

AUDISEE

Contact: Peter B. Lewis, President
Tel: 206-283-4733
Email: peterb@AUDISEE.com

Completes Olympic-Sized Projects

I co-designed the visitor experiences for two pavilions on the Olympic Green in Beijing. The team, led by executive producer Ralph Miller, designed and built two unique buildings from the ground up and created two completely different and memorable experiences for the crowds attending the 2008 Olympic Games.

In the 40,000-square-foot, two-story Coca-Cola pavilion, we created 12 experience areas, starting with a world music atmosphere at the exterior of the building and going right into the grand Olympic Quest Ramp, complete with an original triumphant symphony based on the Coca-Cola Olympic theme. We designed a theater with a super-wide (40-foot) screen and an outrageous 7.1 surround sound system.

Also within the structure, we built a mosh pit called the Media Arena, a museum, three educational corridor/dioramas, two VIP suites, a press room, and finished it off with a rockin' disco area called "Perfect Serve" where everyone got a free ice-cold Coke.

In China, refrigeration is a modern thing. Coke products are by far the most popular soft drinks in the country; people drink them un-refrigerated, room temperature. One of Coke's main goals for the pavilion was to introduce China to ice-cold Coke. The throughput of the pavilion was 12,000+ daily, so likely more than 350,000 Cokes were served on the Green.

Another project, this one for adidas, offered the most unique sound and video experience ever! The heart of the two-story space, called the Spiral Theater, was 30 feet tall and 35-foot diameter cylinder. To enter, you descend a wide circular ramp. Looking left, you see images across the way. As you walk down the ramp, around the outside of the theater, you realize the screens across the way are all connected. The music changes texture as you move down, from hip-hop to Latin to rock, and seems to come from everywhere and nowhere. Most of the light comes from the screens and like the music, the light is ever changing.

Then, you are standing inside the Spiral Theater, and inside the spiral sound! You are surrounded by three, four-foot-high spiraling strips of LED screens, separated by three feet of open space (the viewing ramp). Visuals and music swirl around you as three Olympic journeys unfold. This immersive experience became a "must see" on the Olympic Green.

These were two really big projects—there are many stories. I have begun updating the AUDSEE.com Web site to include this amazing Olympic experience. Check it out—it's quite a ride! The lesson I re-learned in this experience is: we can all do far greater things than we have ever done. Carpe Diem—Seize the day!

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If you would like more information about this to topic, or you have a job for Peter B. Lewis, please call 206-283-4733 or email Peter at Peterb@AUDISEE.com