

Reference

PLEXIGLAS®

„Breaking the Surface“



Market segment

Furniture, exhibition, shopfitting

Product

PLEXIGLAS® XT Tubes Yellow 1A003

Fabricator / Designer

„Breaking the Surface“ was created by Scandinavian Design Group with help from robotics engineer James A. Fox and Abida, Kontur/Ctrl+n, Intek Engineering, and Pivot Product Design.

Selection criteria

- optical impression
- stability of the material

Description of the application

Scandinavian Design Group, one of Norway's oldest graphic design studios, has created an interactive installation for Norway's branch of Lundin Petroleum, Sweden's largest oil company. The installation went live at a Scandinavian energy conference. But when Lundin asked Scandinavian Design Group for a proposal for their booth, Staal, a lead designer at Scandinavian Design Group, proposed something that actually isn't a booth at all: An undulating ceiling of honey-colored tubes that would rhythmically move in response to the visitors walking underneath. They're calling it „Breaking the Surface“. The effect is meant to mimic the generative movement of the ocean. After the conference, it will become a permanent fixture in Lundin Norway's offices.

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