Enchanted Objects: Innovation, Design, and the Future of Technology

David Rose

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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 "an ethereal interconnection of gadgets and human desires that...will pervade our lives in the very near future" (*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 devices—which are just beginning to creep into the marketplace—Enchanted Objects.

In Rose'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 "delightful" (*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.

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