Sign in Physical ETH.

**Information Sign Design**

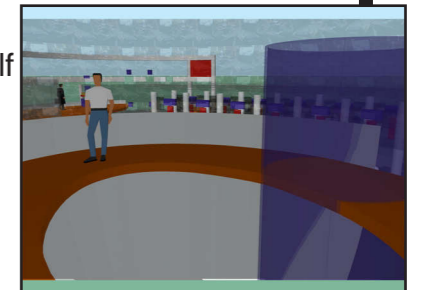
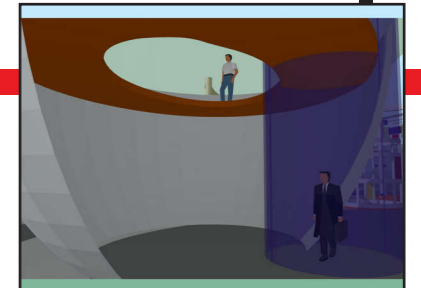
Video screens in both physical and virtual worlds provide interaction between the two worlds. This is a window for lectures, conferences, meetings and various events which cross the domains of virtual and physical spaces.

**Video Screens****Meeting Points**

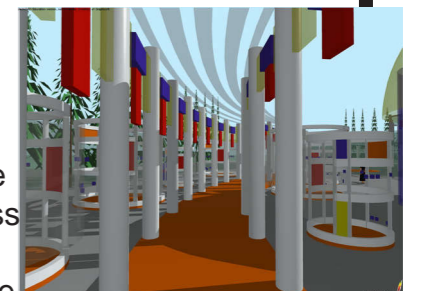
Meeting points should be set up in pairs, one will be in the physical world and the other will be in the virtual world. For example, with the use of video screens, a faculty can set up a meeting point for the regular meetings among the staff and the students who can attend either physically or through ETH world. The physical meeting point can be an entry point to the virtual meeting point. The video screen in the virtual world can be also used to project motifs of its physical counterpart, which creates a sense of belonging.

**ETH World < > Physical ETH****Social Events**

The two visdomes, one in ETH Zentrum, one in the ETH World, can be used together to host important events like Poly Ball and ETH Day. The cave screens in the physical world, the video screens and the virtual dome itself in the virtual world can be used to project the live event, which allows interaction among people who attend the event physically and virtually.



ETH Zentrum provides historical environments. The administration space in ETH World is designed with the inspiration of the ETH Zentrum. Various social events like alumni meetings can be host across physical and virtual worlds through the link between the physical venue and its virtual counterpart, for example, the hall in the Main Building and the column corridor in the ETH World. The latter is inspired by the white columns in the physical hall.

**Exhibitions**

Public exhibitions will be displayed in both physical and virtual worlds, sharing same themes but being expressed with different media. The physical exhibition will provide access to the virtual exhibition, and the display of the virtual exhibition will be adjusted according to individuals' preference.

