

EVENT DESIGN

DEC 2005/JAN 2006 \$3

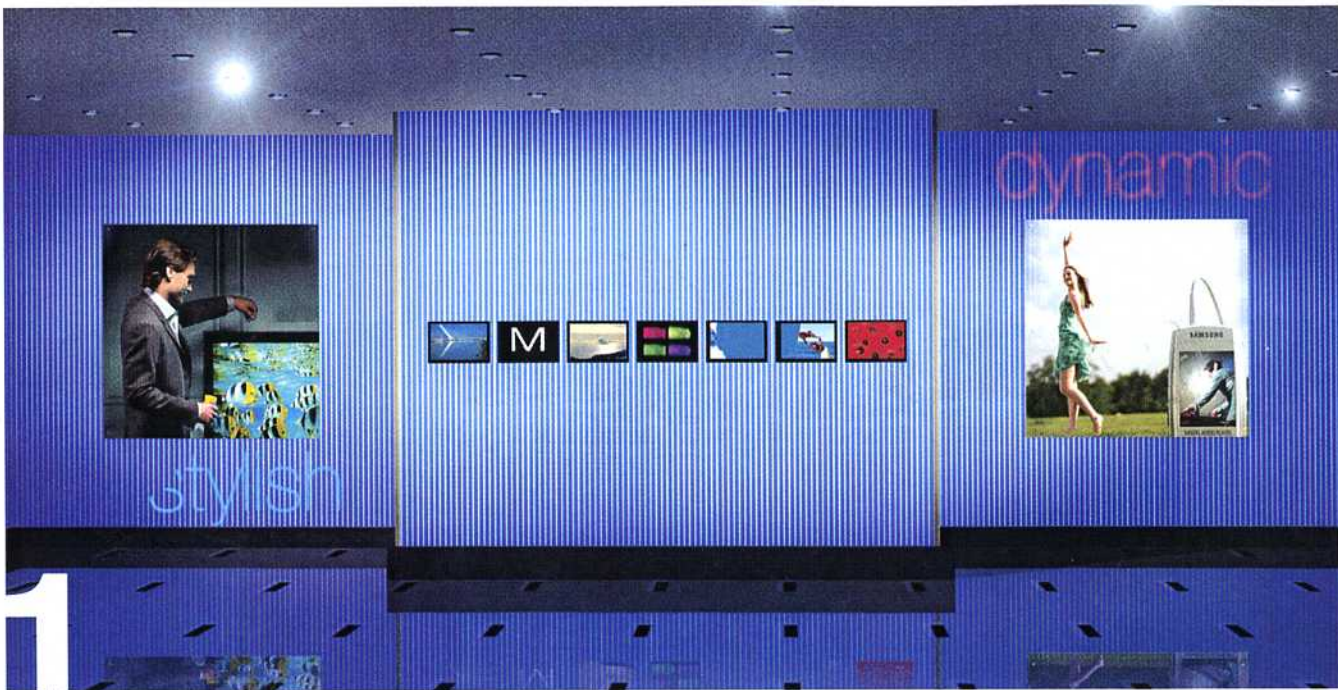
FOR BUILDERS OF EVENTS, EXHIBITS AND ENVIRONMENTS

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A RED 7 MEDIA PUBLICATION

NEW SCHOOL

HOW SPARKS SENIOR CREATIVE DIRECTOR
PAUL MARTIN IS REINVENTING HIS DEPARTMENT
ONE DESIGN—AND ONE DESIGNER—AT A TIME

Is Technology Killing Sketching?
One Structure, Multiple Footprints
Blending Light & Fabric
A+ Exhibits for C- Locations
Hidden Lighting, Mixed Flooring
Pros & Cons of Carbon Fiber



WHO: EventQuest for Samsung

WHAT: Private media/partner event held at The Samsung Experience store

HOW: EQ leveraged existing branded real estate (the client's pop-up Experience at the Time Warner Center in New York City) for an event hosted by actor William Shatner that instilled the "vision" of the company upon 300 people. Three design elements:

1. Experience Wall Outside Store Entrance. A glowing blue product viewing area, materials were 12-inch polycarbonate walls sprayed with translucent blue paint held in place with a custom anodized aluminum channel at the bottom and a tension system at the top. LED strips were positioned at the bottom to create the glow. CAD-cut vinyl lettering was applied to the walls as well as four-by-four graphics (applied to plexi panels and then mounted).

2. Presentation Room. Transformed the facility's existing Rose Theater into an executive briefing set made up of a series of large polycarbonate panels within brushed steel frames. Each panel featured smaller wenge wood sections at the top and bottom. The panels overhead were raised into a 30-degree angle towards the end of the show (when the presentation discussed products for the home), to give the effect of the roof of a house.

3. Hospitality Event. Toasting the night away in the existing Allen Room, table centerpieces consisted of a base with three rectangular plinths. The base was created from opaque bronze plexi (1/8-inch), while the plinths were made from translucent bronze plexi and filled with electroluminescent wire.