

GlobalShop

What does an eight ball sound like?



So, you're in Las Vegas at the Venetian Hotel, where more than 900 exhibitors and retailers from around the world are there for the largest retail and design expo on the planet. As you walk the show floor, you encounter a sleek, modern structure looming before you. It's unlike anything you've ever seen. You find your curiosity getting the better of you as you push through a curtain of shimmering silver ball chains hanging in the entrance. Once inside, you find yourself in a powerful sensory experience: You're enveloped by the look, feel, sound and scent of a red rose in full bloom.

The goal for GlobalShop 2005 was to present Audio Imaging in a powerful way by creating a full sensory experience of three everyday objects. The idea was simple. If we can create an experience with a red rose, an eight ball and a martini — then imagine what we can do for your business.



What does a red rose sound like?

Passion. Romance. Love. After stepping through the cool drapes made of silver ball chains, our guests were engulfed by a space filled with 700 red roses and the scent of dark chocolate. Plasma screens hung on the walls, showcasing floating rose petals. And music befitting a red rose pulsed through the enveloping sound system, featuring soothing tones of artists such as Etta James, Nat King Cole, Stevie Wonder and Sade. This day was about romance – a cozy café, a glass of red wine and a seat next to your lover. It was about sweet memories and powerful emotions, all inspired by the simple beauty of a red rose.



What does an eight ball sound like?

The second day of GlobalShop was all about swagger – the smoky, dark energy of a billiards hall with a row of Harleys parked outside. It was the self-confidence and edge that surrounds something mysterious. Guests walked in and were engaged by a completely different experience. Instead of seeing roses and smelling chocolate, they found themselves surrounded by 700 eight balls and the alluring sweet smell of tobacco and leather. Our Audio Architects designed a program featuring artists such as Blondie, the Rolling Stones and B.B. King – music that expresses an attitude and conveys the power of an eight ball slamming into the corner pocket of a well-worn pool table.

What does a martini sound like?

Hangin' with Frank, Sammy and Dino at the Copa. Sophisticated grace. With 700 martini glasses and as many lemon twists, the third and last day of GlobalShop had a classy theme all its own. Yellow lights shone throughout the booth, and a citrus scent floated lightly in the air. Images of the Rat Pack were shown on our digital signage platform, adding to the experience. The music chosen by our Audio Architects featured artists such as Frank Sinatra, Ella Fitzgerald and Miles Davis, bringing to life the cool elegance associated with sipping a martini in a smoky club, a jazz band swinging on stage.

Three days. Three objects. Three different experiences combined to create a complete expression of Muzak's design expertise, the power of Audio Imaging and our passion for creating Audio Architecture solutions. Our GlobalShop 2005 solution earned Muzak our second 'Best in Show' award.



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