

Client: Nautica for Design Industries Foundation Fighting AIDS (DIFFA)

Project: Three-day event at Skylight, NYC followed by national tour

Product: The Coves

The Goal: Design and build a 'dining room' reflecting Nautica's brand essence

Nautica asked Pink Inc. to create a structure for its exhibit space at Dining by Design, a national fundraising effort for the Design Industries Foundation Fighting AIDS (DIFFA).

The vision for Nautica's dining space included a boat-like setting with nautical furnishings and table settings. The sails had to be enormous—10' x 11' x 15' in order to envelope the perimeter of the floor plan, soar above the dinner guests, and create the feel of a dinner cruise aboard an elegant sailing vessel.



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Using advanced architectural engineering to create a form that is full, with smooth inner contours similar to an inflated balloon or—in this case, wind-filled sails, we created two 11' tall, arched Spinnaker sails. Essentially creating a new product we now call The Coves, the result was the perfect pairing of tension fabric, lightweight metals and state-of-the-art computer engineering.

The inspiration for the design came directly from the Nautica brand itself and its design elements. Weaving the sailing theme throughout the dining space—including the flooring, the furnishings and the tablescapes—and incorporating Nautica's corporate blue color into our specialty fabrics – resulted in a spectacular, memorable, and perfectly branded experience.



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