

Laudator **RICHARD KÜHNEL**

Best European Online Project of the Year

The best entries in the Online Category combine new use of technology with strong storytelling.

This year one of the entries stuck out in a every imaginable way. The winner project uses audio and graphics in a poetic and jaw dropping manner and is just radically *new*. With visually stunning imagery, voice over and immersed Virtual Reality the winner project even allows the user to interact with what we see and hear.

This is public service at its heart and illustrates why Virtual Reality has been labeled as an ‘empathy machine’. By putting the user into a blind man’s shoes it paradoxically opens our eyes and ears to what we otherwise have no access to. This is just brilliant.

The winner is: Notes on Blindness

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