




■ **Triumph Inspiration Award, Shanghai 2011**

"Expect the Unexpected, within State of the Art!"

VOK DAMS ■



THE TIA Show 2012

INTERNATIONAL GRAND FINAL EVENT 2012

Task (Quantity)

A concept for the Triumph Inspiration Award (TIA) International Grand Final Event 2012

Students Hall of Fame:

- Presenting the 37 (tbd) designs and designers
- Giving background information...
- ...to make the Award Show itself clearly just a show

Award Fashion Show:

- Surface for audience: min. 250 sqm
- Catwalk length: 20 meters
- 2 LED screens parallel to catwalk over 20 meters length
- Front + backdrop projection size: min. 7x4 meters
- Dolby surround 5.1 sound system
- *"multisensory experience"*

Public Fashion Show

- Same set-up but different look-and-feel

Task (Quality)

A concept for the Triumph Inspiration Award (TIA) International Grand Final Event 2012

Students Hall of Fame:

- Showcasing each student's design, studies, ideas and inspiration
- Raising suspense

Award Show:

- Clearly getting a 'show' feeling
- Making the brand and the contest experientable

Public Fashion Show:

- Clearly experiencing the TRIUMPH brand
- Same set-up, but different look-and-feel

Facts (Quantity)

Schedule:

- Length of opening: 15 minutes
- Includes address of welcome, introduction of jury members

- Length of Award Show: 20-25 minutes
- 20 min. = 1200 sec., $1200 : 37 \text{ models} = 32,4 \text{ sec. walk}$
- 25 min. = 1500 sec., $1500 : 37 \text{ models} = 40,5 \text{ sec. walk}$

- Length of transition from catwalk show to award ceremony: x minutes (to be defined)

- Length of award ceremony: 15 minutes

- Length of Public Show: 20-25 minutes
- Depending on collections and categories

Facts

Facts (Quality)

The TIA



The Brand and its Products



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THE TIA SHOW 2012

BACKGROUND & INSPIRATION

■ Inspiration

Berlin | Shanghai



Shanghai

- 2011: Metropolis Berlin is claimed to be one of the most creative and culturally trendsetting cities in the world.
- 2012: Megacity Shanghai is even more **vibrant**, more **exciting**, more **dynamic**, much bigger, and actually larger than life – a city of superlatives! There are uncountable impressions every day. People expect a real emotional experience from an event.
- Visitors will experience a "butterfly effect" at Triumph Inspiration Award 2012, indeed: ***If a butterfly beats its wings in Berlin, it could cause a hurricane in Shanghai.***
- That means that the TIA 2012 will be capable of causing an emotional hurricane in the hearts of the audience. A thoroughly positive effect!
- Moreover, the butterfly beating its wings at TIA 2012 in Shanghai will probably stir sheer excitement among the audience of what kind of hurricane to expect next ("*can't wait for 2013...*").

Competitor

- *Victoria's Secret* means big shows, big names – but these are actually mainstream and less inspirational.
- Certainly their shows have a great impact, but more by means of an effective posing than of real attitude.
- Almost pretentious, they address mass appeal by avoiding to display a unique position.
- *Victoria's Secret* shows present something for everybody – but are lacking of "*je ne sais quoi*", a certain something.
- Their events represent shows of strength instead of the spirit of adventure – one can call them fashionable, but not iconic.
- They do not tell a story to remember, they are quite ephemeral – shows with a beat, but without soul...

Philosophy

- **TRIUMPH is a manufacturer of luxurious lingerie.**
- Lingerie is lovestwear.
- Lingerie is passionwear.
- Lingerie is made for the art of temptation.
- Lingerie is emotionally inspiring.
- Lingerie communicates desire.
- The fashion show of the Triumph Inspiration Award 2012 in Shanghai tells a story: *the story of love that causes passion* – and the "butterfly effect" that arises out of this story.
- **Love is a luxury feeling...**

Atmosphere

The Triumph Inspiration Award 2012 will be:

- classy
- glamorous
- luxurious (with an inviting attitude)

- passionate
- seductive
- sensually charged (but not lascivious)

- surprising
- stunning
- breathtaking (by telling an unexpected story)

- inspirational
- unique
- exclusive (communicating state of the art)

Atmosphere

The Triumph Inspiration Award 2012 will be:

- enchanting
 - enigmatic
 - stirring (by creating **the emotional maximum**)
-
- The show will be **firing imagination** and **generating desires** among the audience.
 - In doing so, it will become the talk of the Shanghai Fashion Week.

Derivation

- The motto given by the client is „**Butterflies and Dragons**“.
- **A state of love and passion** is not "*down-to-earth*".
- In fact, people in love are carried away by the energy of the 3 other elements:
- **Air – Water – Fire!**

■ Inspiration

Butterflies



■ Inspiration

Butterflies

- The butterfly is a symbol of **air** and airiness.
 - A person in love feels **airy**, he has his *"head in the clouds"*.
A lover feels like he has *"butterflies in his stomach"*.
 - Love creates a highly emotional **uplift** – like a butterfly that needs an uplift to perform its flight. *"Love is in the air"...*
 - Love is unstable – like the **flight** of a butterfly.
 - A swarm of butterflies symbolizes swarm emotion (as opposed to swarm intelligence).
A swarm of butterflies = a crush of butterflies. It signalizes: *"I have a crush on you"*.
 - When love is being released, it easily sparks passion in another person – similar to the "butterfly effect".

- Every butterfly is a spark of love...

■ Inspiration

Dragons



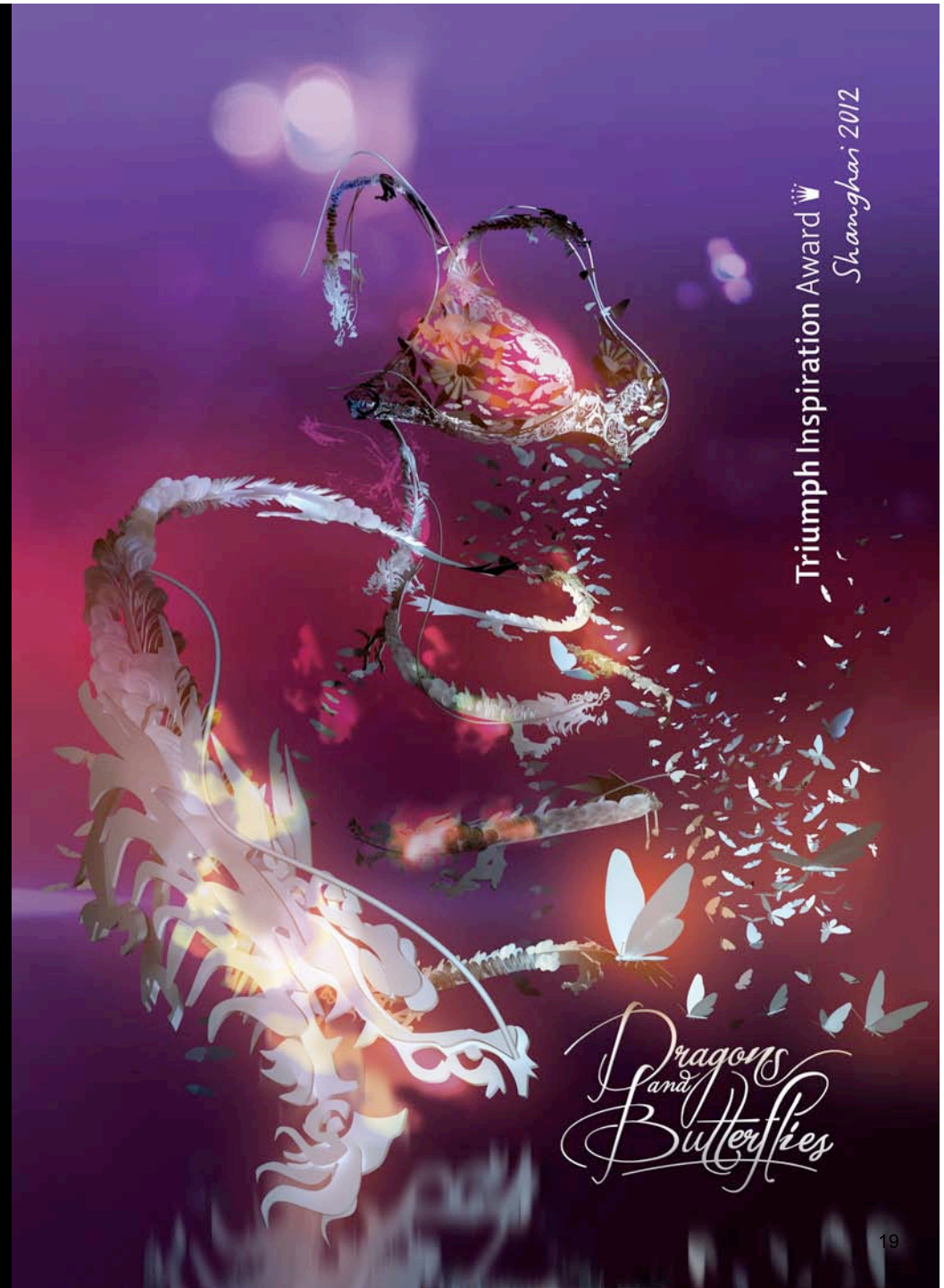


■ Inspiration

Dragons

- Dragons in Chinese mythology are *"strongly associated with **water** in popular belief. They are believed to be the rulers of moving bodies of water, such as waterfalls, rivers, or seas."* (Wikipedia). (However, there are also Chinese fire dragons that fear water.)
 - A person in love feels that the **flow** of emotions are incalculable – like the flow of water.
 - Love makes the soul running down **troubled waters**, riding a **waterfall**.
 - Love feels like swimming in a **sea** of emotions.
 - Emotions become a **vortex**.
- Dragons in Western mythology are a symbol of **fire** and spiritedness.
 - A person in love becomes passionate, appears **fiery**, and therefore irresistibly seductive.
 - Love **lights** passion. Passion **inflames** love.
- The dragon becomes a symbol of passion...

THE TIA SHOW 2012
THE IDEA



A Unique Experience

- We create a unique experience by contrasting and blending dualities:

BUTTERFLIES AND DRAGONS

YIN AND YANG

LOVE AND PASSION

LIGHT AND DARKNESS

PEOPLE AND MEDIA

ARCHITECTURE AND PROJECTIONS

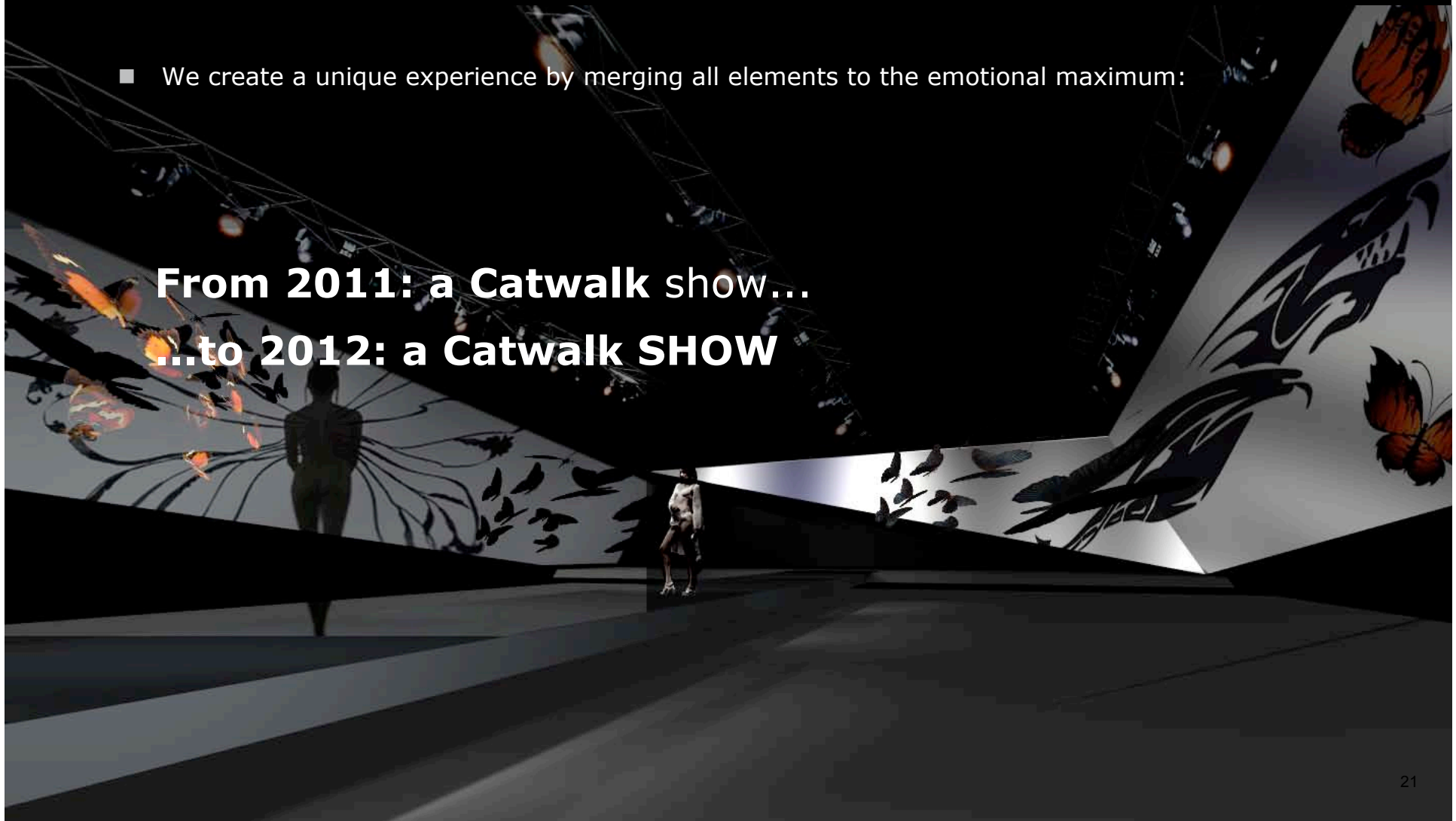
IMAGES AND MUSIC



A Unique Experience

- We create a unique experience by merging all elements to the emotional maximum:

**From 2011: a Catwalk show...
...to 2012: a Catwalk SHOW**



A Unique Experience | Media Architecture

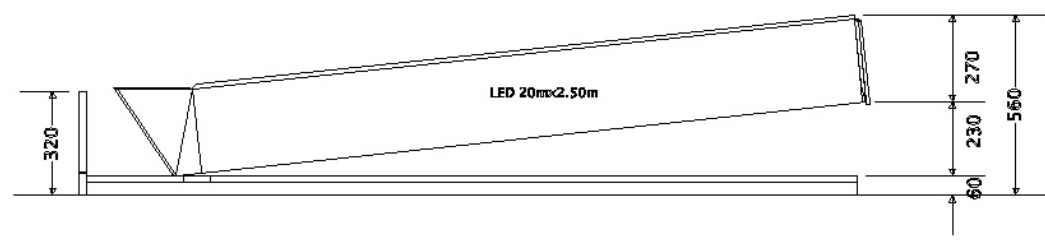
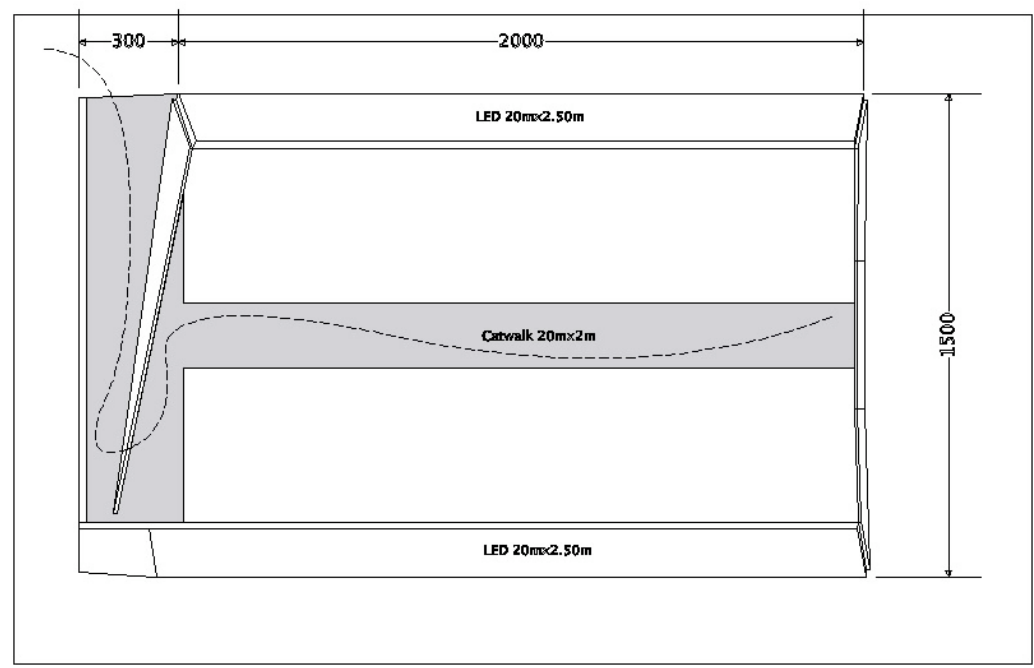
- Shaping a space out of screens: projections and LEDs...
- ...offers us **endless staging possibilities.**
- The screens are used for **content, moods, videos, motion**, and as a **light** source
- each for
 - the **TIA Show**
 - the **Public Fashion Show**
- Just by changing projections (and sound) **we change the space!**

■ Idea

A Unique Experience | Media Architecture



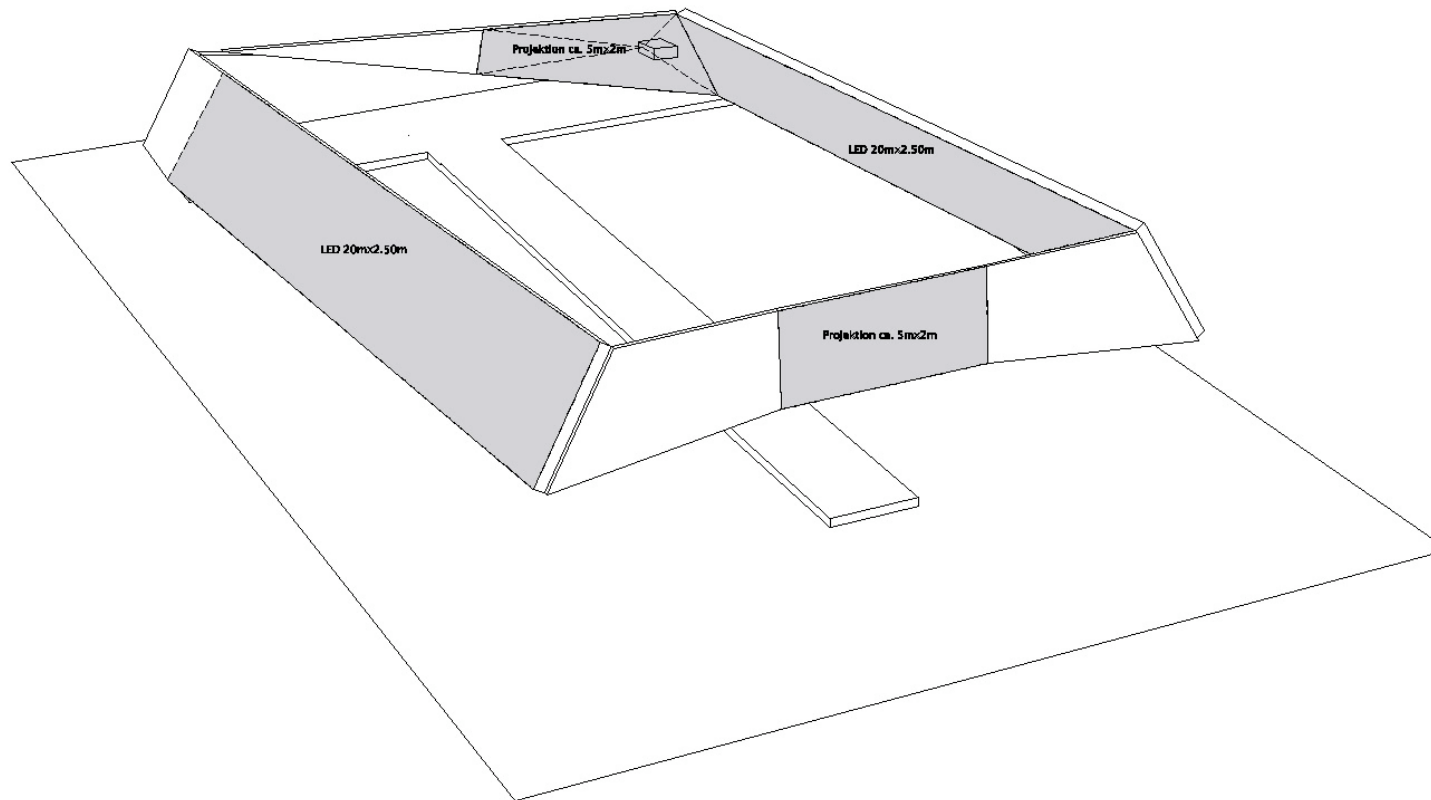
A Unique Experience | Media Architecture



Idea

A Unique Experience | Media Architecture

Our suggestion: more than 260 sqm of projection:

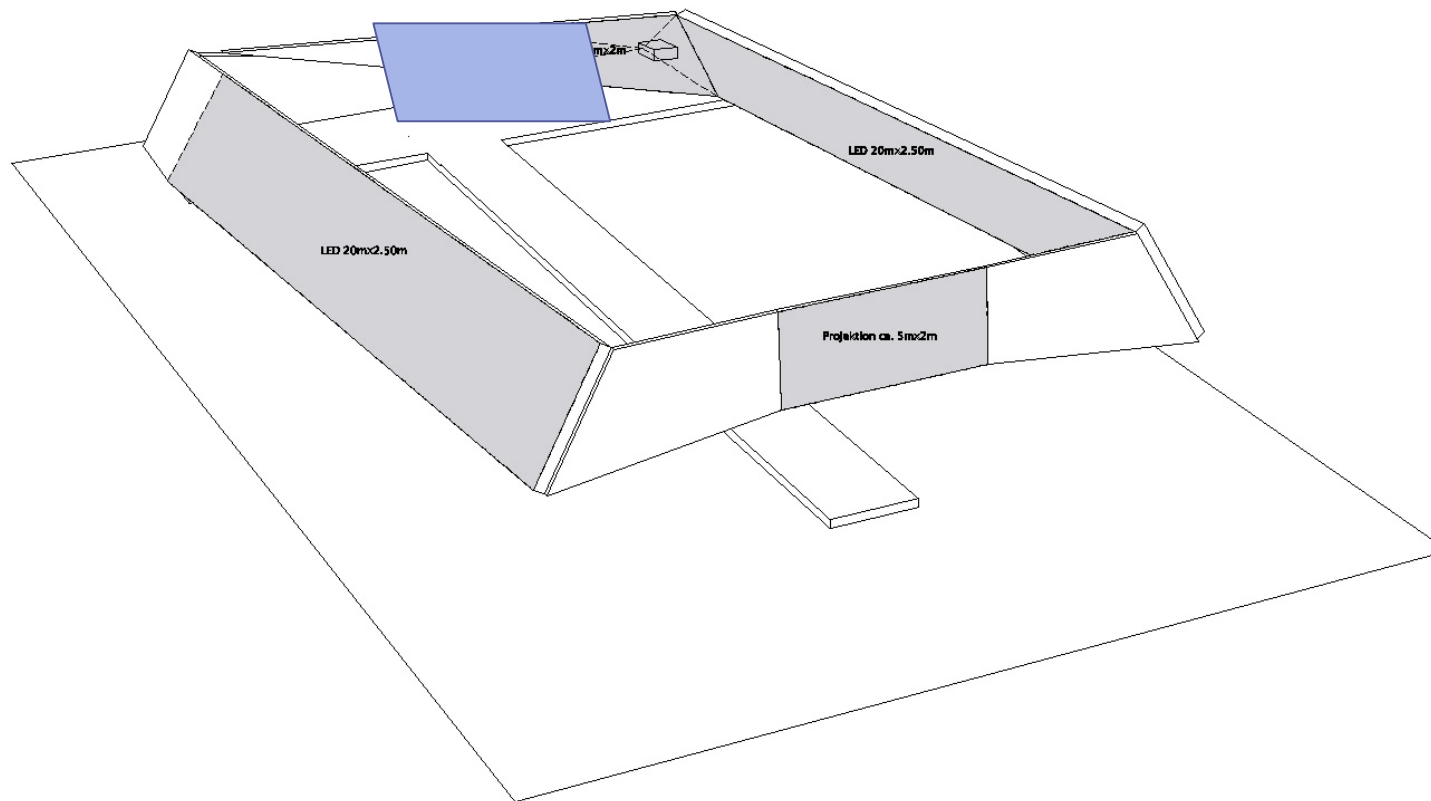


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Idea

A Unique Experience | Media Architecture

With projection hotspot 7 by 4 meters on stage:



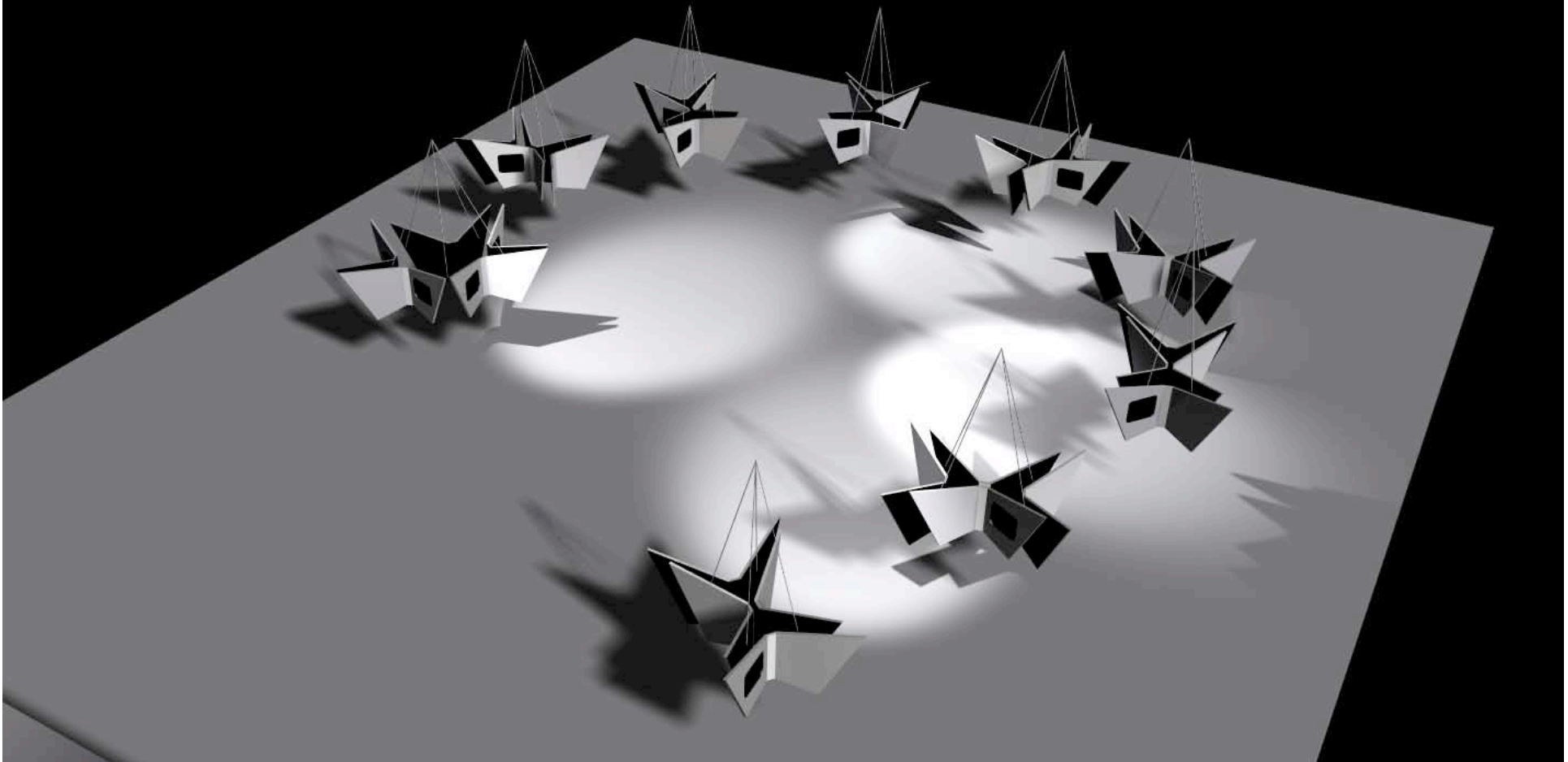
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THE TIA SHOW 2012
STAGING

■ Staging

Welcome to the Hall of Fame!



■ Staging

Hall of Fame | White Board as Guidance



Hall of Fame | White Board as Guidance

Introduction of contestants:

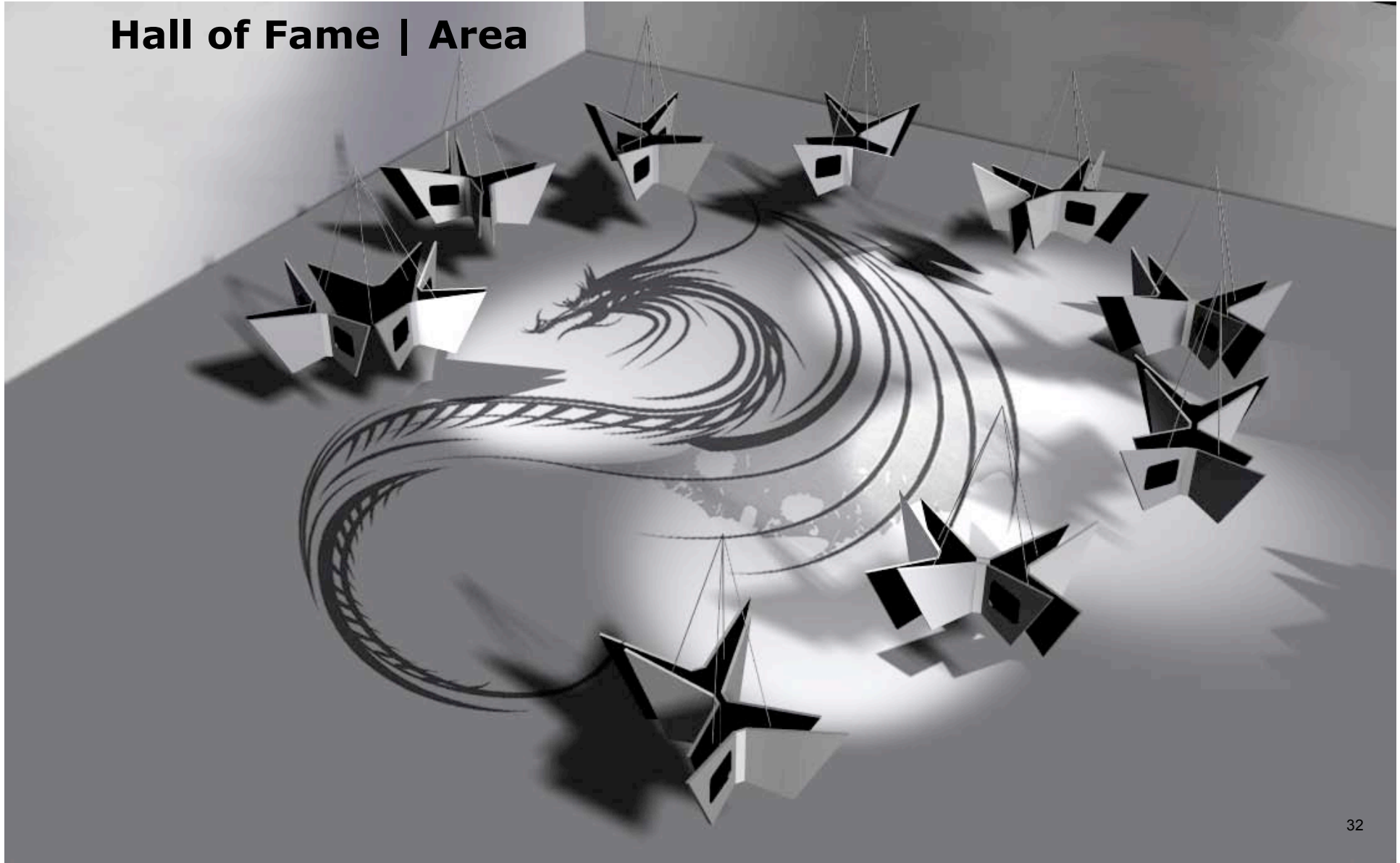
- At the entrance of the Hall of Fame a butterfly collection of 37 is displayed – like the ones known from natural history museums or scientific collections.
- The **colouring** of each butterfly obviously points to the flag colouring of each of the 37 participating countries.
- The butterflies are accurately pinned on a white board that serves as a **guidance system** for the Hall of Fame: where to find which country and contestant.
- Optional: via QR codes each of the pinned 37 butterflies send detailed information about every contestant to mobiles/handhelds.
- Optional: every butterfly is a (ringtone) sound. 37 butterfly sounds form the TIA 2012 anthem.

Hall of Fame | Butterfly Flags



■ Staging

Hall of Fame | Area

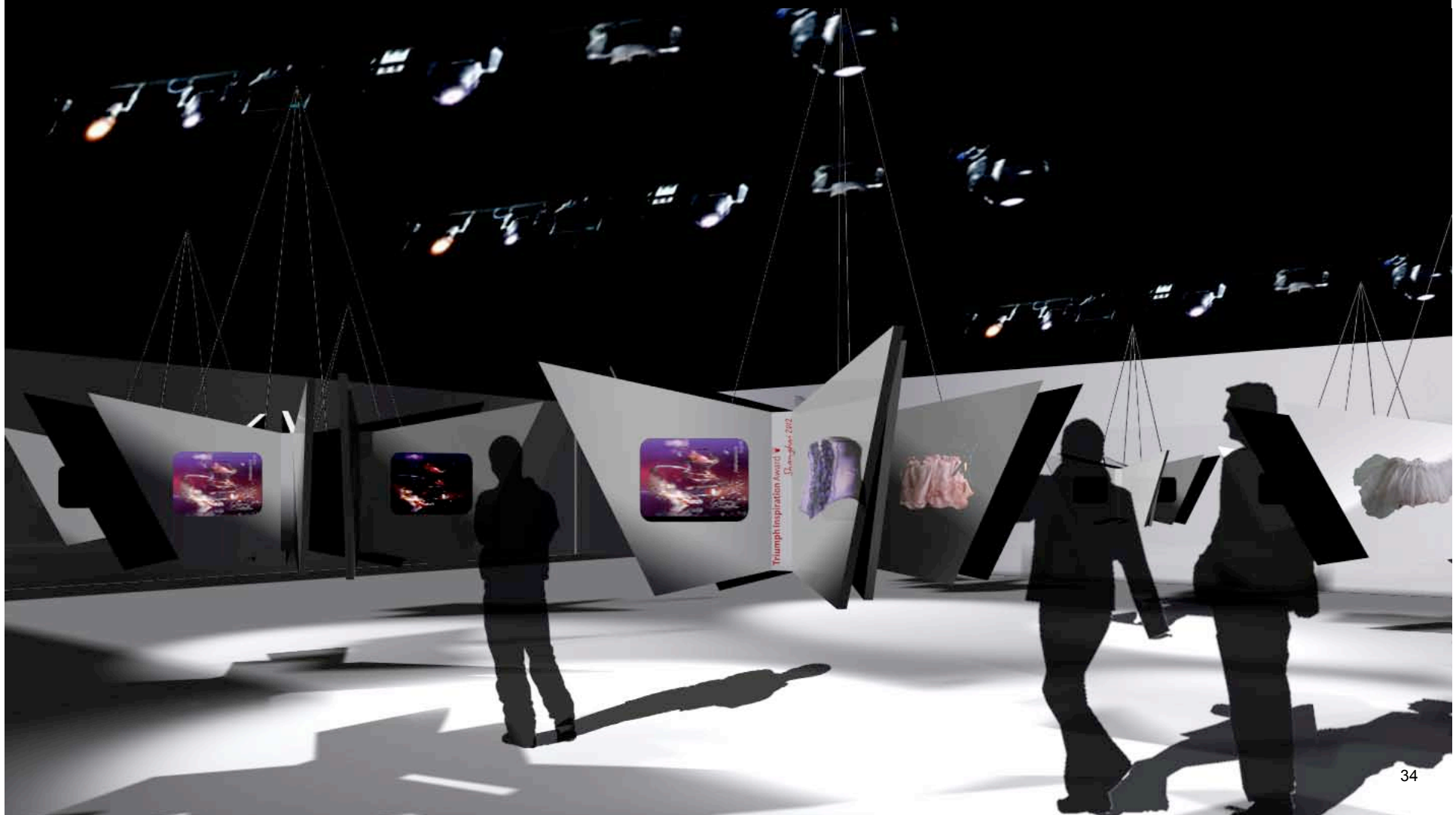


Hall of Fame | Area

- 37 personal areas display process and development of each lingerie design.
- They are arranged in butterfly shapes.
- Each of the 37 areas include a big touchscreen.
- From a certain point of view, all of these butterfly areas form a semi-circular, dragon-like **screenscape**.

■ Staging

Hall of Fame | Experience

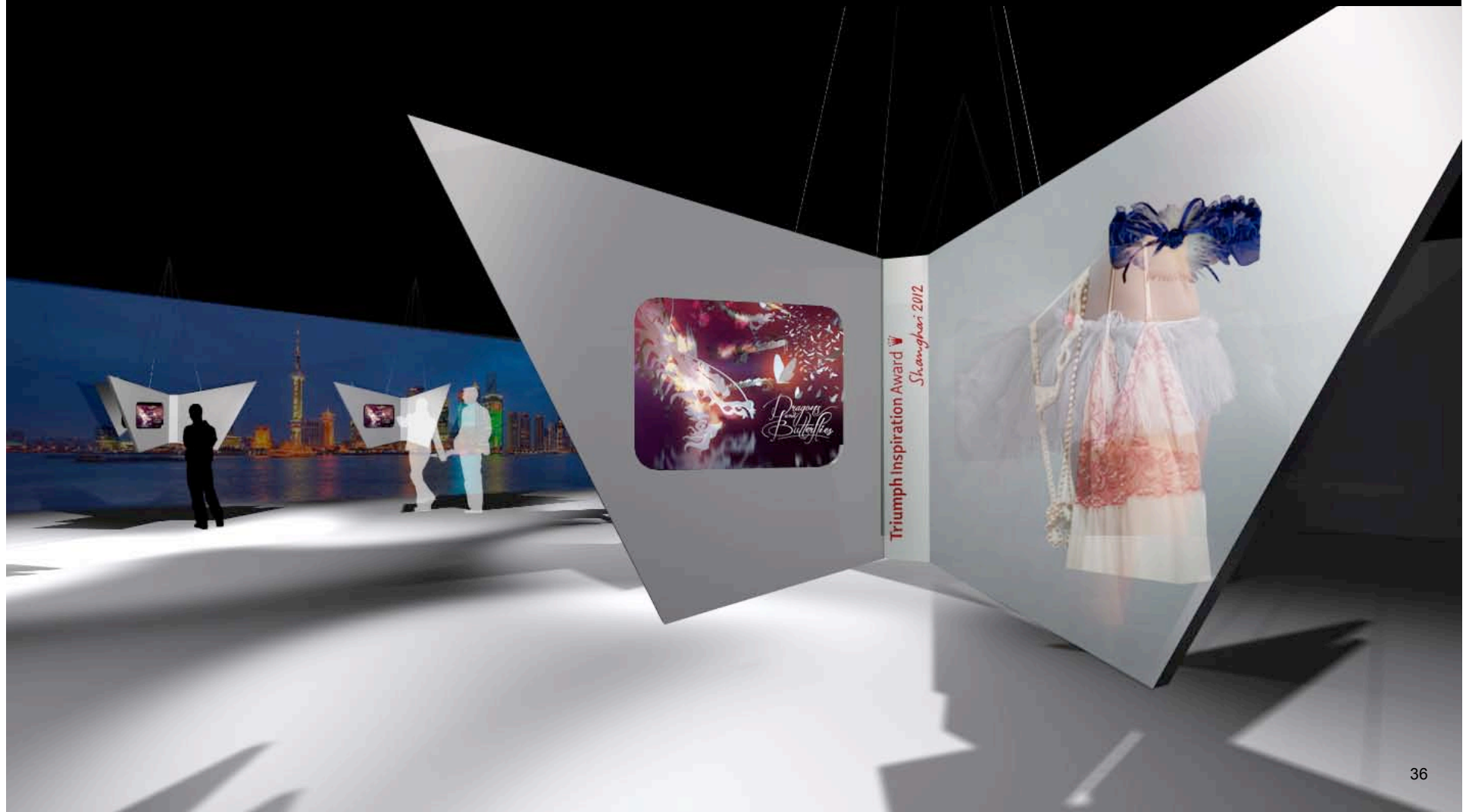


Hall of Fame | Experience

- Every single one all of the 37 students' lingerie designs is **made with love and passion**.
- Multifaceted visual manifestations of butterflies and dragons throughout the TIA 2012 symbolize the students' love and passion for their work.
- Also here the "butterfly effect" occurs:
- *If a butterfly beats its wings in the minds of the creators, it could cause a (dragon-like) hurricane in the hearts of the audience.*
- Butterflies and dragons are the students' steady companions in Shanghai.

■ Staging

Hall of Fame | Information



Hall of Fame | Information

- In these personal areas comprehensive information about the contestants, their designs and education is available on the touchscreens.
- The contestants introduce themselves via portrait clips and video messages.
- Also, hands-on material is on display: original **design studies**, sketches, layouts, abstracts, thoughts, ideas, but also fabrics and drapery for a haptic experience.

Hall of Fame | Information

- Optional: these info bits and pieces are accompanied by images of natural studies of butterflies and dragons.
- This kind of additional imagery according to the motto could include evolution, transformation and metamorphosis of butterflies and dragons – again like people know it from scientific collections.
- With a wink, even abstract "skeletons" and "soul photos" of butterflies and dragons can be displayed.
- They symbolize the "spark of genius", the initial inspiration, the basic idea before a design becomes tangible.
- Glass facades of the space allow an impressive view over the Shanghai skyline.

Hall of Fame | Interactive Media (optional)

- Visitors receive a **show guide** printout: a 37 pages booklet with brief information about the 37 design processes, and QR codes to gain access to more detailed info.
- The use of **Augmented Reality** technology reveals amazing additional insights.
- In each of the 37 areas visitors are welcome to scan an AR code with their mobiles/handhelds to receive a stunning virtual, superimposing, animated info package onto their displays.
- An according Augmented Reality app can be uploaded to mobiles for free beforehand (TIA 2012 website), or at the Hall of Fame's entrance.
- Possible AR development partner:
- Augmedia
<http://www.augmedia.de>

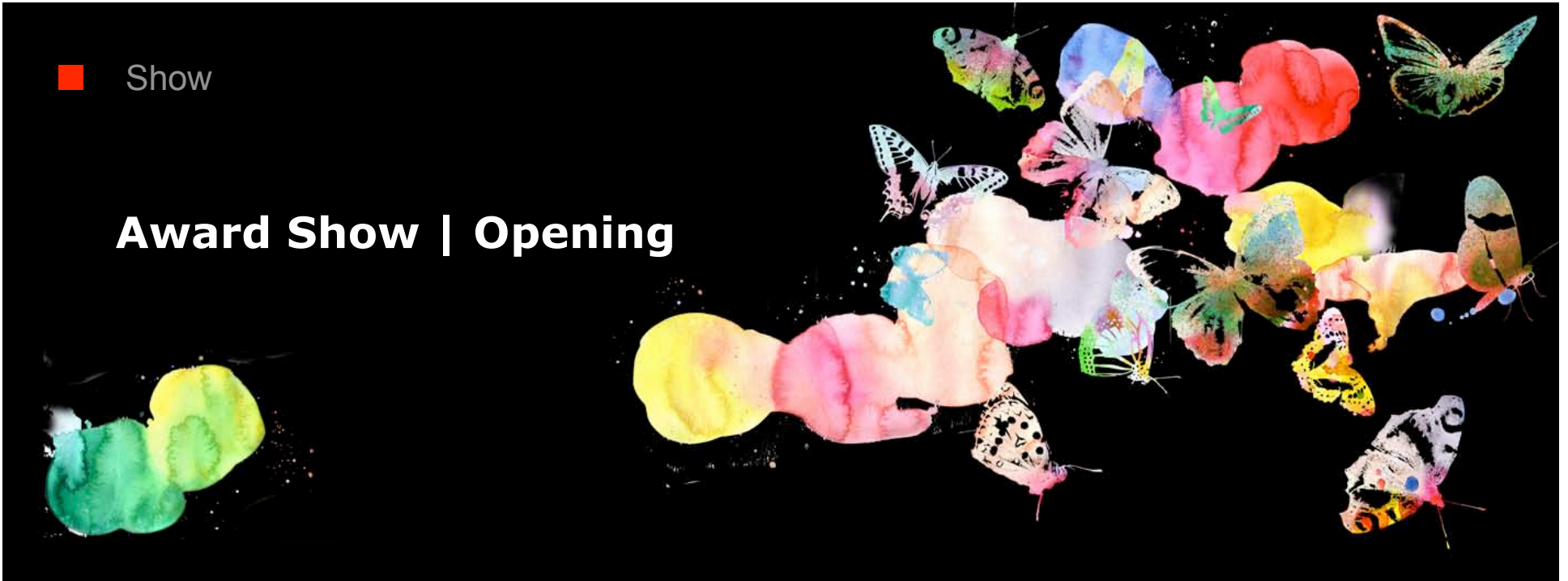
A person is walking away from the camera down a dark, narrow corridor. The walls and ceiling are illuminated with numerous projections of butterflies in various colors, including orange, black, and white. The floor is dark and reflective. The overall atmosphere is mysterious and artistic.

THE TIA SHOW 2012

AWARD SHOW

■ Show

Award Show | Opening



Award Show | Opening

1) Screened opening and greeting message:

- Projected animation.
- A swarm of butterflies is streaming in time – from 2011 to 2012...
- ...and in space – all around the globe from Berlin to Shanghai.

- 37 of this swarm of butterflies represent the 37 participants – as known from the white board at the entrance of the Hall of Fame. They are coloured like the flags of each participating country.

Award Show | Opening

2) Address of welcome by moderator on stage:

- Welcoming of all 37 participating countries.
- Explanation of the "butterfly effect" according to
 - the meaning for Berlin 2011/Shanghai 2012
("causing an emotional hurricane in the hearts of the audience – a thoroughly positive effect")
 - the philosophy of the event
("the story of love that causes passion")
 - the students' design process
("If a butterfly beats its wings in the minds of the creators, it could cause a hurricane in the hearts of the audience")
- The "butterfly effect" philosophy is supported by according images out of the media server "Pandora's Box" via 16/9 and the opposite screens, accompanied by a pulsating sound via the Dolby surround 5.1 sound system.
- For example: the 37 butterflies from the opening message are beating their wings to a strong rhythm pulse that increases volume.

Award Show | Opening

3) Introduction of jury members:

- Short personal live welcoming messages by each jury member, which are additionally screened via the 16/9 screen.
- The jury's table is positioned at the end of the catwalk, facing the walk of the models.

■ Show

Award Show | Catwalk



Award Show | Catwalk

Basic Atmosphere

- All eyes should concentrate on the models wearing the lingerie designs, without distraction.
- Therefore, solely the catwalk itself is displayed by means of white, focused light.
- While the music tends to be seductive to create an emotionally stirring counterpart full of suspense.

Award Show | Catwalk

Specific Atmosphere

- The illuminated catwalk plus both LED screens, the 16/9 screen and the opposite screen form a **closed staging unit** over a distance of 20 meters.
- Projections visualize the spectacular energy of dualities: light/darkness, water/fire, innocence/temptation, love/passion, heaven/pandemonium, Yin/Yang, butterflies/dragons...
- They are combined with **live camera catwalk transmissions**.
- 2 skillful VJs – one from the Western region, one from China – are in charge of mixing images and conjuring breathtaking effects live out of the media server Pandora's Box.

Award Show | Catwalk

Specific Atmosphere

- The projections on the LEDs support and intensify the flow of the story that will be told – as well as they support and intensify the emotional situation arising out of the story.
- It is the **story of creating luxury feelings**: love and passion. The story of butterflies and dragons. **The story of temptation.**
- A changing catwalk situation includes changing light, projections, sound, ambience – thus a change of the emotional situation.
- All elements are used to generate **the emotional maximum.**

■ Show

Award Show | Models



Award Show | Models

- The models appear from the left side of the stage out of the dark.
- Their whole appearance represents a certain **pureness** – love, that is almost innocent.
- Passion will be aroused in the eyes of the beholder.
- To enhance pureness, the catwalk is carpeted with a soft, fleecy carpeting of almost fur quality.
- The models walk barefooted.
- To keep the eyes focused on the lingerie designs, there are only 2 models walking at the same time.
- As soon as one model has reached the end of the catwalk on the right, ready to turn, her successor appears on the left side of the stage.
- The models walk straight towards the jury's table facing the right side of the catwalk.

■ Show

Award Show | Countries

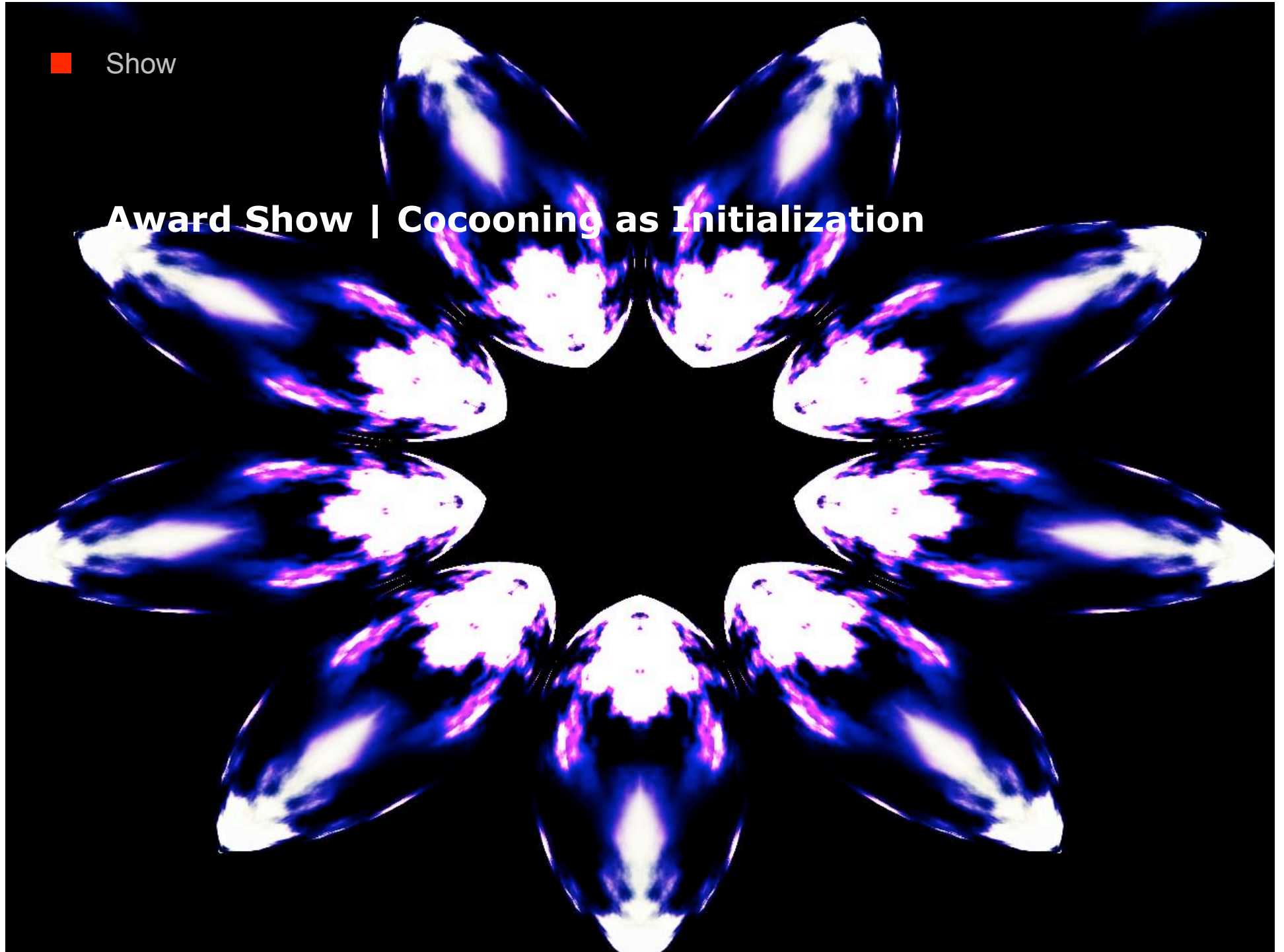


Award Show | Countries

- The announcement of the countries is screened via the 16/9 screen by use of Pandora's Box:
- The personal, country-flag coloured butterflies of each contestant appear – as known from the white board at the entrance of the Hall of Fame.
- Each of them leaves a trail of the corresponding country flag behind them.
- At the same time the names of the according country plus name and portrait photo of its contestant are screened.

■ Show

Award Show | Cocooning as Initialization



Show

Award Show | Cocooning

- Initially, each model is bathed in a light veil, wrapped in a feathery **silk paper cocoon** (silk paper is a very light material plus a reference to Chinese culture).
- The models appear like creatures to be transformed into another lifeform. Like creatures to become a butterfly – or dragon...

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Award Show | Cocooning

- Each cocoon is designed differently to generate surprise factors every time a model appears.
- Each cocoon receives a unique, projected effect via Pandora's Box.
- Stroboscopic projections and light effects over the surface of these cocoons make reference to the designers' **flashes of inspiration**, and vitalize their inner life:
- Projection motives include black and white graphics of fantastic butterfly and dragons silhouettes, "skeletons" and "soul photos" – like the abstract ones on display in the Hall of Fame.
- A pulsating effect could be added. It's alive!
- A sound level made of clicks and glitches supports the images. It is raised to evoke the impression of an **electronic brainstorm**.
- The whole audio-visual impression epitomizes the students' flashes of inspiration during the process of conceiving their lingerie designs.
- The atmosphere appears to be fantastic – like out of a fashion creator's imagination.

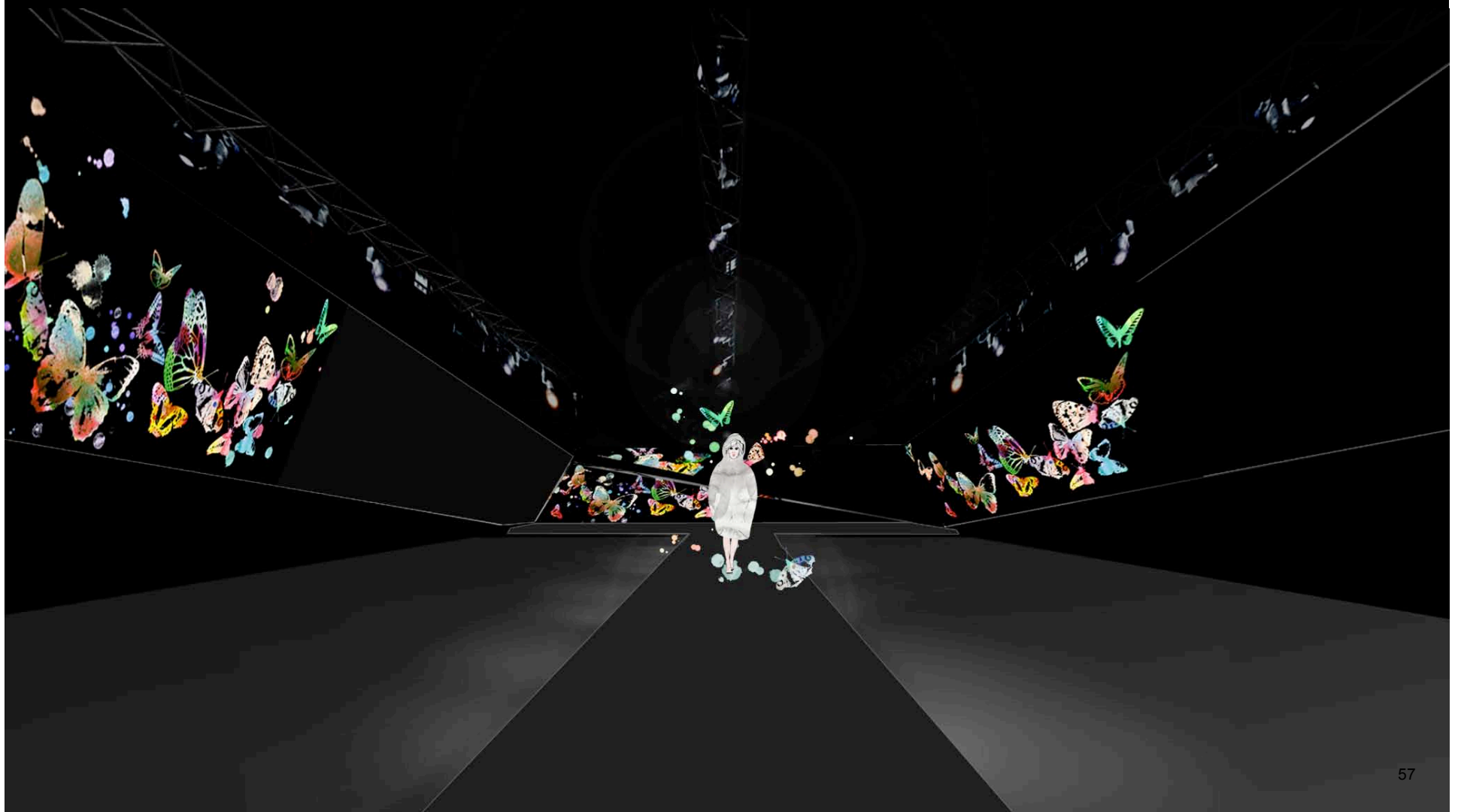
■ Show

Award Show | Cocooning



■ Show

Award Show | Cocooning



■ Show

Award Show | Cocooning



■ Show

Award Show | Transformation to Revealing Designs

Award Show | Transformation

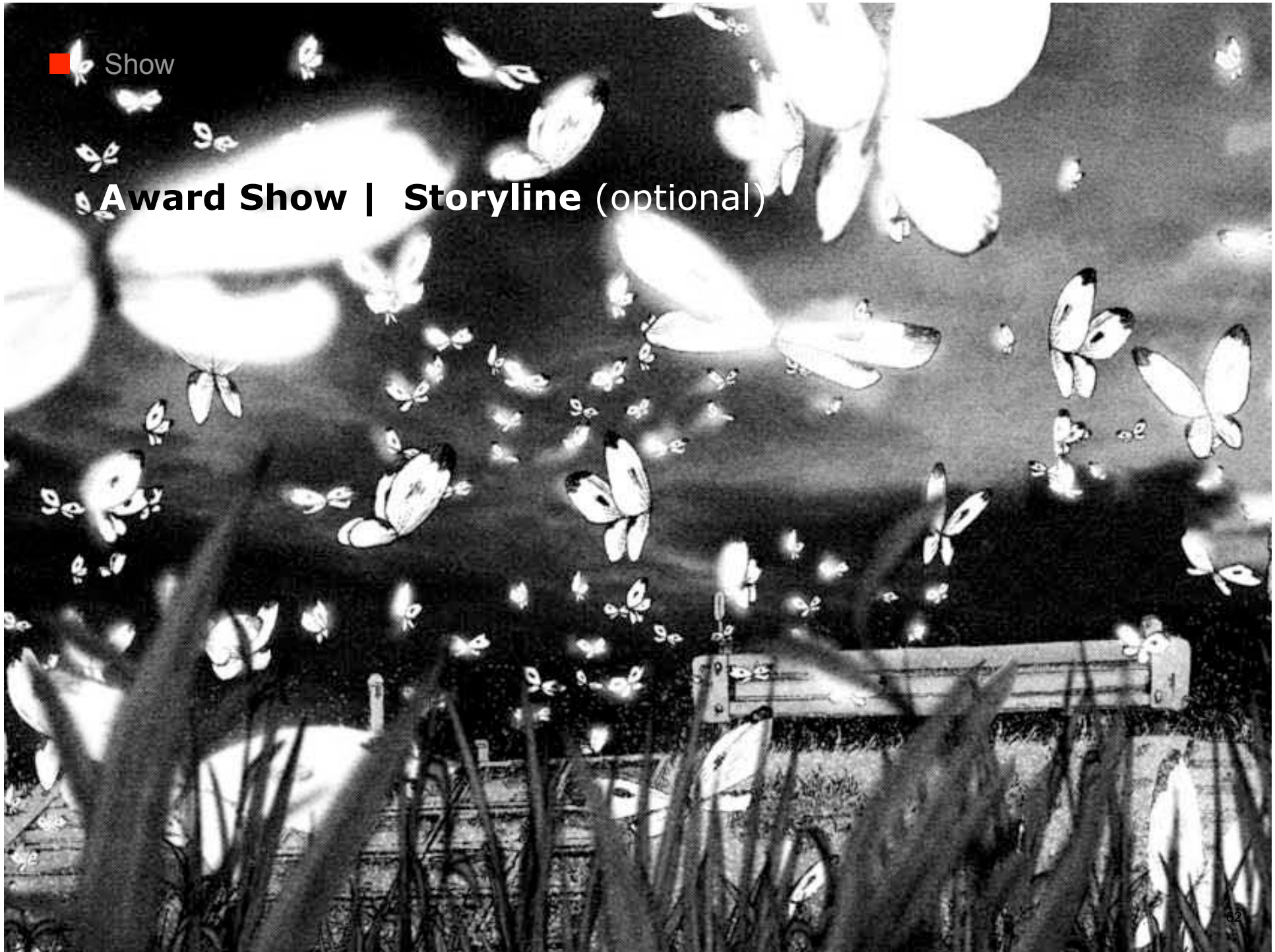
- The **cocoons are removed** abruptly as soon as the models reach a certain position on the catwalk (app. after 5 meters).
- The models remove their cocoons by themselves, by means of a self-confident, sweeping gesture.
- In doing so, the lingerie design is revealed in an **appealing, at the same time surprising** way.
- In case a cocoon can not be removed immediately by one gesture, it means that breeding a design (and getting it exposed to the public) can be a tough job, indeed...
- This kind of unpredictability adds another **exciting flavour** to the dramaturgy.

Award Show | Transformation

- Each removed cocoon is picked up by swift helpers in plain black clothings.
- The helpers appear like silhouettes.
- They dump the silk paper carcasses into a cocoon disposal container at the entrance of the catwalk.
- The cocoons could possibly be used as **decoration element** for the after show party – e.g. like a big hanging mobile sculpture.

Show

Award Show | Storyline (optional)




Award Show | Storyline (optional)

- To make the fashion show a real **SHOW** that resonates emotionally, it will be important to add a **strong, communicative element** to the walk – a partner for the models to seduce.
- Love is communication, the partner for the models is **the jury** since the jury members have to be convinced of the quality of lingerie designs.
- Reaching the end of the catwalk, each model blows a **butterfly kiss** towards the jury.
- They pay homage to the jury, representing the young designers' persuasiveness.
- The kiss is visibly symbolized by a gust of twinkling glitter – like butterfly hiccups or dragon's scales. Alternatively: if carrying real glitter is too intricate for the models, the effect is generated only virtually.
- The glitter effect is intensified by particle projections in the LEDs.
- After the kiss the models turn and walk back.
- At the same moment the next model appears from the left.

■ Show


Award Show | Storyline (optional)

- An animated **symbol of a heart** is projected via the 16/9 and opposite screens.
- This heart is shaped like a butterfly.
- Optional: the heart is hanging above the jury's table, so the heart projection is not exclusively animated but appears as a live camera transmission plus superposing animation.
- With each butterfly kiss by the models this butterfly heart pumps, moving its wings once back and forth.
- Additionally, the heart loses one drop of „lifeblood“. This is a strong symbol for love and passion, for temptation, longing and desire.
- Alternatively: if displaying a red liquid as a symbol for blood is too daring, the drops could consist of a colourless liquid as a symbol for tears (dragon's teardrops) or nectar (butterflies' nutriment).
- Each falling drop makes a **dripping sound** that is clearly audible through the Dolby surround 5.1 sound system.

 Show

Award Show | Storyline (optional)

- It will be made comprehensible for the audience that all the 37 drops are collected in a glass bowl.
- The glass bowl stands on the jury's table.
- To make the collecting process clear, a split screen can be arranged, the upper half showing the butterfly heart, the lower half showing the glass bowl.
- Optional: the heart hanging above the jury's table sheds real drops into the bowl below.

 Show

Award Show | Storyline (optional)

- After the last of the 37 models has disappeared, one jury member stands up to **inflammate the liquid** inside the glass bowl.
- While the „lifeblood“ is catching fire, surprising, animated dragons are being unleashed on the LEDs and both screens.
- They represent the energy of the designers' love and passion for design.
- These audio-visual dynamics refer once more to the "butterfly effect".
- *Does the flap of a butterfly's wings set off a tornado in the hearts of the audience – and the jury...?*

■ Show

Award Show | Show Interlude as Transition



Award Show | Show Interlude

- All of a sudden, unleashed animated dragons plus other dynamic imagery „fly“ spaciouly among all 4 projection screens.
- The dragons are abstract, visible in parts: eyes, mouth, wings, serpentine bodies, water trails, elusive, not really countable.
- Breathtaking visuals of dragon nebulae from space symbolize the power of dragons, the power of emotions.
- They are accompanied by roaring sounds of passion and seductive purring (e.g. noises of cats of prey) out of the Dolby surround 5.1 sound system.
- The sound will be strongly involved to generate a spacious 3D impression. Since the venue is dark, this illusion works real fine.
- Optional: the jury members "direct" – and interact with – the **dragonplay**.

■ Show

Award Show | Show Interlude



■ Show

Award Show | Show Interlude



Award Show | Show Interlude

- A transition from catwalk show to award ceremony, the show interlude generates a perfect dosage of **suspense** before the awards are going to be presented.
- The 2 VJs pick up the stroboscopic effects from the catwalk cocooning sequences to put them to the maximum and manifest a strongly intensified impression of **brainstorming**.
- Their enhanced effects are references to the designers' flashes of inspiration: clicks, glitches, colour and dynamic motion.
- They symbolize the passionate **future perspectives of lingerie design** – an inspirational work **encouraged by TRIUMPH!**
- This is another great "butterfly effect", opening a bright perspective to the Triumph Inspiration Award 2013.

Show

Award Show | Show Interlude

- Optional: the people in the audience are offered to **catch twinkling butterflies** with their iPhones/handhelds.
- Optional: these butterflies secretly morph to dragons when the app will be opened next time...

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Award Show | Show Interlude



■ Show

Award Show | Ceremony Prelude



Award Show | Ceremony Prelude

- The visual spectacular is joined by a futurist lifeform of butterfly and dragon dancers.
- Their high-tech costumes are made of feathery, bright fabric to allow projections and dynamic light writing.
- By moving slowly on the catwalk, the dancers appear to be not from this world.
- This impression is intensified by projected flickering TV screen effects over their costumes that make them look holographic and unreal – as if they actually belong to the projected visual world on the 4 screens.
- The dancers represent glamour, passion, uniqueness, enigma, the unexpected – and the art of temptation.

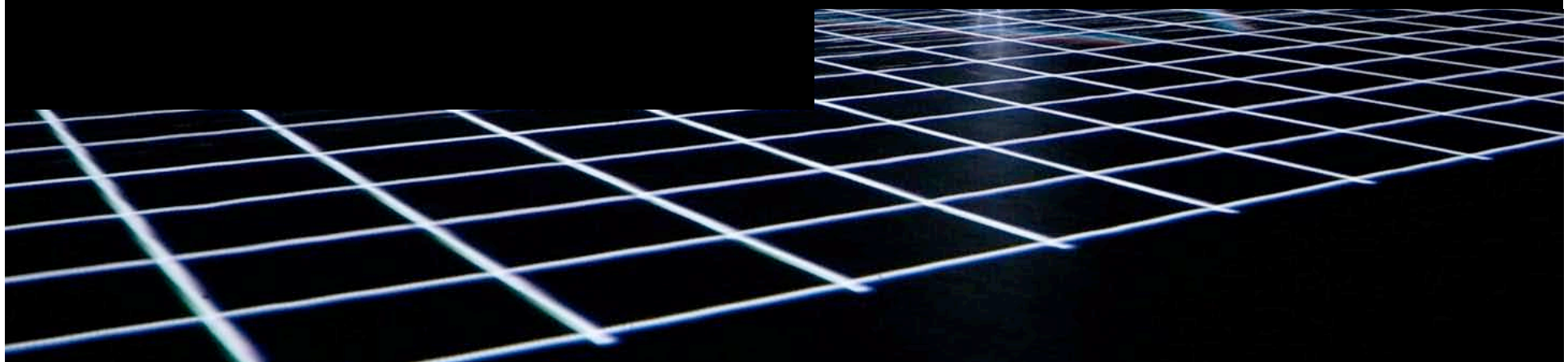
■ Show

Award Show | Ceremony Prelude



■ Show

Award Show | Ceremony Prelude



Show

Award Show | Ceremony Prelude

Examples of butterfly dancers that appear like high-tech slow-motion performers:

- Skin Probes Dresses
<http://www.youtube.com/watch?v=WRX-3DDBow0>
- Pas de Bleu
<http://www.youtube.com/watch?v=8S2cjuTAK-g>
- Holistic Strata
<http://www.youtube.com/watch?v=6hXD1rQTJio>
- Last Outburst of Beauty
<http://www.youtube.com/watch?v=tbVTCqyLUnE>

Award Show | Ceremony Prelude

- A counterpart to the visual high-tech impression, the accompanying music is romantic, enchanting and seductively glamorous.

For example:

- Vic Damone – Strange Enchantment

http://www.narcoticsyntax.de/share/tracks/VicDamone-StrangeEnchantment_clip.mp3

- Misty Roses – Komodo Dragons

("...they drift in divine, like sweat down a spine, like hands drifting down a body...")

http://www.narcoticsyntax.de/share/tracks/MistyRoses-KomodoDragons_clip.mp3

- Goldfrapp – Utopia (Sunroof Mix)

http://www.narcoticsyntax.de/share/tracks/Goldfrapp-Utopia_rmx_clip.mp3

Award Show | Ceremony Prelude

- Optional: the highlight song is performed live on the catwalk.

For example:

- **Misty Roses**, a 21st century sonic glamour duo from London/New York City. Singer Robert Conroy's versatile, incredibly clear, yet powerful voice (reminding of Scott Walker, David Sylvian and an adolescent David Bowie) definitely causes hearts to melt.
- Misty Roses – Komodo Dragons
(see previous page)
- Misty Roses – Up in Flames
(cover version of a song out of the David Lynch "Wild at Heart" movie soundtrack)
<http://www.youtube.com/watch?v=D2uJQ1IXucY>
- Last Outburst of Beauty
(*"...the sky is falling, the sky is falling, the sky is falling... in love..."*)

■ Show

Award Show | Ceremony Prelude



Misty Roses

■ Show

Award Show | Award Ceremony



Award Show | Award Ceremony

- During the whole ceremony prelude a live camera transmits images of the **discussing and gesticulating jury** via the 16/9 and opposite screens.
- All of a sudden, 3 mighty silhouettes emerge from the left side of the catwalk.
- They are 3 gorgeous, young butterfly/dragon men with huge wings.
- At this moment, the jury members **stop the audio-visual spectacular immediately** by means of a synchronous, forceful gesture.
- **Silence.**

■ Show

Award Show | Award Ceremony

Award Show | Award Ceremony

- The elevated look of the 3 young butterfly/dragon men appears sophisticated, masculine, self-confident, fascinating.
- They pace majestetically towards the jury's table.
- During their walk, the **video recall of all 37 lingerie designs** flash by via the 16/9 and opposite screens.
- A dramatic soundscape begins to fade in.
- Having arrived at the jury's table, the jury hand 3 small cocoons over to the 3 butterfly/dragon men: a bronze, a silver, and a golden one.
- Actually the men turn out to be the **receivers of the jury's award decision**.
- Thus, they become the winged messengers to proclaim the award winners.
- This will happen in an unexpected way.

■ Show

Award Show | Award Ceremony



Award Show | Award Ceremony

- In the meantime, the moderator comments on the breathtaking scene, like an excited reporter.
- The first of the young butterfly/dragon men opens his cocoon, a bronze one.
- Some gaseous substance escapes – for example dry ice.
- A live camera transmits a close-up of the opening process via the 16/9 and opposite screens.
- The moderator continues to report excitedly.
- The escaping dry ice effect out of the cocoon is picked up and carried on by projections:
- The LED screens fill with projected vapour and spacey dragon nebula visuals (or a pyroclastic flow of a volcano eruption – see media appendix).

■ Show

Award Show | Award Ceremony

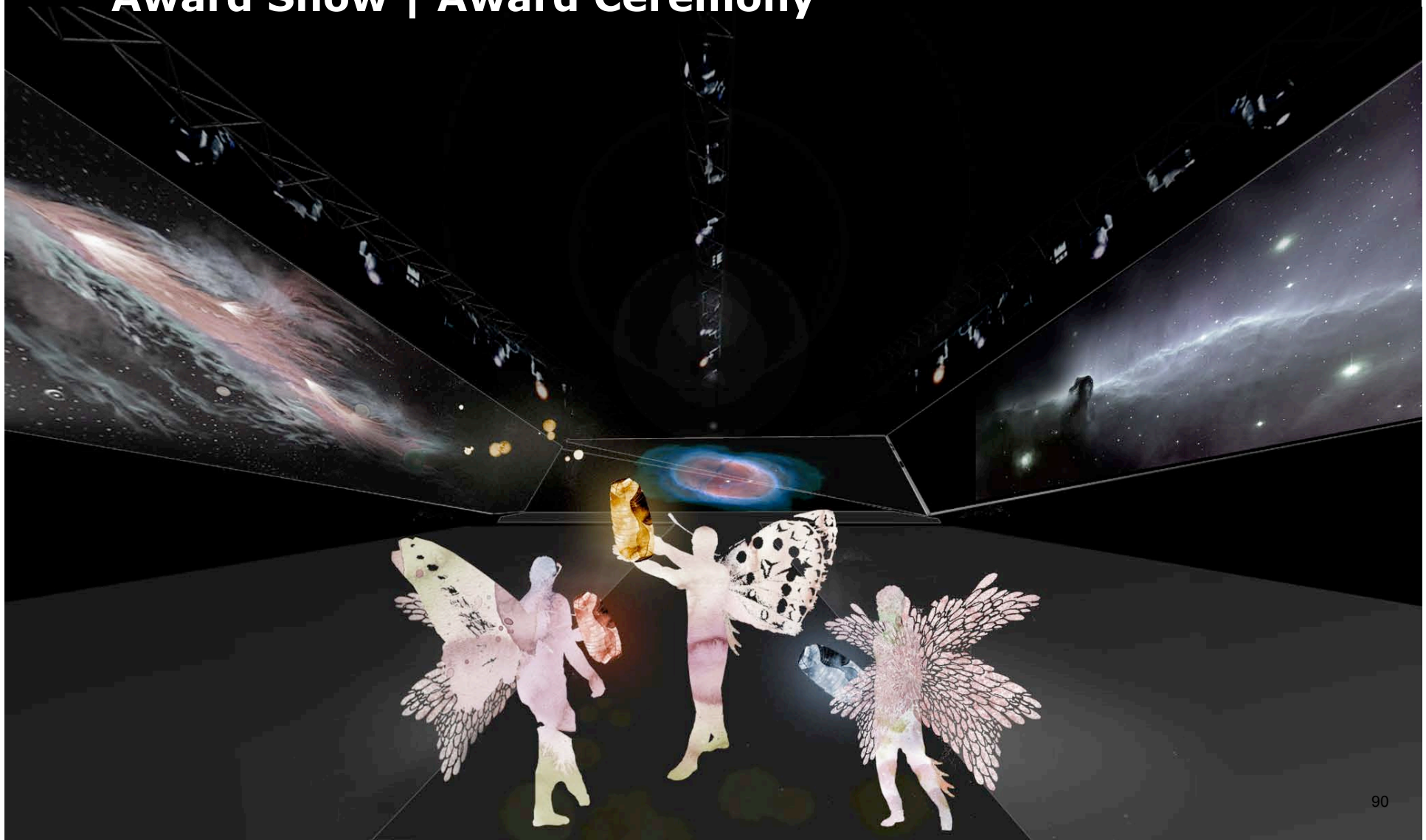


Award Show | Award Ceremony

- Out of the projected vapour and nebula images **a butterfly appears** on the LEDs.
- The colouring of this butterfly points to the flag colouring of the 3rd award-winning country.
- Simultaneously, the portrait of the winning contestant is screened via the 16/9 and opposite screens.
- Applause is encouraged by the moderator.
- This procedure is repeated for the 2nd award (the silver cocoon is opened) and 1st award (the golden cocoon is opened) winners: the according butterfly emerges from the projected vapour.
- The award ceremony is intensified by a dramatic soundscape.
- Finally the 3 **award-winning lingerie designs are altogether presented live** on the catwalk.
- The presenting models are accompanied by the award winners.
- The jury congratulates the winners.

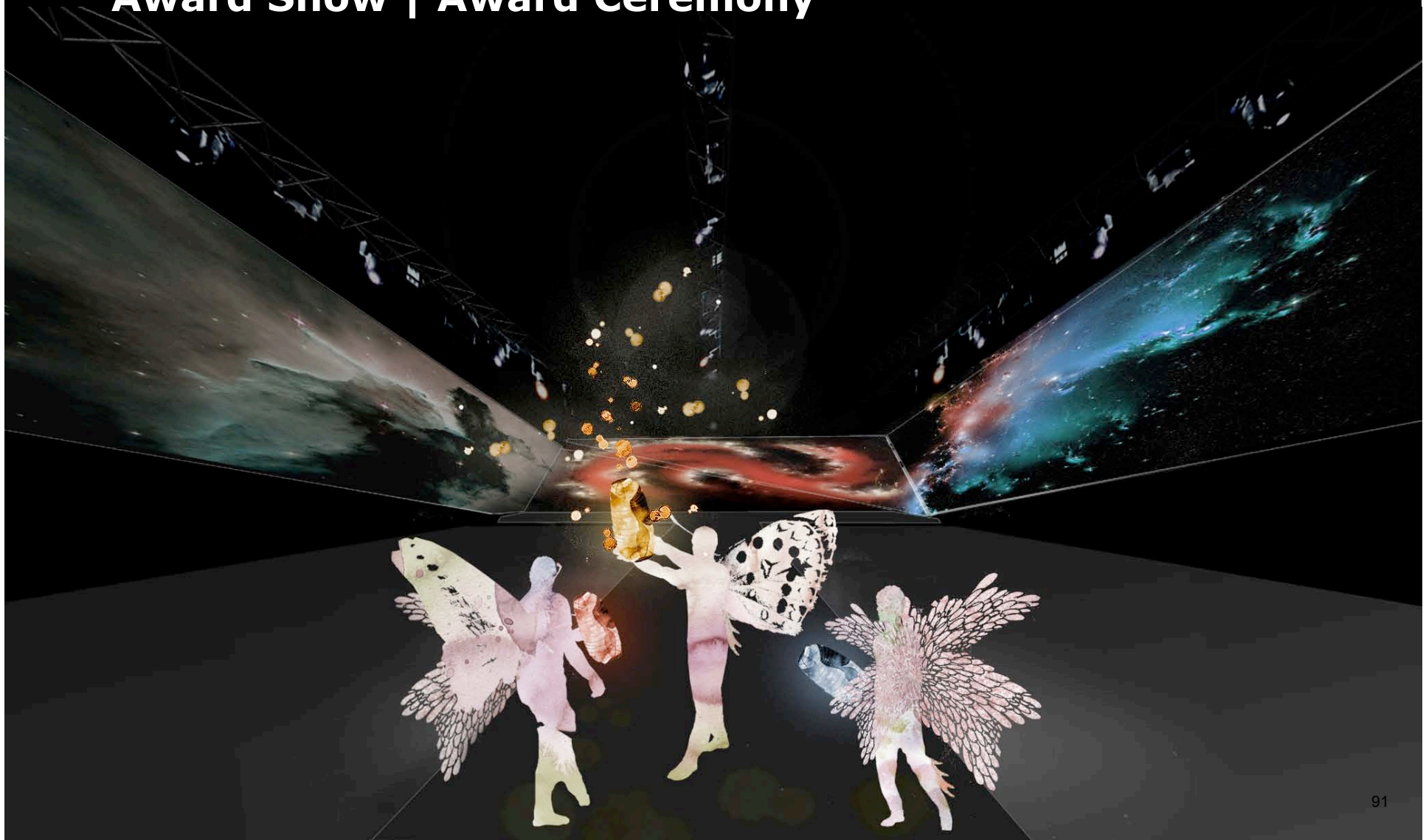
■ Show

Award Show | Award Ceremony



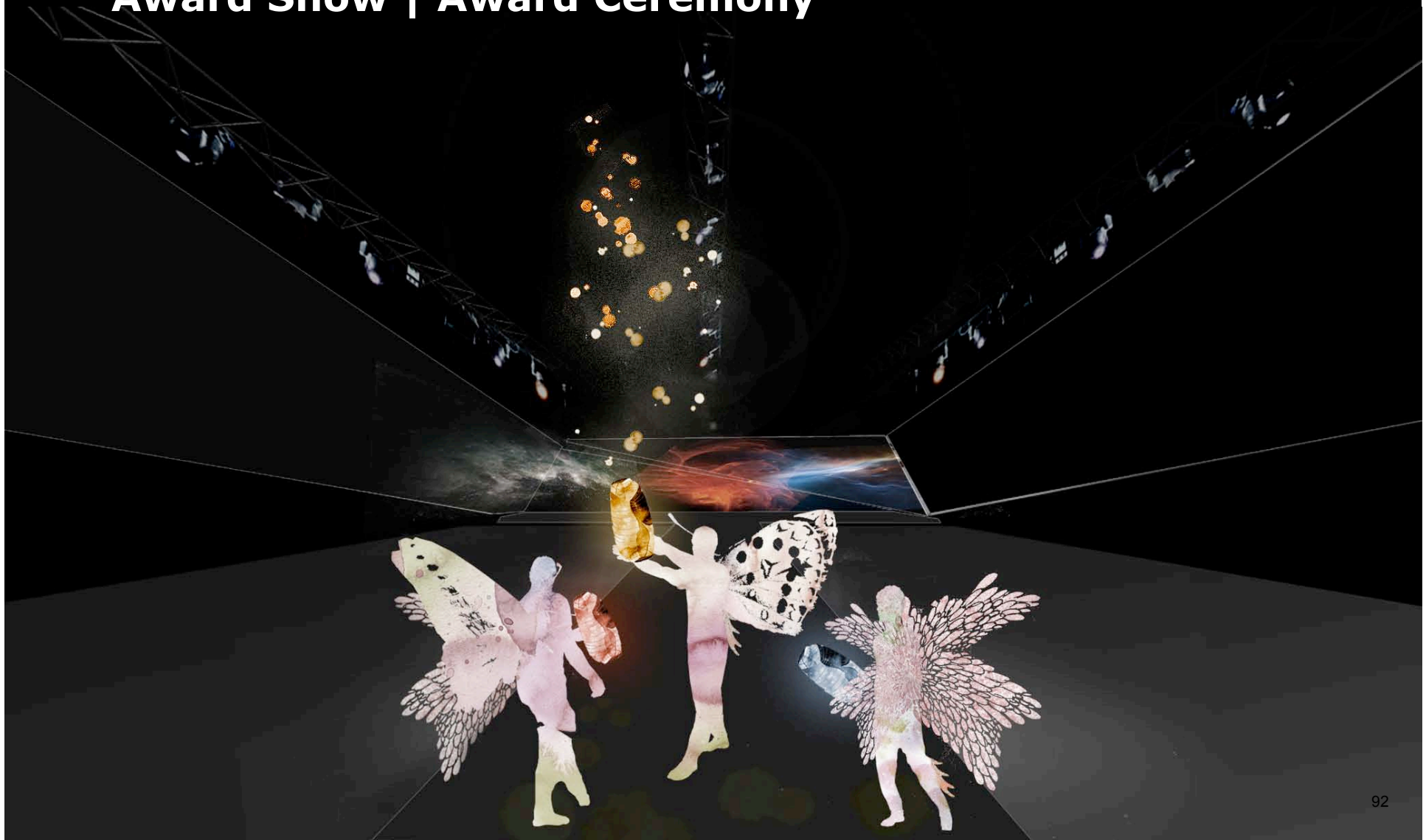
■ Show

Award Show | Award Ceremony



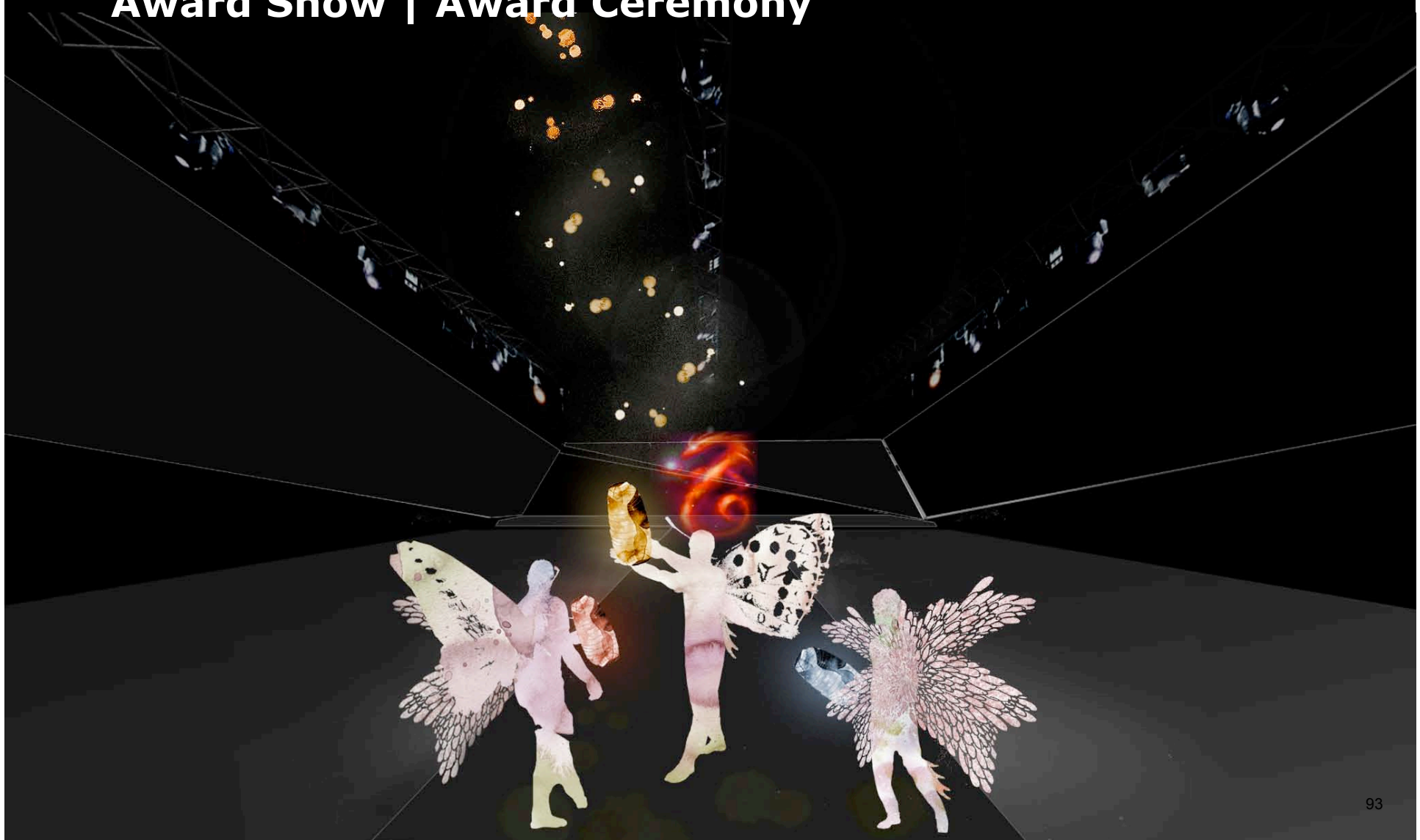
■ Show

Award Show | Award Ceremony



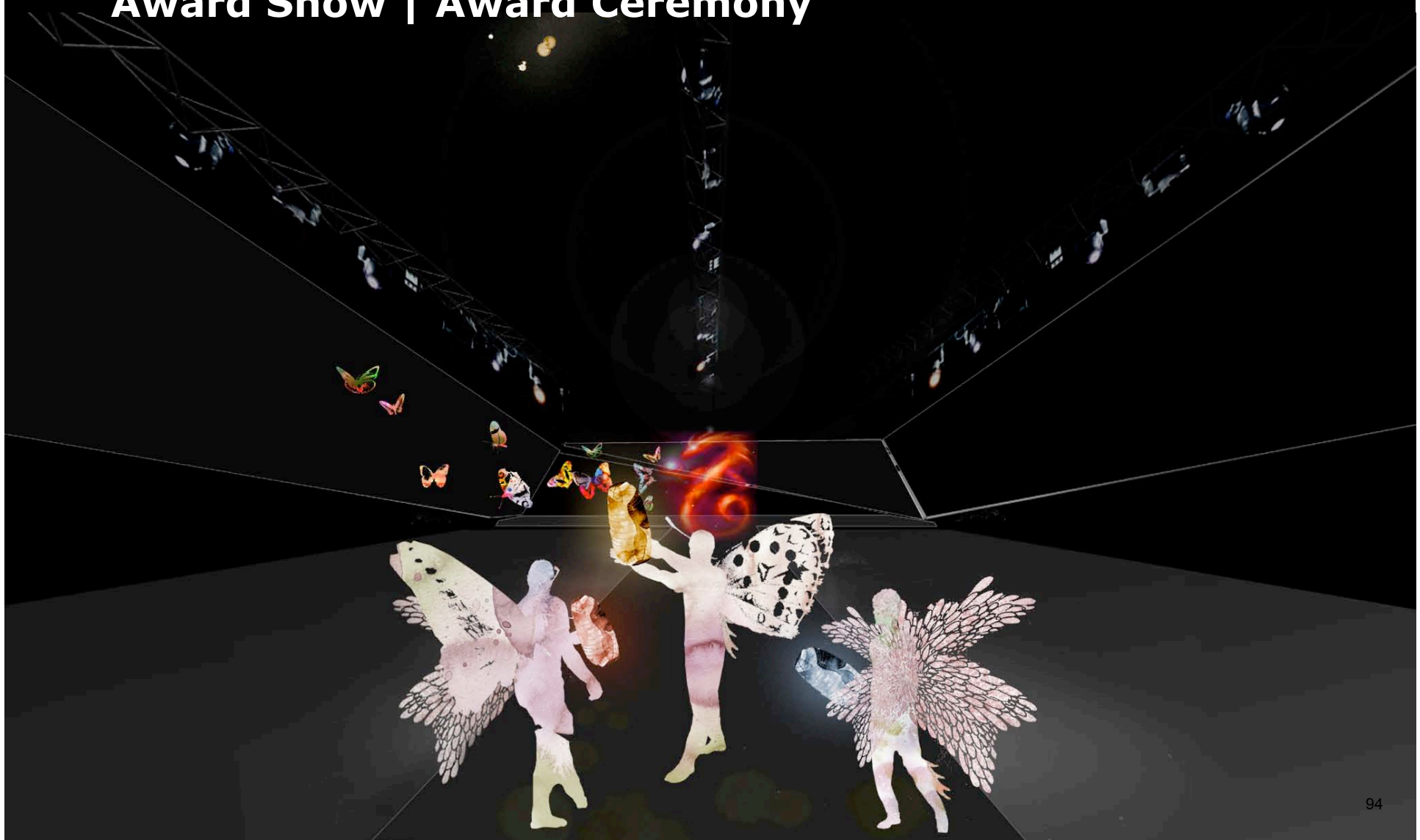
■ Show

Award Show | Award Ceremony



■ Show

Award Show | Award Ceremony



An aerial night photograph of the Shanghai skyline, featuring the Oriental Pearl Tower and the Bund. The image is illuminated with city lights, and the text 'THE TIA SHOW 2012' is overlaid in white.

THE TIA SHOW 2012

PUBLIC FASHION SHOW

Public Fashion Show

- The space and media impression of the Public Fashion Show is based on the amazing, imaginative closed system of architecture, videos, motion, light and sound as known from the Award Show.
- Only the content of the projections on the LED screens is different: no butterflies and dragons out of a creator's (and audience's) imagination.
- Instead, **high-class, real life urban impressions** from all over the world are presented – according to TRIUMPH's true global relevance.
- Thus, screened visuals via the LEDs represent and position TRIUMPH as a **global brand**:
- Fact is, the TRIUMPH brand is present in 52 countries of the world.
- Accordingly, this strong value is achieved by amazing, moving **panorama view projections** of the metropolises from all 52 TRIUMPH countries of the world – what a breathtaking impression over 2 screens of 20 meters length!

■ Show



Public Fashion Show | Paris



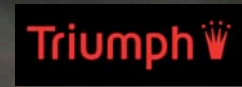
■ Show

Triumph 

Public Fashion Show | New York



■ Show



Public Fashion Show | Tokyo



■ Show



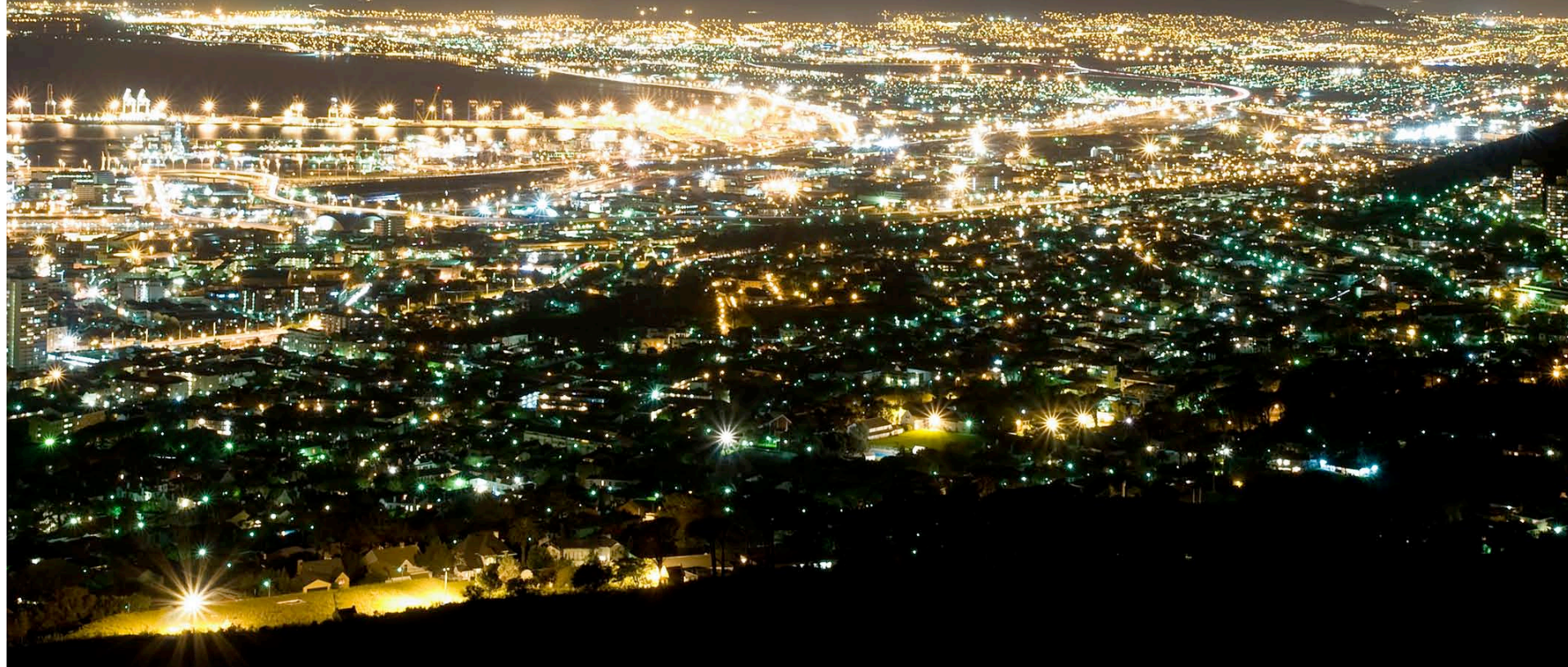
Public Fashion Show | Rio de Janeiro



■ Show



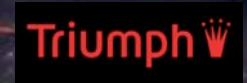
Public Fashion Show | Capetown



Public Fashion Show

- Additionally, the screened visuals are intensified effectively by the 2 VJs operating mind-blowing visual effects out of the media server Pandora's Box.
- This spectacular reflects the atmosphere of the TIA 2012 city host:
- **Megacity Shanghai** is vibrant, exciting, dynamic, and actually larger than life – a city of superlatives.
- Here's the connection between the city host Shanghai, the global TRIUMPH market, the brand philosophy and today's women's **active lifestyle**:
- Classiness, glamor, luxury, passion, temptation, sensuality, inspiration, uniqueness, exclusiveness, enchantment, **emotion** – firing imagination and generating desires.




■ Show

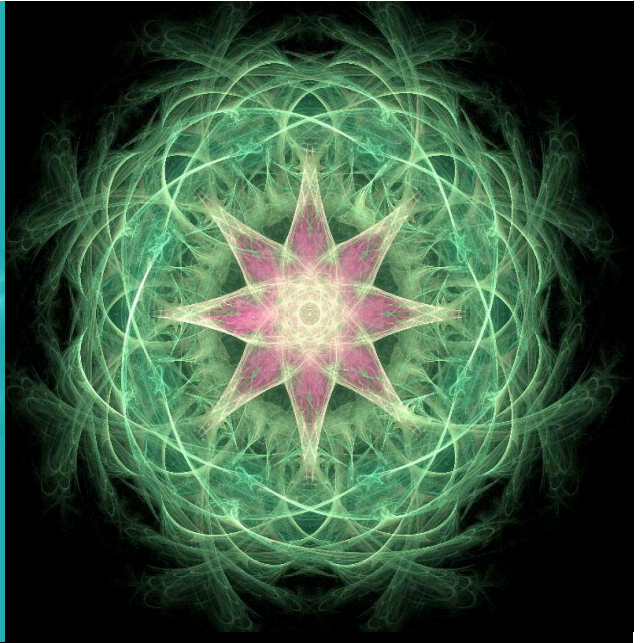
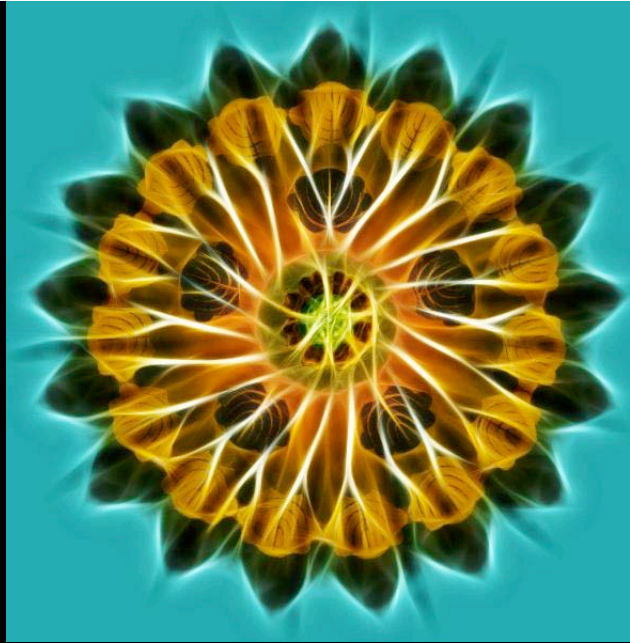
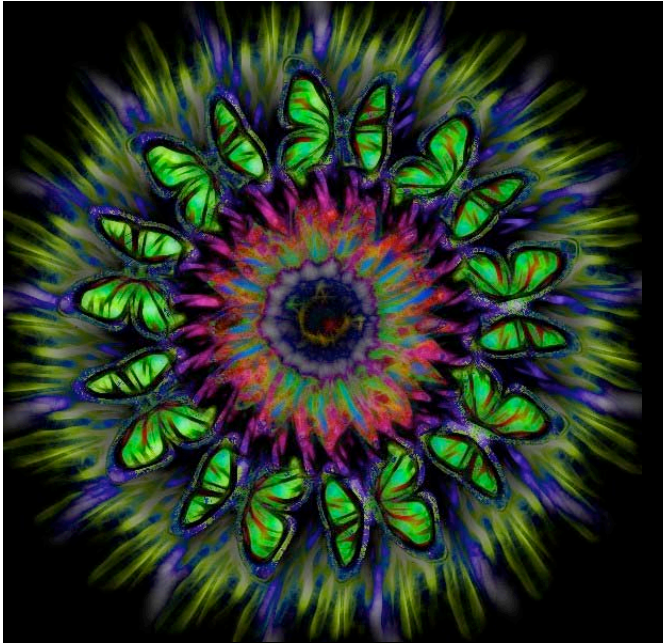


Public Fashion Show | Shanghai



Public Fashion Show

- The icing on the cake will be the TRIUMPH brand logos „crowning” prominent landmarks of the screened panorama views. 
- They appear as fixed stars above each metropolis panorama view. 
- Alternatively (if allowed): 6-8 TRIUMPH brand crowns are arranged as circles to appear as fixed stars. 



THE TIA SHOW 2012

MEDIA APPENDIX

Award Show | Media (Cocooning)

- **Element: Air/Love**
- The butterfly is a symbol of **air** and airiness.
- Every butterfly is a spark of love.

- While walking in their cocoons, each model leaves a butterfly trail behind them on the LED screens.

- The models are "walking while raising butterflies" – and while their body movements stir excitement among those creatures.

- The butterfly trail can be composed of animated butterflies, or edited of real butterfly footage, or a combination of both.

- Each butterfly trail appears different in size, colour, mass, consistency, dynamics.

■ Media

Award Show | Media (Cocooning)



Media

Award Show | Media (Cocooning)



Media

Award Show | Media (Cocooning)



Award Show | Media (Cocooning)

- According to the individual lingerie designs, the various images of butterfly trails are intercut and superposed with design process and development visuals:
- Individual "best of" impressions from each student's design collection – like the ones that can be experienced in the Hall of Fame: studies, sketches, layouts, abstracts, thoughts, ideas...
- Again, the 2 VJs are in charge of mixing images, animations, collages, and conjuring breathtaking effects live out of Pandora's Box.

Award Show | Media (Transformation)

- **Elements: Water and Fire/Passion**
- Dragons in Chinese mythology are strongly associated with water in popular belief.
- Dragons in Western mythology are a symbol of fire and spiritedness.
- The dragon becomes a symbol of passion.

- Immediately after cocoon removal, from the moment when the lingerie design is revealed, the trail of butterflies on the LED screens morphs surprisingly.

- Some butterflies morph to a dragon-like creature, others disappear into other visual worlds.

- Elements meet: dynamic water and fire visuals symbolize the flow and clash of emotions.

- In the sense of Chinese mythology, the water dragon is being released like the flow of emotions.

- In the sense of Western mythology, the fiery dragon of temptation is being released.

- Again, dragons appear different in size, colour, mass, consistency, dynamics. The animated dragons are abstract, visible in parts: eyes, mouth, wings, serpentine bodies, water trails, mostly elusive.

■ Media

Award Show | Media (Transformation)



Media

Award Show | Media (Transformation)



■ Media

Award Show | Media (Transformation)



Media

Award Show | Media (Transformation)



■ Media

Award Show | Media (Transformation)



Award Show | Media (Transformation)

Example of butterfly-to-dragon morphing:

- the eyes on the wings of a butterfly become the face of a dragon.

- Amazingly exotic butterflies can be filmed on location at Butterfly House, Biosphaere Potsdam, and possibly at Butterfly House Vienna:

<http://www.biosphaere-potsdam.de/de/Schmetterlingshaus>

<http://www.schmetterlinghaus.at>

Award Show | Media (Transformation)

- Simultaneously, the venue is filled with an excitingly vibrating sound.
- The atmosphere changes to an emotionally arousing effect.
- The **purity of love** receives a **sudden shower of passionate emotion**.
- Subsequently, one of the animated dragons breathes a swarm of butterflies, that is spreading all over the screens again.
- The emotional effect becomes full circle.

Media

Award Show | Imagery

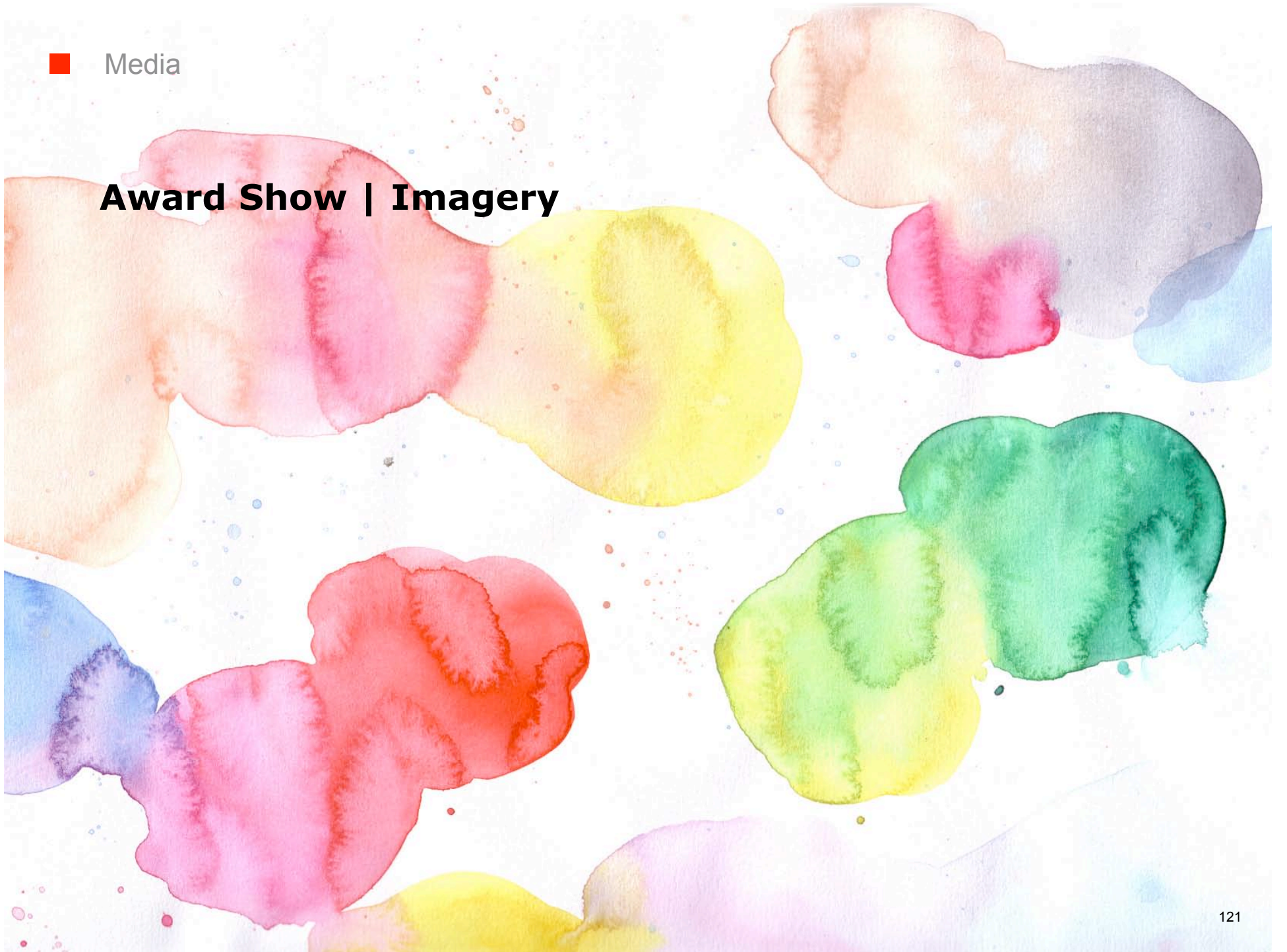


Award Show | Imagery

- Water/water dragons: an aquarell/watercolour-like look-and-feel (reference to Chinese culture): brushstrokes, blurs of colour, blotting paper effects.
- Colours are being soaked, sponged, absorbed.
- Blending, scattering, osmosis.
- Black and white, and sepia sequences, slightly colourized, semi-transparency.

■ Media

Award Show | Imagery



Award Show | Imagery



Award Show | Imagery



Award Show | Imagery



Award Show | Imagery



Award Show | Imagery



Award Show | Imagery

- Macro footage that symbolizes a feeling of having delightful goosebumps, sending shivers of pleasure: fabric and plant fibers, iron particles and magnet – a magnet as a symbol for the power of attraction.

Example:

- Extrawelt – Was übrig bleibt (Mood, stunning images start at 1:39)
<http://www.youtube.com/watch?v=Jek0HCeFGy0>

Award Show | Imagery

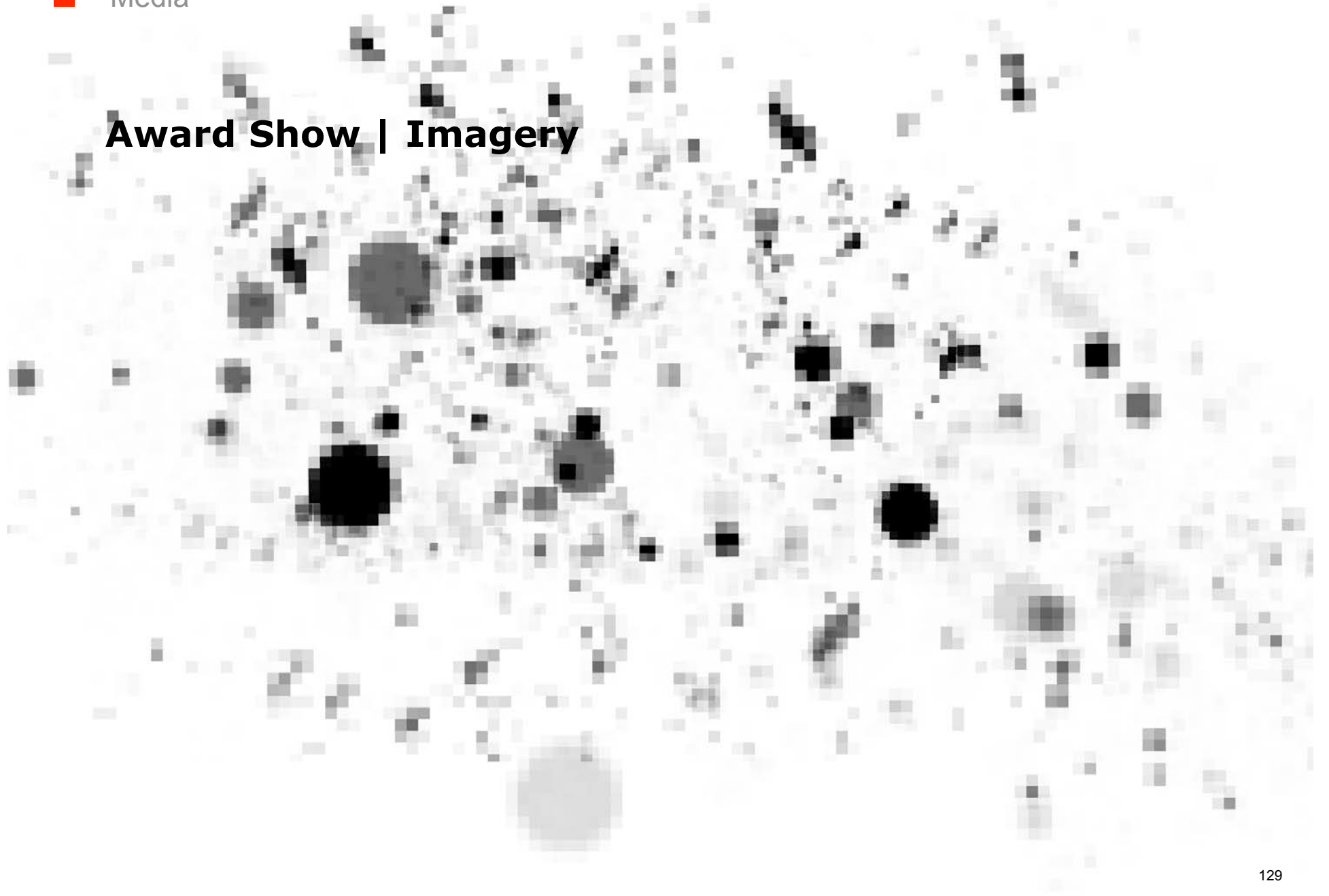
- Stroboscopic clicks and glitches.
- Butterfly explosions, animated, serpentine dragon scales patterns.
- Particles form to mosaics, collages, that pulsate, inflate, blow up, swell, balloon.
- They converge and separate again.
- The particles symbolize the "spark of genius", initial inspiration and brainstorming.

Example:

- Stan Brakhage – Black Ice
<http://www.youtube.com/watch?v=g-rACt6IX5c>

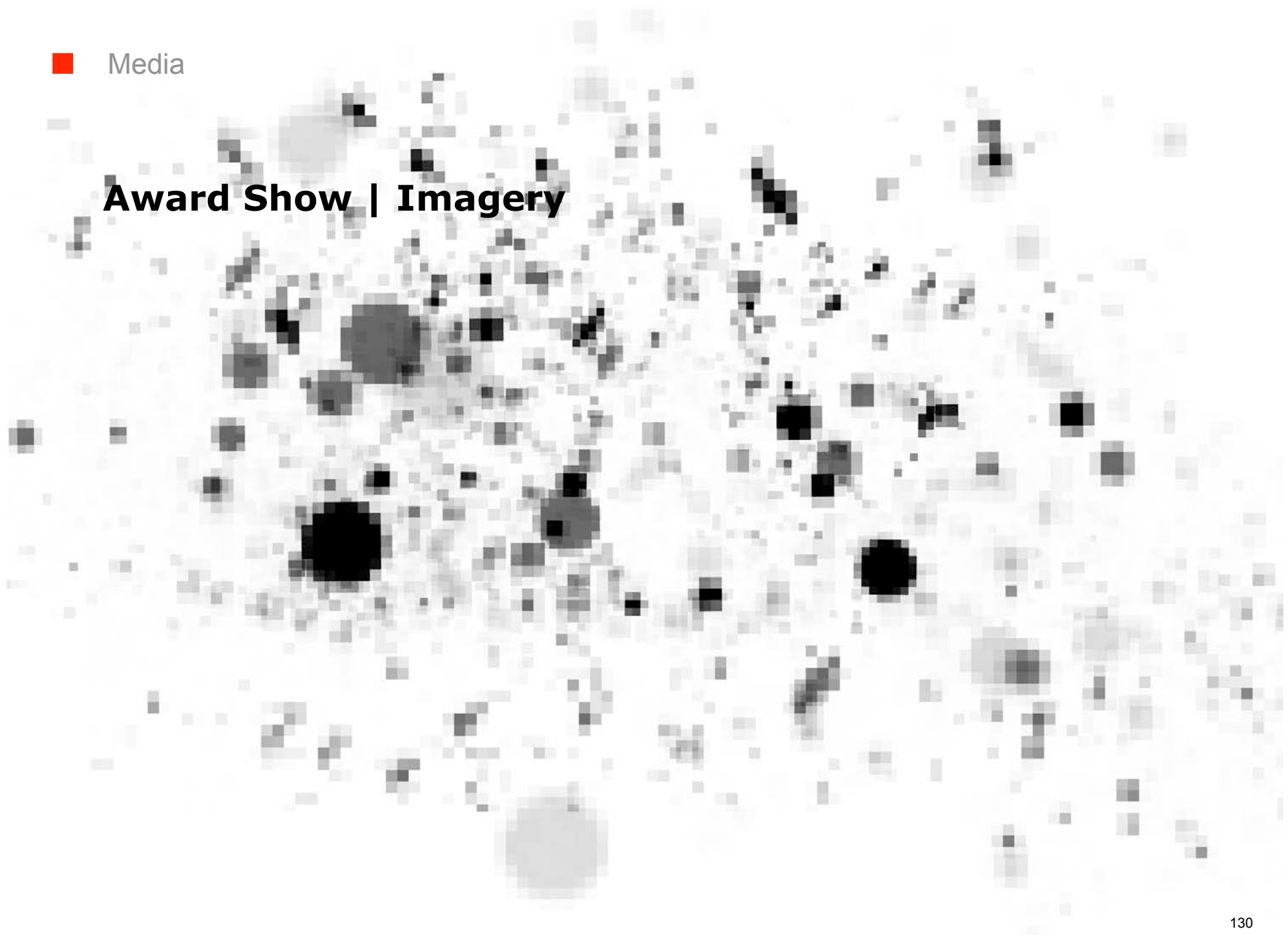
■ Media

Award Show | Imagery



■ Media

Award Show | Imagery

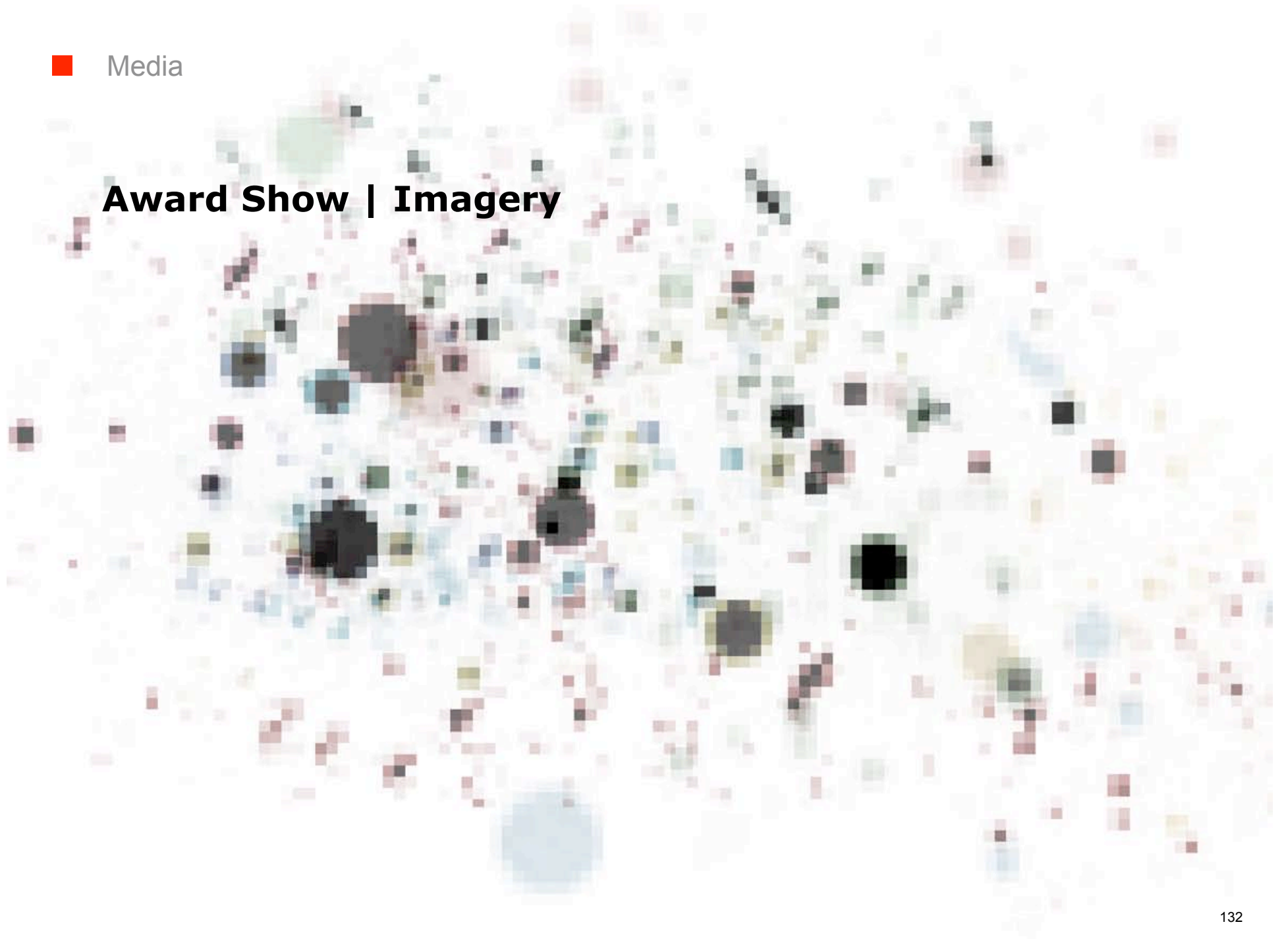


■ Media

Award Show | Imagery

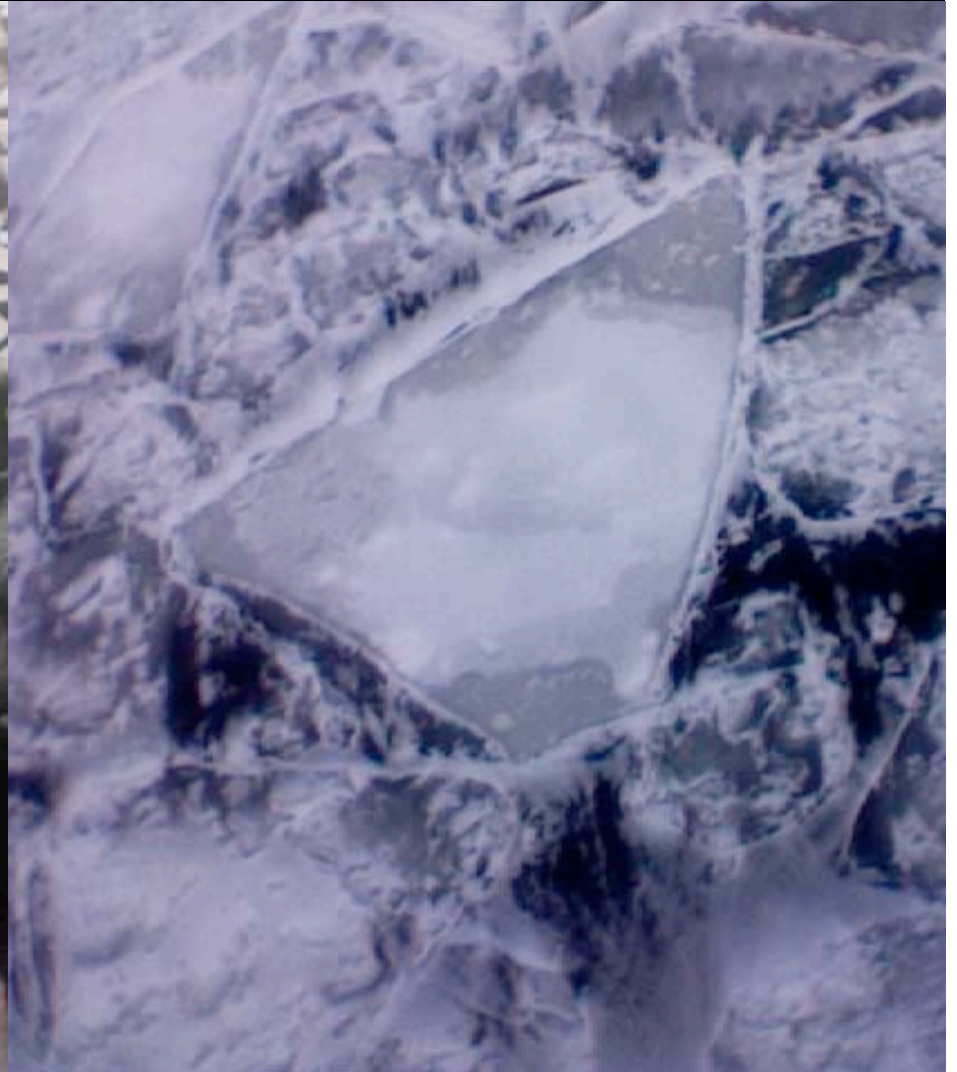
■ Media

Award Show | Imagery



■ Media

Award Show | Imagery



Award Show | Imagery

- Symmetrical forms, "Rorschach" inkblot (butterfly) effects, smoke:

Example:

- Hara Katsiki – Opium
<http://vimeo.com/15778465>

Award Show | Imagery

- Star clusters from space (dragon nebulae) and lava close-ups (pyroclastic flows) serve as a steadily morphing background for VJ effects.

■ Media

Award Show | Imagery

■ Media

Award Show | Imagery



■ Media

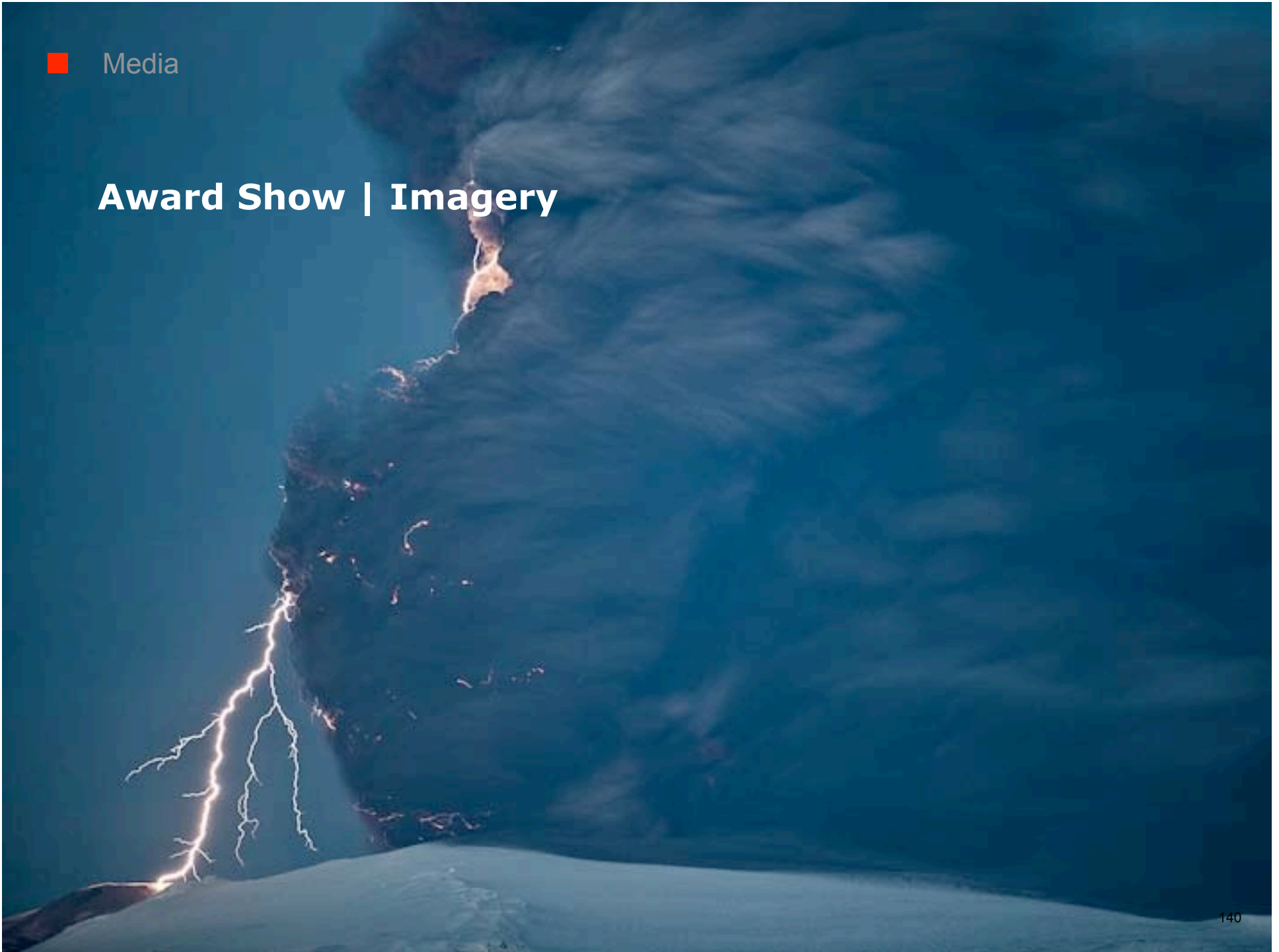
Award Show | Imagery

Award Show | Imagery



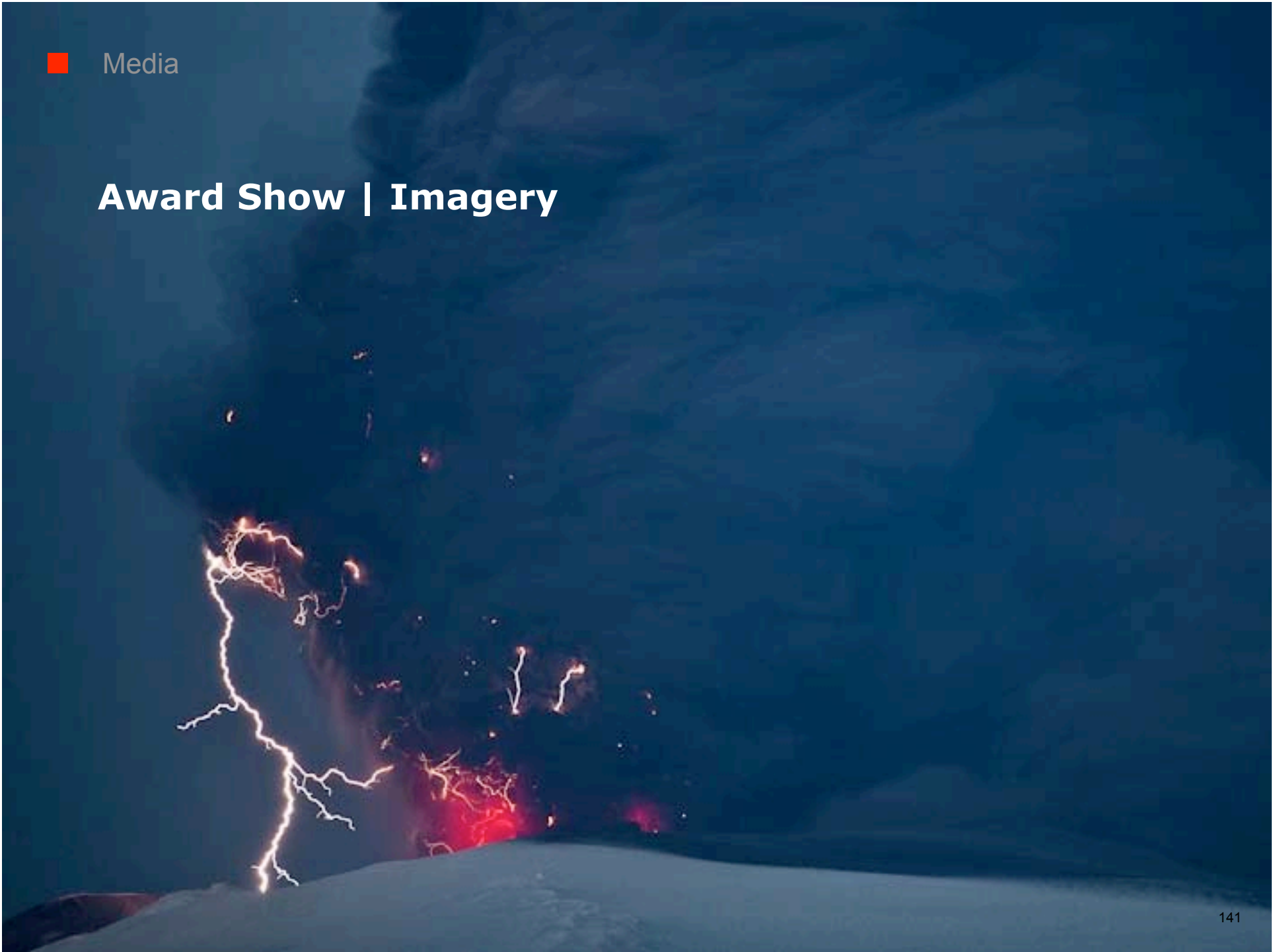
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Award Show | Imagery



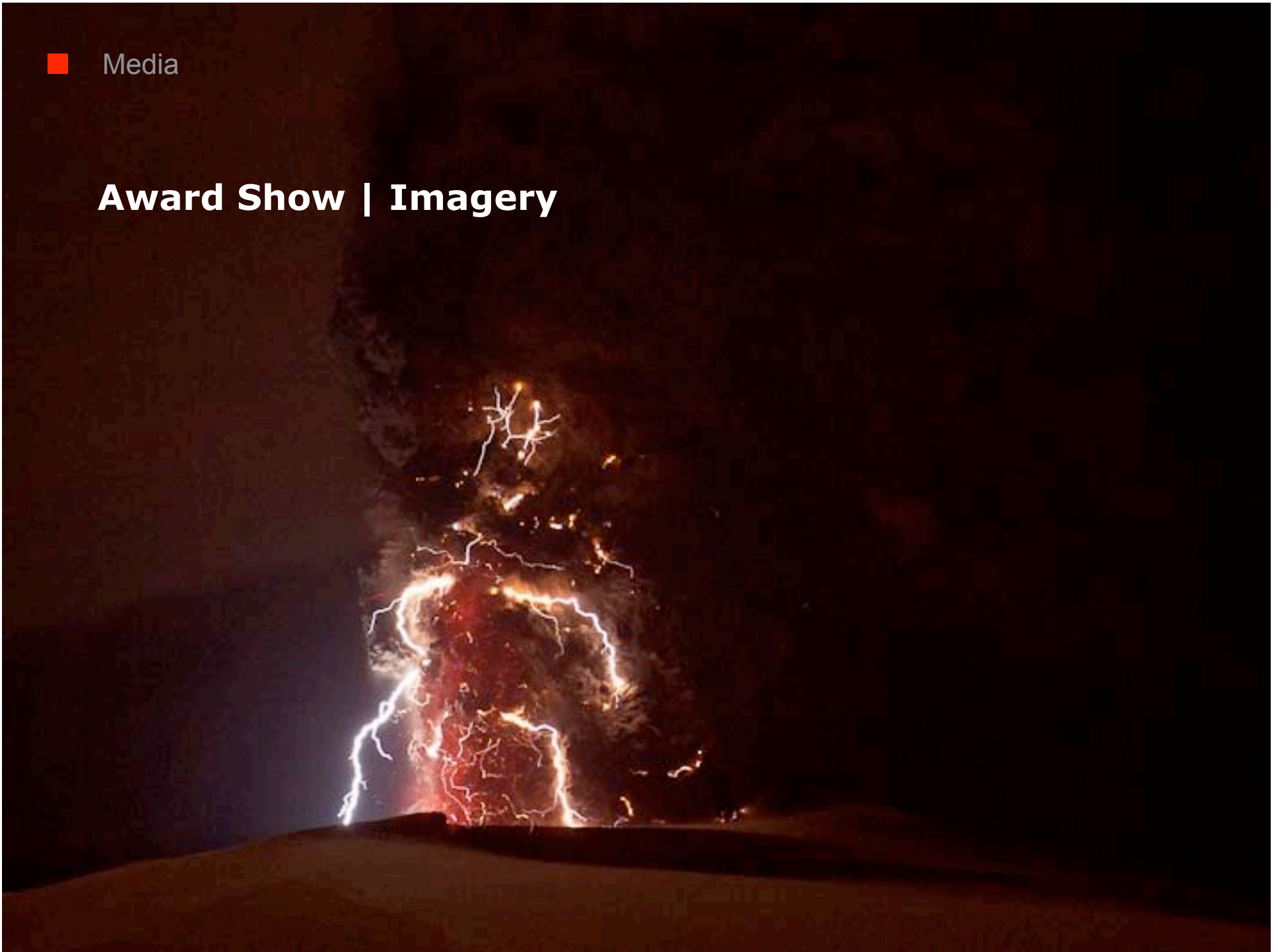
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Award Show | Imagery



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Award Show | Imagery



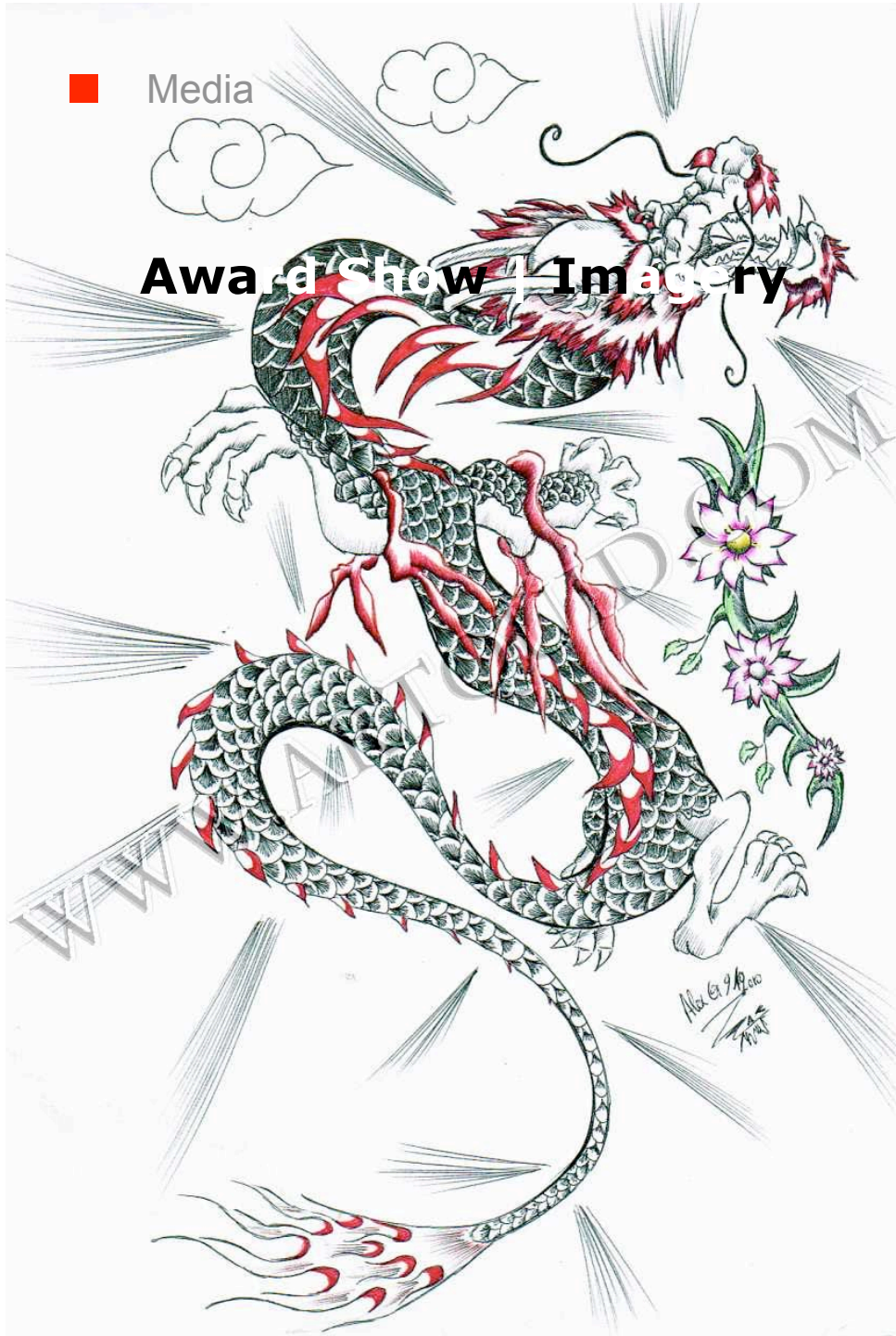
Media

Award Show | Imagery



Media

Award Show Imagery



Award Show | Music

- There will be a dynamic, highly **emotional soundscape** all over the show – from seductive Exotica via romantic crooning and passionate jungle percussion to a sensually charged, contemporary club sound.
- All kinds of sound effects according to the themes give the audience the impression of sitting amidst an exciting audio drama.
- To be sure to have a perfect music flow available on the catwalk, the set will be pre-produced.
- We have a pool of experienced, internationally acclaimed club/radio DJs with outstanding skills available, who are able to prepare stunning music sets, or perform live.
- They are experienced event music conceptionist and consultants known as resident in Berlin's Berghain/Panoramabar club temple as well as in famous jet-set 'Bar Tausend'. And they play prominent venues of the world, in cities like Santiago de Chile, Tokyo and Toronto...

Award Show | Music (catwalk)

- The models walk synchronous to the beat of the music.
- 120 beats per minute is the double resting pulse rate. 125 bpm is capable of raising the pulse of the audience.
- However, the bpm rate can be exactly adjusted to the required walking speed (while the melody pitch remains the same).

Award Show | Music (catwalk)

- The catwalk music is a tight mix of old-school to contemporary club and lifestyle highlights, underground hits and a bit of mainstream – but only the cream from the crest of the wave. (including the sound from 2012):
- Classics, must-haves, sought-afters which are moving and moving forward, uplifting, full of melodies and vitality.
- Digital and analog, dynamic electronics and guitars, body and soul, rhythm and spirit...
- All the songs have the *"je ne sais quoi"*, a certain something.
- They are primary carriers of emotion: classy, passionate, seductive, sensually charged, stunning, breathtaking, inspirational, enchanting, enigmatic, firing imagination and generating desire.
- The emotional level is equally high during the whole catwalk show not to advantage or disadvantage a lingerie design by musical tendencies.
- Mostly vocal tracks, the titles and lyrics refer in a versatile way to the theme "love and passion".
- Mixed in a set, the flow of the songs represent **the emotional maximum**.

Award Show | Music (examples)

- A few inspirational tracks for the catwalk:
 - Central Living – Everyday
 - Lovetronic – You Are Love
 - Kadebostan & Lalou – Salome
 - Voice Farm – Seeing is Believing ("*...I believe in you...*")
<http://www.youtube.com/watch?v=YJ2W2-EV0bM>
 - Jack Peñate – Tonight's Today
<http://www.youtube.com/watch?v=Nn-Oo5zPPt4&ob=av2e>
 - Recloose feat. Joe Dukie – Dust
 - Blake Baxter – When a Thought Becomes U
- Download song clips (zip file):
http://www.narcoticsyntax.de/share/tracks/Triumph_CatwalkMusic.zip

Media

Thank You!

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