



Indesit



As part of the launch campaign for the Indesit Moon washing machine, we were called in by Production Company, Out of the Blue, to build 'Moonbase', a freestanding pod unit, designed to resemble a modern launderette. We were asked to provide the entire structure, including the lighting, sound, AV and IT content.

Built as an interactive tool to help raise awareness and highlight the unique selling points of the new machine, 'Moonbase' consisted of a rigid steel platform, upon which was built a timber clad, steel superstructure. The final shapes and finish were achieved through use of our internal CNC and GRP facilities.

The 10m long sides were constructed out of a Perspex type material to enable the public to view the products inside and the whole pod was raised to a height of 500mm, entered by raised ramps to the front and back.

The internal environment of 'Moonbase' was completed with high gloss laminates, concealed lighting, a 42" plasma, an internet station and an interactive ipod docking station.