

trend alert

VOLUME TWENTY-THREE

Czarnowski™

trend alert

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

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experimental



Neon Golden replicates swarm of fireflies with light installation

<http://www.dezeen.com/2015/08/19/neon-golden-replicates-swarm-of-fireflies-light-led-installation-vienna/>

The immersive, space-filling installation SWARM acts as an irregular, three-dimensional display. 2016 LEDs organized as a point cloud in a 260 m³ space are hanging in various heights from the ceiling. Through the movement of the visitors within the installation the LEDs are lightening up and the static, chaotic structure transforms into a vibrant, three-dimensional swarm one can visually but also acoustically experience.

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Click link below to see Swarm:

<https://vimeo.com/113028262>

Creative performances highlight the excitement of one of Europe's largest urban development projects

<http://www.neongolden.net/results/kranensee/>

KRANENSEE was an audio-visual and kinetic performance at the largest urban development venture ever in Vienna and one of the largest in Europe. At the time of the performance there were 40 cranes located on the construction site.

Aspern is a location with an eventful history. The concept of the show referred to those historic events and took the audience on a 17 minutes long journey through time: from the time before the first settlement to the modern urban future there will be. Fifteen cranes were equipped with a total of 120 LED bars for the show, connected together with almost 2.000 meters of data cables. The lights were programmed using 3D software because of the vast dimensions of the area and the amount of lights. Another factor which had to be considered was the audiences' point of view. The large distance between the cranes and the audience demanded for extra planning of the depth and height of the whole installation. Fifteen more cranes were moved synchronously by crane operators to form a crane ballet interacting with the LED bars.

Click link below to see KRANENSEE:

<https://vimeo.com/87169740>



Click link below to see Laser City:

<https://vimeo.com/118823427?from=outr-local>

ViennaSphere

<https://www.youtube.com/watch?v=CbMvI7Tw4OU>

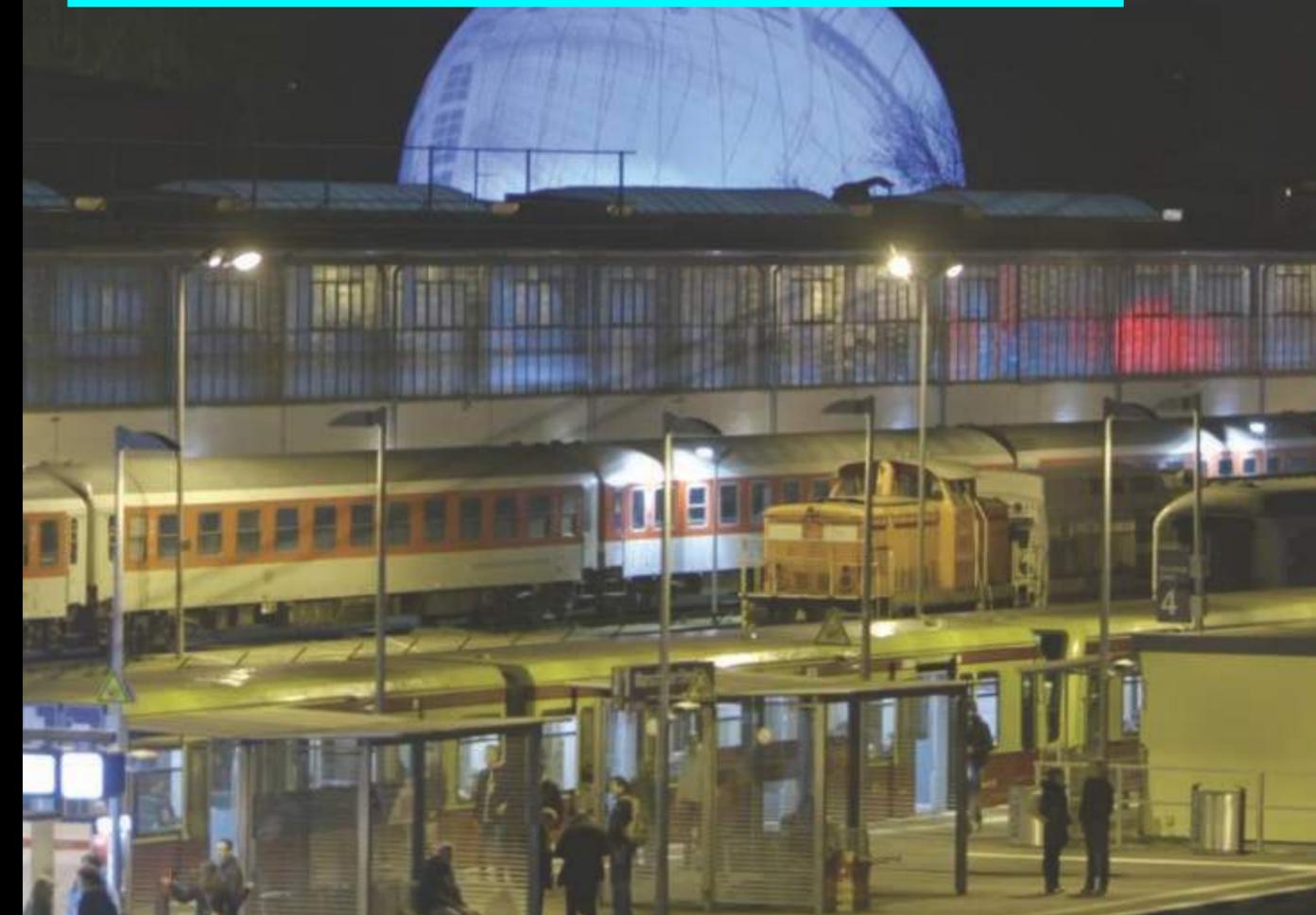
ViennaSphere: inflatable 360° projection dome staged 3D-multimedia show to celebrate the 150th anniversary of the Ringstrasse and the capital's role as host of the 60th Eurovision Song Contest in 5 European Cities: Barcelona, Paris, London, Mailand, Berlin.

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Click links below to see the VIDEO of the ViennaSphere in action:

<https://www.youtube.com/watch?v=CbMvI7Tw4OU>

<https://www.youtube.com/watch?v=sl8XPq0t87c>



Daan Roosegaarde's Waterlicht installation mimics northern lights in Dutch skies

<http://www.dezeen.com/2015/02/25/daan-roosegaardes-waterlicht-installation-northern-lights-netherlands/>

Dutch designer Daan Roosegaarde has created a lighting installation that resembles the aurora borealis above a flood channel of the Netherlands' River IJssel.

Dubbed "the northern light of the Netherlands" by Studio Roosegaarde, the Waterlicht installation is designed to create the impression of a "virtual flood" and will debut this evening at the location near Westervoort.

Click link below to see VIDEO of Waterlicht installation:

<https://vimeo.com/127582998>

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Beauty Parlour creates the AUDI QUATTRO Session in the snow

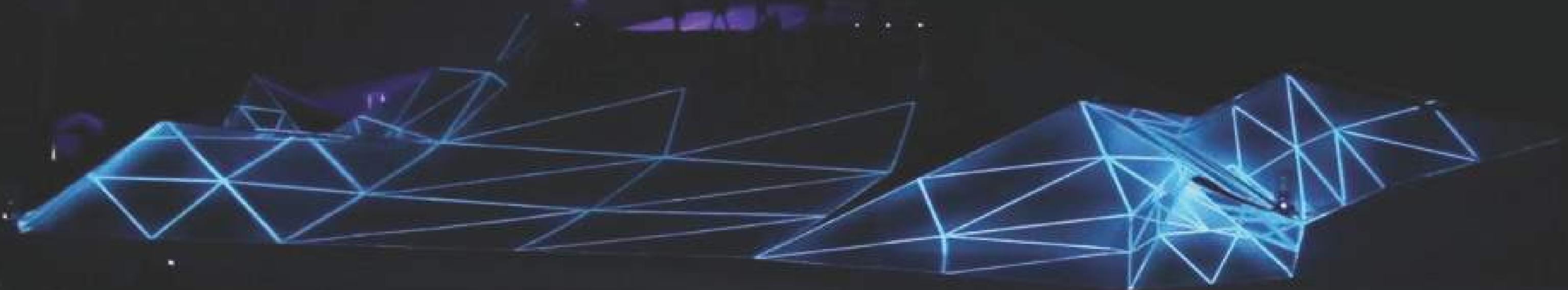
<https://vimeo.com/98544736>

For this project *Beauty Parlour* teamed up with *Zero Division* and *Schneestern*. *Beauty Parlour* was responsible for the design of the sculpture, content creation, projection mapping and lighting.

Click link below to see the Audi Quattro Session:

<https://vimeo.com/98544736>

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AUDI A4 X Anouk Wipprecht showcase

<https://vimeo.com/134041307>

AUDI CITY Berlin July 8th showcase by Anouk Wipprecht x AUDI including a Projection Map Dress based on Audi's Virtual Cockpit, two shields with embedded Audi sensors [UltrasonicRangeFinders] and a main dress based on Audi's LED Matrix lights - which emit 60W of high power LED. Collection is 3D printed in SLS and interactive

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Click links below to see VIDEO of the AUDI A4 x Anouk Wipprecht showcase:

<https://vimeo.com/134041307>

<https://vimeo.com/133654595>



Beautifully descriptive but simple watercolor sketches by Agent and Artists

<http://agentandartists.com/artists/auore-de-la-morinerie/>

Aurore studied at the Ecole des Arts Appliqués Duperré in Paris in the 80s, after which she started a successful career as an illustrator. She is regularly illustrating for Le Monde, ELLE, World of Interiors, as well as for advertising campaigns and for various publishing companies.

Aurore is also working for many prestigious fashion houses, e.g. Hermès, Cartier and Issey Miyake, and lately for IKEA, H&M, and the Parisian department store Printemps.

*Printemps
Paris, 2010*



Untitled



Louis Vuitton



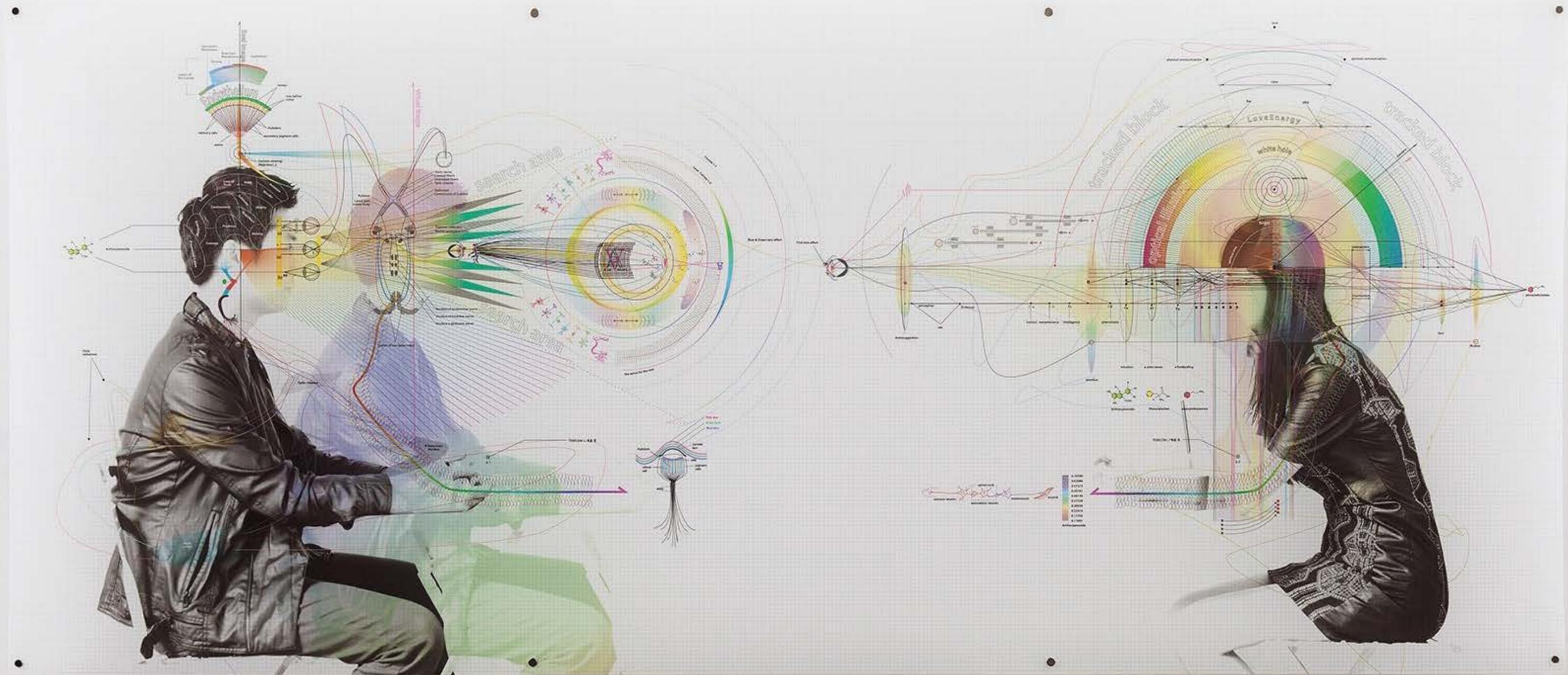
*Maison Margiela
by John Galiano,
Couture show 2015*



*Detailed infographics:
Study on Pink lens effect
by Minjeong An*

http://myartda.com/current/c_18.html

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*A Study on Pink lens effect,
digital print,
237.5cm X 107.5cm,
2014*

Safari Urbain by Julien Nonnon, Paris

<http://www.urdesignmag.com/art/2015/09/11/safari-urbain-by-julien-nonnon-paris/>

French artist Julien Nonnon's latest work Safari Urbain it's a very strange and surprising vision of the Parisian wildlife. The work comprises a series of photographs featuring animals redesigned and projected on facades of buildings through an embedded video-projection system. A clever mix of street-art and video-mapping, all made during a new night getaway in the streets of Paris.

"This bestiary coming right out of fashion magazines, questions our behavior, our ambivalent desire to be both unique and wanting to belong to a well-defined group. In our way of dressing, we express our vision of the world, while indirectly revealing our social position and financial power. Fashion is nothing other than a means of communication, of integration and belonging to a group." explains Julien. Thus, the artist denounces, through his anthropomorphic creatures such urban myths and social influence which can lead to conformity.

These fleeting works deserve to be viewed for at least a night or a moment.

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architecture



Spectacular Zaha Hadid-Designed Mountain Museum Opens in the Dolomites

<http://www.e-architect.co.uk/newzealand/len-lye-centre>

The Zaha Hadid-designed Messner Mountain Museum (MMM) in Corones, which opened on July 24, is the last in a network of six museums erected on mountaintops across South Tyrol in an ambitious museum project created by the renowned Italian mountaineer, Reinhold Messner.

Messner, who is the first to climb all 14 Eight-thousanders, gained international fame for also becoming the first man to climb Mount Everest without the help of oxygen.

The institution, located on the summit of Mount Kronplatz, offers visitors stunning panoramic views of the Dolomites at 2,275 meters (7,463 feet) above sea level.



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Click link to see a timelapse of the construction:

<https://vimeo.com/136088871>

The Mirror Houses: A pair of holiday homes in Bolzano, Italy

<http://design-milk.com/mirror-houses-pair-holiday-homes-bolzano-italy/>

Peter Pichler Architecture designed a pair of connected holiday homes, the Mirror Houses, in the city of Bolzano, Italy that reflect the surrounding landscape – quite literally. The client lives in a farmhouse on the property and sought help with designing a pair of autonomous apartments that could be rented out for vacationers wanting to surround themselves with nature. Top priority: complete privacy for the client and the separate renters.

The floor-to-ceiling glass panels on the front continue to the side and slowly come to a point in the black aluminum facade.

The west side of the structure is covered in mirrored glass giving the illusion that the units are almost invisible. The glass is laminated in an UV coating to help prevent birds from flying into the exterior.



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Len Lye Centre, New Plymouth Building

www.e-architect.co.uk

The new Len Lye Centre in New Plymouth, Taranaki, New Zealand, designed by Patterson Architects Associates, opened as a combined art museum with the Govett-Brewster Art Gallery on 25 July, 2015.

The building was commissioned by the New Plymouth District Council and financed via an extensive government-led fundraising program. It is New Zealand's only museum dedicated to a single artist, the pioneering filmmaker and kinetic sculptor Len Lye (1901-1980).

The building's design articulates Len Lye's philosophy on the relationship between art and architecture. The space is reverential, creating a sensory experience from light as a 'temple' for art.



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Click link to see more about Len Lye and the Len Lye Centre:

<https://www.youtube.com/watch?v=eKtt5mvNHLQ>

*Len Lye Centre, New
Plymouth Building*

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Architects: Hey, Let's Just Build a Whole Skyscraper Out of Shipping Containers

<http://curbed.com/archives/2015/08/21/crg-architects-shipping-container-towers.php>

Custom-built shipping container homes have become more chic than they perhaps have any right to be, and architectural firm CRG Architects has now taken the trend to its logical extension with a proposal for twisting skyscrapers made of shipping containers. The renderings show the towers to be precarious-looking, but colorful, and CRG is proposing them as a replacement for slum housing in developing countries.

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interior design

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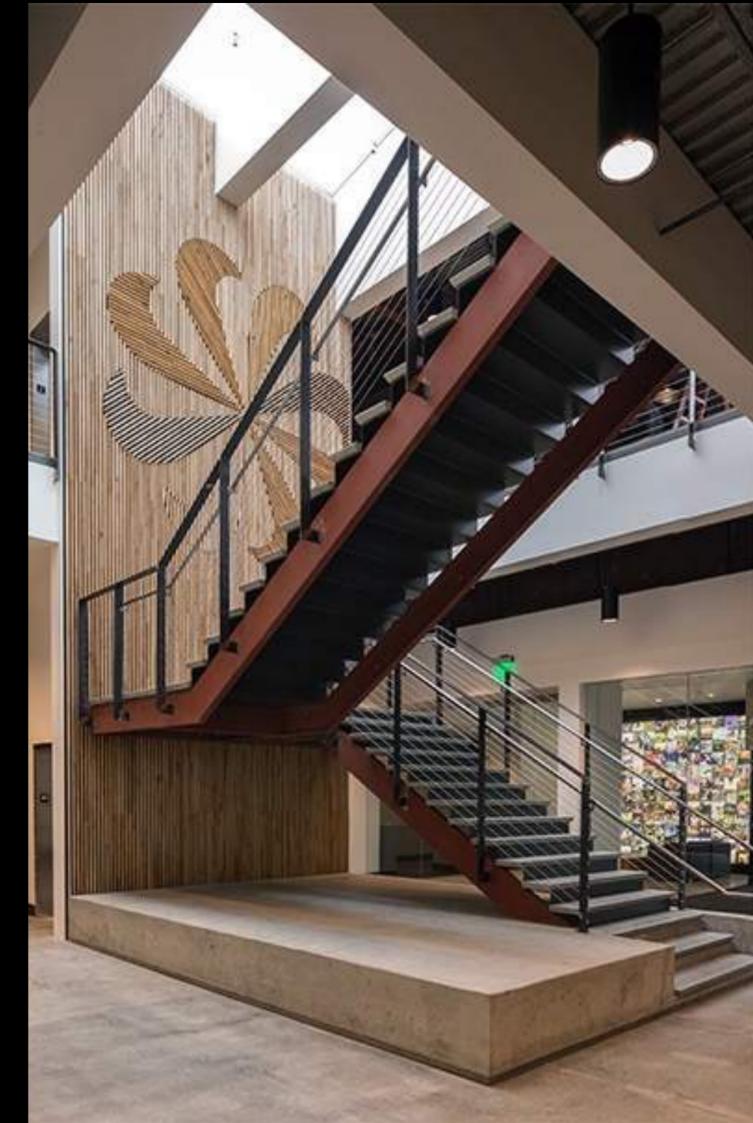
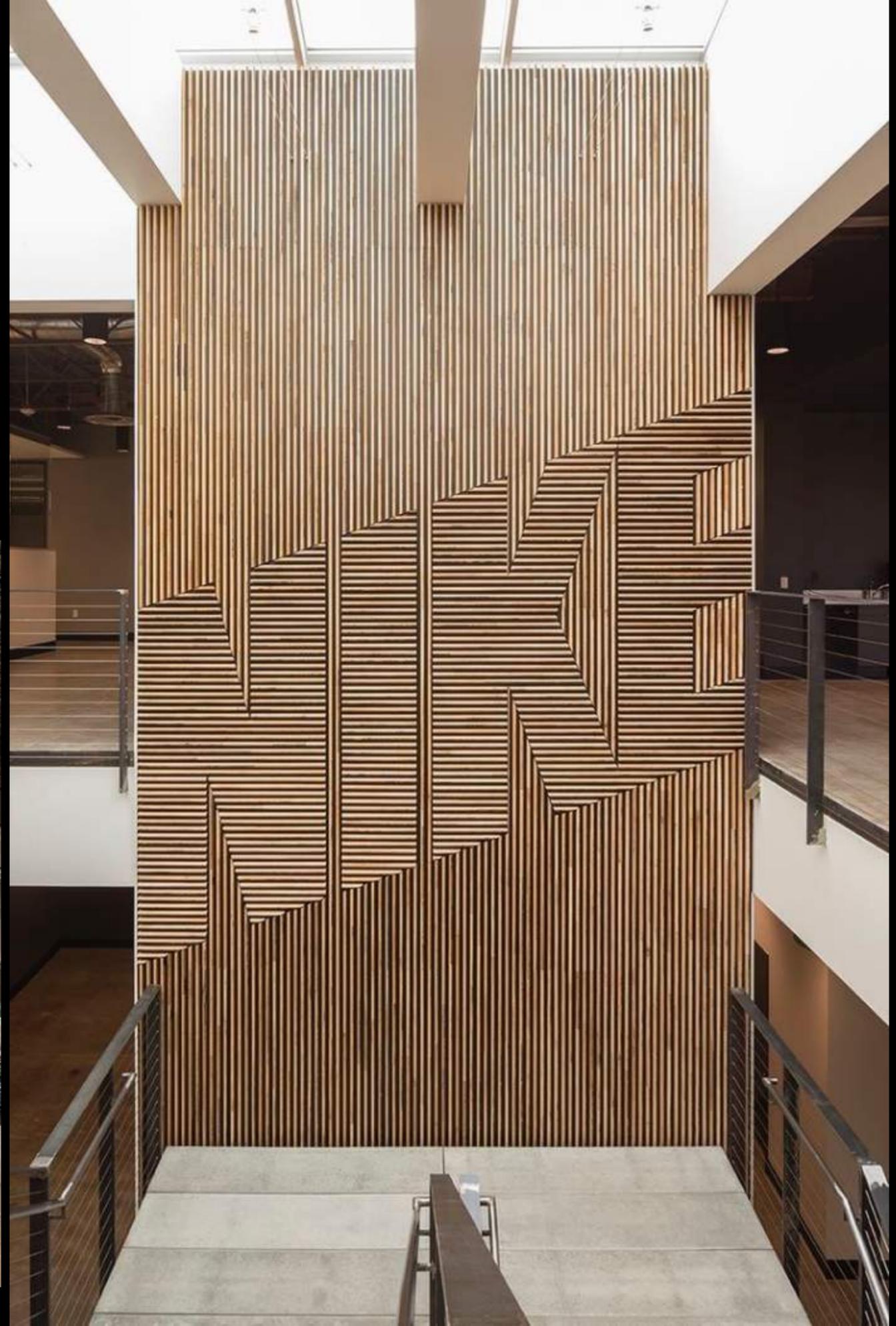


Nike brand walls

http://www.fieldworkdesign.net/work/#mg_id_766

FIELDWORK Design & Architecture is a multidisciplinary design studio and fabrication workshop specializing in architecture, interior design, and furniture/industrial design and fabrication. FWD// is based in Portland, Oregon, and was founded in 2011 by architects Cornell Anderson and Timothy Fouch and interior designer Tonia Hein. The Nike brand walls were designed in collaboration with the Nike Workplace Brand Design group.

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Corporate Learning Centre Westraven, Utrecht

<http://studiogroenenschild.nl/en/project/clc-rijkswaterstaat>

Rijkswaterstaat manages and develops the national roads, waterways and waters of the Netherlands. STUDIO GROEN+SCHILD made a clear reference in the design of the Corporate Learning Centre Westraven to the area of work. They chose the color yellow as it's a signal color in the world of traffic and engineering. The yellow ribbon that runs through the floors, glass walls and ceilings connects the various functions: reception desk, training areas, break-out areas, the library and the central meeting area.

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Carr Design Group's fitout for the new legal offices of Norton Rose

<http://architectureau.com/articles/norton-rose-brisbane/>

A schooled knowledge of a client's brand is a common starting point for designing corporate interior fitouts. When Carr Design Group was briefed to design Norton Rose's new Brisbane offices, there was a solid ten-year history of collaboration with the client to draw on. Carr Design Group had developed a prototype floor in Sydney for the international legal firm that was then rolled out in Melbourne and Perth. Concepts in Sydney, Canberra and Jakarta followed.



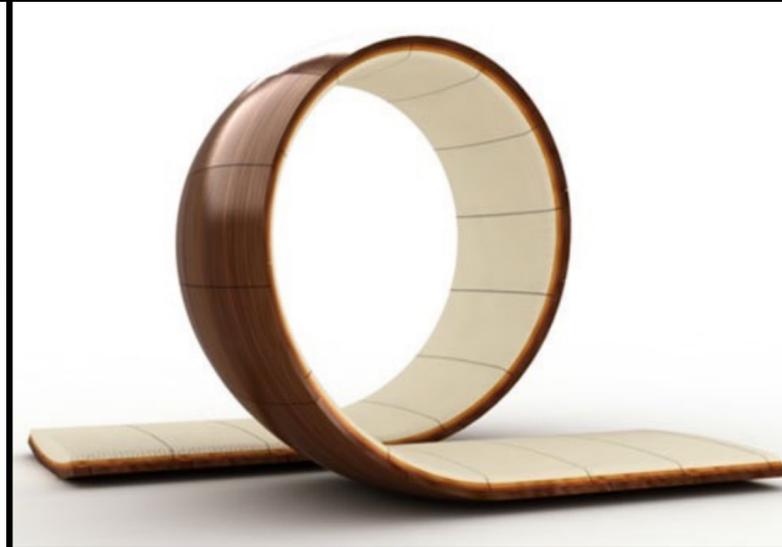
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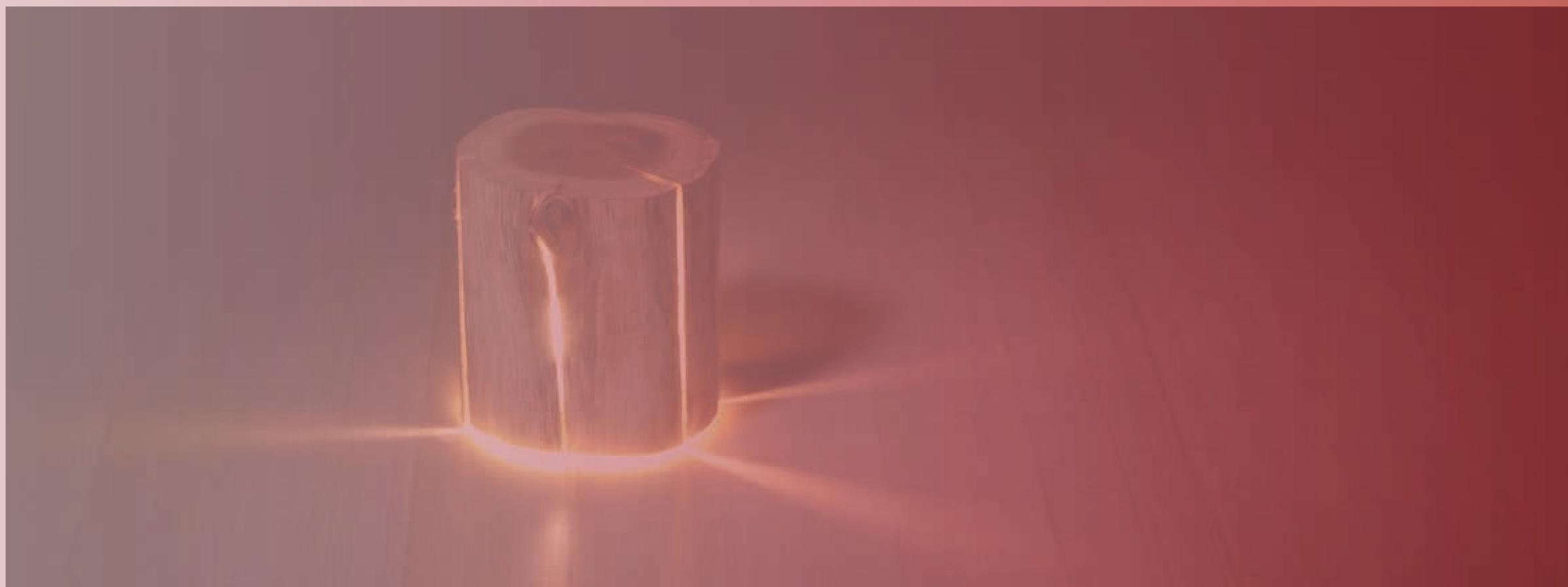
7 Unique seats for maximum relaxation

<http://design-milk.com/12-seats-for-maximum-relaxation/nap-3b-feel-seating/>

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products



Duncan Meerding Expands his Cracked Log Lamp Range

<http://recycledinteriors.org/inspiration-2/duncan-meerding-expands-cracked-log-lamp-range/>

The development of these designs in the Cracked Log Light series showcases the continued and growing interest that there is in these unique objects. When you see them in the flesh they are even more beautiful. The designs are influenced by what is often associated with waste wood, and embraces the cracks, making them a feature and bringing that sense of nature. You really feel like you have picked up a log from the forest and placed it in your home.



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Jean Dufresne

The Wave Cabinet Opens Like a Paper Fan

<http://www.thisiscolossal.com/2015/06/the-wave-cabinet-opens-like-a-paper-fan/>

As part of a long series of functional sculptures by New York artist Sebastian ErraZuriz, the Wave Cabinet merges the form of a credenza with an elaborate system of 100 wooden slats that allows the piece to open in rolling, wave-like patterns. Like many of his other novel designs, ErraZuriz says his intention is to elicit curiosity and cause viewers to do a double-take when looking at a recognizable object that suddenly behaves in new ways.

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Click link below to see the Wave Cabinet in action:

<https://vimeo.com/122102861>

video/animation



INTEL Visual Life: CES

<http://www.neogolden.net/results/intel-ces-las-vegas/>

Visual Performance for the launch of Intel's 2nd Generation Core Processor at the annual Consumer Electronics Show (CES) in Las Vegas.

The American semiconductor chip maker Intel launched its new product line during the CES Opening in Las Vegas. The client's idea was to provide a musical and visual performance at the Visual Life After Party at Marquee Club, Las Vegas as part of the product launch. Intel's agency Amsterdam Worldwide invited us to create matching visuals to the music of Canadian cellist Zoë Keating, who uses electronic sampling in her live performances to layer the sound of her cello. Within only three weeks between the project kickoff and the live show in Las Vegas, we created a techno-organic underwater world with different patterns of growth exploring the power of Intel's 2nd Generation Core Processor. The visuals were played back on a 9x6m LED screen and several smaller screens around the club. Based on the visuals of the live performance, we made a visual loop for one of the musician's tracks. The clip was played back daily at Intel's exhibition stand at CES while Zoë Keating performed live.

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<https://vimeo.com/89729032>



Zauberflöte – Overtüre

<https://vimeo.com/127701213>

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<https://vimeo.com/127701213>



Los Angeles Hyperlapse/Timelapse Compilation

<https://vimeo.com/vadimla>

This is compilation of hyperlapse videos that I shot over the course of the past 2 years. I spent a lot of time scouting for locations, waiting for the perfect conditions, and catching the beauty of the city. Lighting is important. Sunrises, sunsets; transitions from dawn to day, and from dusk to dark. I used a lot of self-developed tricks and techniques in both the shooting and editing processes - it took a lot of time and passion to make this video.

The music that I used is a wonderful ODESZA (odesza.com/) remix of a PRETTY LIGHTS (prettylightsmusic.com/) track entitled ONE DAY THEY'LL KNOW. There is plenty of beautiful music on this album that you can find here itunes.apple.com/us/album/a-color-map-of-the-sun-remixes/id739033391 It was hard to find the right music, but this amazing track matched perfectly with my idea for the video.

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<https://vimeo.com/136722796>



Reminder of a must-see animation: *The Third & The Seventh*

<https://vimeo.com/7809605>

Fullscreen it, please! If you've never seen this amazing short-film, then take the time to watch and enjoy. If you have seen it, then enjoy it again. I watched this film, in amazement, over 5 years ago. Today, I still watch it in amazement and admire all the detail and beauty that this film encompasses. This is a FULL-CG animated piece that tries to illustrate architecture art across a photographic point of view, where main subjects are already-built spaces...sometimes in an abstract way....sometimes surreal. IT IS BEAUTIFUL!

Credits:

CG: [Modelling - Texturing - Illumination - Rendering] Alex Roman

POST: [Postproduction & Editing] Alex Roman

MUSIC: Sequenced, Orchestrated & Mixed by Alex Roman (Sonar & EWQLSO Gold Pro XP)

Sound Design by Alex Roman

Based on original scores by:

Michael Laurence Edward Nyman. (The Departure)

Charles-Camille Saint-Saëns. (Le Carnaval des animaux)

Directed by Alex Roman

Done with 3dsmax, Vray, AfterEffects and Premiere.

CLICK TO PLAY VIDEO



<https://vimeo.com/7809605>

NOTE: Keep in mind that everything in this video is ANIMATED. It's not live action video!



exhibits & interiors

This section shows some of our latest work with exhibit design



Info

Client: **Porsche**

Show: **New York Auto Show 2015**

Account Director: **Eric Lax**

Project Manager: **Daryl Maxwell**

3D Designer: **Patrick Kelly**

Lead Graphic Designer: **Will Murphy**

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Info

Client: **Electrolux**

Show: **2015 Kitchen and Bath Industry Show**

Account Director: **Willie Tate**

Project Manager: **Justin Morris**

3D Designer: **Jamie Vandenberg**



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