

The Samsung S8 Launch

Milan Design Week



Every April Milan Design week sees 2000-plus exhibitors from more than 165 countries descend on the city to participate in seminars, exhibitions and product fairs. This year, we were bought on board by digital art and design collective Universal Everything, as AV consultants to design and install the visual technology for the highly anticipated Samsung Galaxy S8 launch. Zaha Hadid's renowned architecture firm collaborated with Samsung and Universal Everything to create an immersive technology installation, produced to reflect the unity of design, technology and experience.

The installation titled 'Unconfined' consisted of a pavilion housing seven interactive curving screens or 'petals' designed to float within the space. Visitors entered the pavilion and were guided towards plinths displaying the new S8 model, using an app on their phones; visitors were able to design an avatar of themselves. The data was uploaded to the server and the interactive installation directed visitors through an architectural landscape that displayed animations of their avatar, triggered by the movement of visitors walking past.

We collaborated closely with the architects, as the parameters of the pavilion presented a challenge. The low

ceiling and tight space meant the projection design had to be extremely accurate, there is a danger of projectors 'hitting' each other and causing shadows within this kind of environment. Compromises had to be reached between the optimum projection environment and the overall vision of the pavilion design, without either losing impact.

Content was generated in real time - 14 projectors were used in total, 2 dedicated projectors for each petal. Seven d3 machines captured the content and ensured a very high data rate to maintain the integrity of the visuals being generated and ensure the engagement of the audience.

A second zone further along gave visitors the opportunity to test out the innovative features of the new S8 for themselves. The installation drew inspiration from the S8's seamless form and pioneering engagement technology. Every aspect of the installation reflected the theme of form and engagement.

Role: AV consultancy and installation
Client: Samsung
Contracted by: Universal Everything
Concept & Creative Direction by Universal Everything

