

excellence in
exhibit + ev

MasterCard® LUXURY WEEK
HONG KONG 2007



excellence in

exhibit⁺event

design

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event

exhibit

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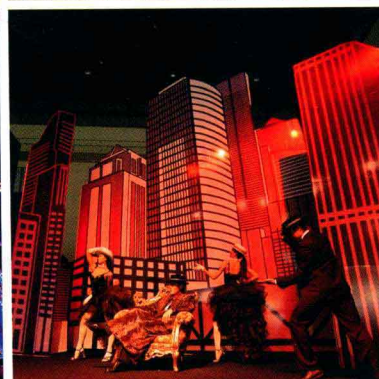
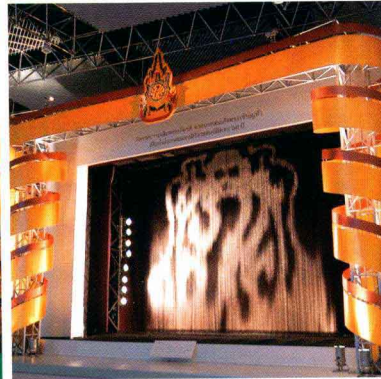
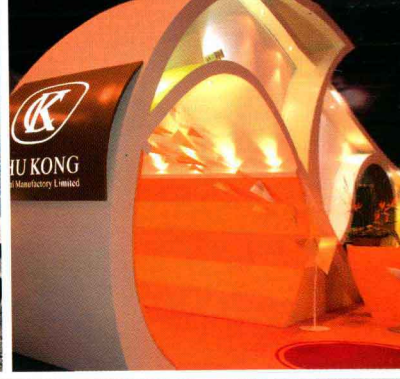
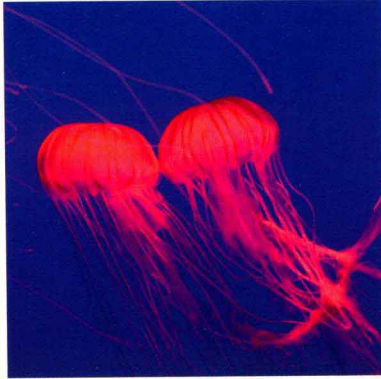
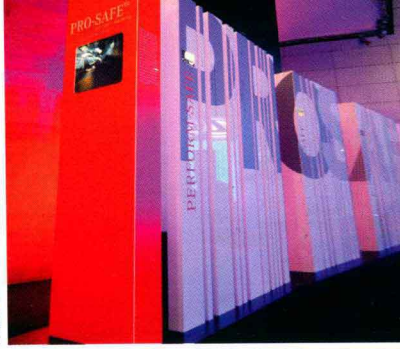
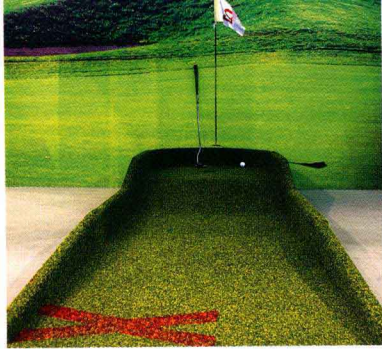
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interior

themed



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:// foreword

People expect to be entertained, amused, surprised and stimulated. It doesn't matter if it's at a retail store, a restaurant, a museum, a trade show or corporate headquarters – people today, expect “eye-candy;” showmanship and active participation. “Spectacle” just isn't big enough anymore and “spectacular” is only good for a moment or two before something even more arresting shows up. With all the advances in the last two decades in electronics, lighting effects and assorted media techniques, it takes master designers and craftspeople to devise new ways to amuse and retain the viewer's attention. The Pico Group is a team of these master talents.

The Pico organisation consists of a multinational and culturally diverse group of some 3,000 talented versatile people who are in the business of creating exhibitions, events, signage, themed environments and exhibition hall management. Pico originates concepts and designs, plans, manages, produces and installs as well as dismantles. All this is accomplished with the company's commitment to excellence and service.

I first became aware of the Pico Group and its unique talents when I was assembling a book on outstanding international trade show stands and exhibitions. The size and scope of the company's work was immediately apparent as material came pouring in from Singapore, Malaysia, Thailand, Japan, China and Hong Kong. Of course, I was only too pleased to be able to include several of the diverse and attractive projects that showcased Pico's ability in that book. There are other companies around the world that design and construct exhibits, but I know of no other company that does it so successfully, thoroughly, and crosses more international borders than Pico. Since it's an idea driven company with a network of partners, it can and does provide high quality creative services literally around the world with offices in five continents. Pico's multinational staff have knowledge of local customs, cultures and business practice. A

client anywhere in the world can rely on Pico to create and deliver the client's message in the context appropriate for the target audience.

This book showcases some of Pico's many capabilities in the following four sections. This review begins with “Event” – anything from sporting events and big parades to anniversary celebrations, corporate meetings and product launches then proceeds to “Exhibition.” This section includes trade show set-ups and more. “Interior” showcases corporate offices, showrooms and retail stores. The final section is devoted to museums and themed attractions. What the book cannot show but we note here is Pico's stature in the industry as specialists in hall and facilities management in many of the top-of-the-line exhibition and convention centres. The company currently operates facilities in Colombo, Ho Chi Minh City and Xian. Professional teams create and manage conferences as well as numerous incentive meetings and events for its corporate clients. Though not shown here, Pico has also been involved in the set-up for the Olympic Games in Athens and Torino, and will be involved in the 2008 Beijing Olympics.

Pico considers itself “the guardian of the client's brand” and whether it's an exhibit, a trade show, a retail showroom or corporate office, Pico works at understanding, interpreting and presenting the client's brand image throughout the process.

“We help to transform the client's needs into amazing yet, cost-effective realities. We deliver on the promise with single or multi-storey exhibition stands, country pavilions and world expositions that are seen by millions of people worldwide.”

I am pleased and proud to present to you the many talents and capabilities of the Pico Group and to open up its world for your perusal.

Martin M. Pegler

The dictionary defines an “event” as an occurrence or a happening – a social gathering or activity. It can be that or so much more when Pico’s design team turns an “event” into a “happening.” In today’s sense of the word a “happening” is something unique, one-of-a-kind, a sensory and sensual experience filled with drama, lighting and lots of action.

Pico has conceptualised, constructed and managed many national day parades, festive celebrations, international staged events that have been broadcast to hundreds of millions of people around the world, and mammoth entertainment launches. On a smaller scale there are product launches, sales promotions, brand campaigns, road shows and opening ceremonies. To each of these events or happenings, Pico brings its core value of “Excellence.”

To create the desired high pitch of excitement, Pico delivers these super spectacular extravaganzas through the use of state-of-the-art interactive computer programming and the latest in electronics and lighting techniques. Pico is also responsible for designing and

producing complete theatrical productions inclusive of visuals, original musical compositions and lyrics, staging, choreography, costuming and special effects.

The gigantic 140,000 sq. m. exhibition celebrating the King of Thailand’s 60th anniversary accession to the throne included a theatre and a musical presentation of over 350 performances, and 500 sq. m. living rice field. In 45 days Pico set up 1,032 double-storey office suites to accommodate the annual meetings of the IMF and World Bank Group in Singapore. For Luxury Week, the company managed and produced the set-up for an upscale fashion festival while the Singapore National Day parade required building a large stage on a floating platform with towers of over 25 metres, an orchestra pit, lighting and audio towers – and all within three weeks.

Where other design and construction companies may see “problems,” Pico sees “challenges.” Where others rely on “tried and true” solutions, Pico sees opportunities to explore new and different approaches.

Martin M. Pegler



event.

The 60th Anniversary of His Majesty's Accession to the Throne

where Bangkok, Thailand

To commemorate the King of Thailand's 60th anniversary of accession to the throne, a 140,000 sq. m. exhibit space was constructed at the IMPACT Convention Centre in Bangkok, Thailand. History came to life through a multimedia live musical infused with music and lyrics. Displays such as the "Commemorative Pavilion," the "Water of Life," the "Royal Descents," and the "Sufficiency Economy" added depth and perspective to the space.

A spectacular graphic waterfall highlighted the King of Thailand's contributions to the development of water resources. For this, the designers imported a new technology, combining water pressure and gravity that orchestrated the water into a series of forms and shapes. For the "Royal Descents" area, a display of traditional Thai architecture was fused with special sounds and effects to engage the guests and generate an overall atmosphere of reverence.

The designer's intent was to promote and enhance people's understanding and appreciation of the King's Sufficiency Economy Theory. For this, the space was divided in two sections: Live Exhibition and Musical Stage Performance, which immersed the visitors in a dynamic atmosphere. This concept was promoted through a seven-minute stage musical. Over 350 shows were performed for audiences totalling more than 800,000. A living rice field of about 500 sq. m. was created to represent a model of a sufficiency farming.

This event was so popular that at least five million Thais came to honour their Monarch. After the event, a VCD and a book of this successful exhibition were sold for charity.

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