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# SWITZERLAND

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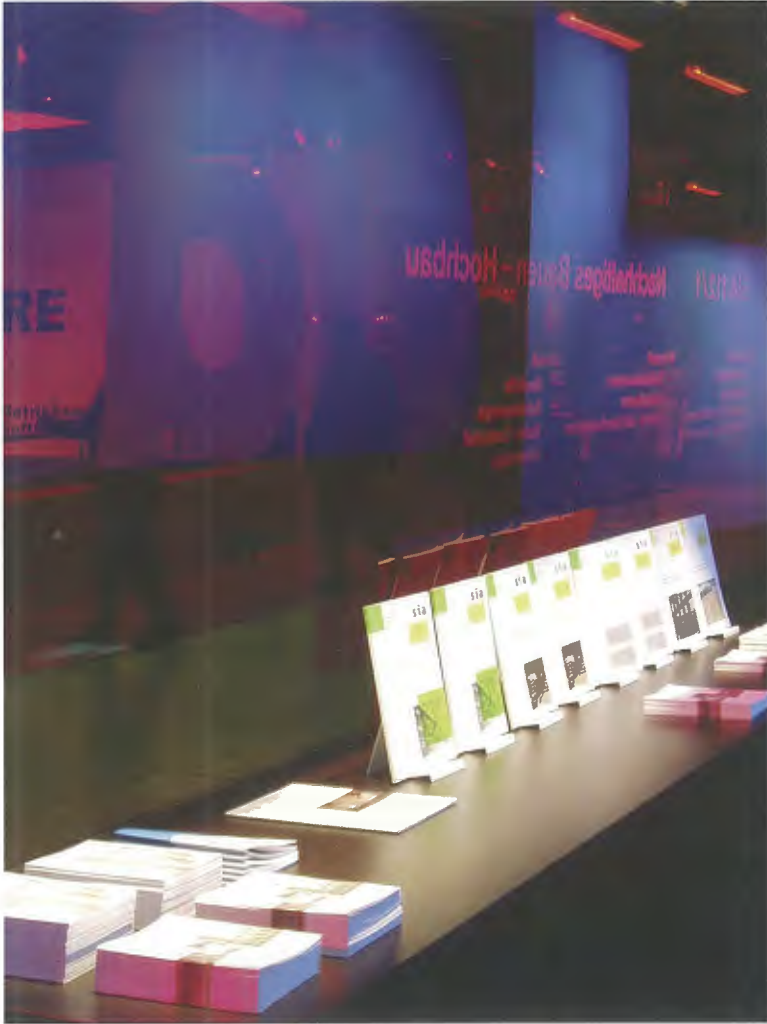
Booth for The Swiss Society of Engineers and Architects (SIA)  
Swissbau 2005, Messe Basel  
2005

Design Company: Dominic Niels Haag, Michael Josef Heusi, VSI.ASAI  
Design Team: Dominic Niels Haag, Michael Josef Heusi  
Photographer: Reinhard Zimmermann









A light room with a lasting impression.

The Swiss Society of Engineers and Architects booth surprised the Swissbau 05 visitors as an oscillating light room. The impressive design was based on an exceptional interaction between interior architecture and lighting design.

To adequately present the different activities of a professional society such as the SIA, a receptive concept is needed. The new SIA-Norm "112/1 sustainable building" was the main presentation and the "SIA culture day" with the theme "light" in autumn 2005 was announced. Additionally, other norms and documentations were presented.

The challenge of the concept for the designers was the blend of the two topics. The chosen lighting design allowed a minimum of material usage. The necessary components were, as far as possible, utilized unprocessed so that they could be reused after the exhibition. The sustainability of the booth was also given, as visitors left with a lasting impression and they will remember its concept and its contents.



The designers worked with an interchanging dialogue of architecture and light. The booth has been designed as a walk-in light room similar to a stage that appears as a space oscillating between different depths. It reveals its structure only in the interior. The extraordinary booth surface – only 4 meters deep and abundant 32 meters wide – resulted in an unconventional booth design. Two vertical layers of red acrylic glass panels of 2 by 3 meters each were hanging in front of the back wall with blue illuminated surfaces. The contents of the booth such as printed material and video projections the designers placed on the horizontal table surfaces. Thus the effect of light and detailed information was spatially separated.

The quality of the light room without any defined hierarchy of moving became evident during the exhibition. The visitors circulated liberally in precisely set open or narrow areas of the booth. Depending on the position and the focus of a visitor the red acrylic glass panels appeared reflective or transparent. Inside the booth, the various levels together with the blue illuminated surfaces, the lettering, the video projections and the displayed material grew to become an atmospheric whole. In this environment the visitor moved once as spectator once as actor.

"To design space means to design light. Without light there is no architecture."

Louis I. Kahn