The main aim of the project is to document connections and relations between material space and cyberspace. Their spectrum is much wider that what we know as "augmented reality" - a term made popular by the development of new media and mobile technologies. Internet space and space of our everyday existence - in other words: digital world and real world - permeate each other all the time, shaping and conditioning our behavior and our place to live. Therefore, the way we explore the web is important to our spatial routines and our everyday activities shape the way we interact with the Internet. Connection between those space is not neutral to ways in which we shape our immediate surroundings because environments in which we live our real and virtual lifes are filled with those relations.

On the other hand, in the digital space there are more and more objects close to the real places (we have the ability to watch 3D visualizations, receive audio and interface with haptic and wider sensory range are in development) and material space is projected in the Internet with increasing precision - from map portals and navigation tools to new forms of digital tourism.

Objects present in both spaces are becoming more similar to each other in appearances, features and functions. Thus, the second aim of the project is to identify strategies behind production and reproduction of places and to answer a question: is it possible to create places in the Internet? To formulate this answer is it necessary to use theory and methods both from geography and sociology and to develop a consistent research framework. What's more, a constant expansion of digital world and exaflood of big data seems to "absorb" those elements of environment that we customary recognized as belonging exclusively to material domain. The bigger and more potent the Internet become, the more we feel how it is to live in the shrinking "global village" (in the words of Marshall McLuhan). The contact between physical and digital - so hard to localize and identify - cancels many boundaries the we used before to describe the space we live in. The matter of distance change but it is very hard to pinpoint the exact moment started. Its influence on social life, technological progress, transnational connections, economic fluctuations and global exchanges are hard to overestimate. In short - the project aims at finding point or points in which digital and material world meet bringing a nexus in which their spaces and modes of production intertwine.