

Novartis

Trade Exhibit



The Available Light Difference **Innovation**

Novartis Pharmaceuticals wanted something special for their new 140' long icon sign; we saw an opportunity to raise the "lighting" bar. By combining conventional theatrical lighting fixtures with a state-of-the-art control we were able to make this enormous object dance. Color sweeps gracefully like fluid from end to end capturing the fancy of many a trade show guest.



Exhibit Design: ExhibitGroup | Guiltspur