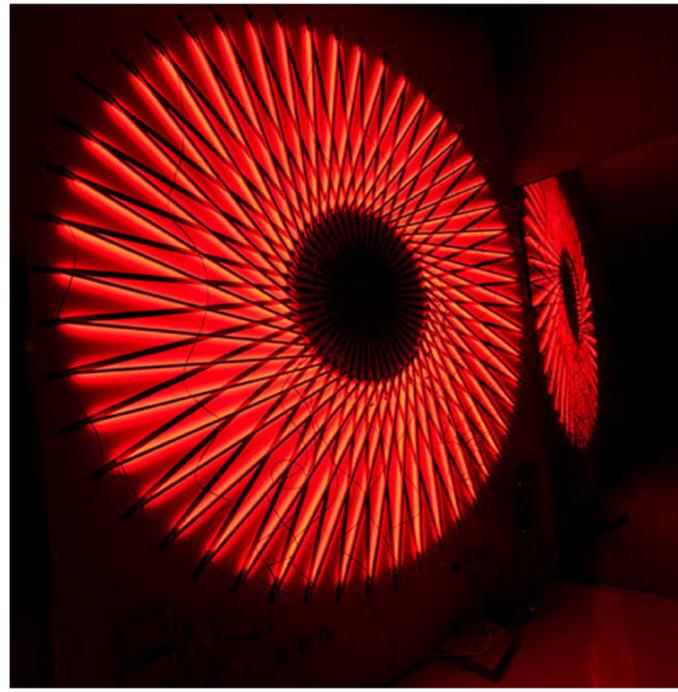


002

AUDI BOLD NOTION by The Wonderland

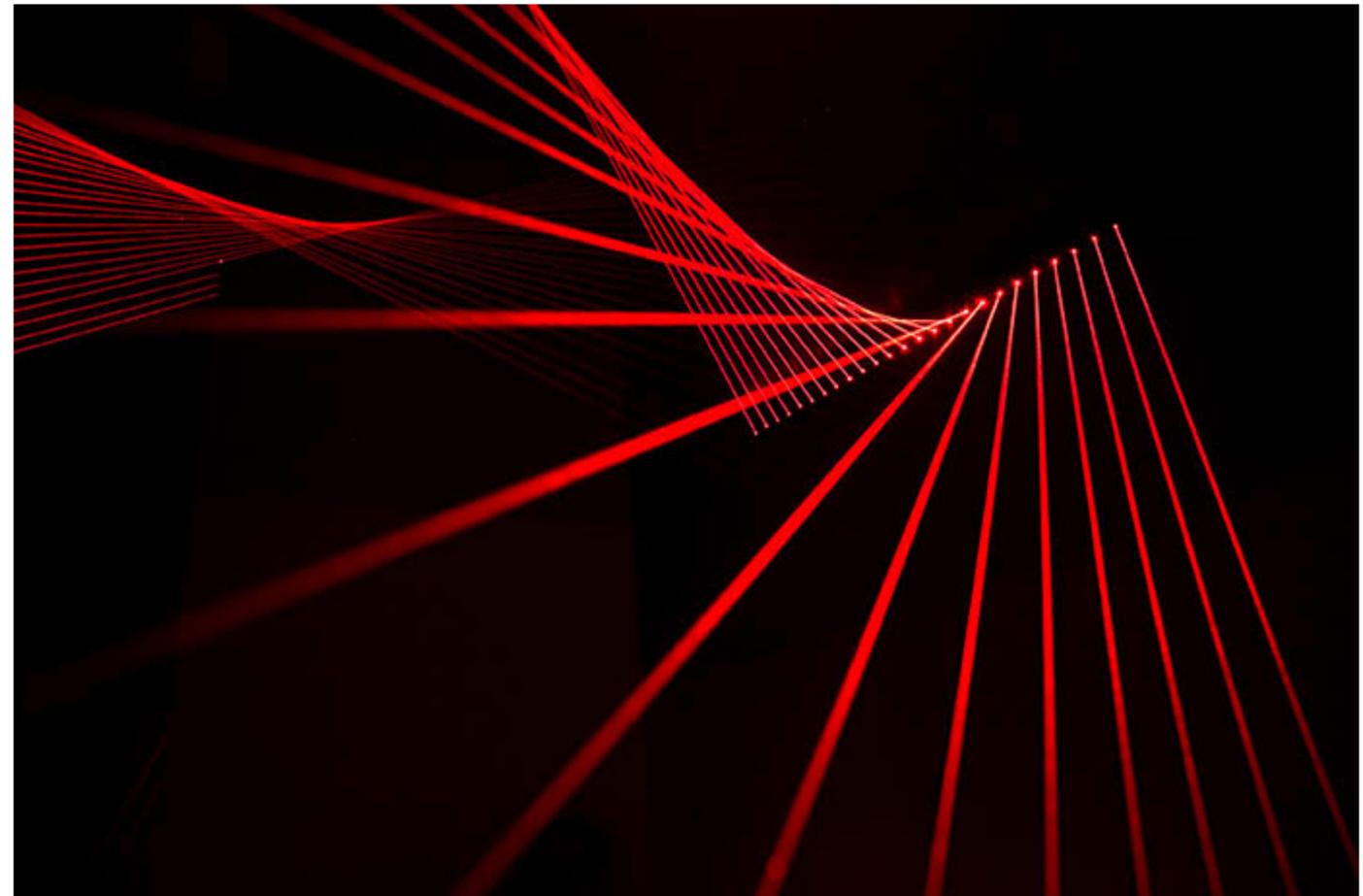
What: AUDI BOLD NOTION
Where: NEW YORK, UNITED STATES
When: MAY 2016
Client: AUDI OF AMERICA
Designer: THE WONDERLAND (P.000)
Constructor: –
Floor area: 230 m²
Capacity: 50 GUESTS
Photos: HAL HORROWITZ



(Top) Inspired in zone plates and based in physical optics, a geometric pattern features on the wall behind the LED ring sculpture, lending it fluidity and movement.

(Top Right) In the lobby, defined focal zones helped the red LED laser beams generate geometric patterns.

(Bottom Right) Featuring three interactive installations composed of over 400 custom lasers and cutting edge LED technology, the lobby and gallery of the CORE club were given a completely new environment.



Hundreds of LED laser beams generate a dark, geometric atmosphere at New York's exclusive CORE club.

Challenged by Audi to create an art-focused installation as part of the members-only CORE club's Bold Notion Series, Wonderland joined forces with light and space artist Matthew Schreiber. Together, they developed an exhibition inspired by the LED technology and innovative design that are synonymous with the Audi brand.

The installation consisted of the use of light and custom optics to completely transform the club's lobby and gallery space into an entirely new environment. The lobby was turned into a dramatically dark room fitted with hundreds of wall and ceiling-mounted red LED lasers. An oversized LED ring sculpture, which

consisted of aluminium channels and back-facing red LEDs, subtly alluded to the Audi logo, and further granted the installation a striking and engaging fluidity of movement. Finally, laser beams at the gallery space generated vertical lines and geometrical patterns that erased the shape of the room and created an immersive three-dimensional sculpture. Guests were able to walk through the form and interact with the intricate architectural design.

Design expertise, as well as thoughtful use of materials, allowed the installation to serve its more pragmatic function of communicating the image of the brand, without losing artistic impact.

004



(Top) Featuring three interactive installations composed of over 400 custom lasers and cutting edge LED technology, the lobby and gallery of the CORE club were given a completely new environment.

(Right) As members moved through the installation, they became players on a stage, as with sweeping gestures and gentle movements they collaborated with each other to create patterns, and play with powerful lines and raw complex forms.

005

The installation communicates the image of the brand, without losing artistic impact

