



Light and Water Combine to Create Living Art

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By Richard Mack

At Cerence's offices in Aachen, Germany, an employee snapped the above photo of our company logo in algae on the lobby's waterfall display. The light that was projecting the logo onto the wall had combined with the water to create a piece of living (quite literally!) art. The employee shared this art in motion on a Reddit forum, causing quite a buzz of appreciation and curiosity from fellow posters. One such commenter noted that this was "unintentionally awesome."



As we continue to work through the challenges of a global pandemic both in business and in our personal lives, I find myself looking for clarity and perspective in the day to day. This particular photo spoke to me, not only as a cool iteration of our corporate branding, but also in the beauty of natural elements coming together to create something that takes on a life of its own.

The light and water grew something new, much like Cerence combines automotive expertise and cutting-edge AI to produce winning experiences for our customers. It also reminds me of the endless possibilities when our employees and customers come together to create a culture that drives the future of the in-car experience.

I hope you can take something away from this living art, too – or just enjoy how a simple share on social media can get everyone talking!