

# trendalert

VOLUME TWENTY-TWO

Czarnowski™



# trend alert

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

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# Liu Bolin is hiding in Paris

<http://www.artnet.com/artists/liu-bolin/2>

From the series Hiding in France, by Chinese performer, painter, sculptor and photographer Liu Bolin, courtesy of Galerie Paris-Beijing.

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



Bookshelf, 2011



Love, 2015



# *Liu Bolin is hiding in Paris*

<http://www.artnet.com/artists/liu-bolin/2>

continued...

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



*TV Station, 2013*



*Open Space, 2011*



# *Lucid Stead by Phillip K. Smith III*

<http://royaleprojects.com/lucid-stead>

On the weekend of October 12th in Joshua Tree, California, artist Phillip K Smith III revealed his light based project, Lucid Stead. What was expected to be a two day event for a handful of viewers, turned into over 400 people making the journey over two weekends. People as far away as New York City and Canada traveled to the California High Desert to experience it. Numerous media sources have asked to do cover stories on the work. Thousands of photos professional and amateur, were taken, posted and shared across blogs and social media sights. In just over 30 days, Lucid Stead officially became a phenomenon.



Click link below to see Lucid Stead:

<https://vimeo.com/80200103>



# Lucid Stead by Phillip K. Smith III

<http://royaleprojects.com/lucid-stead>

continued...

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# *Sylvain Viau's flying cars hover beside the french seaside*

<http://www.designboom.com/art/sylvain-viau-flying-cars-04-21-2015/>

French artist Sylvain Viau derived the idea behind his ongoing 'Flying Cars' series from a Citroen, often nicknamed 'flying carpet' for its smooth handling and hydraulic suspension system. The idea of a floating vehicle, one that hovers above the ground rather than planted on its wheels, became something Viau experimented with photographically, using vehicles of varying model, color and year of production. Both his own and his friends' cars have been adapted as the subject of the series, shot against the seascape of Cherbourg, France. Convertibles, custom paint jobs, four doors and two seem to be strangely weightless, floating above ground like an apparent vehicle from the future, despite some of them being produced in the 80s and 90.

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



Shooting an Alfa Romeo 156 SW (own car)



(above) Lancia Beta Coupé 2000 (friend's car)



*Sylvain Viau's flying cars hover beside the french seaside*

<http://www.designboom.com/art/sylvain-viau-flying-cars-04-21-2015/>

continued...

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



Fiat X1/9 (friend's car)



< Toyota Aygo



(above) Citroën CX 25 GTI Turbo (own car)

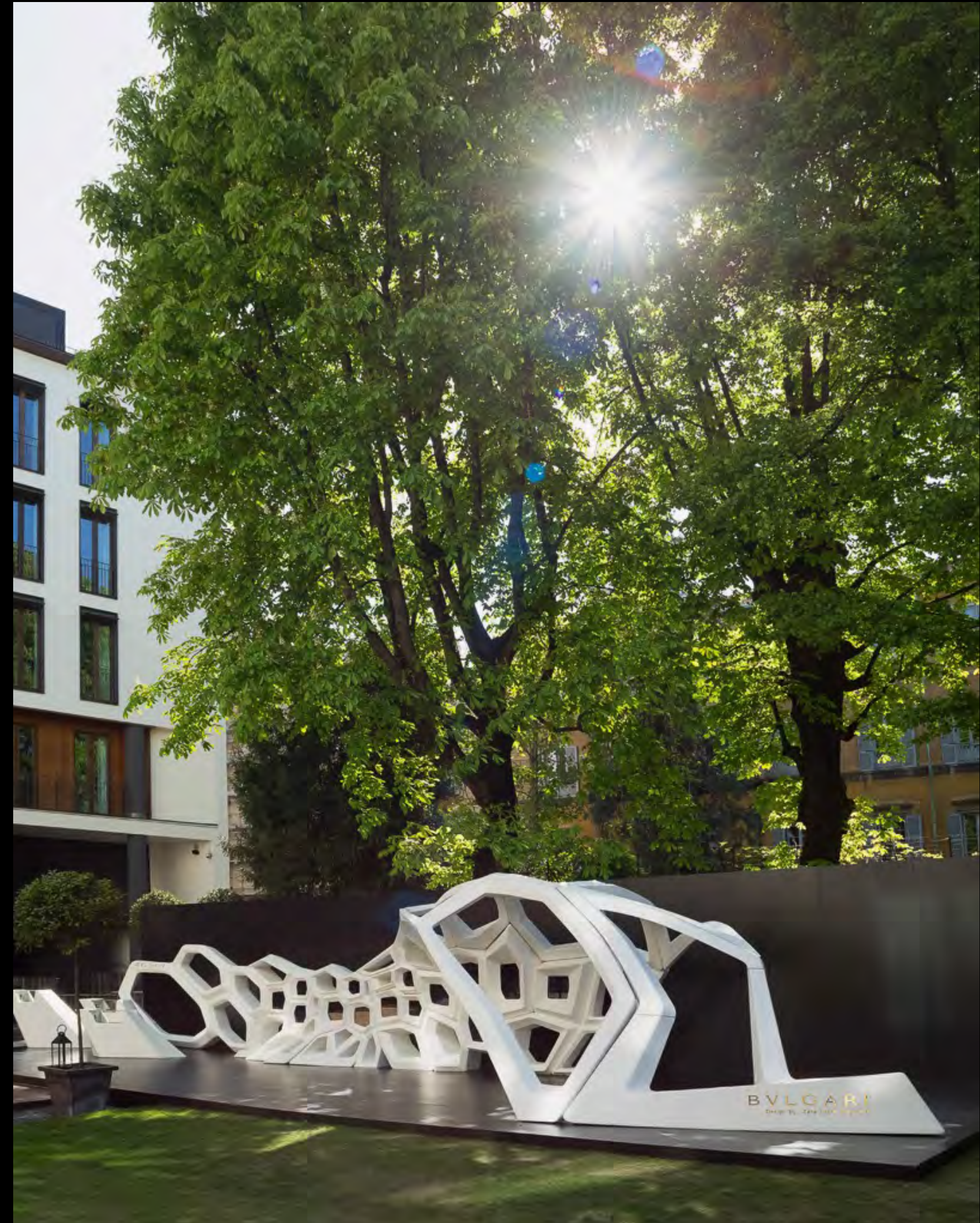


# Zaha Hadid's Serpenti installation showcases Bulgari jewelery

<http://www.designboom.com/architecture/zaha-hadid-bulgari-serpenti-installation-milan-design-week-04-23-2015/>

During the 2015 edition of Milan Design Week, luxury Italian brand Bulgari celebrated the unveiling of an installation designed by architect Zaha Hadid. Named 'Serpenti' (the Italian word for 'snakes'), the piece references the company's famous jewelry line from its location in the grounds of the Bulgari Hotel. The temporary work showcases Serpenti creations dating from the 1960s up to the latest collection, contained within polygonal elements of the structure.

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# *Zaha Hadid's Serpenti installation showcases Bulgari jewelery*

<http://www.designboom.com/architecture/zaha-hadid-bulgari-serpenti-installation-milan-design-week-04-23-2015/>

continued...

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# Harmony Interactive Installation By Teamlab For Expo 2015 Japan Pavilion

<http://www.urdesignmag.com/art/2015/04/23/harmony-digital-interactive-installation-by-teamlab-for-expo-2015-japan-pavilion/>

During Expo 2015 in Milan next month, Japanese collective teamLab will exhibit a digital interactive installation, titled “Harmony”, developed to fill the Japan Pavilion. Rice fields form the background of the origin of Japan’s food culture. They were grown and developed in areas at different height levels, mid to high river basins. This is reflected in the terraced rice-fields that are so characteristic of Japan, a country surrounded by mountains and the sea. The process was made possible thanks to the beautiful harmony that has existed between humans and nature.

This interactive art installation creates a space where visitors look as if they are wading their way through the rice fields. As they wander around, people can experience a passing of nature that is characteristic of Japan across the period of a whole year.

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



Click link below to see the VIDEO of Harmony:

<https://vimeo.com/125788270>





# *Hyundai Helio Curve sculpture in Motion 2.0 at 2015 Milan Design Week*

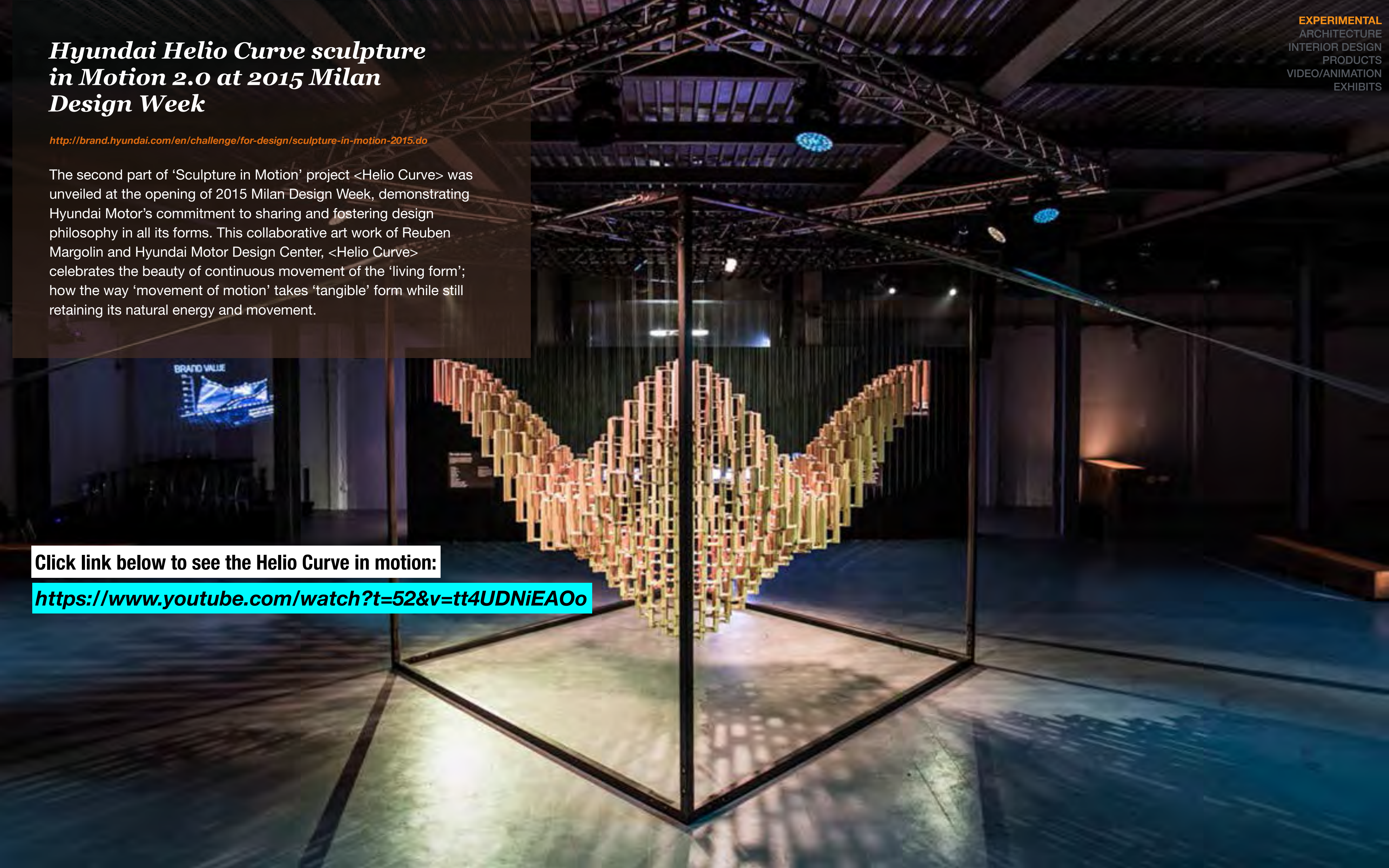
<http://brand.hyundai.com/en/challenge/for-design/sculpture-in-motion-2015.do>

The second part of 'Sculpture in Motion' project <Helio Curve> was unveiled at the opening of 2015 Milan Design Week, demonstrating Hyundai Motor's commitment to sharing and fostering design philosophy in all its forms. This collaborative art work of Reuben Margolin and Hyundai Motor Design Center, <Helio Curve> celebrates the beauty of continuous movement of the 'living form'; how the way 'movement of motion' takes 'tangible' form while still retaining its natural energy and movement.

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS

Click link below to see the Helio Curve in motion:

<https://www.youtube.com/watch?t=52&v=tt4UDNiEAOo>





## ***Burning Man founding member Larry Harvey speaks at Design Indaba 2015***

<https://vimeo.com/124528604>

The founder of Burning Man talks about how the annual arts festival has become an alternative market for art.

An arts festival with more than 70 000 participants guided primarily by impulse sounds like a recipe for disaster. But Burning Man, held every August in Nevada, has its own internal rhythm, a unifying set of principles that include decommodification, gifting and “radical participation”, says Larry Harvey, the festival’s founding member and chief philosophic officer.

**Click link below to see interview with Larry Harvey:**

<https://vimeo.com/124528604>

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





## *Alfredo Häberli elaborates on his experience collaborating with BMW on 'Spheres'*

<https://vimeo.com/125656818>

Each year, BMW design partners up with an international creative to deliver a thematic installation on the occasion of Milan Design Week. With past collaborators including the Bouroullec Brothers, Paul Cockledge and Patricia Urquiola, the collaborative venture for 2015 sees the automotive company's design team, led by Karim Habib and Martina Starke — under the direction of Adrian van Hooydonk — working with Alfredo Häberli, who has developed a multi-layered work that interprets BMW design leitmotif 'precision & poetry'.

**Click link below to see more about Alfredo Häberli:**

<https://vimeo.com/125656818>



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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



# ***Snarkitecture creates warren of textile ribbons for COS***

<http://www.dezeen.com/2015/04/14/cos-snarkitecture-white-fabric-strips-installation-brera-milan-2015/>

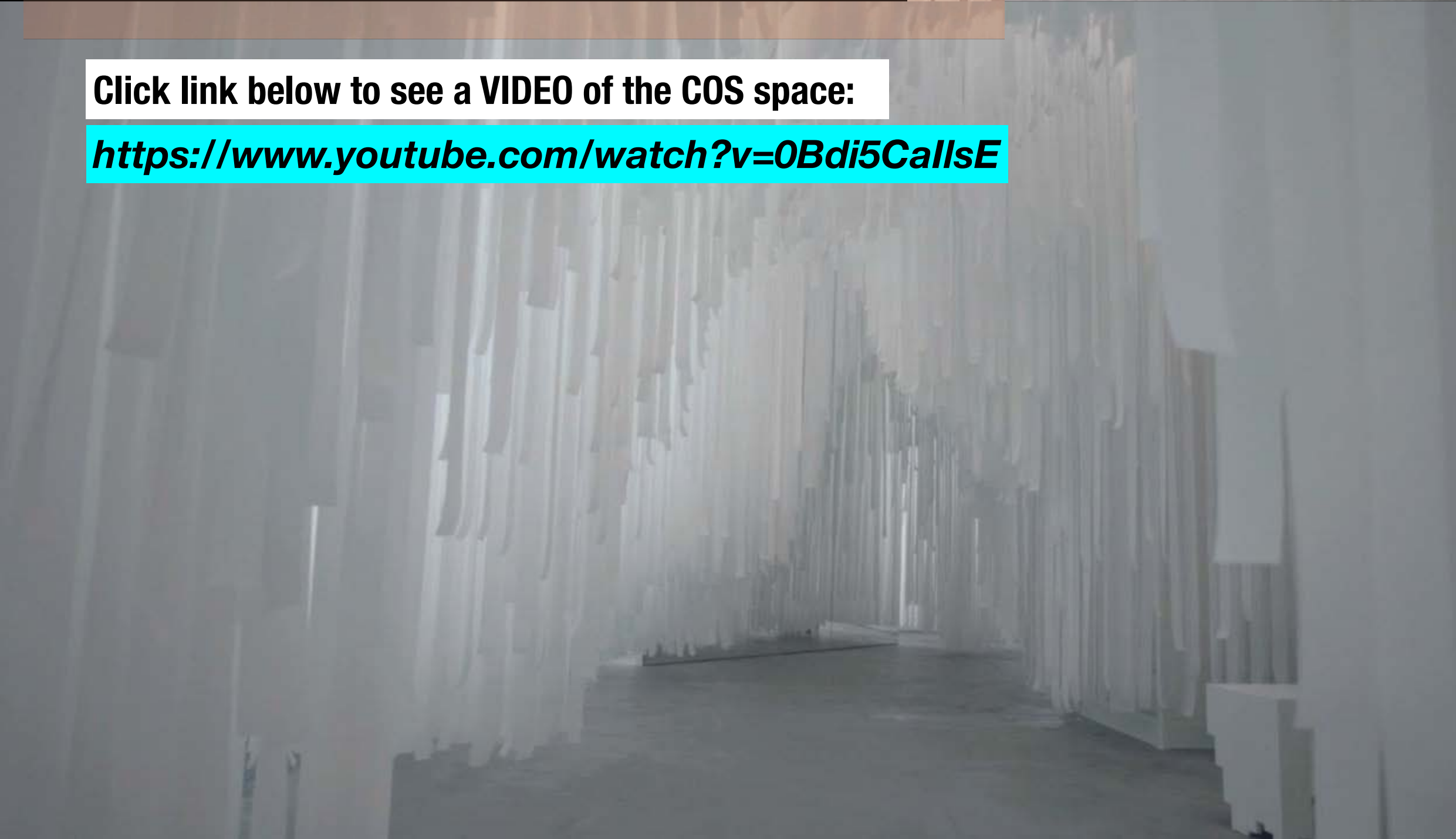
Milan 2015: over 100,000 metres of translucent white fabric is cut into strips to create this tunnel-like installation by New York studio Snarkitecture for fashion brand COS.

Snarkitecture's Daniel Arsham and Alex Mustonen used lengths of a synthetic non-woven textile to create the installation at Spazio Erbe in the Brera district of Milan – the same space in which COS exhibited its installation by Nendo last year.

**Click link below to see a VIDEO of the COS space:**

<https://www.youtube.com/watch?v=0Bdi5CallsE>

**EXPERIMENTAL**  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# architecture





# *James Whitaker proposes cluster of shipping containers as an affordable workplace*

<http://www.dezeen.com/2015/03/26/james-whitaker-affordable-workplace-concept-cluster-shipping-containers-visualisations/>

These renders by London architect James Whitaker depict a proposal for a low-cost studio space in Germany comprising a cluster of shipping containers, which are arranged to direct sunlight into the interior at different times of day.

EXPERIMENTAL  
**ARCHITECTURE**  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# Bloom from Rael San Fratello

<https://vimeo.com/122708002>

Bloom is a 9 foot tall freestanding tempietto with a footprint that measures approximately 12 feet by 12 feet and is composed of 840 customized 3D printed blocks. The experimental pavilion represents a new paradigm in building construction methods.

A pattern derived from traditional Thai flower patterns is mapped onto the surface of the structure that creates a figural pattern and stunning visual effect of light, shade and shadow on the exterior and interior. From the exterior the pattern is most striking from a distance or when viewed through the screen of a digital camera, which creates a surprise upon photographing the structure from up close.

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



Click link to see the freestanding tempietto be assembled :

<https://vimeo.com/122708002>



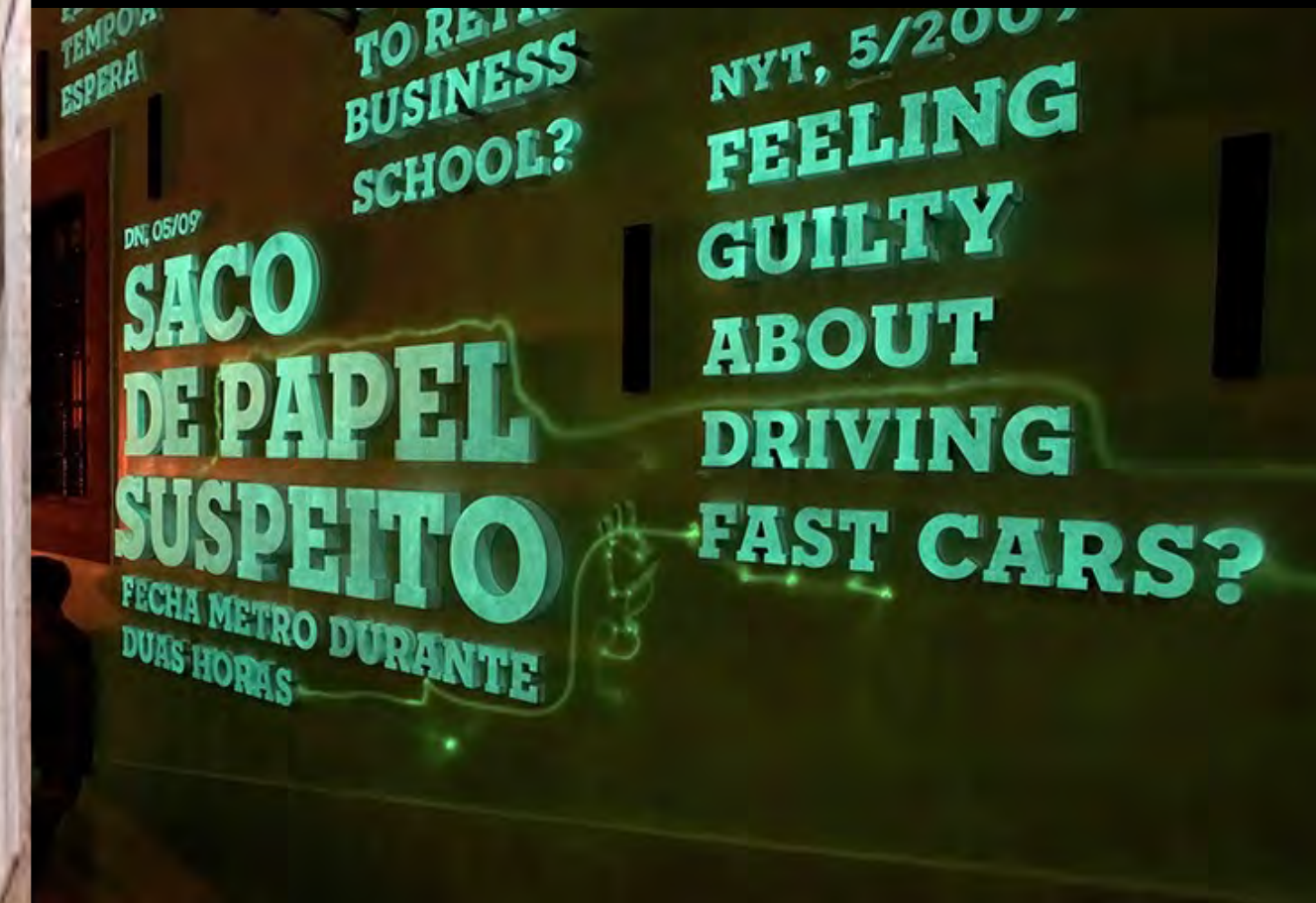


# Dois Tempos (Two times) by R2 Design

[https://www.behance.net/gallery/5786671/Dois-Tempos-\(Two-times\)](https://www.behance.net/gallery/5786671/Dois-Tempos-(Two-times))

Dois Tempos (Two Times) is the second in a series of typographical installations produced by R2 Design in the old Hermitage of Nossa Senhora da Conceição, in Belém (Lisbon), now in use as an art gallery. With six months to design and produce the project, R2 developed the concept, designed the typography, researched materials, and implemented the installation. They chose Intasa MDF hydrofuge sheets and fluorescent paint to create a dimensional typographic statement that reflects on time and the current state of affairs. At night, the facade is transformed into a huge light-box where the text is progressively separated from the background by increasing its contrast and legibility. The properties of the ink used make it possible to emit light of varying intensity that slowly fades over time. With the aid of a flashlight, it is possible to intervene in the installation, leaving a provisional and individual record.

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



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Dois Tempos (Two times)  
by R2 Design

[https://www.behance.net/gallery/5786671/Dois-Tempos-\(Two-times\)](https://www.behance.net/gallery/5786671/Dois-Tempos-(Two-times))

continued...



DAY



NIGHT



# interior design





# *HUB flat / Ch + QS arquitectos*

<http://www.archdaily.com/545925/hubflat-ch-qs-arquitectos/>

A fifties flat in Madrid transformed to allow easy communication in a shared workspace, by puncturing a virtual cone and two spheres on the walls. Designed by Churtichaga Quadra-Salcedo architects, developed with Sketchup and inspired from Gordon Matta Clark's artworks.

images by photographer Elena Almagro

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ARCHITECTURE  
**INTERIOR DESIGN**  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



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# *HUB flat / Ch + QS arquitectos*

<http://www.archdaily.com/545925/hubflat-ch-qs-arquitectos/>

EXPERIMENTAL  
ARCHITECTURE  
**INTERIOR DESIGN**  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# Canberra Airport Hotel

<http://www.bates-smart.com/bates-smart/projects/sectors/hospitality/canberra-airport-hotel/>

This competition-winning design is located at the gateway to the new Canberra International Airport. Inspired by the geometry of Walter Burley Griffin's plan for Canberra, Bates Smart's concept combines circular and axial geometries into a unique form.

EXPERIMENTAL  
ARCHITECTURE  
**INTERIOR DESIGN**  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





# BbyB. GINZA chocolate shop

<http://www.nendo.jp/en/works/bbyb-ginza-2/>

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS

The first overseas shop for BbyB, the chocolate shop by Antwerp-based, two-Michelin star chef Bart Desmidt. With their bar form, BbyB’s chocolates may look the same from the outside, but they come in 30 richly distinctive flavors, from strawberry, pepper and lemon to passionfruit and basil. Because the chocolates are all the same shape, the packaging is modular: five bars of chocolate slot neatly into each sliding box, and five boxes slot together into a cube. The contents become apparent only gradually, as the boxes are opened and closed, offering surprises until the very last bite and turning the cube into a ‘magic chest of drawers’. Following this logic, the shop space is a three-dimensional version of the chocolate packaging. The chocolates seem to float in a transparent ‘chest of drawers’, placed at the center

“Life is like a  
box of chocolates.  
You never know what  
you’re gonna get.”

Click link to see why the chocolates are so special:

<https://www.youtube.com/watch?v=HtJxG1KSktA>

SEE MORE IMAGES >



# BbyB. GINZA chocolate shop

<http://www.chqs.net/project-tipo-81.htm#>

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



Click link to see why the chocolates are so special:

<https://www.youtube.com/watch?v=HtJxG1KSktA>

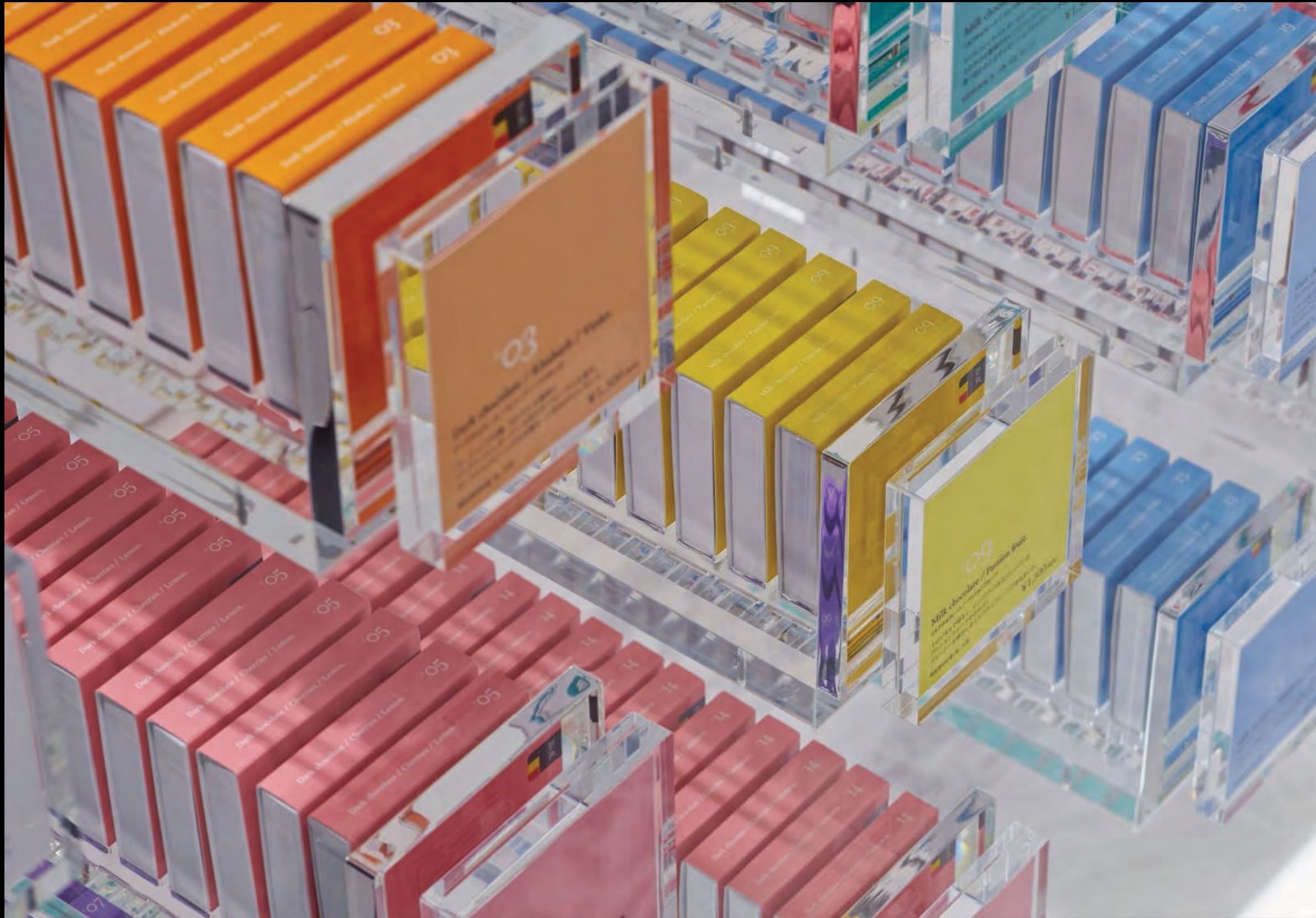
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# BbyB. GINZA chocolate shop

<http://www.chqs.net/project-tipo-81.htm#>

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ARCHITECTURE  
**INTERIOR DESIGN**  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



Click link to see why the chocolates are so special:

<https://www.youtube.com/watch?v=HtJxG1KSktA>



# Casa do Conto Hotel

<http://fontsinuse.com/uses/3482/casa-do-conto-hotel>  
<http://r2design.pt/index2.php?id=11>

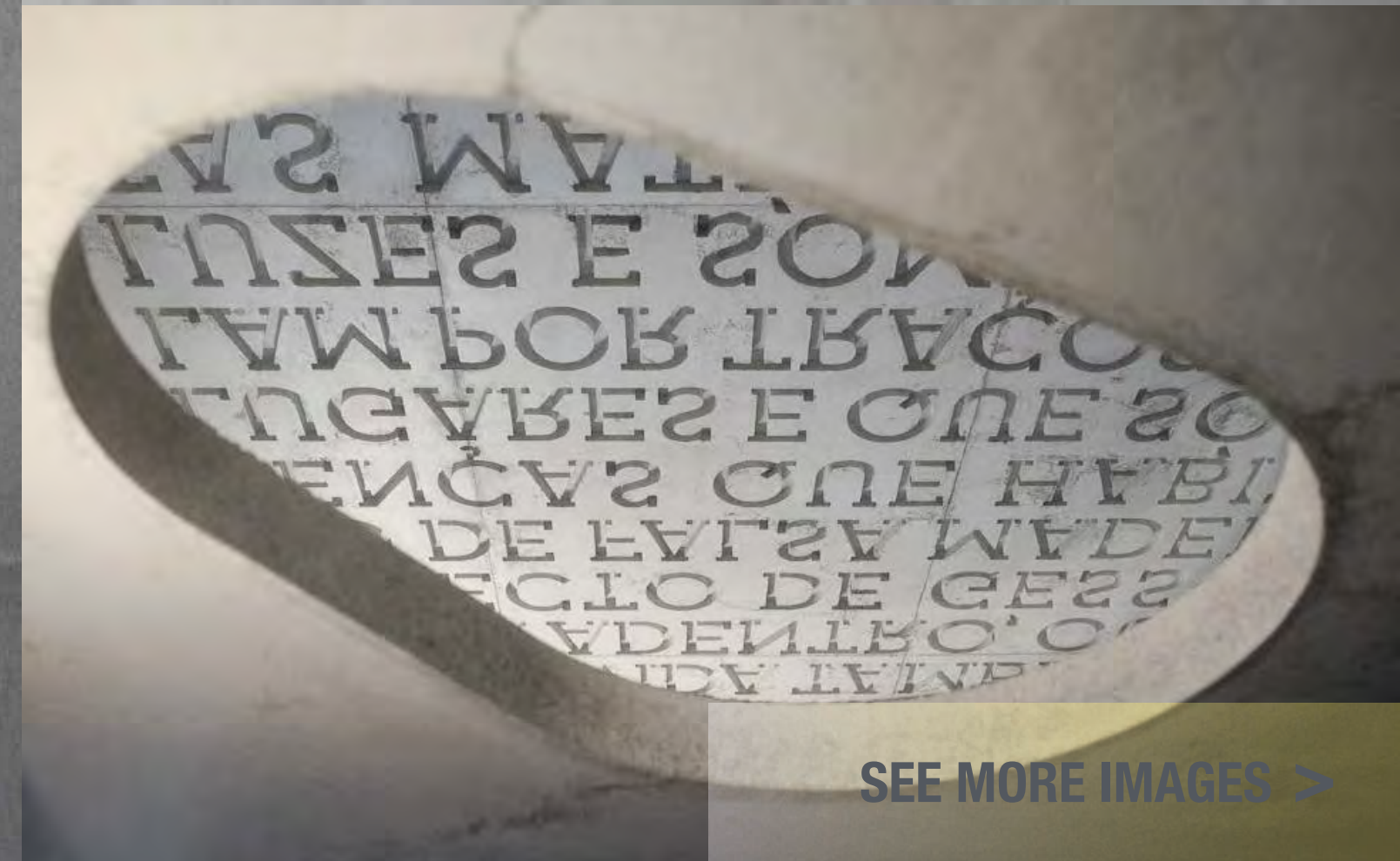
Casa do Conto (or House of Tales in English) is more than your average hotel. It is a place where you go and do not want to leave your room.

The R2 ceilings give it an extra layer of whimsicality. On the studio's website you can read about the process of getting the letters into the concrete:

“The phrases were set into concrete panels using Styrofoam letters placed in a formwork. The use of concrete set limitations such as type size to ensure legibility, as well as depth of the letters which was conditioned by the steel bracing of the concrete slabs. The design and execution of the project took nearly three months.”

Every room has a story from different author related to the city and it's architecture. Which makes you want to explore the building, and come back to stay in different rooms.

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



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# Casa do Conto Hotel

<http://fontsinuse.com/uses/3482/casa-do-conto-hotel>  
<http://r2design.pt/index2.php?id=11>

Continued...

O TECTO

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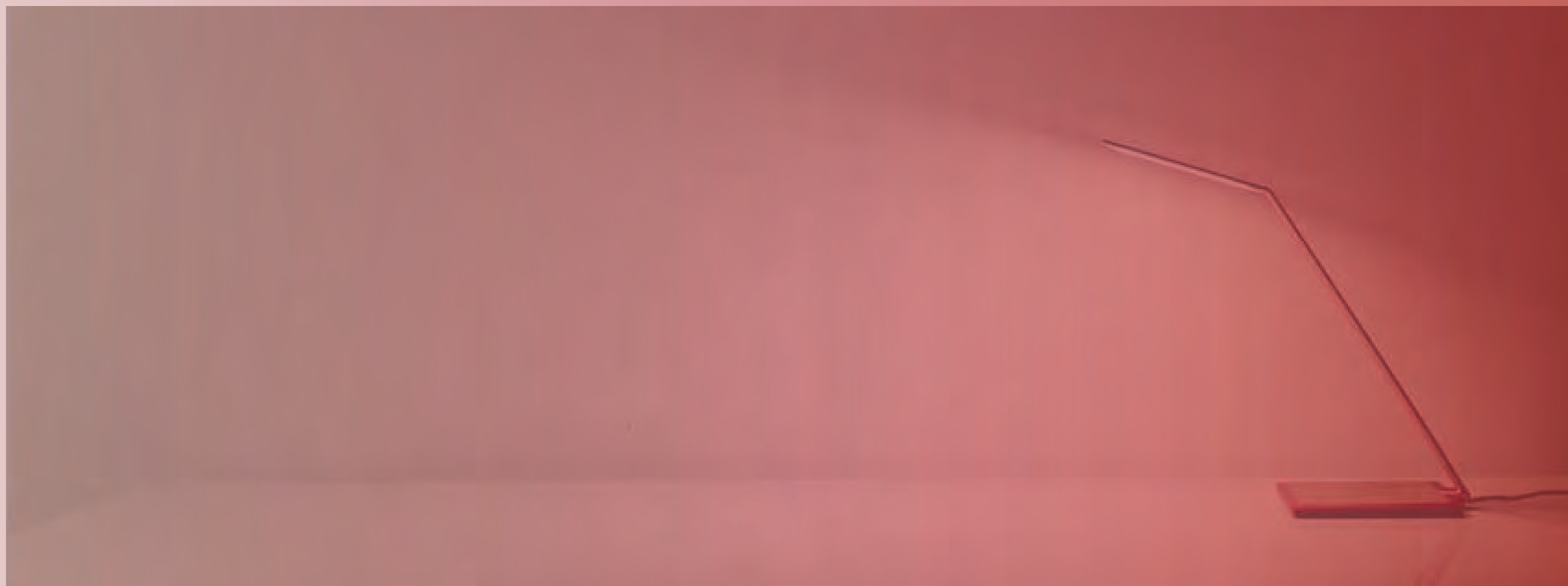
EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS

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# products





# Aerelight

<https://aerelight.com/>

The ultra slim Aerelight, an Organic Light Emitting Diode (OLED) desk lamp, with built-in Qi wireless charging pad, touch control and dimmer. Developed by Toronto-based OTI Lumionics.

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ARCHITECTURE  
INTERIOR DESIGN  
**PRODUCTS**  
VIDEO/ANIMATION  
EXHIBITS



Click link to check out the Aerelight launch video:

<https://www.youtube.com/watch?v=1s0o1xkJo20>



# Navdy projects apps and nav on your windshield

<http://www.cnet.com/news/startup-navdys-hud-runs-android-shows-nav-and-apps-in-your-car/>

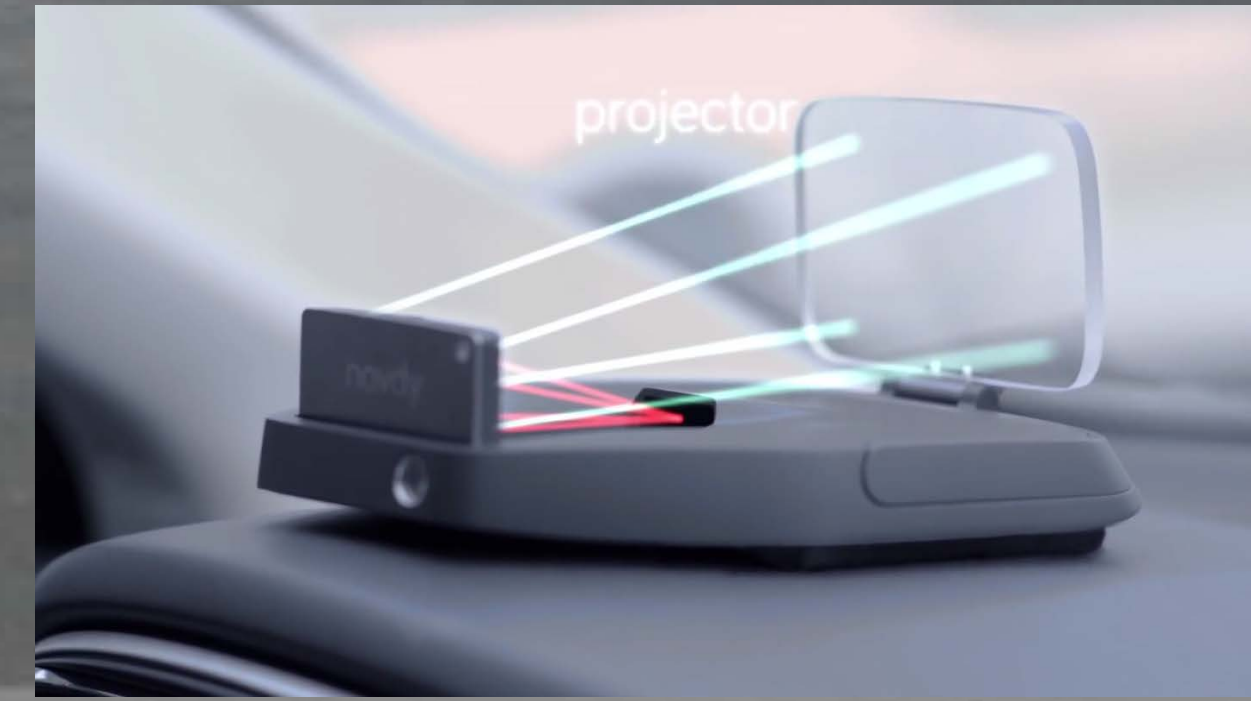
Navdy, the name of the device and the company, sits on a car's dashboard in front of the driver. It projects imagery on a transparent screen that sticks up a few inches from the device. Dropping your view a bit, you can see the full-color graphics as if they are floating over the road. Chief technology officer Karl Gutttag, who has extensive experience working with micro-displays, developed the projection technology for Navdy. Rather than a simple projection on a transparent plane, Navdy successfully makes its imagery appear out in front of the car, reducing cognitive dissonance for the driver.

During a demonstration Navdy gave CNET of a prototype unit, those graphics looked very sharp, offering better color and resolution than current factory-installed head-up displays.

Click link to check out the demo VIDEO:

<http://www.navdy.com/>

EXPERIMENTAL  
ARCHITECTURE  
INTERIOR DESIGN  
**PRODUCTS**  
VIDEO/ANIMATION  
EXHIBITS



Adam

Want to meet  
for coffee?

🗨️ "Reply"





# *A temple ice-cube for your whiskey?*

<http://www.juxtapoz.com/design/a-temple-ice-cube-for-your-whiskey>

We all remember the classic scene in Sofia Coppola's "Lost In Translation" where Bill Murray's character is on set for the Suntory Whiskey commercial. "For relaxing times, make it Suntory time." Well, in real life, Suntory is trying to make your relaxing time a little more arty. The Japanese company, according to designboom has begun to create 3D ice cubes for their newest ad campaign. "3D on the rocks" is a collection of CNC-milled ice cubes made especially for their product, intricately crafted in architectural, human and domestic shapes. the objects range from an astronaut to kinkaku-ji, a japanese temple, each sculpted from a single block of ice and carved into based on a three-dimensional render."

Drink up.



Click link to make it "Suntory time":

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



# video/animation





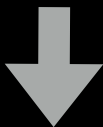
# The Divide - *from Brent Sievers*

<https://vimeo.com/107532259>

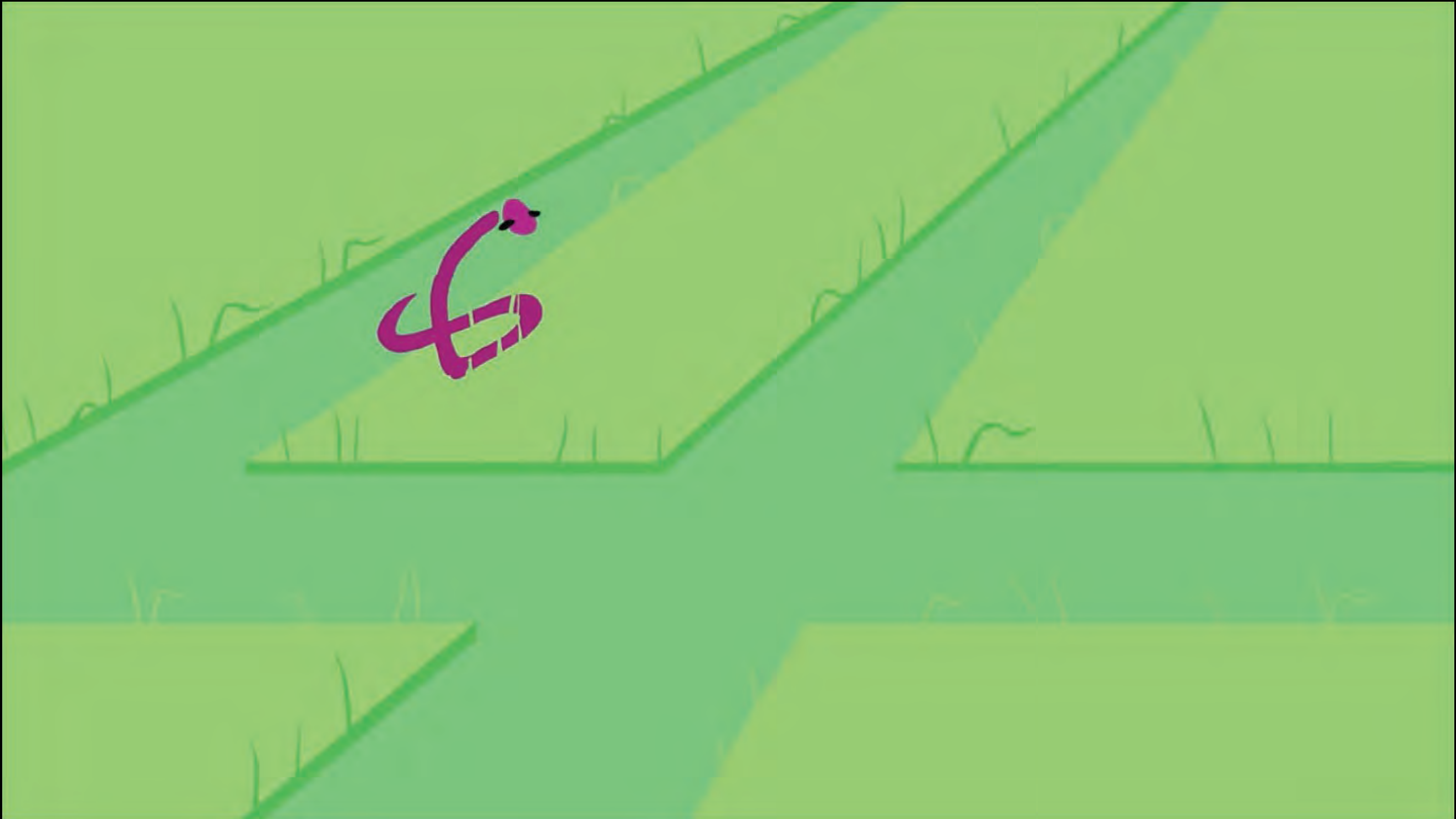
Man and nature try to coexist, but their boundaries are falling apart.

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
**VIDEO/ANIMATION**  
EXHIBITS

CLICK TO PLAY VIDEO



<https://vimeo.com/107532259>





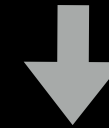
# *NEW BEES by Polynoid*

<https://vimeo.com/92926512>

Teaming up with Greenpeace to help raise awareness of the growing disappearance of honey bees, this short film was produced and animated at WOODBLOCK with support by our friends at Soilfilms.

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS

CLICK TO PLAY VIDEO



<https://vimeo.com/92926512>





# exhibits & interiors

This section  
shows some of  
our latest work  
with exhibit  
design





## Info

Client: **Cadillac**

Show: **New York Auto Show 2015**

Account Director: **Stephen Beck**

Project Manager: **Steve Bergeron**

3D Designer: **David Yuen**

Lead Graphic Designer: **Julie Bartoszewicz**

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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



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ARCHITECTURE  
INTERIOR DESIGN  
PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS



## Info

Client: **Autotrader & Kelley Blue Book**

Show: **New York Auto Show 2015**

Program Director: **Bill Coleman**

Senior Account Manager: **Lindsay Bolton**

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

3D Designer: **Steve Cook**

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PRODUCTS  
VIDEO/ANIMATION  
EXHIBITS





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