

Discover your blind spot.

Bringing together the **on-** and **offline** perspectives of parents and children, in an amusing way.

A conversation box that allows parents and children to discover their digitising world together. Inviting them to step out of their bubble and letting them experience the online world through the eyes of the offline world, and vice versa.

The first tool that builds a bridge between the physical world and the digital world, letting people wonder "how do we actually see the world?"



Shared laughing = bonding

Fifteen sets of cards, representing events in our daily lives. One card shows how the event will turn out in the online world and the other how it will turn out in the offline world.

Sometimes this leads to absurd situations, highlighting the inconsistency of the 'two worlds'. Sometimes this leads to discovering that on- and offline is not that different at all.

A mix of recognizable events, sometimes taken from the perspective of the parent and sometimes from the perspective of the child, making Bubbel Babel a fun and interesting conversation starter for both.

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