



VIVA VOCE

Hallucinate

*Design Hallucinate
Location Shenzhen, China
Photography Hallucinate*

Abstract: Different from traditional interior design, the design of Viva Voce Exhibition combined the white mist, light and sounds together with the installation, intriguing the spectators with great multi-dimensional experience.

“Possibilities for Life in the Future” was the motif of the design. Combining installation art and commercial exhibition, the designers installed thirty six white square pillars in an ordered way, which formed the main part of the booth – conceptual imagery of the future metropolis. Visitors were delighted to walk among the forest of white rectangular pillars, with their imagination goes freely. Video screens were set into the pillars supplying information regarding the dream and the vision of this brand.

In addition, the designers have added more implication in the booth. From the devices installed below the pillars, dry ice was discharged at certain times to create a misty atmosphere. People felt lost in the mist, but when the mist dispersed and everything went back to clarity, people find hope again.







CHEUNGNING DIAMOND EXHIBITION

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Due to the increasing concerns on environmental issues, the designers felt it important to incorporate the concept of environmental protection into the exhibition design. With this in mind, the designers strive to find a new balance between practicability and ornamentality. As a result, the designers adopted the recyclable pipes in order to increase the usability and reduced the wastage of the booth design.

The booth was designed in a cocoon shape which the designers got inspiration from "seed", symbolizing the source and beginning of life. As for the construction, the designers adopted steel frames to bring a mass flexible space. Stripes of cotton were adopted covering the steel frames to set up the skin, turning out a soft flexible appearance and serving as sound proof device. This kind of pipes can be produced separately and assembled on-site. What's more, it can be reused and reassembled for further usage – which reflects the designers' primal intention of building up an environmental friendly exhibition booth.

