

installation

eer



containing light
mobile exhibition

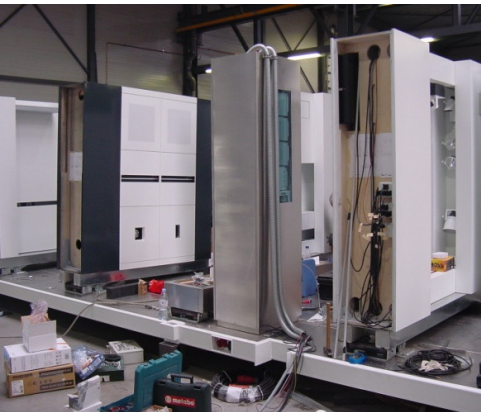
kreon 2005

project: as a major manufacturer of lighting products, kreon has always been keen on participating in exhibitions. it is a way to enable a wide professional and international public to become acquainted with its products. exhibitions are the ultimate tool for propagating the company philosophy: lighting integrated in the surrounding architecture.





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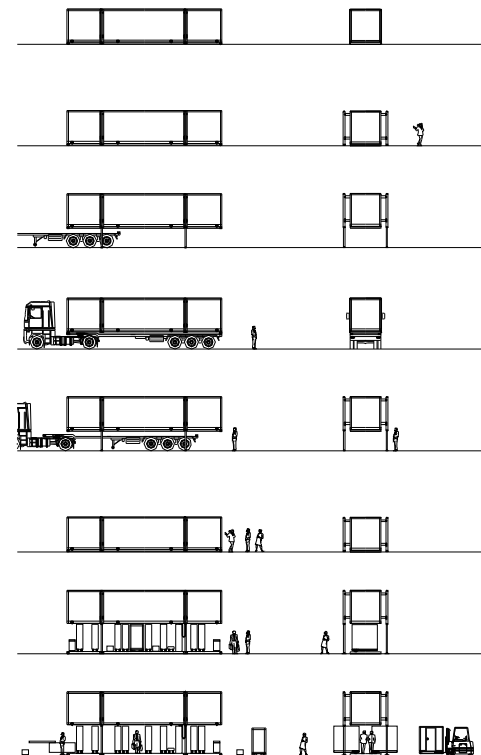
concept: due to strict schedules and complex parameters, fairs and exhibitions are always extremely stressful situations. the main goal of the designer was very simple: no more construction on the fairground, only 1 push on the button to install, operate and remove the exhibition stand... thus raised the idea of this ultimate marketing tool. the fully pre-wired mobile exhibition container was successfully introduced at euroluce 2005.

music: the sound ambiance inside "containing light" is like a market place, a place where emotions are captured. throughout its travels, the project builds up a collection of sound fragments in different languages. all around the world, different voices, different people share their memories and their stories, thus connecting cultures within a travelling container. the ensemble is arranged by soundmaster hans de ley.





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step 1: container is prepared

step 2: container is jacked up by four integrated 5-metre high computer-controlled hydraulic cylinders

step 3: truck picks up container

step 4: truck drives container to exhibition ground and to its GPS-controlled position

step 5: container is lifted from truck by four integrated 5-metre high computer-controlled hydraulic cylinders

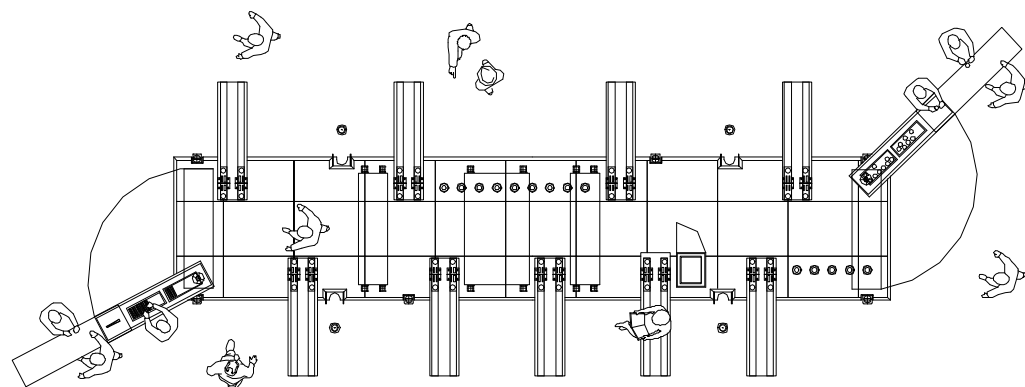
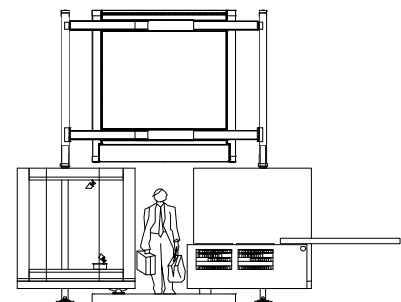
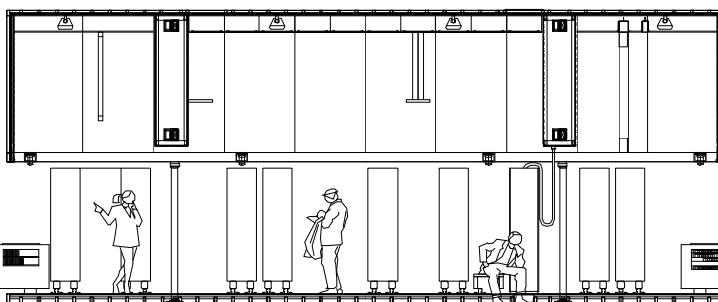
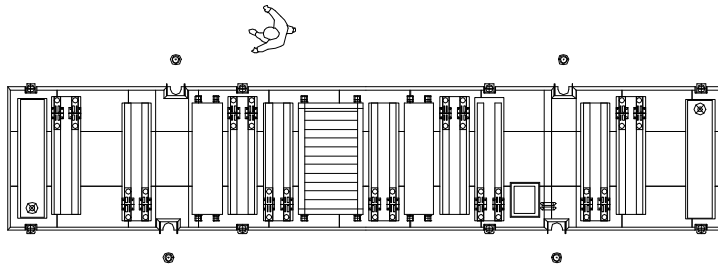
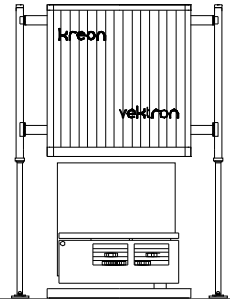
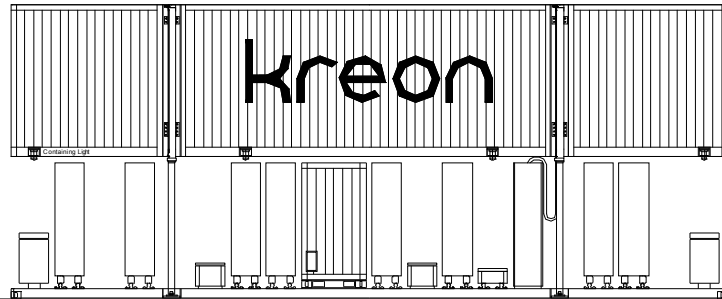
step 6: container base is released from its body

step 7: body is lifted to its final height of 5 metres

step 8: exhibition cabinets are unfolded



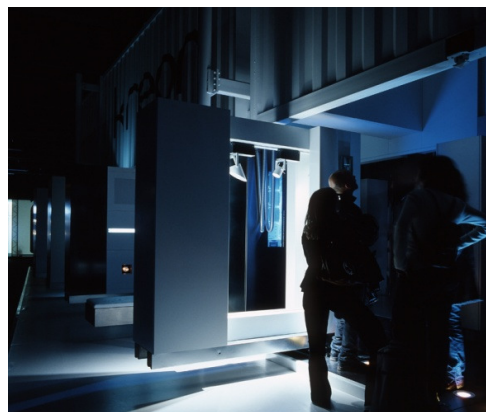
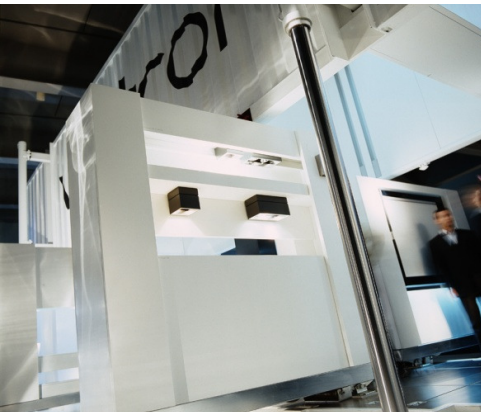
kreon 2005



exhibition: the container is packed with exhibition cabinets that unfold after installation on the exhibition ground. the volume of the original container is thereby doubled. the rather small initial volume is converted into a spectacular architecture: a butterfly unfolds and discovers new horizons.



kreon 2005



architecture: the container is a robust protective shell, conceived according to traditional container architecture: welded steel beams covered with folded steel sheets. all mechanics remain visible, showing off their physical strength. this outer shield is in great contrast with the inside, where an exquisite atmosphere is created through a high level of finish and refined details in polished stainless steel and sophisticated white leather.

project kreon 2005
function containing light
 mobile exhibition
country worldwide
year 2005

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