

# FRAME

THE GREAT INDOORS > JUL/AUG 2005

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## the human league



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## OB the stage

**Dominic Niels Haag and Michael Josef Heusi for Swiss Engineers and Architects Association (SIA), Swissbau 2005**

Please introduce yourselves.

**Michael:** I'm 34 years old, an interior architect and lighting designer, and about to become a daddy.

**Dominic:** I'm more of a dandy than a daddy.

Is this your first stand?

**M:** My third.

**D:** Seventh.

The concept?

**D:** A light object, a stage on which visitors become actors ...

**M:** ... and spectators.

What did you listen to while designing it?

**D:** Web-radio; somafm.com.

**M:** To the sound coming from Dominic's earphones. He must be nearly deaf by now.

In a long narrow space – 4 metres deep and a whopping 32 metres wide – the designers of SIA's stand at Swissbau 2005 use light for both illumination and atmosphere. A rear wall

panelled in red acrylic glass and lit by blue light provides a setting for video projections, lettering and reading material.

Photography by Reinhard Zimmermann

Happy with the result?

**M:** The first time we turned on the lights, we were overwhelmed ...

**D:** ... and enlightened.

What do your parents think?

**D:** Is that what you do for living?

**M:** All this for only five days?

Most distinguishing feature?

**M:** The light.

**D:** The red 'on' switch.

What makes this stand successful?

**D:** 20,000 visitors at the booth.

Least favourite comment?

**'Never found the stand.'**