



EYE EXAMINATION AREA: Part of the 'Store of the Future'

Alcon Pan European Launch Event



ON EYE EXPERIENCE AREA: The stylish hand washing facilities required discrete plumbing and high-spec finish

This two-day long launch event for 'Dailies Total 1' contact lenses took place in Barcelona's International Convention Centre (BICC). Working with WRG, our role was to create a series of high quality themed environments within the huge 80m by 70m venue space, enabling the 600 optician delegates to learn about the unique characteristics of this new product and to try it out for themselves.

With an extremely tight timescale and only weeks between being appointed and commencing the fit up, we are fortunate that our capacity and experience enable us to take on the challenge of realising such projects, without compromising the quality of the build or the service we provide.

Designed by Tim Wilding, the look throughout was clean and simple, with the 'lubricity' and 'water gradient' of the new lenses as key themes. Delegates registered in the Reception and Holding Area, where we provided simple white registration counters and graphics, before moving into the main 600-seat Auditorium.





BETWEEN THE EYES: Elliptical steel frames rained water on delegates as they moved from the auditorium

THE AUDITORIUM AND WATER FEATURE TUNNEL

Here, a large 18m wide, 4.5m high kabuki drop curtain was installed and used as a projection screen before dropping to reveal a large elliptical stage with an 18m by 4.5m curved projection backdrop to the rear. This backdrop was divided down the centre forming two huge door-like sections, which after the presentation, opened to reveal the water feature tunnel beyond. The 600 delegates were then handed an umbrella from stands positioned on either side, before entering the water tunnel to experience first hand the varying flow of water that represented the water gradient of the new lenses.

The water feature tunnel was constructed from a series of elliptical steel frames fixed over a GRP grid walkway covered with grey Lazy Lawn. A pond underneath acted as a reservoir, recycling the water as it 'rained' down on delegates demonstrating the varying water content of the new lenses. A series of six totems with graphics were positioned at various points.



FOUR-DAY FIT-UP: The huge venue space was transformed





ALL IN THE DETAIL: We manufactured iPad plinths for the Data Area and fitted out the 'Store of the Future'

SPECIALIST FACILITIES

In the Dailies Total 1 Studio, we constructed an 'Ask the Experts' presentation area and a series of contact lens pick-up desks with projection screens, columns, drapes and graphics. The optician delegates collected their personal prescription lenses before taking them through to the On Eye Experience Area. Here, we maintained the uncluttered, contemporary look, manufacturing and installing all the necessary plumbing and waste for the stylish hand washing facilities in the centre of the room, laying all pipework under floor level before fitting sleek white floor panels. The cross configuration of sink units included taps with infra red sensors, enabling the delegates to wash hygienically. We constructed lens-fitting tables with mirrors and accommodated slit lamp tables where the opticians could examine the lenses by viewing them in each other's eyes.

EXPERIENCING THE FUTURE

For the second day of the event, we created a retail area with the theme 'Store of the Future', complete with reception desk, display cabinets, fitting area and window displays. In the Experiential Area, we constructed a 22m long, 3m high curved wall with a large format digital print on both sides. Panels in the wall could be opened to reveal graphics depicting the special lens features and USP's while various hands-on displays were used to demonstrate lubricity and water gradient. We also manufactured iPad plinths for a Data Area.

We provided a consistently high-spec look throughout, with flooring, backing drapes, logos, banners and graphics as well as features such as columns and desks all adding to the cohesive look of the event within the vast internal space of the BICC's Hall.