

Simon Denny
Disruptive Berlin

31 January – 15 March 2014

I.



Disruptive Legacy Model: Apple IIe, 2014

Apple IIe Computer (acquired in Christie's First Byte: Iconic Technology From the Twentieth Century Online Auction – Sale 773429), custom plexiglas box with digital print, Samsung UE40F6500 SS, video on USB stick
80 x 91 x 54 cm
SD2014_01



Axel Springer Unternehmensarchiv investment kiosk, 2014

oil and screenprint on canvas
160 x 130 cm
SD2014_23

II.



Berlin Startup Case Mod: EyeEm, 2014

custom computer case with digital prints, packaging, heavy-duty computer hardware, metal fittings, digital print on aluminum, Samsung UE40F6500 SS, video on USB stick
143,5 x 91 x 54 cm
SD2014_02



Berlin Startup Case Mod: Trademob, 2014

custom computer case, heavy-duty
computer hardware, metal fittings, digital
prints on alu-dibond, Samsung UE40F6500
SS, video on USB stick
79,5 x 91 x 54 cm
SD2014_03



Berlin Startup Case Mod: Sociomantic, 2014

custom computer case, heavy-duty
computer hardware, metal fittings, custom
plexiglas components, digital prints on
plexiglas, Samsung UE40F6500 SS,
video on USB stick
79,5 x 91 x 54 cm
SD2014_04



Techcrunch Disrupt Berlin slide show, 2014

Techcrunch Disrupt Berlin conference
banner, Samsung UE55F8000,
video on USB stick
355 x 122 x 53 cm
SD2014_24

III.



Berlin Startup Case Mod: Clue, 2014

custom computer case with digital prints,
metal fittings, Samsung UE40F6500 SS,
video on USB stick
78 x 91 x 54 cm
SD2014_05



Where to find positioning, 2014

2 digital prints on billboard mesh, digital prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_12



axelspringerplugandplay.com Zuckerberg front, 2014

2 digital prints on billboard mesh, digital prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_13



"Berlin-Mitte" top ten startups, 2014

2 digital prints on billboard mesh, digital prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_14



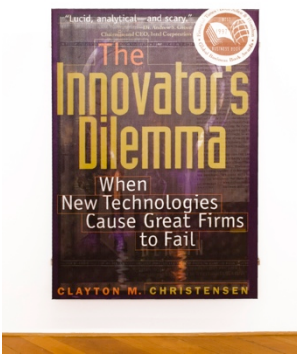
Berlin Startup Case Mod: GetYourGuide, 2014

custom computer case, packaging, heavy-duty computer hardware, metal fittings, digital prints on custom plexiglas components, Samsung UE40F6500 SS, video on USB stick
87 x 91 x 54 cm
SD2014_06



Berlin Startup Case Mod: rebuy, 2014

custom computer case, packaging, heavy-duty computer hardware, metal fittings, digital prints on plexiglas, Samsung UE40F6500 SS, video on USB stick
90 x 91 x 54 cm
SD2014_07



The innovators dilemma Berlin, 2014

2 digital prints on billboard mesh, digital prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_15

IV.



Berlin Startup Case Mod: The Football App, 2014

custom computer case with various digital prints, packaging, heavy-duty computer hardware, metal fittings, Samsung UE40F6500 SS, video on USB stick
50 x 91 x 54 cm
SD2014_08



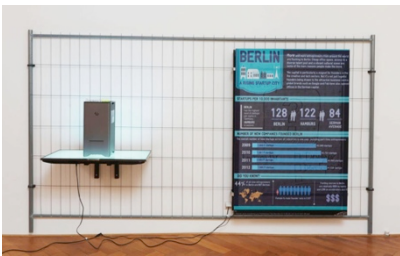
Berlin Startup Case Mod: Wooga, 2014

custom computer case, packaging, heavy-duty computer hardware, metal fittings, digital prints on plexiglas, Samsung UE40F6500 SS, video on USB stick
126,5 x 91 x 54 cm
SD2014_09



Invasion of the multimedia monsters
Europe's 100 hottest startups, 2014

2 digital prints on billboard mesh, digital
prints on aluminum
159,5 x 113,5 x 17,3 cm
SD2014_16



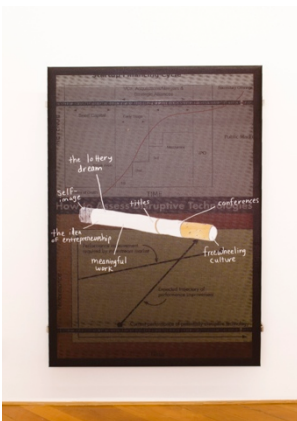
Berlin Startup Case Mod: ResearchGate,
2014

custom computer case with various digital
prints, metal fittings, custom plexiglas
components, Samsung UE40F6500 SS,
video on USB stick
80,5 x 91 x 54 cm
SD2014_10

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Berlin a rising startup city?, 2014

2 digital prints on billboard mesh, digital
prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_17



How to assess disruptive technologies
addiction, 2014

2 digital prints on billboard mesh, digital
prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_18



Berlin Startup Case Mod: SoundCloud, 2014

custom computer case with digital prints,
heavy-duty computer hardware, metal
fittings, custom digital print on aluminum
pedestal, Samsung UE40ES6890S,
video on USB stick
158,5 x 91 x 54 cm
SD2014_11



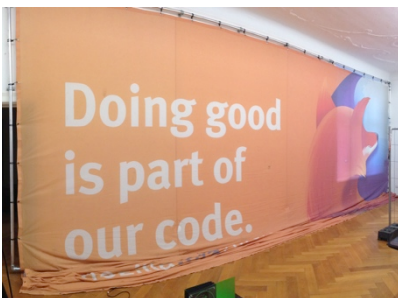
The lean startup San Francisco planning
department, 2014

2 digital prints on billboard mesh, digital
prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_19



Tech openair Berlin Zuckerberg first floor,
2014

2 digital prints on billboard mesh, digital
prints on aluminum
159,5 x 113,5 x 17,5 cm
SD2014_20



Doing good is part of our code, 2014

Mozilla Firefox advertising banner (from
startup incubator building "Factory"),
custom aluminum frame, fittings
354 x 926 x 52 cm
SD2014_25

Groundfloor



TechCrunch Disrupt Berlin Stage Backdrop,
2014

TechCrunch Disrupt Berlin stage backdrop,
custom aluminum frame, fittings
218 x 930 x 70 cm
SD2014_26