

## Foreword by Peter Morville

I knew the Internet before it got famous. There were places but no paths, no maps, no search engines. Entry required a key in the form of an IP address and an incantation in the language of UNIX. It was a small world that felt big, because it was so easy to get lost in the shadowy realm of texts and data, completely devoid of color. And yet, the Internet in the early 1990s was a friendly place, because it was also made of people who served as mentors and guides, helping one another to find their way. This pioneering community of geeks and wizards, teachers and students, scientists and librarians was radically global and breathtaking in its diversity, and yet there was one thing we all held in common: a fervent belief that the Internet was about to change the world.

Now I've got that feeling once again. But, this time there's no single protocol or portal to point to as evidence of what's to come. We're creating multi-channel, cross-platform, trans-media, physico-digital user experiences that tear down the walls between categories. We can call it ubiquitous computing, the Internet of Objects, Web Cubed, or the Intertwingularity. We can talk about smart things, sensor webs, product-service systems, and collaborative consumption. But none of these labels begins to describe the extraordinary diversity of the ambient, pervasive, mobile, social, real-time mashups unfolding before our very eyes. No word or phrase can possibly bind together the 21<sup>st</sup> century success stories of iTunes, Nike+, Netflix, Redbox, Zipcar, iRobot, Freecycle, and CouchSurfing with the emergent phenomena of augmented reality, urban informatics, and plants that tweet. But, as we wander blindly in this landscape of vernacular chaos, one thing is clear: we need a new map.

In 1998, Louis Rosenfeld and I co-authored the first edition of *Information Architecture for the World Wide Web*. The "polar bear book" as it came to be known helped a generation of information architects and user experience designers to make sense of the Web through structure, organization, navigation, and search. Today, much of what we wrote remains relevant, and yet new questions arise as the world and the Web intertwine. How will we decide which features belong on which platforms? How should we strike a balance between cross-channel consistency and platform-specific optimization? How do we rise to the new challenges of creating paths and places that bridge physical, digital, and cognitive spaces?

*Pervasive Information Architecture* by *Andrea Resmini and Luca Rosati (2011)*

That's why I'm so excited by *Pervasive Information Architecture* and the heroic efforts of Andrea Resmini and Luca Rosati to explore, uncover, and chart the new, new world that's surrounding us all. This refreshing book about the design of ecosystems for wayfinding and understanding promotes a holistic approach to information architecture and user experience that draws insights from multiple disciplines and historical contexts. And, it leads us bravely into the future with an ingenious collection of medium-independent heuristics to guide the complex decisions that lie ahead. In short, Andrea and Luca have sketched a map to the future of cross-channel design that will in turn inspire the next generation of mapmakers to improve usability, findability, and desirability, and to make the world/web a better place.

Peter Morville

Ann Arbor, Michigan