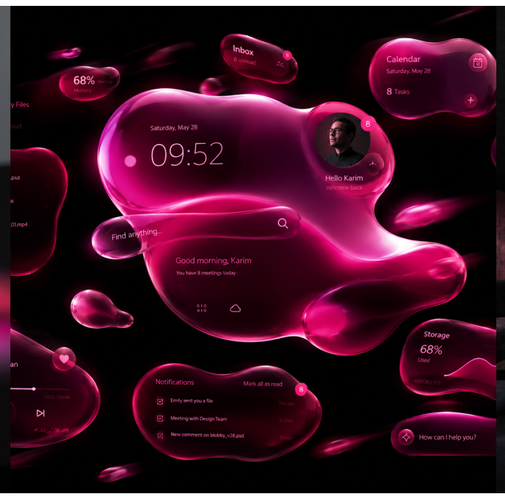
PINK BLOB AWARD

by Karim









Digital Soul by Natalia Arkharova • 2026 WINNER • Emotional Technology

The Manifesto: We are currently trapped in a ‘cold’ digital age—a prison of sterile black glass, sharp edges, and robotic logic. As Karim Rashid reminds us, “Design is not just about what it looks like, but how it makes us feel.” Digital Soul marks a radical paradigm shift: the dematerialization of the screen in favor of a biological, fluid, and tactile reality. We reject the rigid, oppressive grid of the 20th century. Instead, we propose a new ‘Softism’ for the digital world—interfaces that flow, breathe, and adapt like living organisms. We don’t design devices to be looked at; we design environments to be felt.

The Ecosystem: Digital Soul is a holistic sensory ecosystem where artificial intelligence functions not as a utility, but as an empathetic partner. By fusing AI with neuro-tactile feedback, we transform the ‘digital’ into a living, breathing extension of the human nervous system.

