

## Introduction by Marcus Fairs

Ideas are easy; ideas are free.  
Turning ideas into reality is the hard bit.

This book contains 116 ideas that have made the biggest impression on us at [www.dezeen.com](http://www.dezeen.com), and which have received the biggest reaction from our million-strong global readership.

Some of the ideas are profound, some of them are beautiful, and some are just plain absurd. Not all of them have made the difficult journey from computer rendering to physical reality – a few of them never will.

But collectively the ideas in this book give a fascinating overview of the way today's leading architects and designers are thinking, as well as offering a taster of the incredible diversity of projects we have published on Dezeen in the five years since we launched.



## **Crumpled City** **Emanuele** **Pizzolorusso** **for Palomar**

These maps can be screwed up into a ball and stuffed away in a bag.

There are 17 Crumpled City maps, covering major cities like Berlin, London and Rome. Milan designer Emanuele Pizzolorusso

created the series for Italian brand Palomar to alleviate the frustrations of trying to fold a map along the original creases. Unlike paper maps, Crumpled City is resistant to damage from wind, rain and excessive folding. They are made of high-density polyethylene, which is strong, lightweight and waterproof.

Each map includes a list of 10 'SoulSights' - places brought to life by the people that inhabit them. They first went on sale in 2010.