

GE 2006 NextFest Pavilion Gets “Big” Treatment from Tronic Studio

NEW YORK NY September 29, 2006 –For the third year running, experience design specialist Tronic Studio (www.tonicstudio.com) handled overall branding, architecture and graphic design, and branded content for the 2006 NextFest pavilion for presenting sponsor GE (New York City Sept. 29th to Oct. 2nd).

Building on this year’s theme (last year’s theme was Ecomagination) “Go Big,” Tronic created the architectural concept for the prism-like GE NextFest pavilion, contrived of colorful GE manufactured Lexan sheeting, which focused on a huge double-sided, interactive video-wall, 30-foot-long by 10 foot-high. Two animated branding spots, “Go Big” and “Building Dreams,” ran in rotation with live interactive portraits of visitors who posed before a camera to have their visage transformed into huge particle animations.

Tronic in Dual Creative Role

“Once again we played two roles, that of overall designer for NextFest and for presenting sponsor GE, handling both the architecture of their pod (pavilion), which was prominently positioned at the entrance, and design and production of the branded spots,” said Tronic co-founder Jesse Seppi.

GE approached Tronic with only its theme, “Go Big,” handing the studio a clean slate on which to conceptualize the spots. “We designed what we call the GE Macro Wall as a prism both to usher visitors into the GE pod, and to serve as a visual banner to attract people from a distance,” added co-founder Vivian Rosenthal.

To bring the Go Big theme to life, Tronic developed three branded spots to communicate the concept and key copy points. In “Go Big,” the campaign was handled in an abstracted architectural manner. “We to created an evolving futuristic CG landscape to convey the idea that GE is always thinking about its

future, the future of the world, and of humankind,” said Seppi. Using a palette of moody metallic blues and grays, the piece slowly transforms into the GE logo while integrating copy points such as GE Meets Big Needs, GE Dreams Big Ideas, etc., into the built landscape elements.

The Universe in a Wooden Block

The second spot, “Building Dreams,” stars a little boy with wooden building blocks in a micro to macro scenario inspired by the shifts in scale of the Eames film Powers of 10. Beginning leisurely with the boy happily adding block to block, the piece rapidly accelerates through the construction of buildings, towns and cities, with bridges and highways, and flies over a frenetic global construction scene and heads heavenward to climatically burst into the GE logo.

“The key idea here is that GE is composed of many different businesses but at the same time they are able to think on a larger scale to address global issues,” noted Rosenthal. “It’s all about a sense of growth and what can happen when a child’s imagination is freed to build his own universe.”

To achieve the effect, Tronic began by filming the boy building a wooden block model and then quickly transitioned to an animated CG environment. Here, modeled blocks stamped with a GE monogram, multiply prodigiously to demonstrate that his imagination has been set free as he builds an entire universe from millions upon millions of GE blocks.

“GE really loved this spot because they felt it clearly communicated the ‘Go Big’ theme using scale and imagination, two key GE elements, in an easily understandable and entertaining manner,” added Seppi.”

Contact: TRONIC

Vivian Rosenthal

212 255 1777 x 14

vivian@tronicstudio.com

