

Eer Architectural Design

Containing Light

Various cities (itinerant)

Kreon considers exhibitions the ultimate tools to acquaint a wide professional public with their philosophy of lighting: light integrated into form, so it shines and not the product. When this is translated into an exhibition stand, limits of time and space are a great challenge. But Kreon has over twenty years experience in stand construction.

Four years ago, they introduced the first semi-prefabricated stand, an aluminum structure clad with black zinc panels. Each component only needed one person to carry it and four persons to assemble a stand 20 meters long, 6 meters wide and 5 meters high in only four days.

But even this proved too time-consuming. In the future, pressing a button should do the job, a dream that has now come true: At Euroluce, Kreon showed its latest marketing tool, a mobile exhibition container, in which everything is pre-wired and integrated into a dynamic architecture: 'Containing Light'. Vantage light control systems are used to create the different sceneries. Light and time are trapped in a continuously moving cycle of almost natural patterns.

In the 18th century, mechanical musical instruments were built to create self-playing orchestras, boxes that brought the best music to the home and created wonder at the fusion of technique and creativity.

'Containing Light' is a travelling container, a box containing all the products pre-assembled into a dynamic architecture, a room programmed to astonish.

Music and light combination is crucial, but 'Containing Light' is a recorder, not a player: under the direction of Hans de Ley it collects and collages fragments of sound, produced by people throughout the world. The hum of different languages alludes to a market place. Cultures are being linked, their memories saved in a cabinet.



Design:
eer,
Geert Buelens and Veerle Vanderlinden, architects
www.eerdesign.com

Engineers:
Dwen, Ney and partners

Construction:
Budé

Technical Control:
AIB Vinçotte

Hydraulic:
HCT

Electricity and Automation:
Cenlec, Xilinx

Lighting Control and Automation Systems:
Vantage

Furniture:
De Noordboom

Steelwork:
PMR

Music and Sound Master:
Hans De Ley

Poetry:
Christophe Vekeman

Lighting:
Kreon

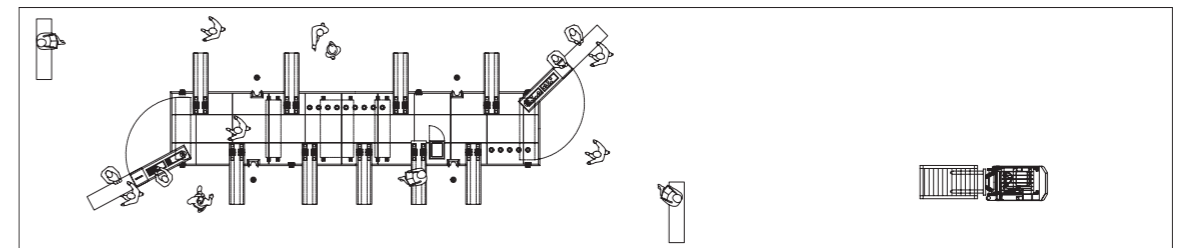
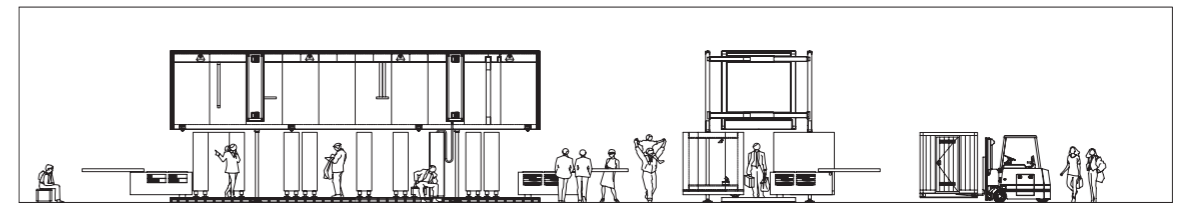
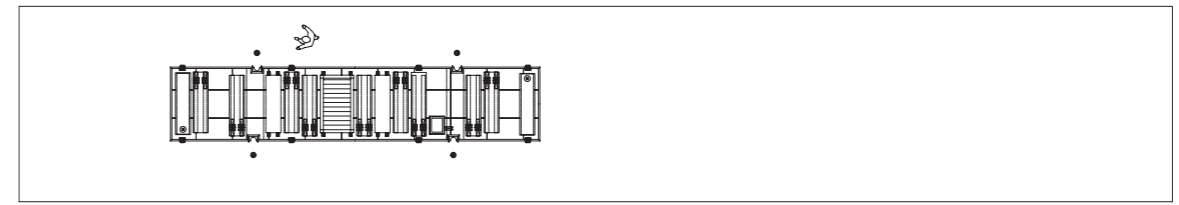
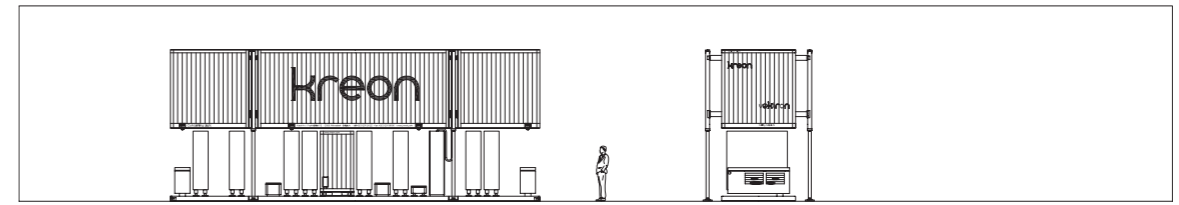
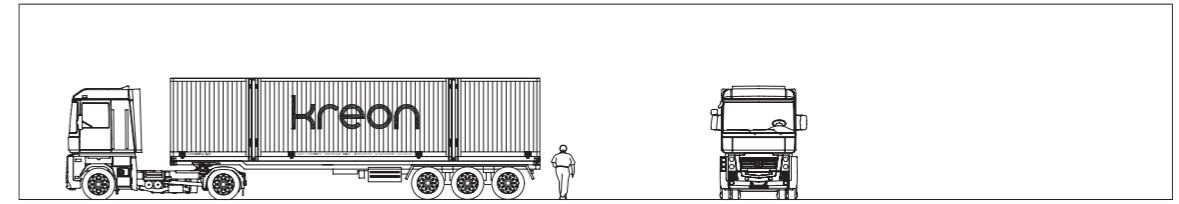
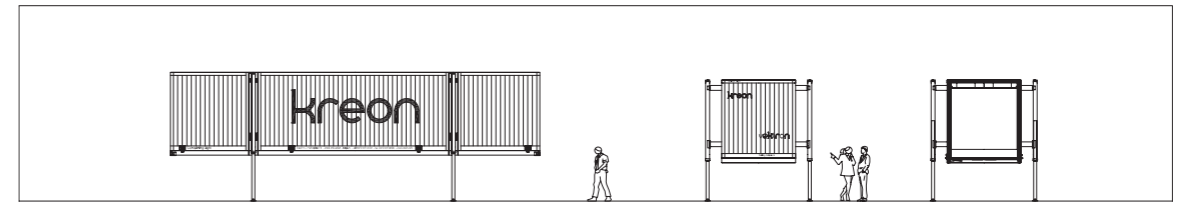
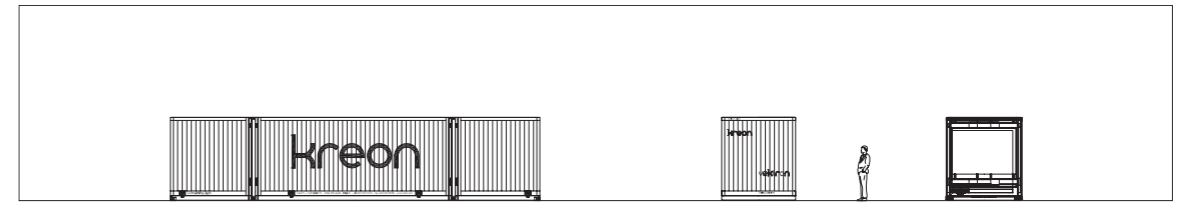
Metal Ceiling:
Vektron

Photographs:
Serge Brisson
www.sergebrisson.com





A truck carries the 40-foot container to its GPS-controlled position. The container is jacked up by four 5-metre high computer-controlled hydraulic cylinders that are integrated in the container. The container is lifted from the truck and deposited on the ground, where the base is released from the body. This body is then lifted to its final height of 5 metres. The container is packed with exhibition cabinets; as they are taken out, the volume is doubled and the small initial volume converts into a spectacular architecture.





The container's exterior is a robust protective shell of welded steel beams and folded plate, with visible mechanisms showing muscle. The interior is the opposite, an exquisite atmosphere of polished stainless steel and white leather.

