

DESIGN

DEC 2005/JAN 2006 TM

FOR BUILDERS OF EVENTS, EXHIBITS AND ENVIRONMENTS

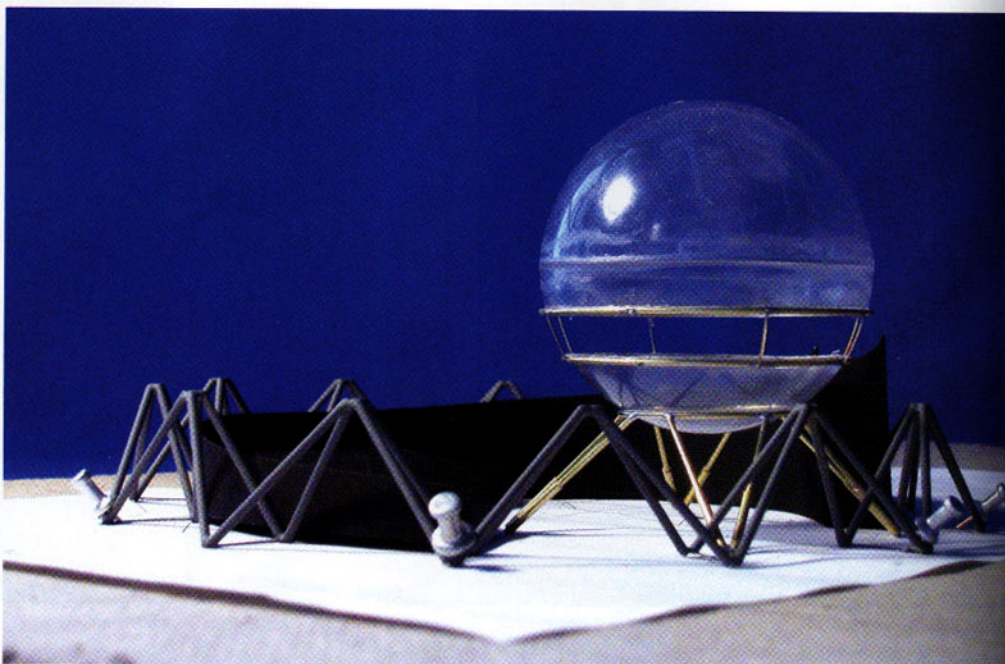
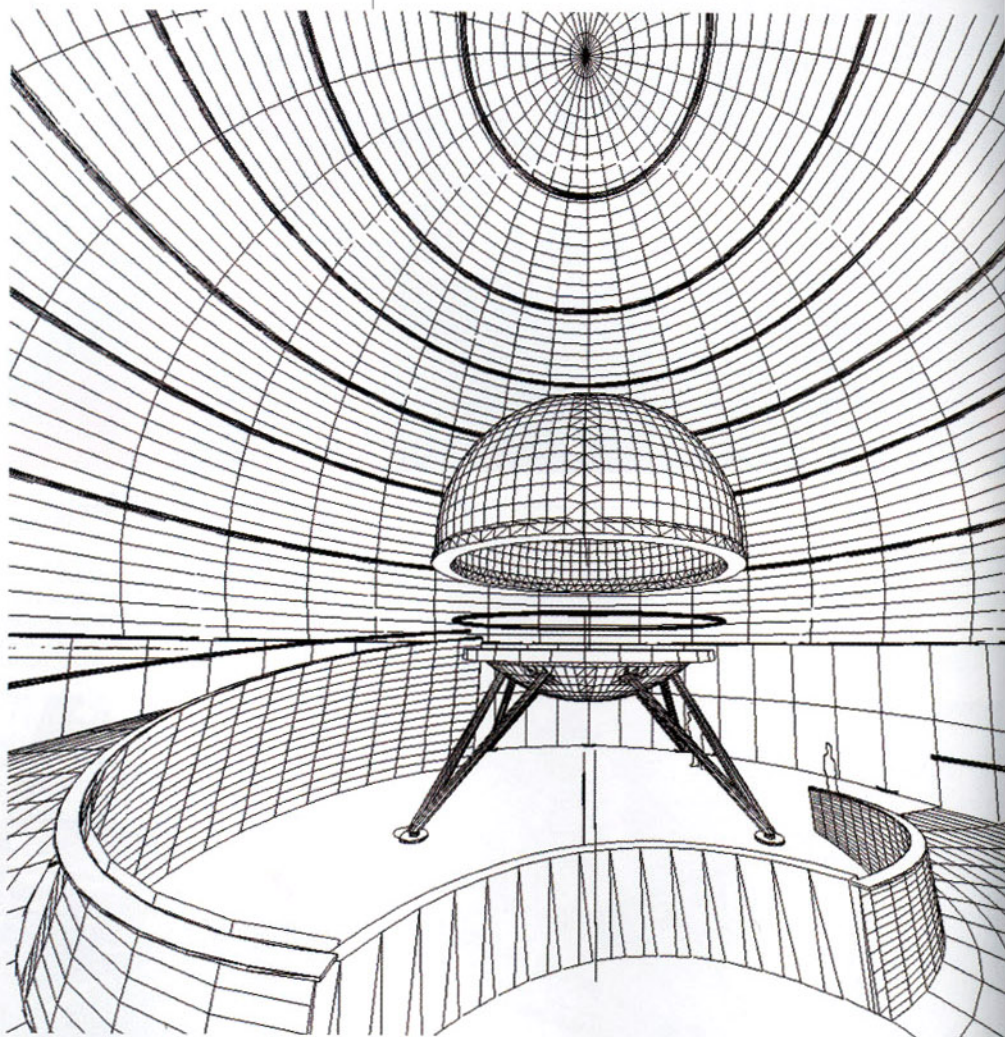
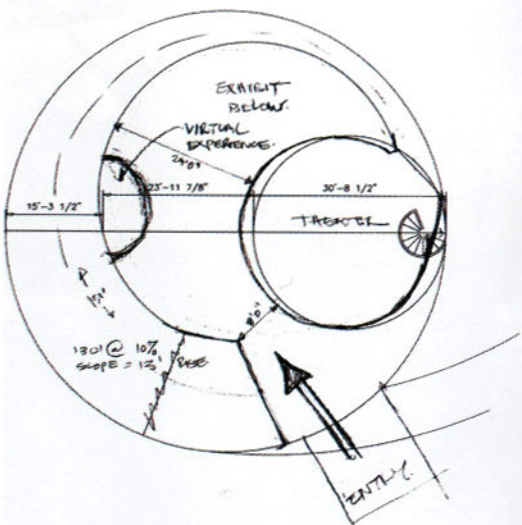
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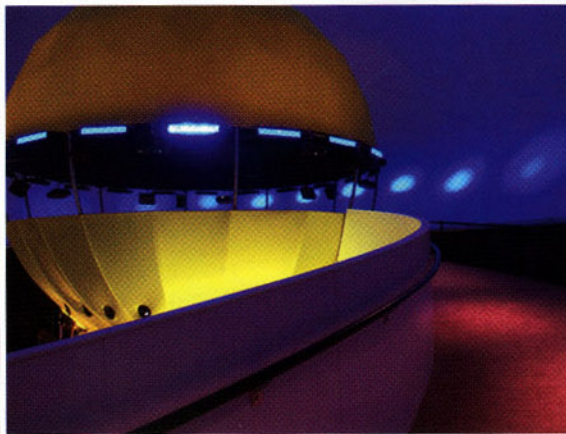
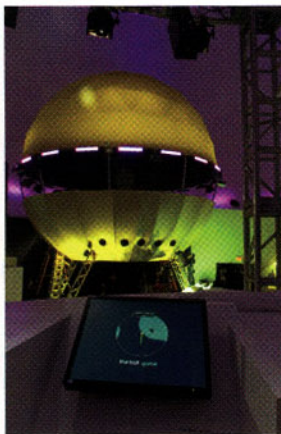
HOW SPARKS SENIOR CREATIVE DIRECTOR

PAUL MARTIN IS REINVENTING HIS DEPARTMENT
ONE DESIGN—AND ONE DESIGNER—AT A TIME

Is Technology Killing Sketching?
One Structure, Multiple Footprints
Blending Light & Fabric
A+ Exhibits for C- Locations
Hidden Lighting, Mixed Flooring
Pros & Cons of Carbon Fiber



be considered for our Gallery section, send your comps, CADs, photos, and event descriptions to ghanover@red7media.com.



WHO: FTL Design Engineering Studio for Dyson

WHAT: A traveling venue for the premiere of the new Dyson Ball vacuum cleaner

HOW: An 85-foot diameter sphere mounted onto a tetrahedral frame base with water ballasting. The interior sported an exhibition space on the ground with a large ramp ascending to a smaller sphere serving as a presentation center with video presentations and live introductions. The structure tied to the latest model of James Dyson's design-fueled cleaners, a yellow ball-driven product that replaced traditional wheeled cleaners.

The structure, called the Dyson Air Pavilion, was deployed and inflated in one working day. It was designed to travel to 10 selected cities and stay in each for three days. All equipment, including inflation systems and materials, fit on two trailers, which were easily transported from site to site. A true portable structure, it had no foundation—leaving no permanent mark on the ground it occupied. Rather, it uses a ballast system of bags filled with various heavy materials to achieve the weight needed to prevent the “balloon” from floating away. The bags contributed to the structure's versatility in that they could be filled with any heavy material that was readily available on site, such as water, sand, rocks, even snow.

An additional design element was the service corridor created between the space-framed structural base: Between two layers of structure were all the related mechanical services, as well as the ballast system. The effect is a clean and crisp uninterrupted inner and outer surface. The fabric is a PVC coated polyester fabric designed to withstand full wind load at several locations. The tetrahedral base consists of a powder coated painted steel frame with double fabric skin.