

# trend alert

VOL. 20

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**



# Omote “living makeup” uses mind-blowing projection mapping

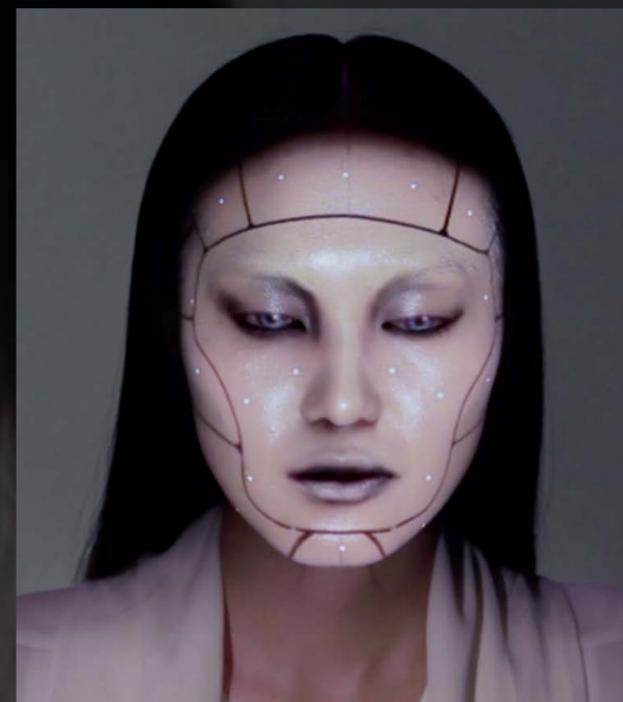
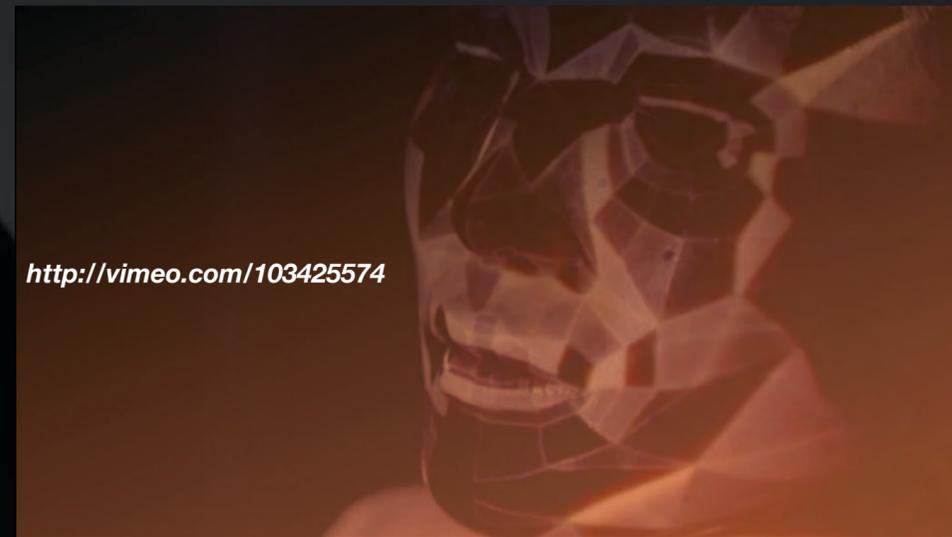
<http://www.slashgear.com/omote-living-makeup-uses-mind-blowing-projection-mapping-17341481/>

## Info

Projecting computer graphics onto buildings or rooms to make them digitally come alive isn't new, but how about if your canvas is a living, moving, human face? Omote does just that, a combination of real-time face tracking and projection mapping that takes a model's face and turns it into something far more mesmerizing, even as it moves around.

It's the incredible handiwork of a team led by Nobumichi Asai, which brings together digital designers, CGI experts, and make-up artists. Combined, they create what seems to be the electronic equivalent of makeup.

CLICK TO PLAY > <http://vimeo.com/103425574>



# Neon mirrors by Phillip K Smith III created glowing beacons at Coachella

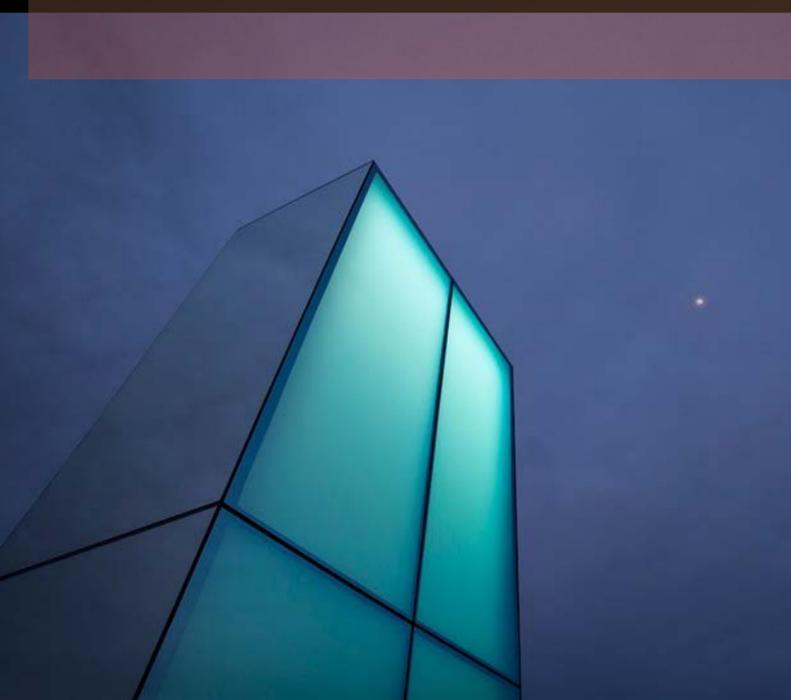
<http://www.dezeen.com/2014/04/25/reflection-field-lighting-installation-coachella/>

## Info

For this year's Coachella festival, American artist Phillip K Smith III created an installation of shiny cuboids that by day provided a series of mirrors, but by night were transformed into neon towers of light. The freestanding mirrors range from small blocks to five-metre-high structures, reflecting the trees and landscape around them.



EXPERIMENTAL



# Princess Leia hologram could become reality

<http://lightfield-forum.com/2014/08/light-field-powered-first-smartphones-with-holographic-displays-could-arrive-within-two-years/>

## Info

Just a few years ago, mobile displays took a leap forward with increased pixel densities that ensure crisp images on relatively small screens. Today, most smartphones feature displays with up to 538 pixels per inch (ppi) – a resolution that is much higher than what the human eye can see. So what's the next display innovation we can look forward to?

In her recent article on IEEE Spectrum, Sarah Lewin introduced two companies that are working on making what she calls “holographic” light field displays (i.e. glasses-free 3D displays) a reality.

Ostendo Technologies recently presented the results of nine years' work at the Display Week conference: An array of 4x2 Quantum Photonic Imager chips (each consisting of LEDs, image processors and embedded rendering software) plus microlens array form a 1 megapixel (1024x768px, XGA resolution) prototype display which sends out light not into every direction – like conventional displays do – but rather into very narrow, collimated angles of light. This enables the prototype to emit different images into different directions, producing about 2,500 different perspective views, so the image and motion displayed appear consistent regardless of the viewer's position.

CLICK TO PLAY >

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



To cope with the computational load involved, each pixel (at a stunning 5-10  $\mu\text{m}$  pixel pitch, or up to 5000 ppi) actually has its own dedicated image processor. According to NDTV, Ostendo is planning produce these 3D chips in the second half of 2015.



# architecture



# *Unusual Allandale House by William O'Brien Jr*

<http://www.wojr.org/work/allandale-house/>

## *Info*

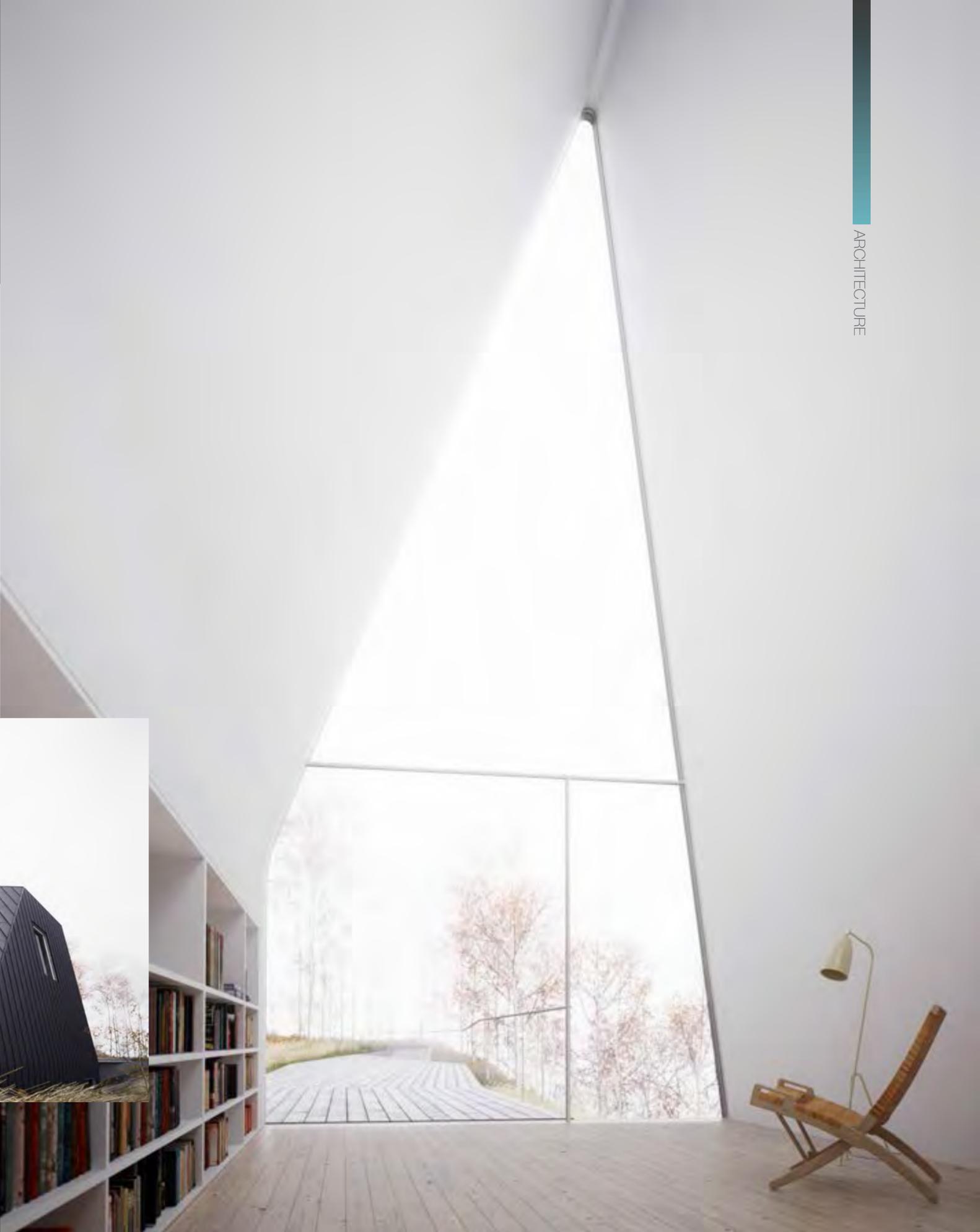
Cambridge-based architect William O'Brien Jr designed the Allandale House project, a small vacation home mainly intended for families. This ultra-minimalist cabin takes A-frames to the limit. This cabin project based on an extruded A-frame is a unique, striking, modern piece of architecture, manipulating unconventional housing shapes and creating wonderful opportunities for luxury living. Surrounded by a lovely, stunning forest area, the house is offered an alternatively beautiful and traditional dimension. The wide A-frame in the center of the house is dedicated to two floors of bedrooms and bathrooms. The medium A-frame on the eastern side consists of living, kitchen and dining areas.



# Unusual Allandale House by William O'Brien Jr

<http://www.wojr.org/work/allandale-house/>

Continued...



# The White Tree

<http://www.archdaily.com/484360/sou-fujimoto-led-team-designs-tree-inspired-housing-tower-for-montpellier/>

## Info

The City of Montpellier has chosen Sou Fujimoto Architects, Nicolas Laisné Associés and Manal Rachdi Oxo architects' "White Tree (L'Arbre Blanc)" as winner of the "Architectural Folie of the 21st Century" competition. Inspired by the city's tradition of outdoor living, and the efficient properties of a tree, the mixed-use residential tower will feed off locally available natural resources as it rises 17-stories and connects the new and old districts of Montpellier.



# *The White Tree*

<http://www.archdaily.com/484360/sou-fujimoto-led-team-designs-tree-inspired-housing-tower-for-montpellier/>

## *Continued...*

The new multipurpose tower called L'Arbre Blanc (The White Tree) is designed for housing, a restaurant, an art gallery, offices, a bar with a panoramic view and a common area. From the project's concept phase, the architects were heavily inspired by Montpellier's tradition of outdoor living. The tower is strategically located between the city centre and the newly developed districts of Port Marianne and Odysseum, midway between the 'old' and the new Montpellier.



# Traffic House

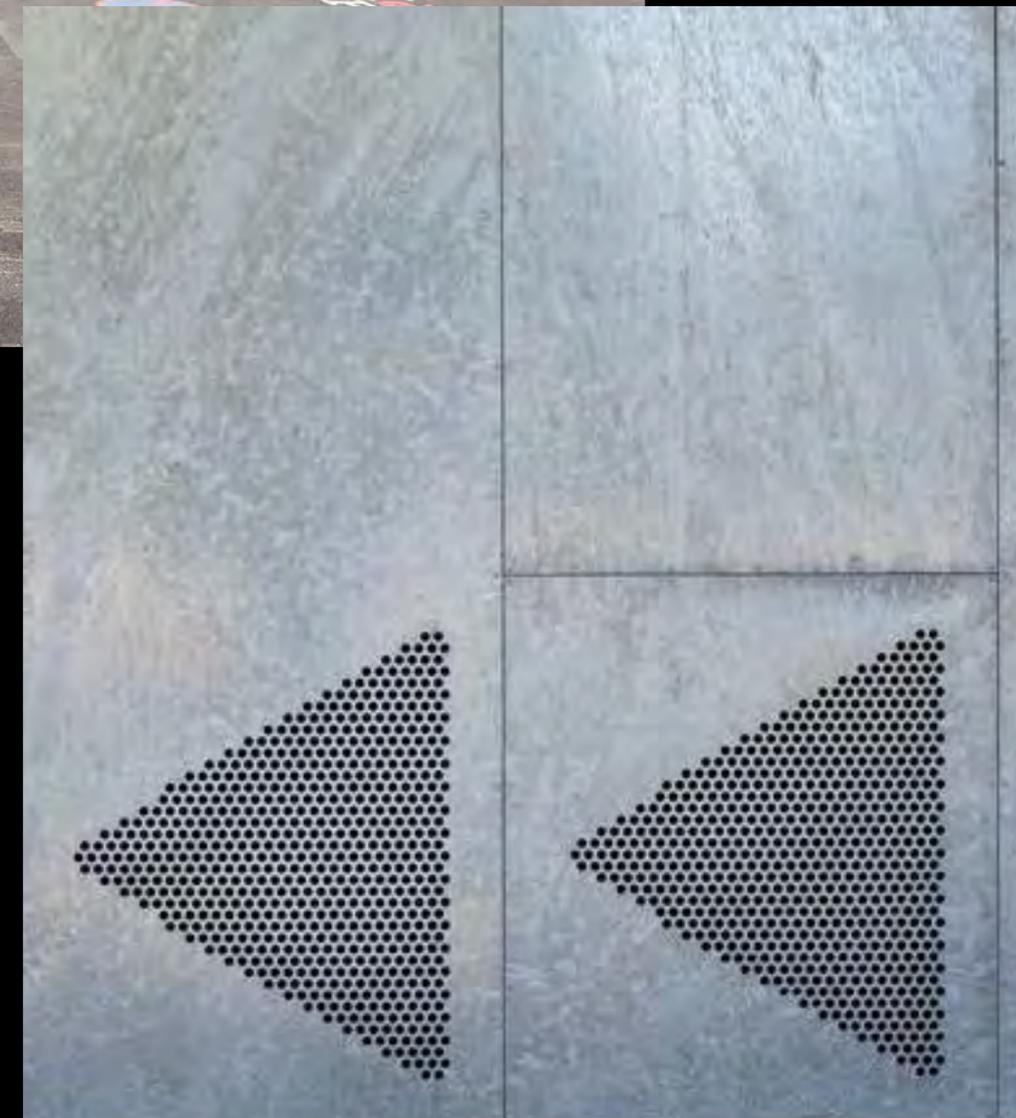
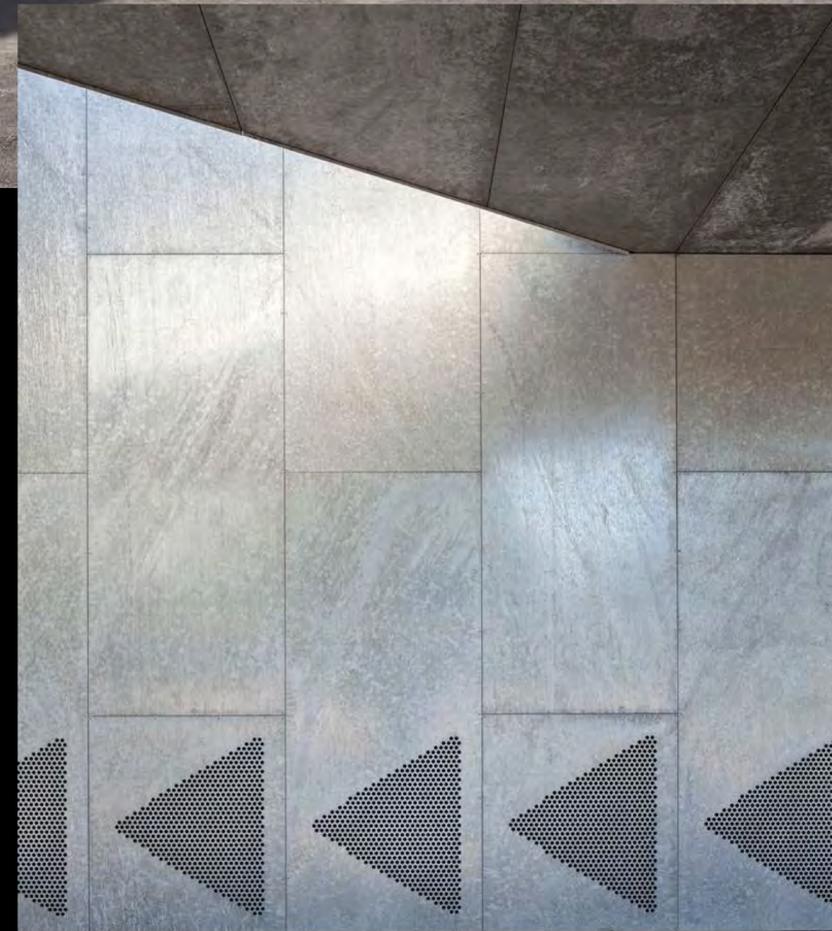
<http://www.archilovers.com/projects/136739/traffic-house.html>

## Info

Traffic House consists of a modernization of an existing class room structure, a new workshop and go-kart garage building which are joined by a large roof structure creating a new portal to the popular Traffic Playground at the Central Park in Copenhagen. This is where school classes go to learn about traffic rules and test their skills on site.

A particular emphasis is put on creating an optimal environment for kindergartens and schools, visiting the Traffic Playground to play and to learn about traffic rules. MLRP has designed a building that invites children to play at the same time as providing a better visual contact between building and playground.

The expression of the building is reflecting the requirement that the building must be closed completely at night and be open and inviting during the day. The transformation from a closed, anonymous building into an accessible and friendly building during the day can be achieved using folding doors in front of all facades. The materials used are black wood, galvanized steel plates, orange lacquered windows and panels and a lush green roof.





# interior design

# *SDM Apartment by Arquitectura En Movimiento Workshop*

<http://www.knstrct.com/interior-design-blog/2014/8/14/sdm-apartment-in-mumbai>

## *Info*

The centerpiece of the apartment is the staircase, a striking work of art in and of itself. Visible from nearly every public area of the apartment, the staircase draws its viewers in as it blooms with natural light. A bulk of the staircase is made up of flat, horizontal boards that curve up from the first floor to the second, creating steps on both levels from minimal beams and vertical portions against which one could nestle with a book in hand. The unique segmented design of the staircase is replicated in many works throughout the apartment, such as the blinds in the bedroom.



# A Place Called Home by Studio Ilse

<http://www.archilovers.com/projects/136435/a-place-called-home-by-studio-ilse.html>

## Info

Ilse Crawford is a designer, creative director and academic who was recently awarded an MBE for services to interior design. Her design company, Studioilse, has created a space which challenges visitors to respond to the questions of what home means to them. Referencing daily home rituals, which will be familiar to everyone, Studioilse has designed a space which elevates the mundane yet comforting aspects of home life in a playful and poetic way.

Visitors will hear a soundtrack of background noises such as a kettle boiling, doors slamming, cutlery rattling; through openings in the house, visitors will also catch the smell of home, a bespoke fragrance being developed for the project by the studio together with fragrance expert Azzi Glasser. Two of the walls will show film projections which project images of household objects and rituals which take place throughout the day in every home, spanning all cultures and social spectrums. On the floor of the house will be a question: 'What does home mean to you?' Visitors can respond via a live twitter feed to share their own ideas.



# Invisible Kitchen by i29

<http://design-milk.com/invisible-kitchen-i29-interior-architects/>

## Info

Just because it's a kitchen doesn't mean everything has to be out and on display... all the time. **i29 interior architects** designed a kitchen that feels more like pieces of furniture and architecture as opposed to cabinets and appliances. The result is a system that seems to disappear helping to blend the living space with the kitchen.

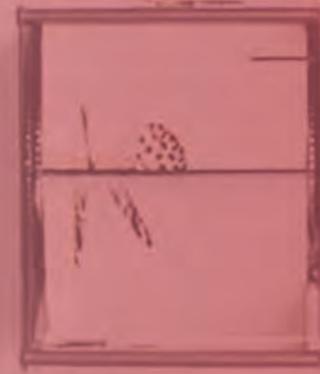
The idea was to scale the design back to the minimum, removing any superfluous elements and leaving only the necessities. They managed to incorporate all of the water, cooling, and electrical connections within the black island that has a surface of only a couple of centimeters thick.



INTERIOR DESIGN



# products



# *Vivarium by Juan Fontanive*

<http://vimeo.com/91862031>

## *Info*

FLIP BOOK MACHINE -4-COLOR SCREEN PRINT ON BRISTOL PAPER, STAINLESS STEEL, MOTOR AND ELECTRONICS. 20 X 21 X 3.7 IN. 2014

In Fontanive's machines, minutely toothed gears, clips, roughly finished brass, nuts, bolts, racks, wormwheels and sprockets absorb as much interest – and make up the sculpture – as the floating image before us, which seems to confess with pride the machine-made nature of its movement. -Gilda Williams



CLICK TO PLAY >



# Hyperlapse from Instagram

<https://itunes.apple.com/app/id740146917>

## Info

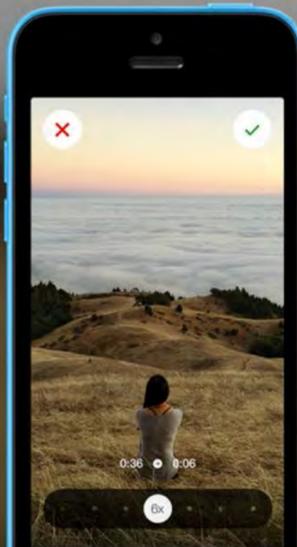
Create amazing time lapse videos with Hyperlapse. Using Instagram's in-house stabilization, Hyperlapse shoots polished time lapse videos that were previously impossible without bulky tripods and expensive equipment.

When you shoot a time lapse video with Hyperlapse, your footage will be instantly stabilized to smooth out the bumps from the road and give it a cinematic feeling. Capture an entire sunrise in 10 seconds—even from the back of a moving motorcycle. Walk through the crowds at an all-day music festival, then distill it into a 30 second spot. Capture your bumpy trail run and share your 5k in 5 seconds.

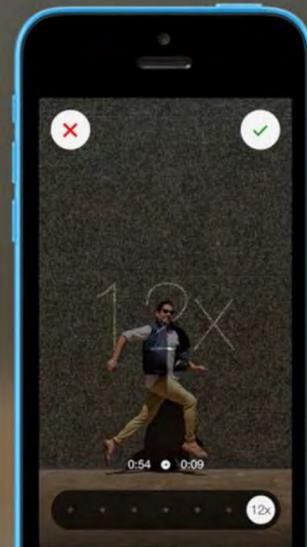
Shoot handheld time lapse videos, even while you're moving.



Stabilization makes your videos feel cinematic.

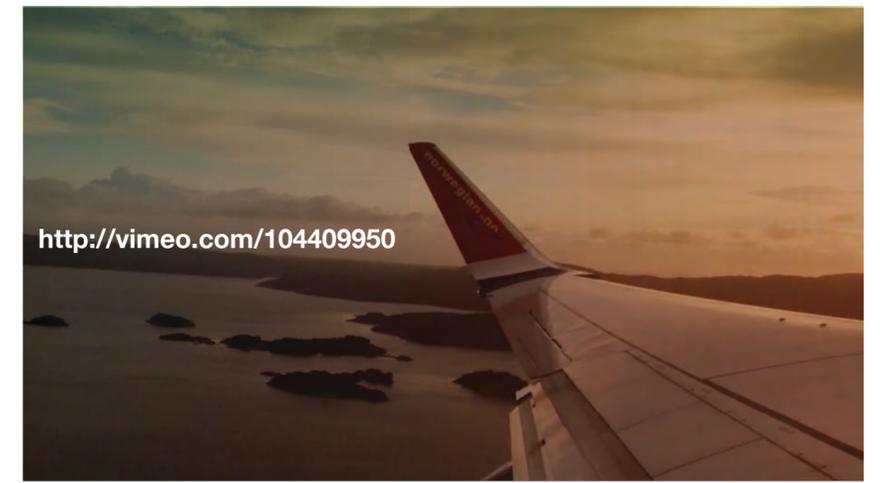


Speed up your hyperlapse to be up to 12 times faster.



CLICK TO PLAY >

<http://vimeo.com/104409950>



PRODUCTS



Instagram

HYPERLAPSE



**video/animation**

# *Las Vegas Nevada Aerial Drone Video Tour*

<http://www.skycamusa.com>

## *Info*

The Drone UAV can do Aerial Photography and Video. In the past SkyCamUSA used RC Helicopters only, but not any more. The future of remote flying has begun. They used a very small gyro stabilized hexacopter drone. Check out the low aerial shots of the Bellagio hotel water fountain. Please note: This video does not contain any post video stabilization. Notably NBC News likes to use this clip on their nightly news. Enjoy.

**CLICK TO PLAY >** <http://vimeo.com/56405136>



# Inside me

<http://vimeo.com/channels/staffpicks/106671329>

## Info

This project created and animated by Dmitry Zakharov, is based on a 3D-scan technique, which allows Dmitry to reproduce an image of his own body as a 3D object in a software. It is possible to view this object not just from outside, but also from the inside as a negative as well, which creates abstract shapes. The coloration was generated with the help of color data he took from a real picture.

The film reflects the invisible inner world of an individual, which owns a small universe in itself, created by experiences and feelings - as well in the digital world as in real life. We try to express ourselves and approach our world another being, but still, nobody can see in our souls entirely. For Dmitry, the process of scanning is a very important part of this work itself.

The idea of digitizing a body and hence the creation and deformation of its computer generated self, reflects the digital world we live in today. We create an alternative world, in which everybody can be what they want to be. In some way, it resembles to an act of creation.

We never stop building more worlds for ourselves, even though there are already various ones encircling us, that we don't even understand yet. Each universe encloses another, which creates a new one, and the world next to us still seems far away. And so we look into infinity again, which inevitably surrounds us.

Concept & Animation by  
Dmitry Zakharov



**CLICK TO PLAY >**

<http://vimeo.com/channels/staffpicks/106671329>

# Moments in Asia

<http://vimeo.com/104330259>

## Info

Markus Kontiainen spent 35 days exploring 11 different cities in Japan, China and Southeast Asia as a work assignment. This is his visual diary of the journey shot entirely on iPhone 5s.

Cities featured in film:

Tokyo, Nikko, Osaka, Ise, Nagoya, Kyoto, Beijing, Singapore, Bangkok, Hanoi, Hongkong, Helsinki

CLICK TO PLAY > <http://vimeo.com/104330259>

# saVer-animaciones

<http://www.simongerbaud.com>

## Info

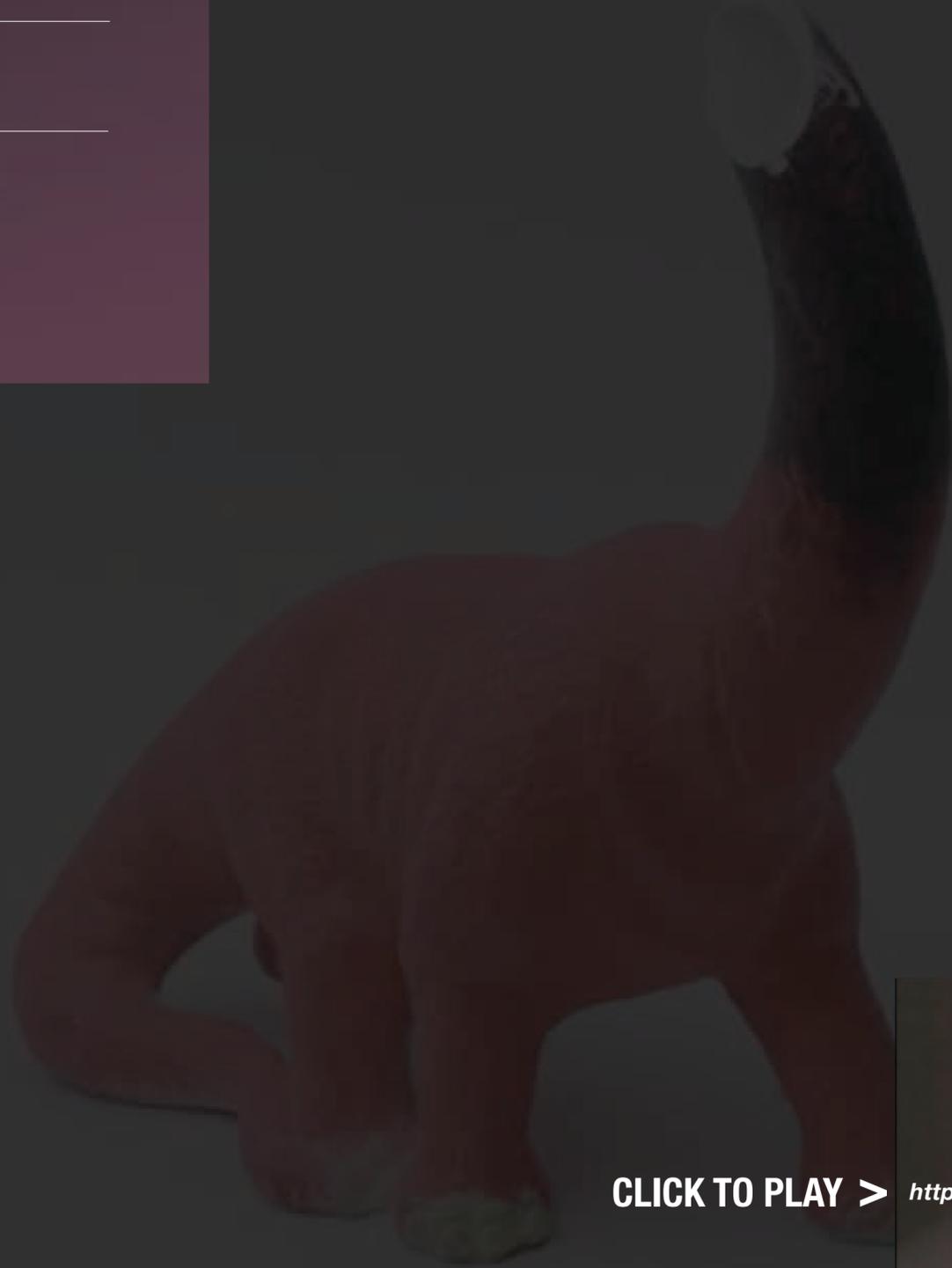
Objects ground out of existence and moved by shadows.  
by Simon Gerbaud

VIDEO/ANIMATION



<http://vimeo.com/96300915>

< CLICK TO PLAY



CLICK TO PLAY >

<http://vimeo.com/11280489>



# exhibits & interiors

A photograph of a museum gallery with a purple tint. The scene shows a large wall-mounted display on the left, a tall white pedestal with a tablet on top in the foreground, and a glass display case on the right. In the background, there are more exhibits, including a table with chairs and a large wall display. The ceiling has several spotlights.

This section shows some of our latest work with exhibit design and permanent installations

## Info

Client: **Sandvik Coromant**

Show: **IMTS 2014**

Account Exec: **Laurie Ciesla**

Senior Project Managers: **John Knebel & Anthony Farone**

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

3D Designer: **David Stalh**

Graphic Designer: **Will Murphy**





**Note:** RFID technology was used for this product kiosk. The attendee grabs a token from each product section and waves it over the token icon to specify the product group specifications.

## Info

Client: **Manheim**

Permanent Installation: **Manheim Headquarters, Atlanta**

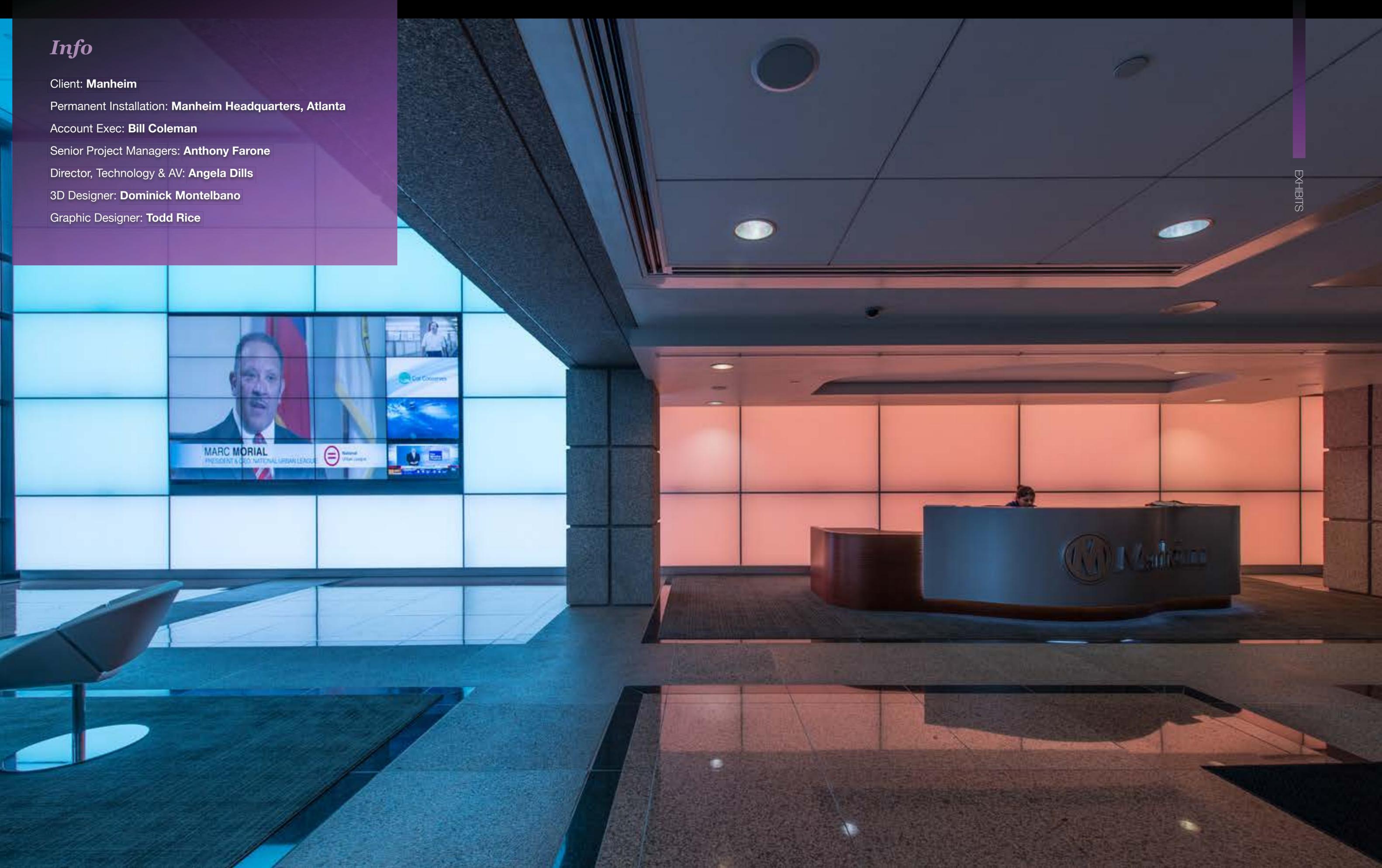
Account Exec: **Bill Coleman**

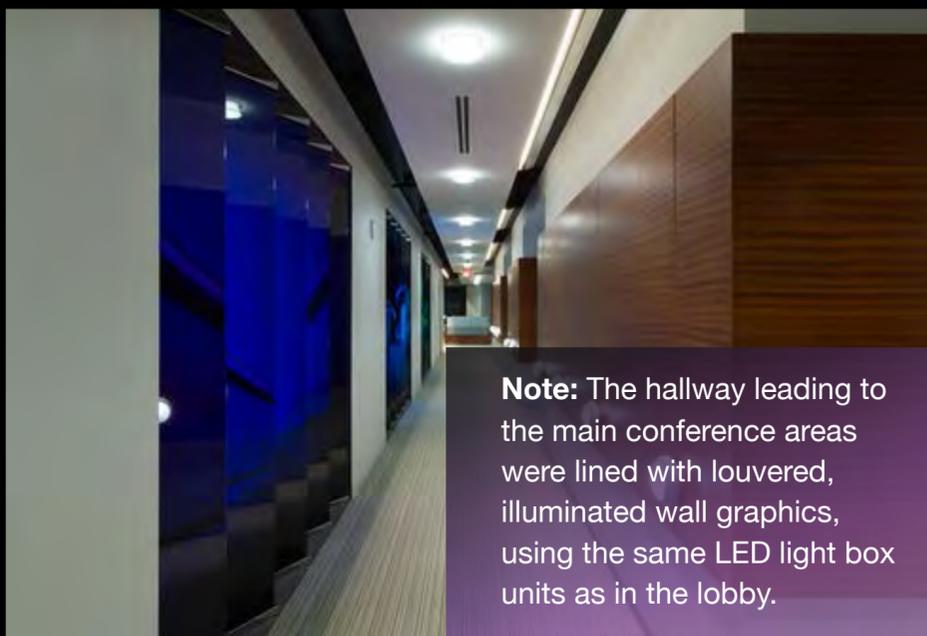
Senior Project Managers: **Anthony Farone**

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

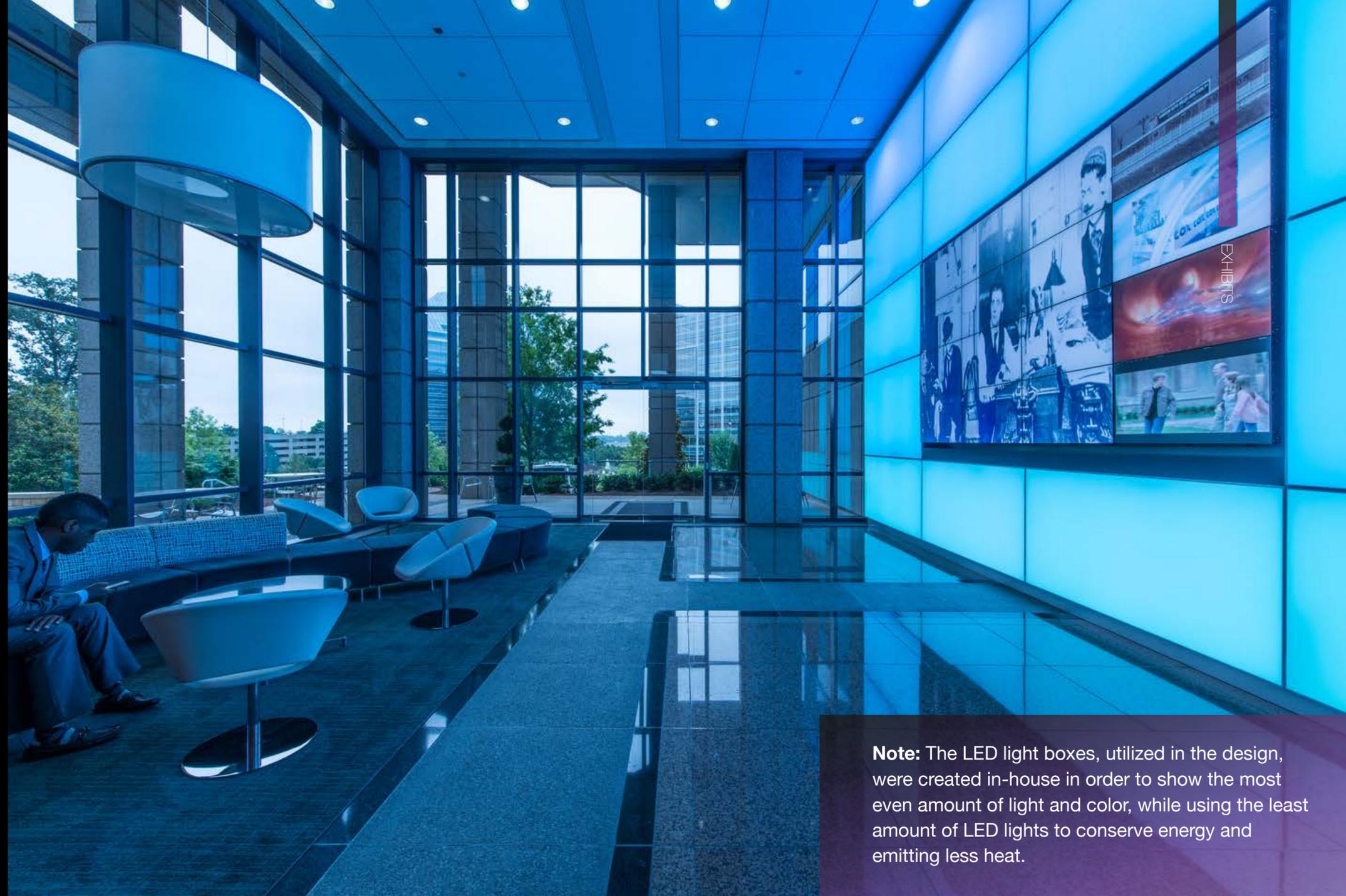
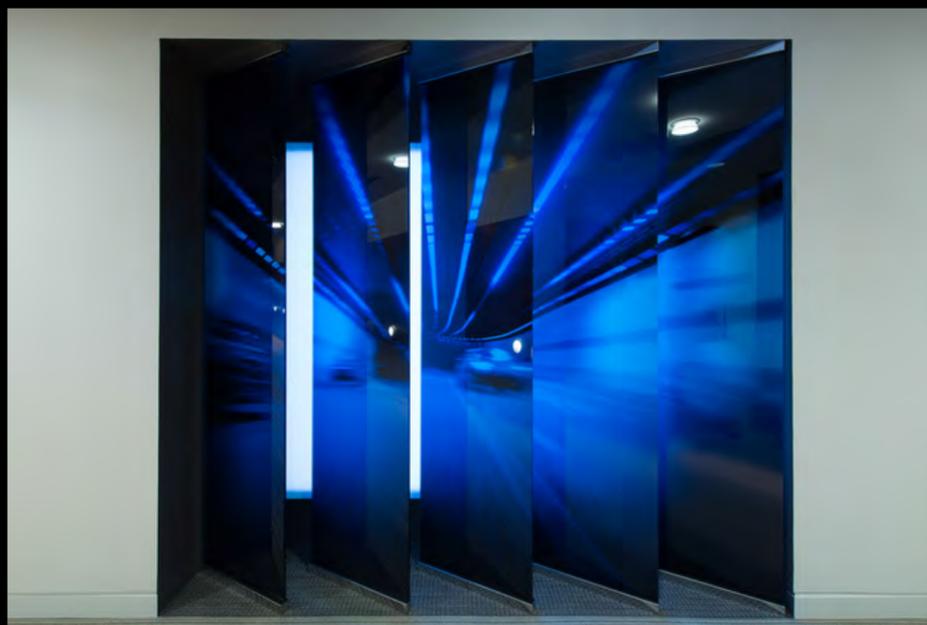
3D Designer: **Dominick Montelbano**

Graphic Designer: **Todd Rice**





**Note:** The hallway leading to the main conference areas were lined with louvered, illuminated wall graphics, using the same LED light box units as in the lobby.



**Note:** The LED light boxes, utilized in the design, were created in-house in order to show the most even amount of light and color, while using the least amount of LED lights to conserve energy and emitting less heat.



 [\*Click here to subscribe to the Trend Alert\*](#)



**we love what we do.**

