

# Akamai



## Trade Exhibit

### *The Available Light Difference* **Environment**

In this tradeshow booth, visitors enter a 3-D representation of the company's "wave" logo. To enhance the notion of being inside a wave we manipulate light through the use of kinetic lighting projections and the subtle changing of saturated colors. This kinetic theme is repeated throughout the booth and serves as the thread that ties the individual booth elements together. Our long relationship with Akamai has afforded us the opportunity to work beyond the Trade Show arena and into their corporate events program (*bottom left*).

In collaboration with the exhibit, media and sound designers, we created a multi-media living history Sound & Light show, in the lobby of the museum. Four separate 6-minute modules—each exploring a chapter in the life of Altoona—play randomly throughout the day.



Exhibit Design: FolioGroup  
Photos By: Jamie Padgett