

# trend alert

VOL. 21

The **trend alert** is an inspiration resource to help stimulate new and unique ideas for marketing and exhibit design.



EXPERIMENTAL



ARCHITECTURE



INTERIOR DESIGN



PRODUCTS



VIDEO/ANIMATION



EXHIBITS

# experimental

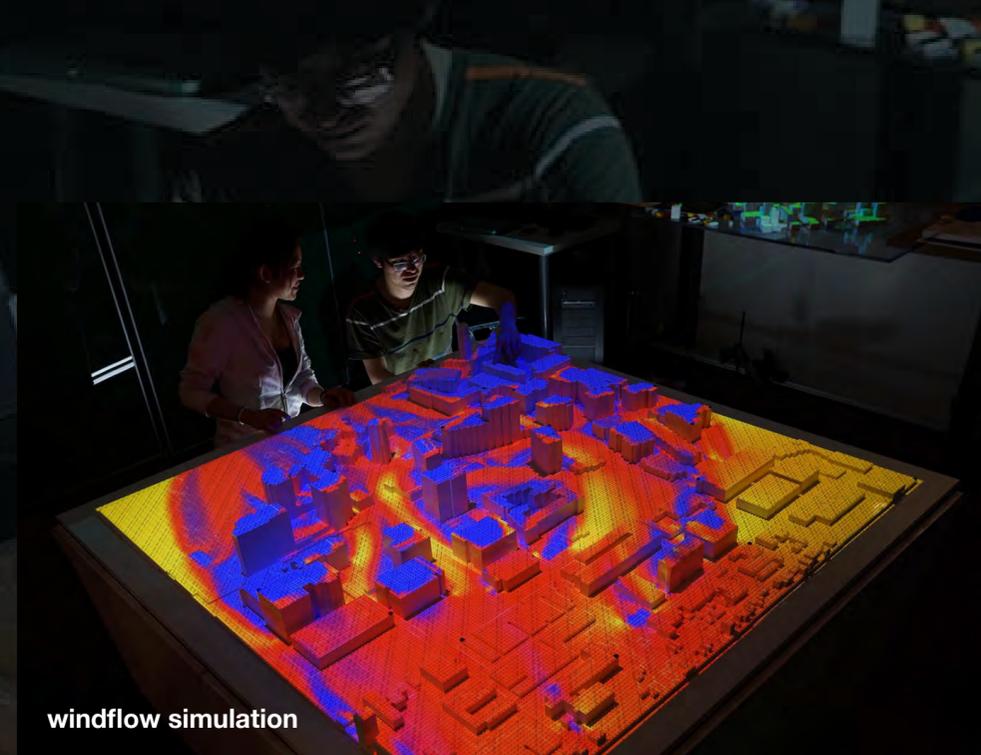


# Cityscope: Augmented Reality City Simulation

<http://cp.media.mit.edu/city-simulation#>

## Info

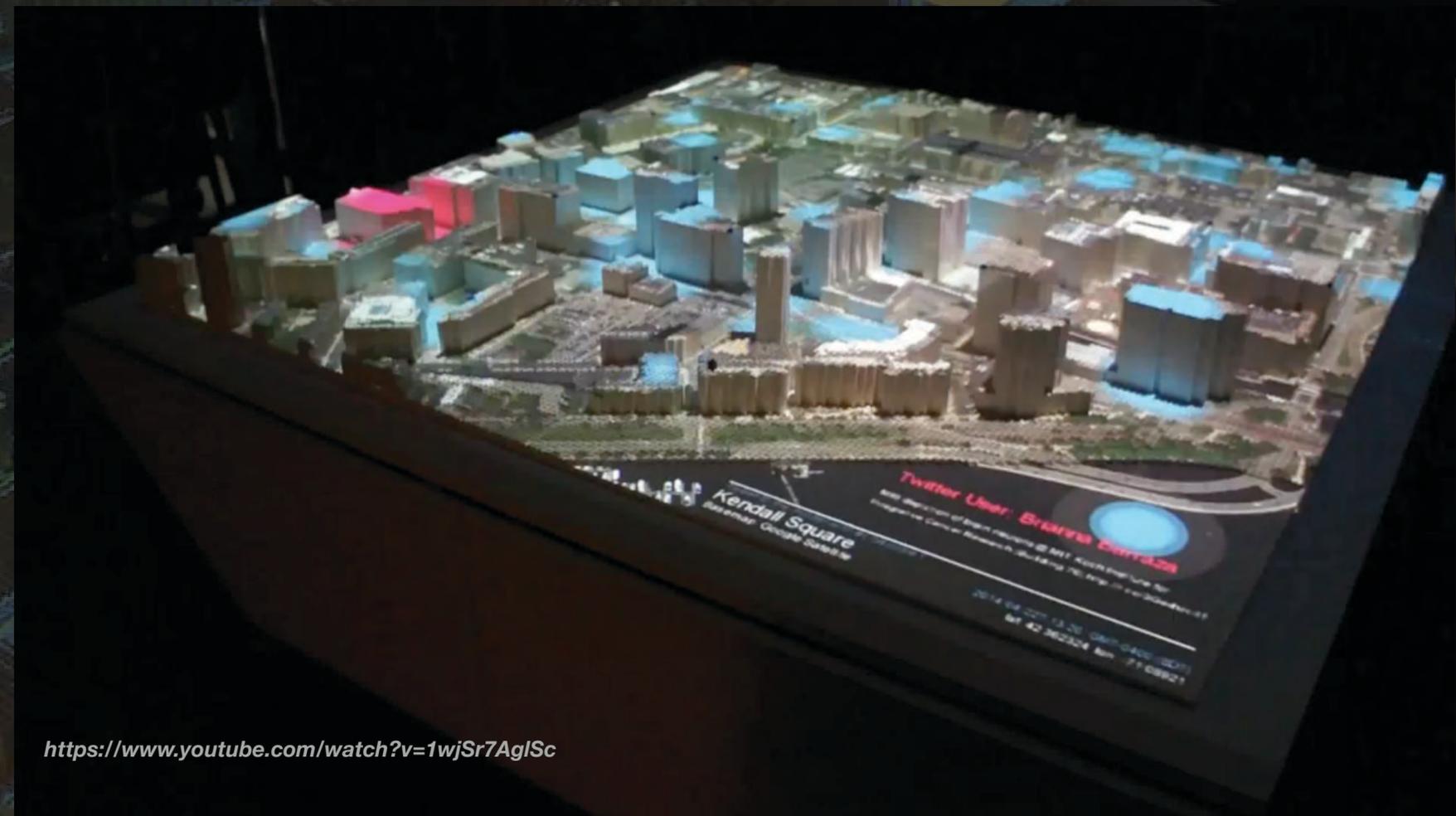
MIT has developed simulation systems that can predict and quantify the potential impact of disruptive technologies within new and existing cities. They place a special emphasis on augmented reality decision support systems (ARDSS) that facilitate non-expert stakeholder collaboration within complex urban environments.



windflow simulation



google satellite image



CLICK TO PLAY VIDEO >

<https://www.youtube.com/watch?v=1wjSr7AglSc>

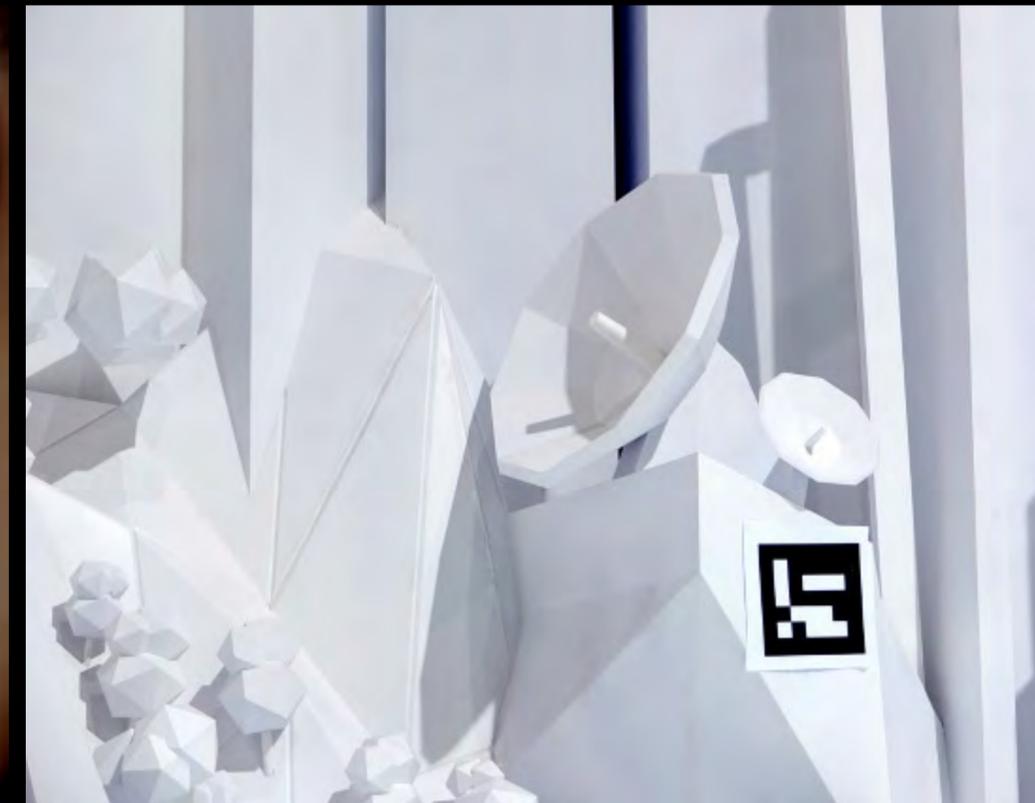
# Infographic City - Interactive Installation

<http://derekmanlui.com/Infographic-City>

## Info

Volkswagen's the People's Car Project – a platform that sourced over 260,000 car ideas from the public – proved to be a telling portrait of the modern Chinese driver.

Every building, road, and mountain in the city reflects a piece of data collected from the project. By looking at the city through an augmented reality app, you can interact with a variety of infographics about Chinese consumers – from their concerns about transportation and the environment, to their ideas on how to build a better future. There's also a racetrack where you can drive cars created by the people.



# Audi Sphere - Interactive Installation

<http://kollision.dk/en/sphere>

## Info

The interactive exhibition, **Audi Sphere**, was launched in front of Christiansborg Palace, the seat of the Danish Parliament in Copenhagen. In three large spheres visitors can experience key aspects of Audi's cutting edge technology: Audi ultra, which is at the spearhead of lightweight automotive construction, Audi e-tron, the future of electrical mobility, and Audi connect – a networking strategy for all Audi vehicles.

Concept and communication by **KMS BLACKSPACE**, concept and architecture by **SCHMIDHUBER**, and interaction and programming by KOLLISION.



EXPERIMENTAL

AUDI SPHERE

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<http://vimeo.com/46681395>



# Aerial Burton 3D display projects images into mid-air

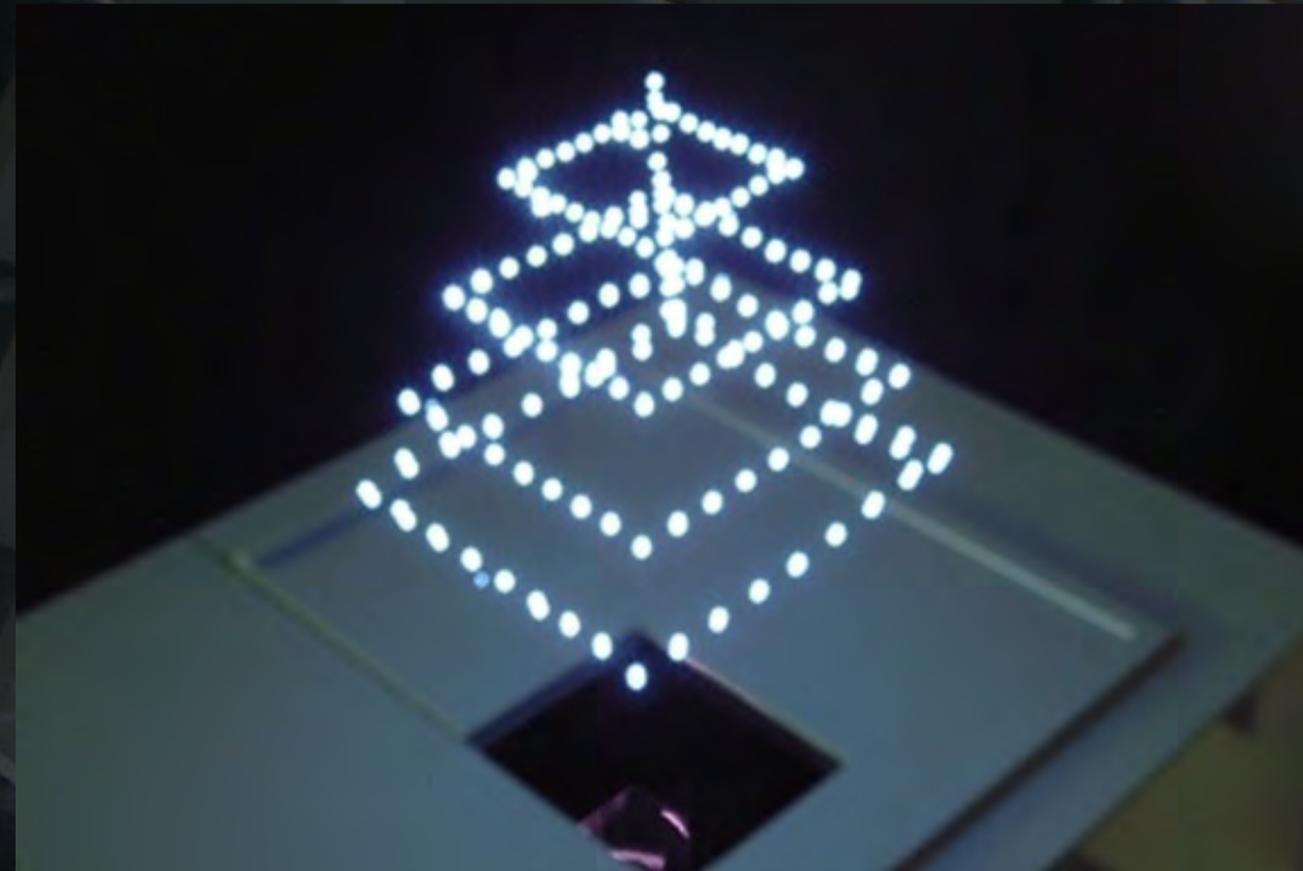
<http://www.diginfo.tv/v/14-0044-en.php>

## Info

Aerial Burton has demonstrated an aerial 3D display, which can project text and images in mid-air.

The images are constructed by firing a 1kHz infrared pulse laser into a 3D scanner, which reflects and focuses the pulses of the laser to specific points in the air. The molecules at that point are ionized, and the energy is released as photons. Aerial Burton believes that using this technology in emergencies will aid communication after a disaster, letting people know where to evacuate, or obtain food and emergency supplies.

As well as prioritizing transportability, Aerial Burton plans to market the display overseas, to increase recognition of this technology.



EXPERIMENTAL



CLICK TO PLAY VIDEO >

<https://www.youtube.com/watch?v=GNoOiXkXmYQ>

We'd like to achieve this by early 2015.

# *Pallets On Rails by Tomáš Moravec*

<http://www.notechmagazine.com/?s=Pallet+%2F+Tomas+Moravec>

## *Info*

Tomáš Moravec modified a standard pallet to ride it on the tram tracks of Bratislava in Slovakia. Nothing beats the efficiency of a human powered vehicle on rails.

EXPERIMENTAL



CLICK TO PLAY VIDEO >

[https://www.youtube.com/watch?v=\\_cktIY8JfvQ](https://www.youtube.com/watch?v=_cktIY8JfvQ)

# Swing Time

<http://www.hyarchitecture.com/projects/114>

## Info

Swing Time is an interactive playscape composed of 20 illuminated ring-shaped swings. The installation activates a temporary park between the Boston Convention and Exhibition Center and D Street to create a new type of city park. Custom fabricated from welded polypropylene, the swings are designed in three different sizes so that the community can engage, exercise, and play with Swing Time as individuals or in groups. LED lighting within the swing is controlled by a custom micro-controller, signaling the swing's activity level. An internal accelerometer measures the acceleration forces of the swing. When forces are static and the swings are not in use, they emit a soft, white light that illuminates the area. When the swings are in motion, the micro-controller switches the light from white to purple, creating a more colorful glowing effect. Swing Time's responsive play elements invite users to interact with the swings and with each other, activating the urban park and creating a community laboratory of the Innovation District and South Boston neighborhoods.

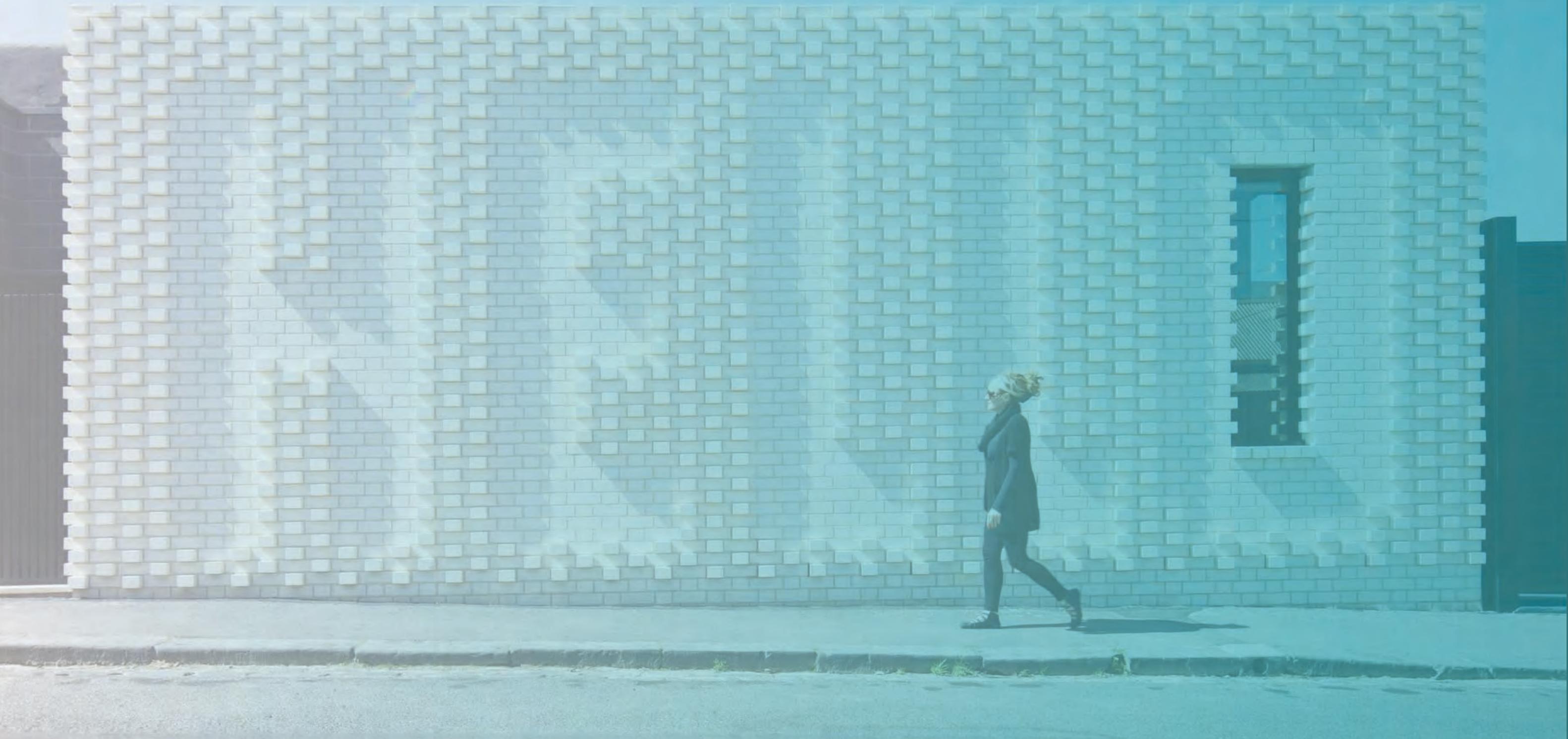
EXPERIMENTAL

CLICK TO PLAY VIDEO >

<http://vimeo.com/107209804>

Swing Time (2014)  
The Lawn on D, Boston, MA  
Höweler + Yoon Architecture

# architecture



# *hello house in Melbourne offers a friendly greeting to passersby*

<http://www.designboom.com/architecture/oof-architecture-hello-house-australia-12-19-2014/>

*More pictures on next page...*

ARCHITECTURE



SEE MORE IMAGES >

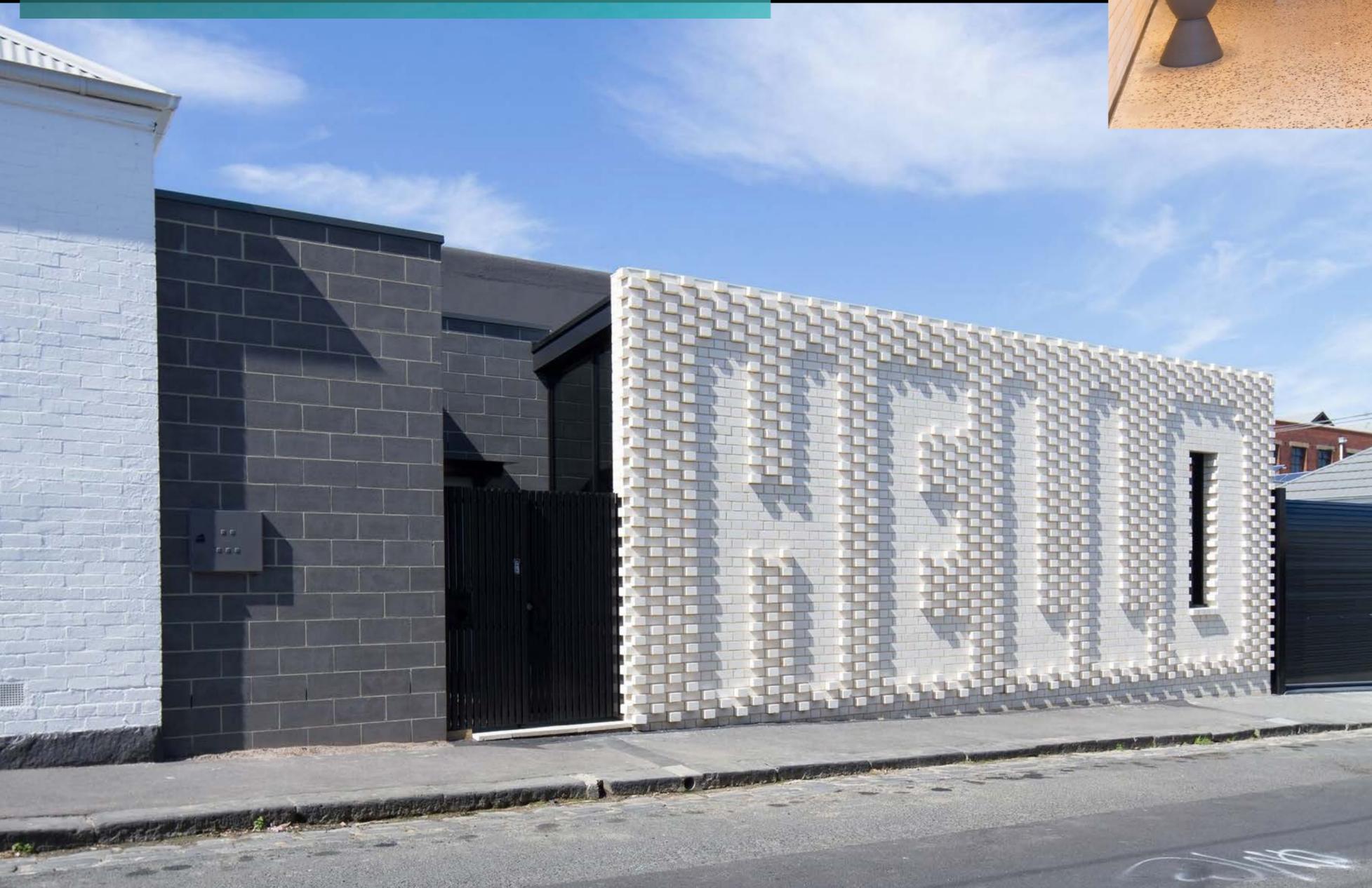
# hello house in Melbourne offers a friendly greeting to passersby

<http://www.designboom.com/architecture/oof-architecture-hello-house-australia-12-19-2014/>

...continued



ARCHITECTURE



# *Sugamo Shinkin Bank / Nakaaoki branch*

<http://www.archilovers.com/projects/144104/sugamo-shinkin-bank-nakaaoki-branch.html#info>

Sugamo Shinkin Bank is a credit union that strives to provide first-rate hospitality to its customers in accordance with its motto: “we take pleasure in serving happy customers”. Nakaaoki branch is the fourth branch where Emmanuelle has been commissioned to handle the architectural and interior design. The common request for all branches is to create a bank where people wish to stay longer and naturally feel to come back again. Nakaaoki branch is located on the corner of major intersection, where there is a frequent movement of cars, buses, bicycles, and people. Taking this unique location as a characteristic, the façade is designed to be rhythmical that changes expression as people see from different angles.





# interior design

INTERNATIONAL MUSEUM

INTERNATIONAL MUSEUM

INTERNATIONAL MUSEUM

INTERNATIONAL MUSEUM

# *Samsung opens museum to own the history of 'innovation'*

<http://www.theverge.com/2014/4/21/5634980/samsungs-innovation-museum-opens-its-doors>

<https://www.behance.net/gallery/18524467/SAMSUNG-INNOVATION-MUSEUM>

Samsung Electronics is marking its 45th anniversary by opening the Samsung Innovation Museum in Suwon, South Korea. "The Samsung Innovation Museum brings together some of the true historical masterpieces of electronics innovation," said CEO Kwon Oh-hyun at the opening event. "These inventions laid the technological foundation that allowed us to develop and refine products that enhance lives today. The museum gives visitors an opportunity to see where we've come from and also see where Samsung draws inspiration from to continue to create category defining products."

The five-story building has three main exhibition halls — the Age of Inventors, the Age of Industry Innovation, and the Age of Creation. The Age of Inventors exhibition displays original models of inventions from Thomas Edison, Graham Bell, and Michael Faraday. It also goes into the history of AT&T, Siemens, Philips, GE, and NEC. The Age of Industry Innovation hall puts Samsung products as well as its competitors' on display. The innovations and technological advancements of the semiconductor, display, and mobile industries are also explained. Lastly, the Age of Creation delves into B2B solutions and Samsung's Smart Home — the company's vision of home automation for the not-too-distant future. The museum separately runs the Samsung History Hall on the first floor, highlighting the chaebol's history and philosophy.



INTERIOR DESIGN

SEE MORE IMAGES >

Discovery of  
Electricity  
전기를 발견하다

SEE MORE IMAGES >



# products

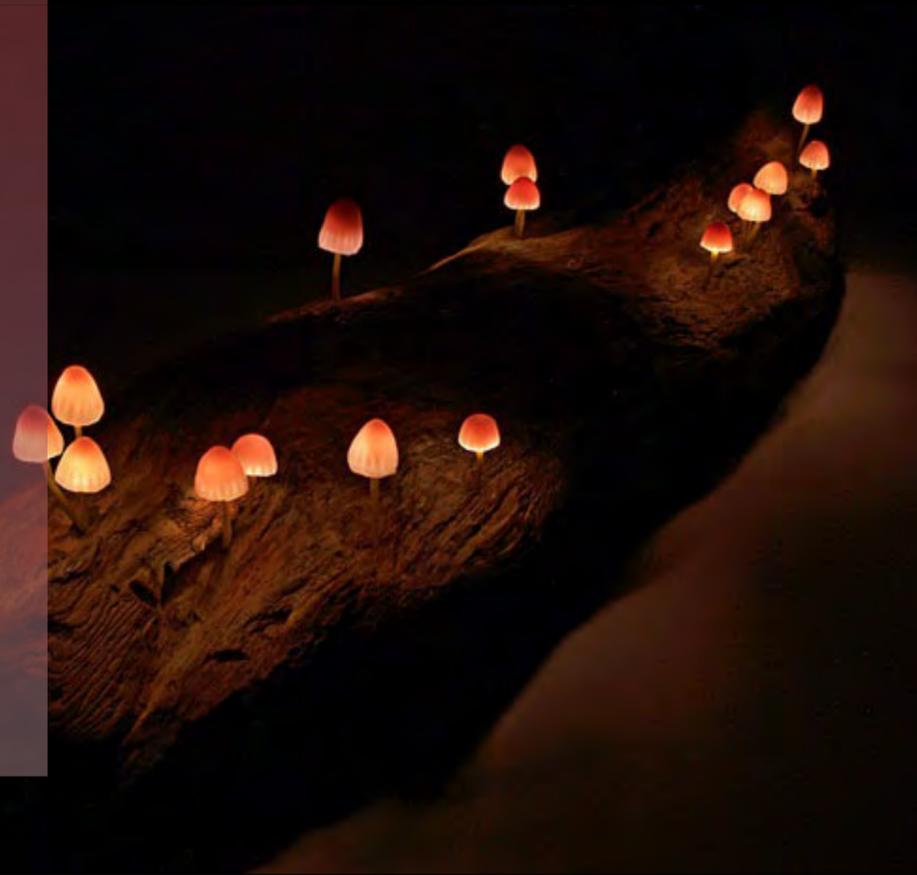


# LED Lamps by Yukio Takano: Small Mushrooms on Wood

<http://www.maxitendance.com/2013/02/lampes-led-yukio-takano-petits-champignons-bois.html>

## Info

This army of small mushrooms growing on tree trunks was designed by Japanese designer Yukio Takano : All colors and all shapes, each project is here unique. A switch, a battery hiding in the trunk, but also a nice packing up this light kit. Available on the site Great Mushrooming.



# Cicret Smart Bracelet: your arm as a phone display

<http://walyou.com/cicret-smart-bracelet/>

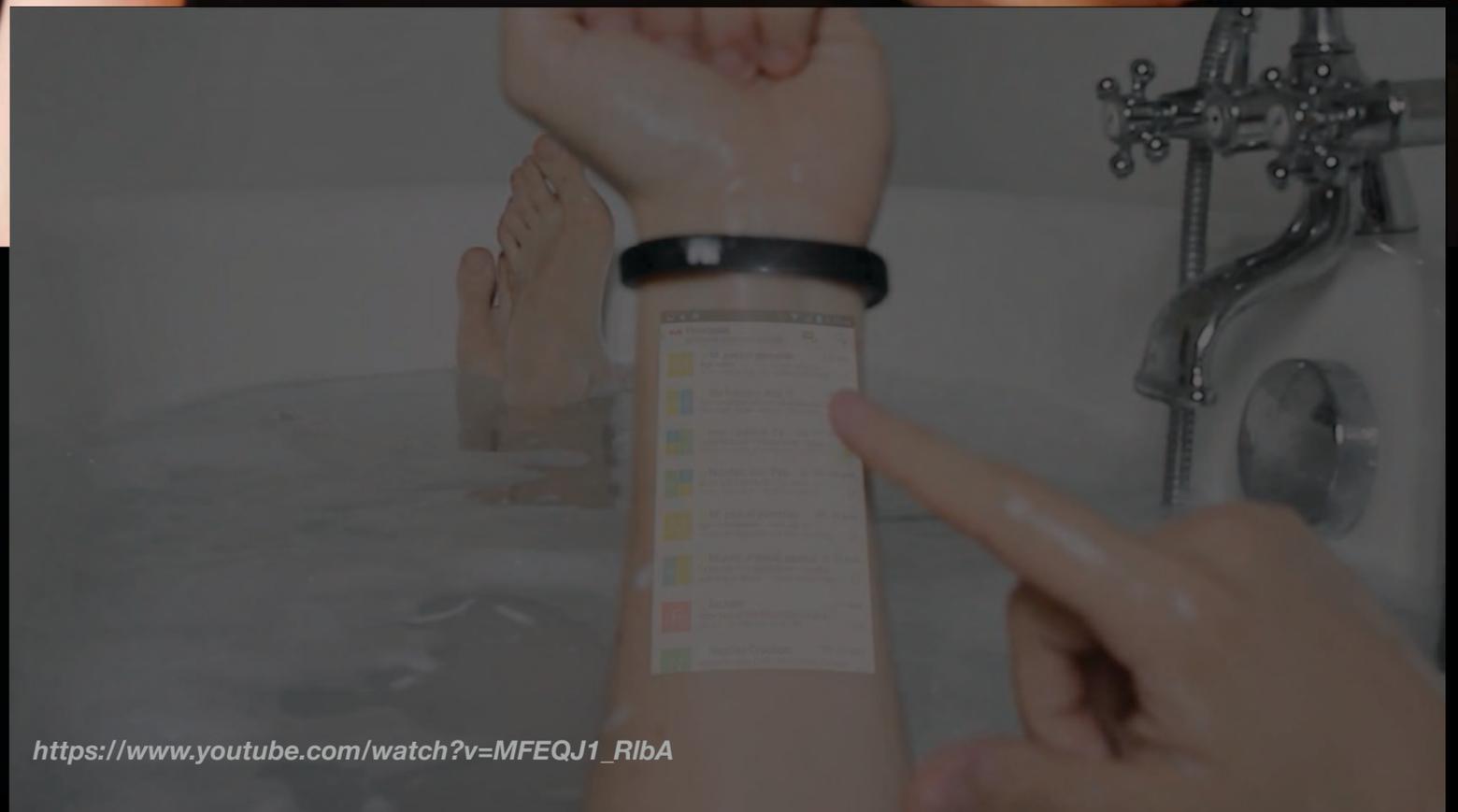
## Info

Smart devices are popping up everywhere, but this is the first time we've seen when they literally become an extension of yourself: your very arm is the screen.



PRODUCTS

CLICK TO PLAY VIDEO >



[https://www.youtube.com/watch?v=MFEQJ1\\_RlbA](https://www.youtube.com/watch?v=MFEQJ1_RlbA)

# Dyslexie Font for dyslexics

<https://www.dyslexiefont.com/en/the-designer/>

## Info

The typeface Dyslexie is a revolutionary font, designed to simplify life for those who have dyslexia. With a heavy base line, alternating stick/tail lengths, larger-than-normal openings, and a semi-cursive slant, the dyslexia font ensures that each character has a unique form.

Traditional fonts are designed solely from an aesthetic point of view, which means they often have characteristics that make characters difficult to recognize for people with dyslexia. Oftentimes, the letters of a word are confused, turned around or jumbled up because they look too similar.

When reading a text in the dyslexia font, people with dyslexia have a lot less trouble and fewer errors are made. Steadily, the font Dyslexie has acquired a large number of enthusiastic users, both private and business. Reading is faster, easier and above all more

ABCDEF GHI JKLM  
NOPQR STUVWXYZ  
abcdefghijklm

dyslexie  
nopqrstuvwxy z  
0123456789 !?#

CLICK TO PLAY VIDEO



<http://vimeo.com/85075132>

dyslexie

**video/animation**



# *Wanderers - a short film by Erik Wernquist*

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<http://vimeo.com/108650530>

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## *Info*

Wanderers is a vision of humanity's expansion into the Solar System, based on scientific ideas and concepts of what our future in space might look like, if it ever happens. The locations depicted in the film are digital recreations of actual places in the Solar System, built from real photos and map data where available.

Without any apparent story, other than what you may fill in by yourself, the idea of the film is primarily to show a glimpse of the fantastic and beautiful nature that surrounds us on our neighboring worlds - and above all, how it might appear to us if we were there.

**CLICK TO PLAY**



<http://vimeo.com/108650530>



# exhibits & interiors



This section shows some of our latest work with exhibit design

## Info

Client: **Panasonic**

Show: **CES 2015**

Account Exec: **Rachel Springmeyer**

Senior Account Manager: **Halcie Svor-Bernstein**

Director, Technology & AV: **Angela Dills**

3D Designer: **Dominick Montalbano**

# Panasonic

EXHIBITS

SEE MORE IMAGES >

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EXHIBITS



**Note:** The Panasonic Giant Headphones came in at #12 on the list of **Best Props at CES** this year! Czar Las Vegas shop created the super-sized headphones from a sample that Panasonic provided!

Great job Panasonic team and the Las Vegas Shop!



## Info

Client: **United States Postal Service**

Show: **CES 2015**

Account Exec: **Michael Orlosky**

Account Exec: **Sally A Maloney**

Account Exec & Program Operations Manager: **Tim Jenkins**

3D Designer: **Carl England**



**Note:** The United States Postal Service booth, was named #16 on Time Magazine's 20 Most Eye Catching Booths list. Congratulations USPS Czar Team for your hard work!

[SEE MORE IMAGES >](#)

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Client: **Hisense**

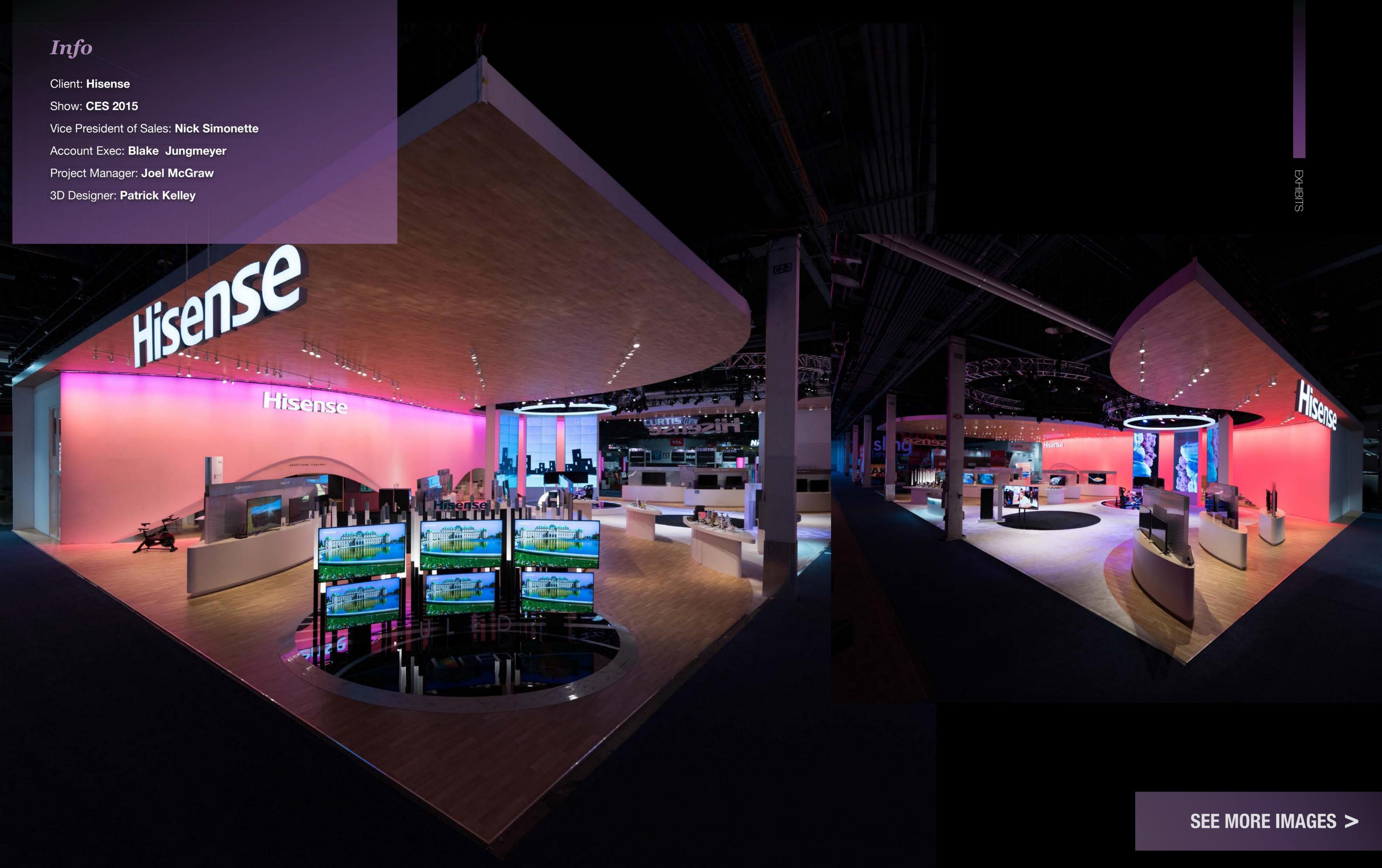
Show: **CES 2015**

Vice President of Sales: **Nick Simonette**

Account Exec: **Blake Jungmeyer**

Project Manager: **Joel McGraw**

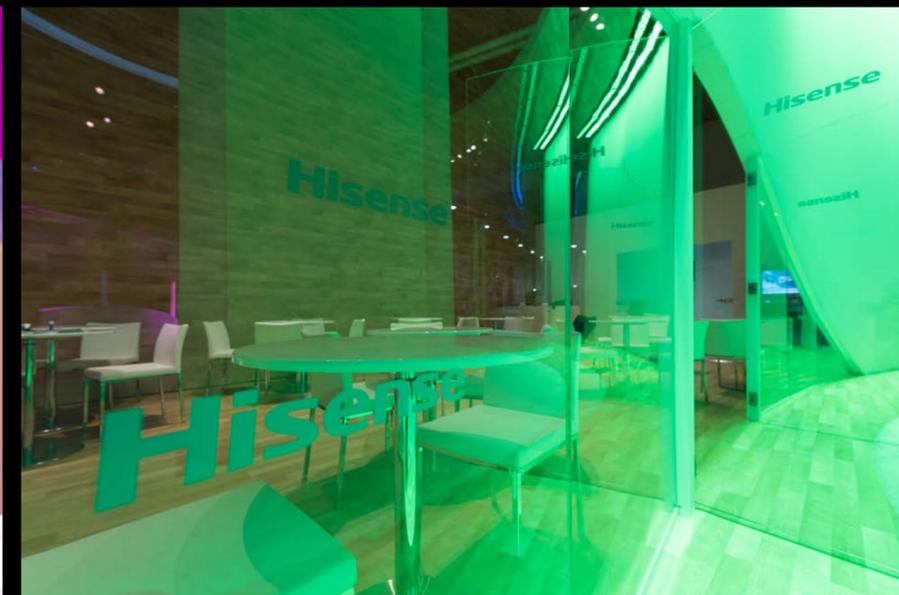
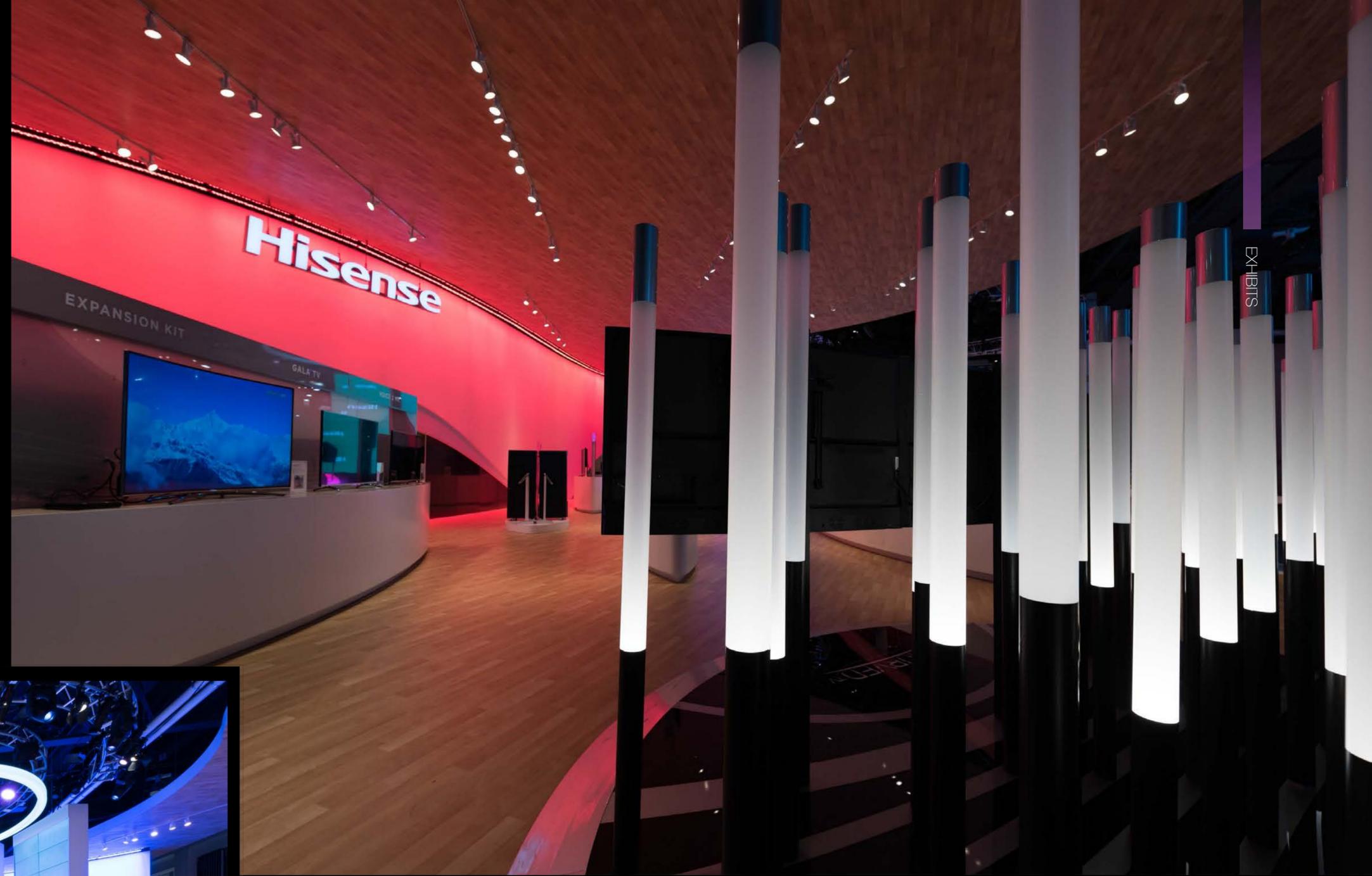
3D Designer: **Patrick Kelley**



SEE MORE IMAGES >

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