

Client: Kadan Productions

Exhibit/Event: Guggenheim Museum's Young Art Collectors Council annual Artist's Ball hosted by Yves St.Laurent

Where: Frank Lloyd Wright's Solomon R. Guggenheim Museum, NYC

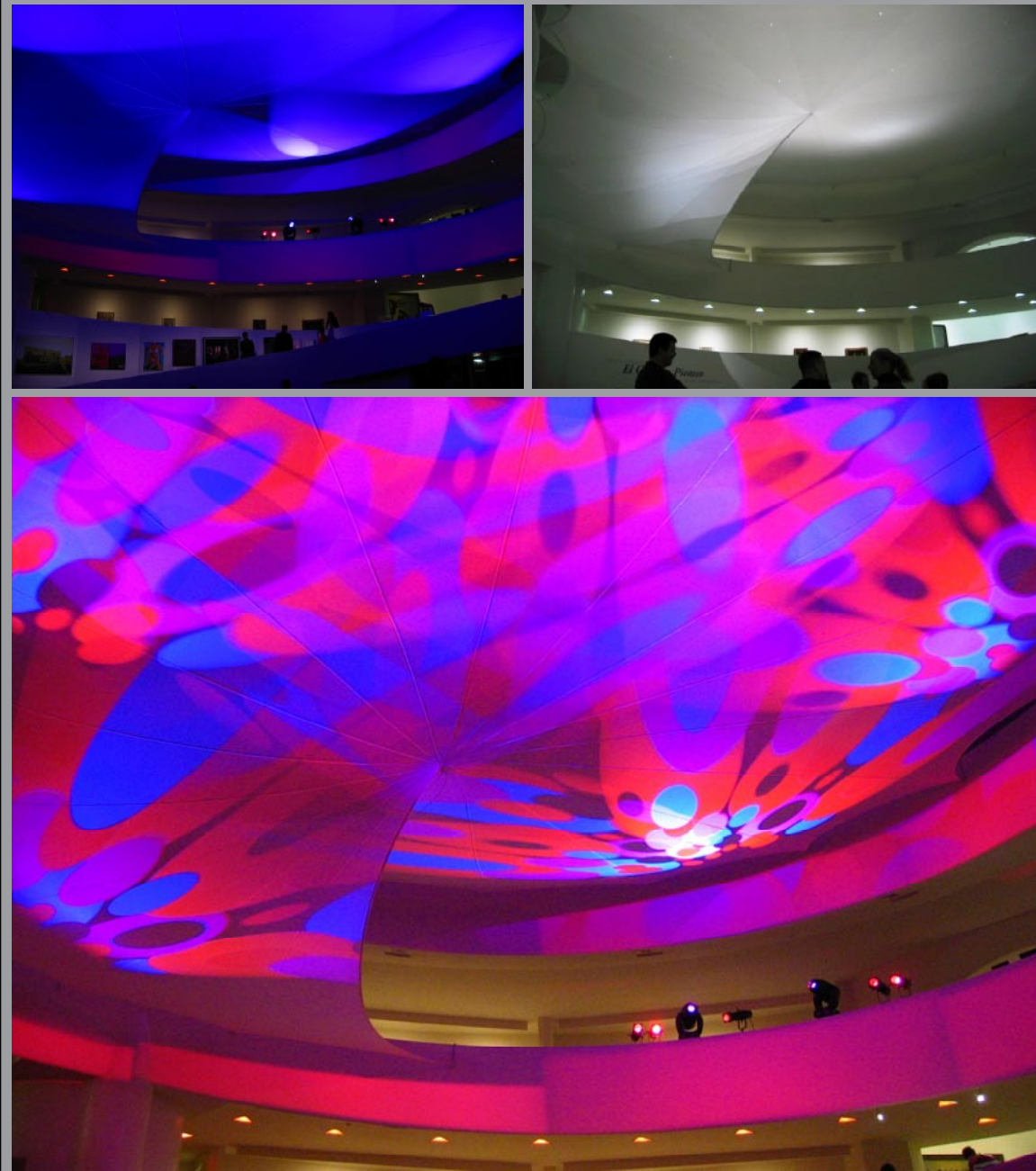
Product: Custom designed tension fabric screen and scrim

Goal: Create an intimate lounge space by lowering the Guggenheim atrium volume ceiling

Kadan Productions had the daunting task of creating an intimate space in the renowned Guggenheim Museum's atrium for the annual Artist's Ball and they called upon Pink Inc. to assist.



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Using the building's floor plan and 3d computer expertise, Pink Inc. was able to develop a site-specific sculptural projection screen that fit exactly with the architecture of the museum. Our stretch fabric sculpture was meticulously attached to pre-approved custom fitted, temporary brackets for a perfect fit while remaining respectful of the museum's strict guidelines for rigging. It was a very exciting and challenging experience to work inside an architectural icon. Our professional team of installers took less than 45 minutes to rig the design once laid in place.

The Pink Inc. screen canopy with its lightweight fabric composition, complimented the Guggenheim Museum's architecture to show the sweeping, continuous spatial helix. The mesh scrim highlighted the iconographic ceiling of this masterpiece.

The effect was dramatic and effective. When the architecture was lit, the projection screen became scrim reflecting the dynamic architecture of Frank Lloyd Wright's great sculpture. As the guests arrived, they saw the lighting design continue to change against the fabric canopy, bringing attention to the spiral layering and shifting their gaze to the ceiling and to the sky.

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