Commissioned by the Mayor of London as part of the London 2012 Summer Olympics, Bloom is one of the winners of the Wonder series competition, which sought to engage the collective nature and festivities of the Olympic Games.

Bloom is an interactive installation constituted of thousands of identical flexible units that can be recombined in multiple ways, allowing the public not only to alter the installation done by a design team, but also contribute with their own design, by discovering and feeding into the universes of creation for which the project allows.

The Bloom project is presented through five key points that allow one to understand its conception, development and relevance: Project, Computation, Manufacturing, Installation and Gameplay.

As Bloom was conceived as an interactive installation, the life of the project is relevant for research far beyond the built form. Is in the interest of the research team to present both the notions prior to development as well the outcome and reactions from the public after its installation. The project connects ideas of expectation and crowdsourcing,
and allows the reimagining of the means of production through playful hints in geometry itself.

Today, the Bloom project is an ongoing initiative traveling to different cities, where the documentation of creations by the public provides essential feedback for the progress of the research.

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