

*Hard Candy Magnetic Resin Tiles* are interactive, lightweight, colorful, and durable. A mass market product proposal currently in the prototype stage, designed by an interior designer and architect, the project is the result of several years' research and experimentation seeking to find new ways to create dynamic three-dimensional patterned interior surfaces. A modular system of thin, light polyurethane resin tiles, the project has several goals: First, it reconsiders the role traditionally played by wallpaper, seeking a meaningful and contemporary way to bring modularity, pattern, and color to the modern interior. Second, it treats economy and material richness as compatible, rather than mutually exclusive attributes. Finally, the project shares formal characteristics with a lineage of designed objects and places that seek to combine efficiency of production and logic of fabrication, with the grace, fluidity, and organic appeal of nature. Studied in stages, at multiple scales, tiles were produced using various tools, including a CNC milling machine, silicone rubber molds, and a high pressure casting chamber. The presentation is geared toward students, educators, and practicing designers. It will include a description of the project's origins, including antecedents and early stages, and it will expand on the conceptual framework and precedents that inform it. A goal of the presentation is to empower designers—professionals trained to be adaptive thinkers and innovators—to think in more entrepreneurial ways.