

# DESIGN

FOR CREATORS OF EVENTS, EXHIBITS AND ENVIRONMENT

Debating the Next Generation of Designers  
The Hand-Off: From Design to Fabrication  
Lightfair International, Fabric Goes Green  
Illuminated Flooring, Color Usage Trends  
Coke's New World, Stoli's Pop-Up Hotel

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piero fibroni

## COME SEI BELLA

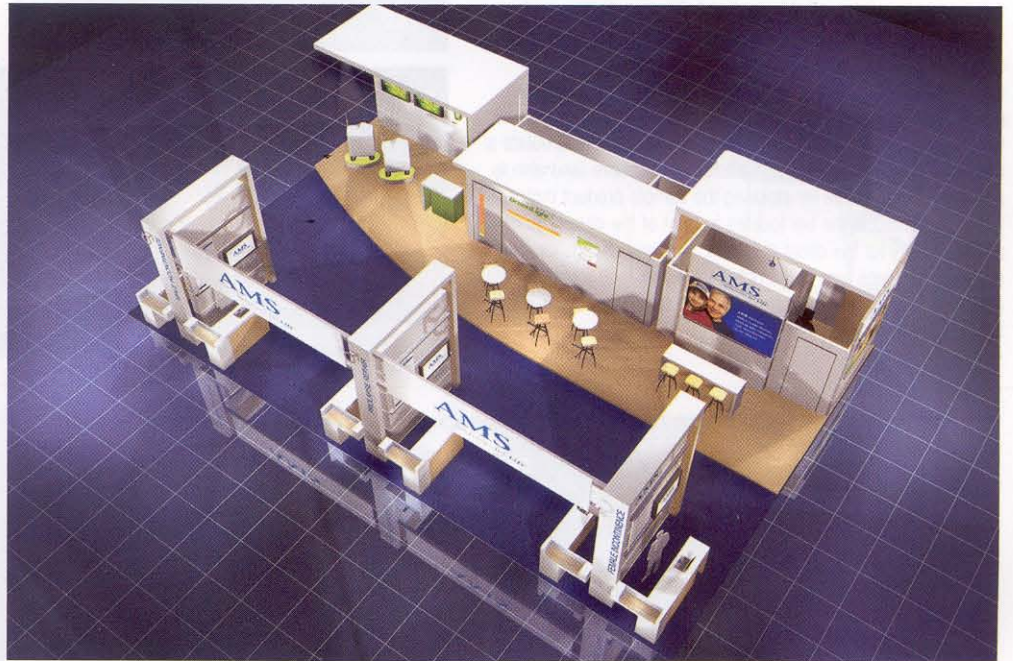
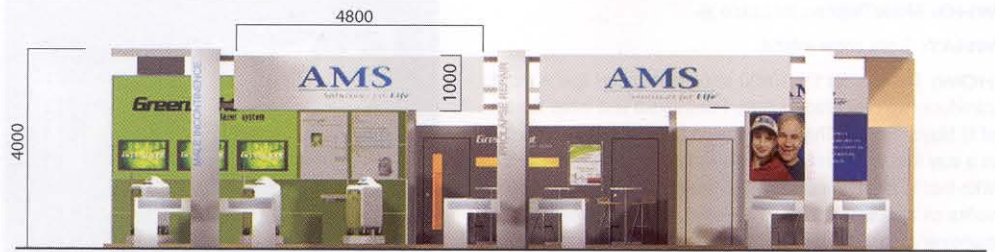
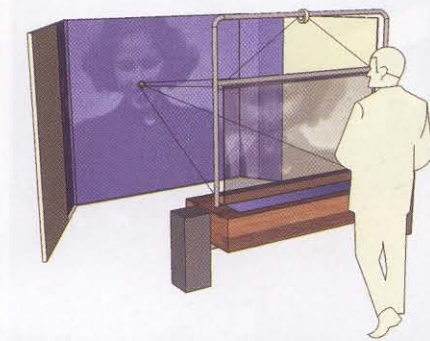
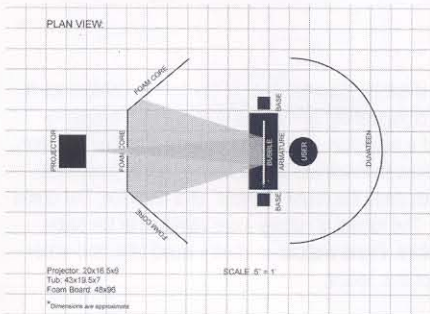
INSIDE THE SALONE INTERNAZIONALE DEL MOBILE

eventdesignmag  
A RED 7 MEDIA PUBBLICITÀ

**WHO:** Design student Arianna Orland

**WHAT:** "Surface Memory" soap bubble interactive media exhibit (surfacedmemory.com)

**HOW:** Student project centered on projected images captured on the plane of a soap bubble, with the bubble acting as a liquid mirror revealing a hidden reflection of the projection that appears directly opposite it. Additionally, the hidden projection takes on the characteristics of the bubble—the fluidity, the iridescence, and the ephemerality. Users see an armature with a curtain attached to a red and white cord. The gesture of the rig invites users to pull the cord. When they do they see images projected onto the large screen directly opposite them, which correspond with an audio soundtrack. The presence of the bubble sheet stops and starts the experience, meaning users will not see the projection without raising up a bubble. They will only see as much of the projection as the height and duration of the bubble will allow. Bubbles naturally invite play and thus users are encouraged to play with the bubble and in turn the projection they see before them. When the bubble pops, the projection disappears. 🌿



**WHO:** General Graphics Exhibits and Bluepool GmbH for American Medical Systems 🌿

**WHAT:** European Association of Urology 10-by-15.8-meter exhibit

**HOW:** American Medical Systems (AMS) is a medical device firm that focuses solely on pelvic health solutions for men and women. The brand's penetration of the global marketplace demanded a strong AMS presence at EAU (European Association of Urology) in Berlin in March. GGE worked with AMS to develop a design that reflected the company's new brand personality, created out of a recent acquisition of Laserscope. Inside? The Greenlight Theater was dedicated to introducing AMS' newest product family member, the Greenlight HPS laser. Doctors could sign up for a time to experience first-hand the functioning of the Greenlight HPS laser in the AMS wet lab. A series of demonstration towers clearly defined male and female therapies and enabled AMS to showcase products through the use of video and product displays.