

Nominees of the viscom Best Practice Award Light Advertising



FLOW

FLOW is a 6 x 0.65 m sized, sunken-in-earth „flower area“, which has been created and realised for one of the biggest flower breeders in Europe by Steelworks GmbH & Co. KG. FLOW includes a glass body in which a flower ornament is inserted inversely from beneath. The water streams and flowers are illuminated from the glass edge by high power LED straps. The same flower ornament has been cut by water jet in the light green cast stone and in the coating of mirror polished stainless steel which has been put on the glass body. Each flower is additionally illuminated by RGB modules.

Unique is that real flowers with which the customer is successful on the market has been used as template for FLOW. The diversity of colours of this flower variety has been pointed out by the illumination, and the green artificial stone matches the colour of the customer's logo. So all elements which are important for this customer are integrated in FLOW: light, water, earth and... the flowers!