

# *The Rise and Fall of Google Glass - Media Archaeological Perspectives*

Google Glass raised a heated debate when it was introduced in 2012. It was considered as a possible mobile interface to the “always-on” lifestyle. However, in early 2015 Google suddenly ended the sales and withdrew Google Glass from the market. In-between there was a story of high hopes, media marketing, heated debate, and disappointment. This lecture will revisit the Google Glass story, explaining what happened and why. It will also put Google Glass in a media archaeological context.



Date & Time **December 18, 2015 (FRI.)**

**3:00 p.m. – 5:00 p.m.**

Venue **Empowerment Studio,  
Nomad-type Laboratory**

Presenter **Erkki Hutamo**

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PH.D. PROGRAM IN EMPOWERMENT INFORMATICS

**2015 THE 9TH MEETING OF  
EMP SEMINAR SERIES**