

Swisscom Event Marquee

Interior Light

Project. Swisscom underwent a corporate design change in 2008. An inflatable and well-illuminated event marquee ensures a modern and fresh outlook for PR presentations. Swisscom intends to employ this for events and sponsorship activities, attracting clients with this "floating space".

Concept/Design. The marquee needs to be transparent and bright. The highly translucent SEFAR® Architecture Fabric used satisfies these criteria perfectly. The principal features are its glassy, semi-opaque promotional surfaces and the unrivaled high optical translucence with moiré effect.

In addition, special effects can be created using colored artificial lighting.

Construction. Fluor-polymer coated and UV-resistant PVDF fabric is formed from single pieces joined together into multiple base elements and built into a three-dimensional marquee. Base sections contain LED light changers which created different optical effects and moods inside the tent.

Project/Location: Swisscom Event Marquee, Zürich

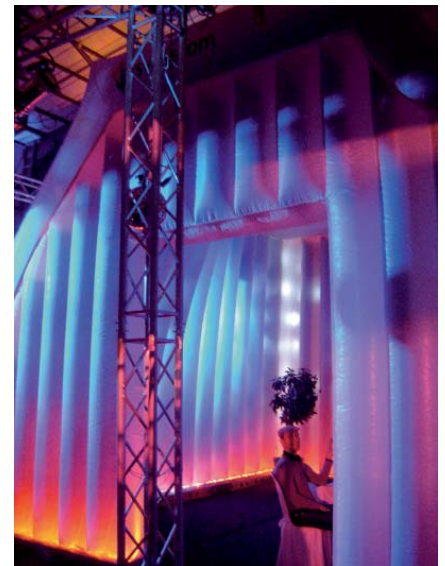
Architect: Designculture AG, Zürich, Switzerland, www.designculture.ch

Engineering: Luft & Laune GmbH, Zürich, Switzerland, www.luftundlaune.ch

Implementation: Luft & Laune GmbH, Zürich, Switzerland, www.luftundlaune.ch

Fabric: SEFAR® Architecture IL-90-CL (previous description AL 02-80)

Photos: Luft & Laune GmbH, www.luftundlaune.ch



Architecture Solutions
Interior / Exterior

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