

**SIMONE SERLENGA**

SPACE DESIGN | MEDIA SCENOGRAPHY



SOME INSIGHTS IN THE PROCESS LEADING TO THE PROJECTS  
SELECTED PROJECTS 2012-2018 SKETCH





## MOCK-UP FLAGSHIP STORE MILAN

PROJECT: WINDOWS DISPLAY DESIGN  
CLIENT: GUCCI, MILAN  
TASK: RETAIL WINDOWS DESIGN

DATE:  
01 SEPTEMBER 2018  
LOCATION:  
MILAN







MOCK-UP FLAGSHIP STORE MILAN





LOW CONSUMPTION NEON TUBES

MONITOR 12"

ULTRA SLOW MOTION VIDEO NATURE PATTERN

MONITOR 13"

MONITOR 18"

ANIMAL SCULPTURES MADE OF RECYCLED PLASTIC

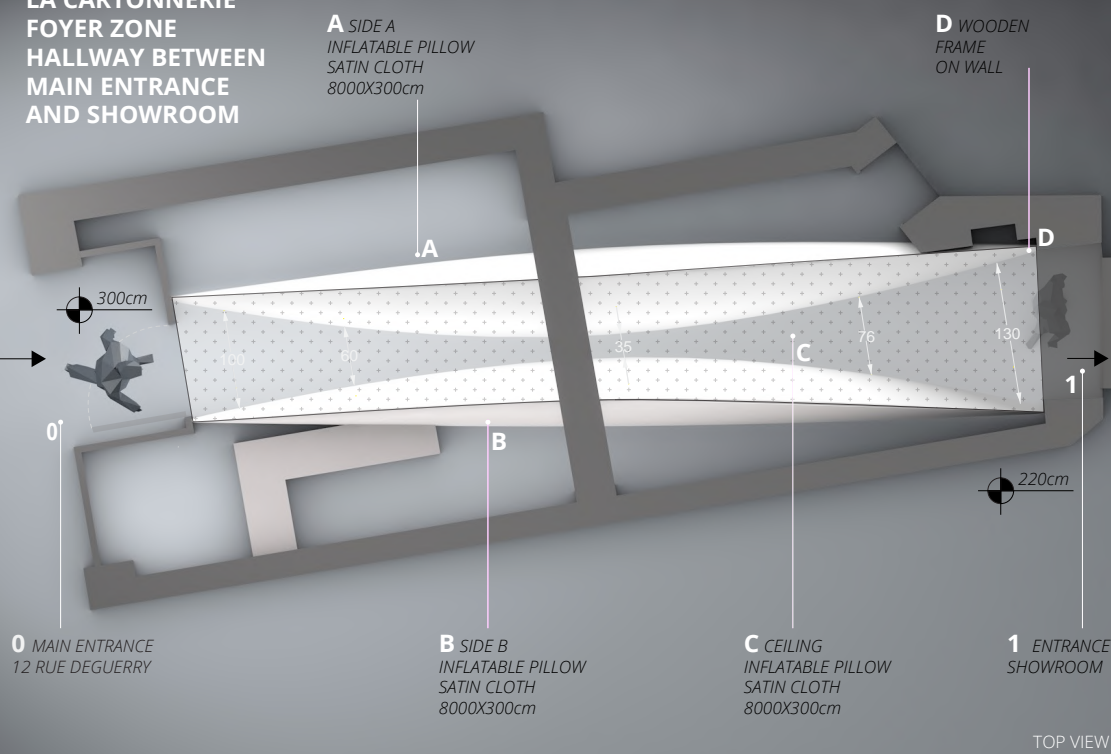
RENDER WINDOW DISPLAY LEFT SIDE

RENDER WINDOW DISPLAY RIGHT SIDE

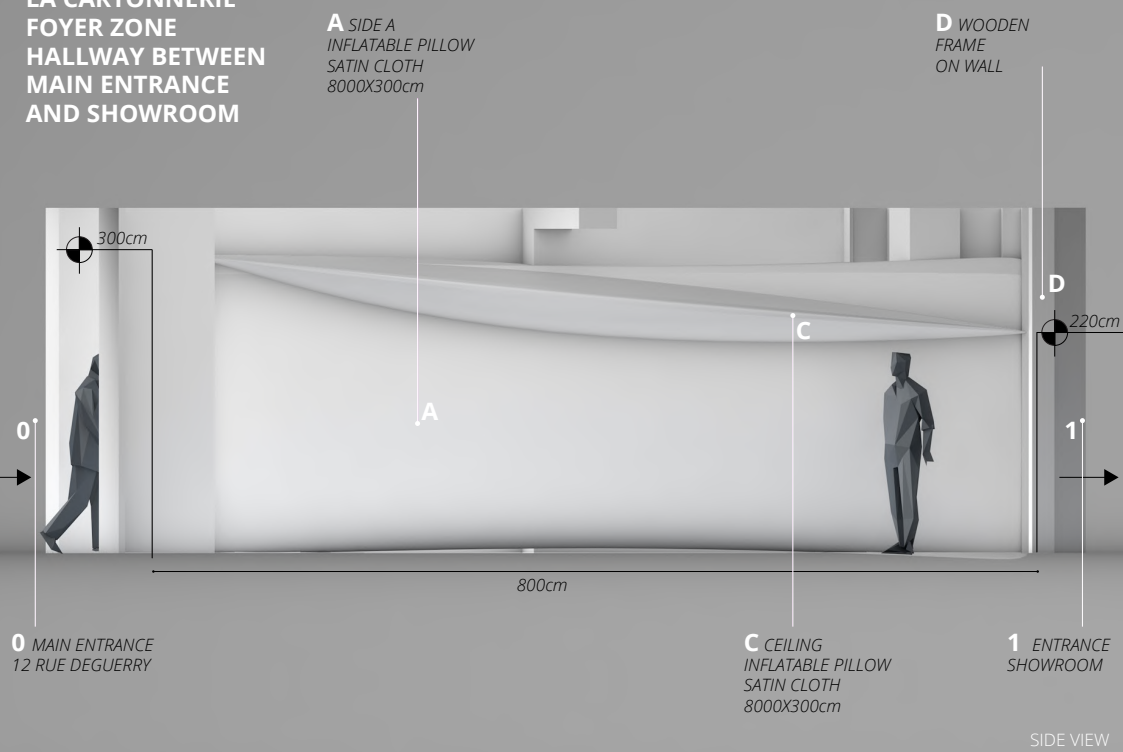




LA CARTONNERIE  
FOYER ZONE  
HALLWAY BETWEEN  
MAIN ENTRANCE  
AND SHOWROOM

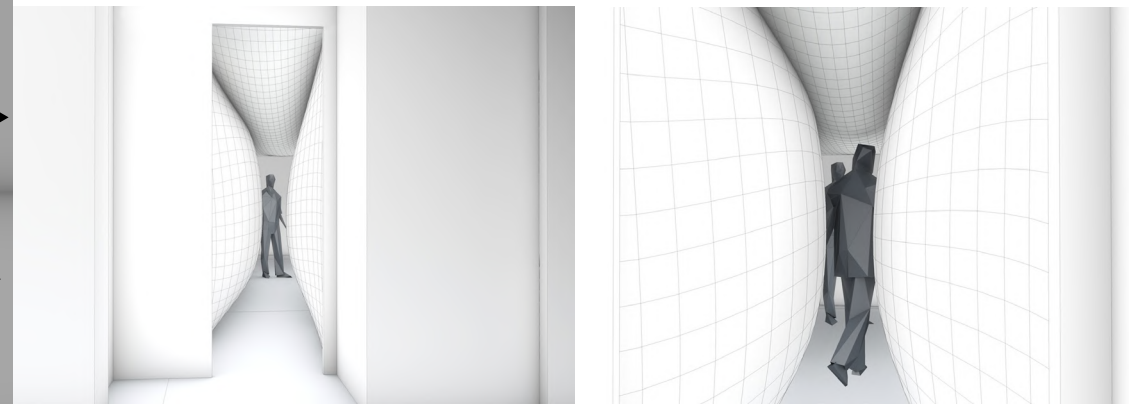


LA CARTONNERIE  
FOYER ZONE  
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MAIN ENTRANCE  
AND SHOWROOM

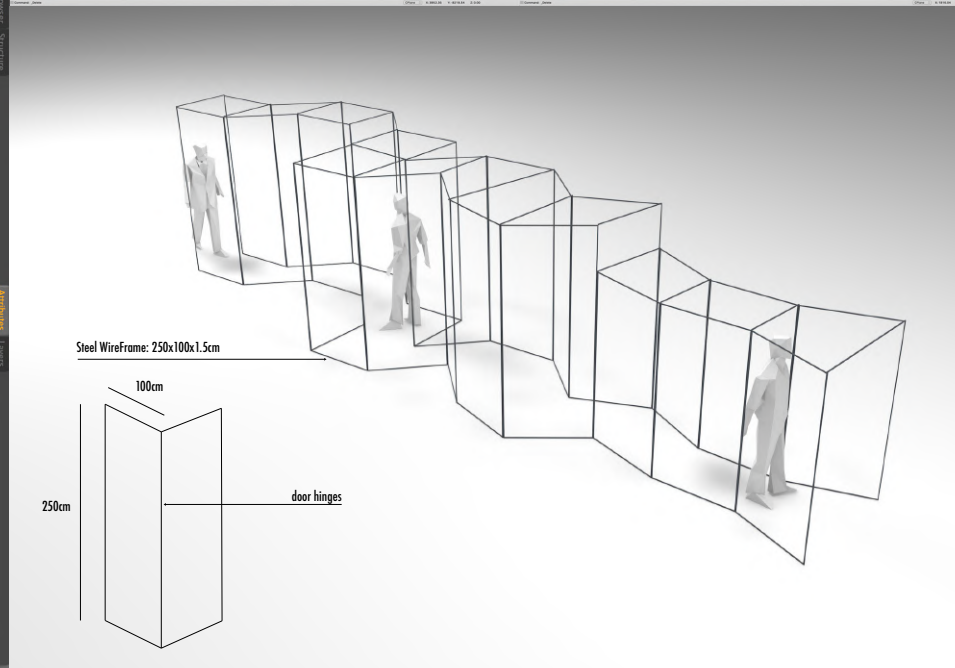
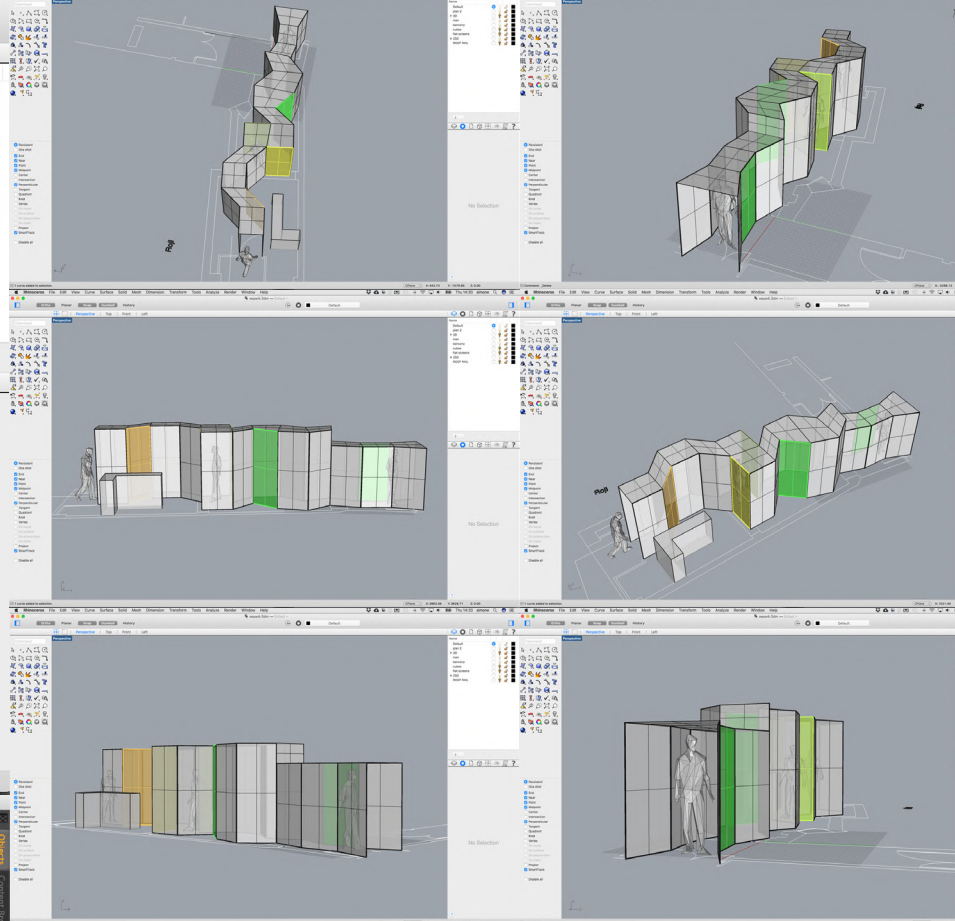
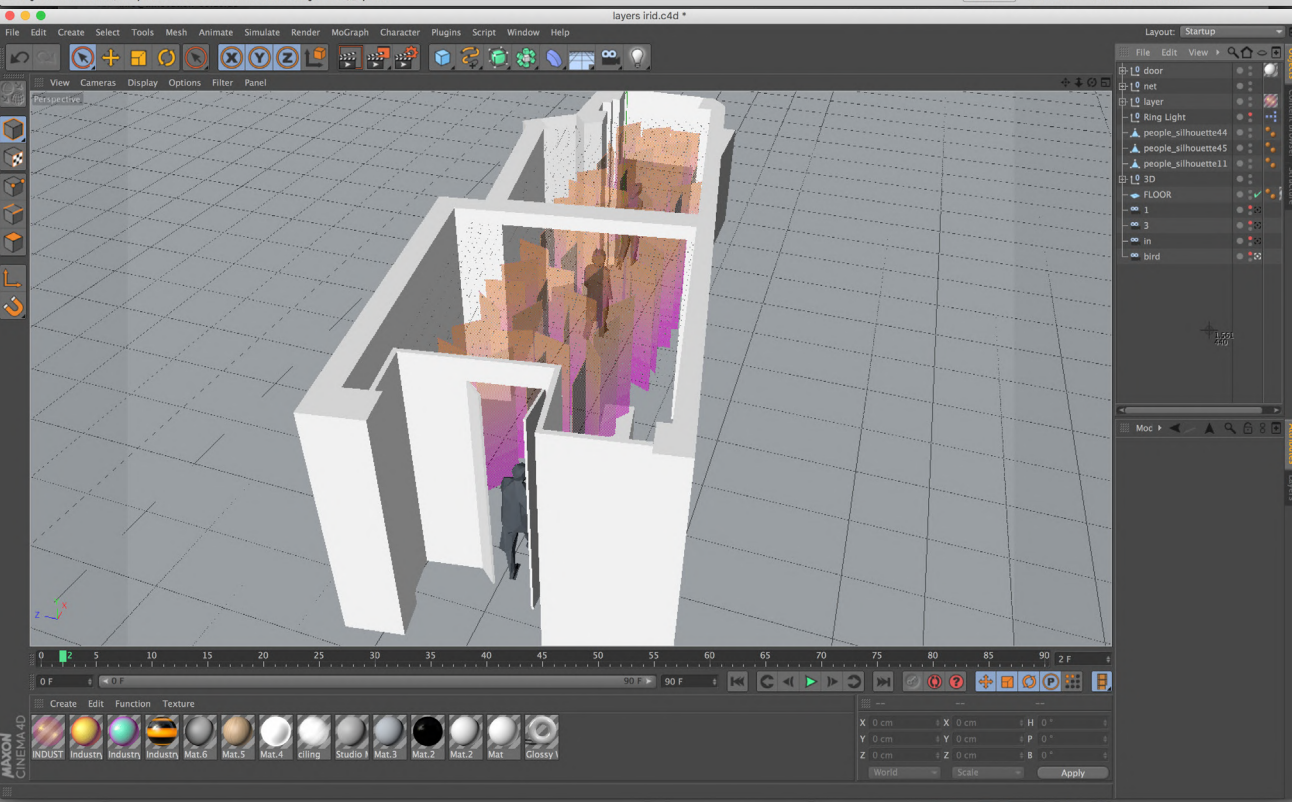
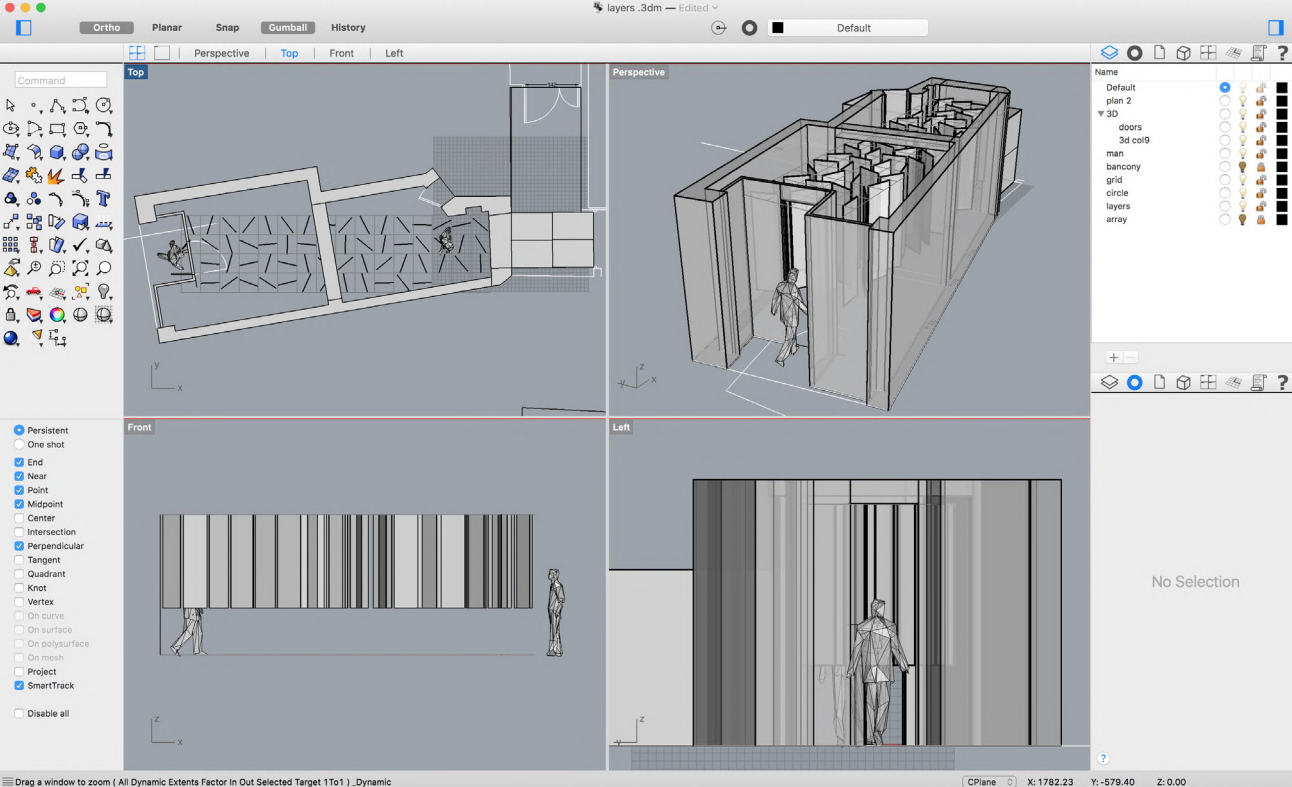


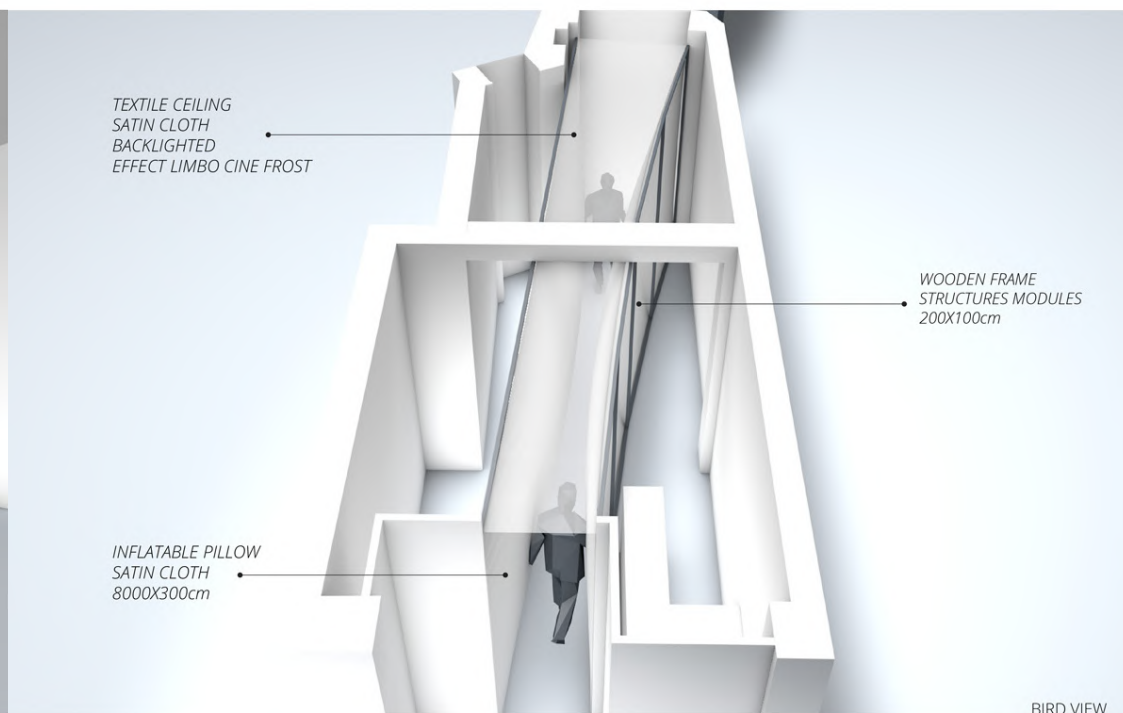
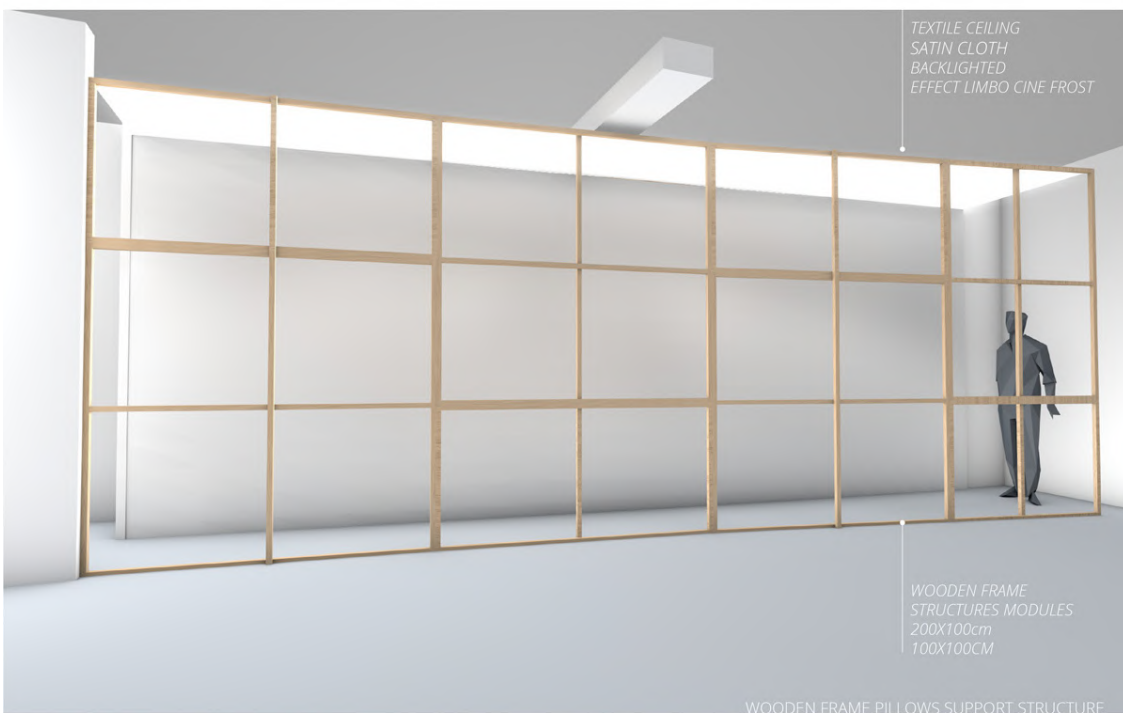
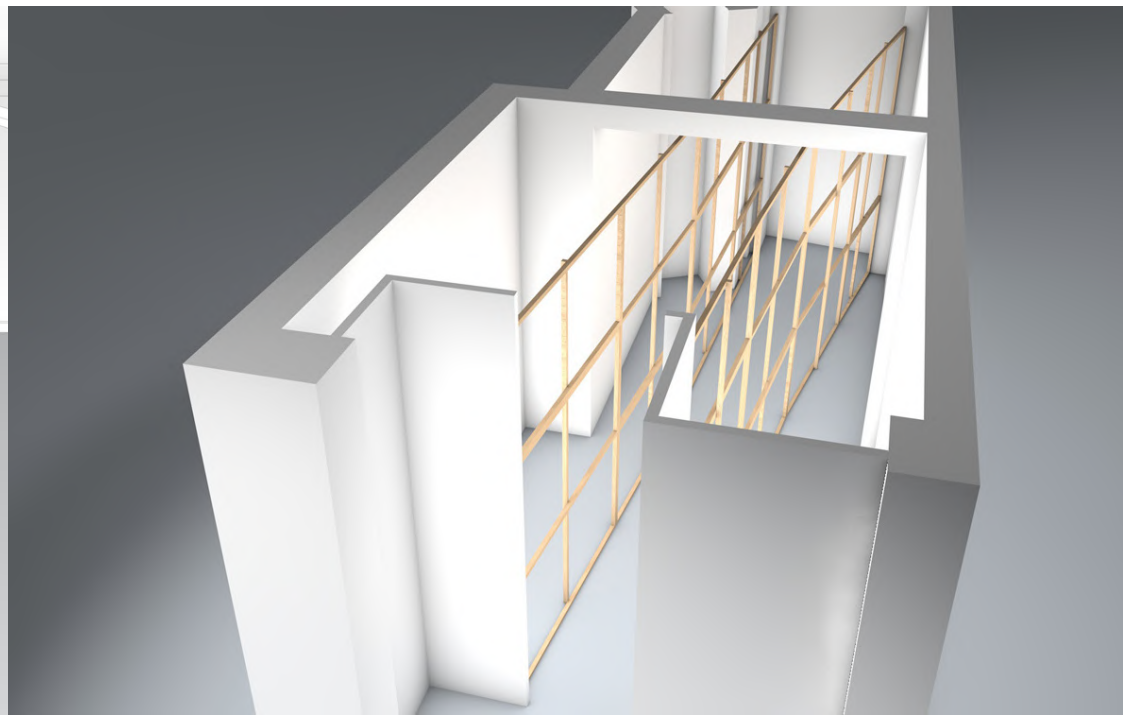
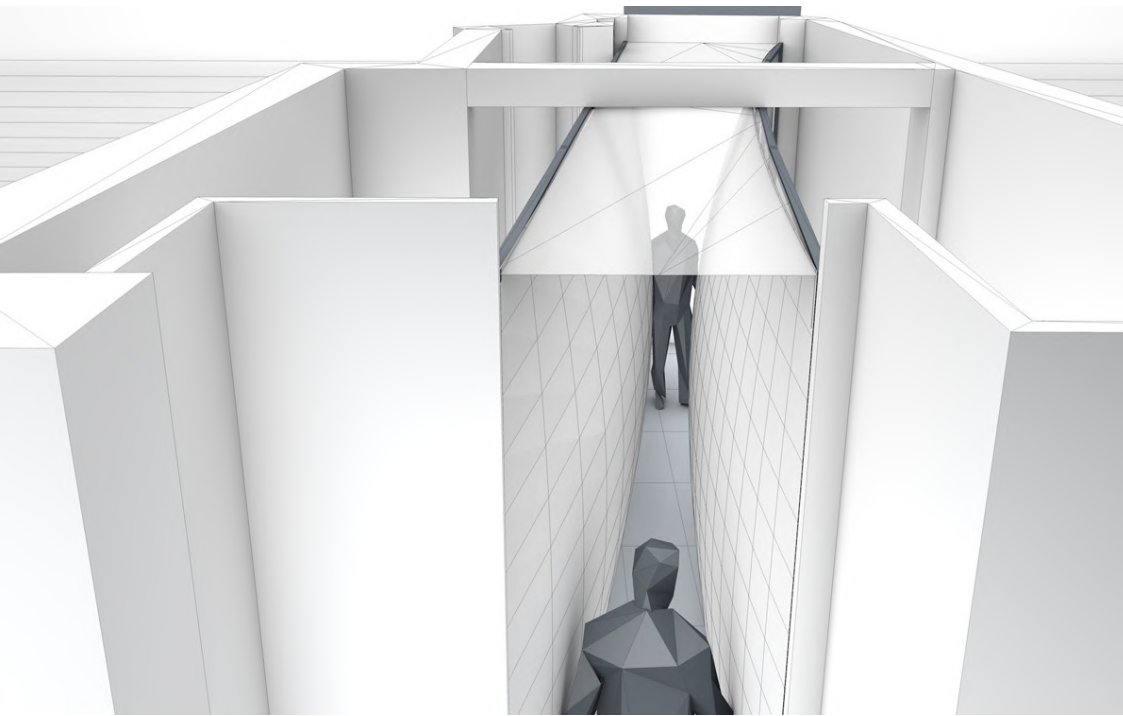
PROJECT: EXHIBITION DESIGN | INFLATABLE INSTALLATION  
CLIENT: GIUDI, PARIS SHOWROOM  
TASK: SPATIAL DESIGN | INSTALLATION  
EVENT: PARIS FASHION WEEK 2018

DATE:  
20-24 JANUARY | 01-07 FEBRUARY 2018  
LOCATION:  
LA CARTONNERIE PARIS

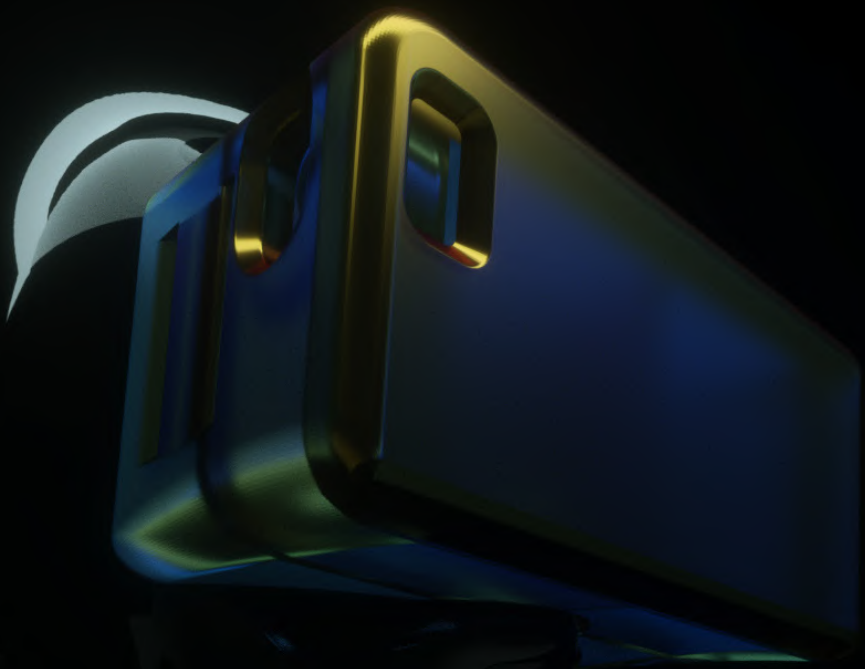












# 3

# TASCHEN

*VR & AR Display Solutions*

*design by  
Simone Serlenga  
Alessandro Rustighi*

**3 •** PROJECT: VR & AR SOLUTION  
CLIENT: TASCHEN BERLIN  
TASK: DESIGN - MANAGMENT

DATE:  
09-2018  
LOCATION:  
BERLIN



VR & AR Display Solutions

design by  
Alessandro Rustighi  
Simone Serlenga

# TASCHEN

ar & vr proposal



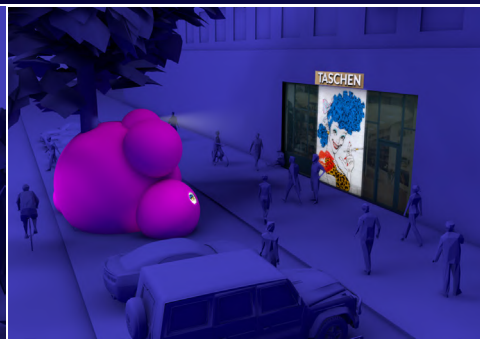


# 4

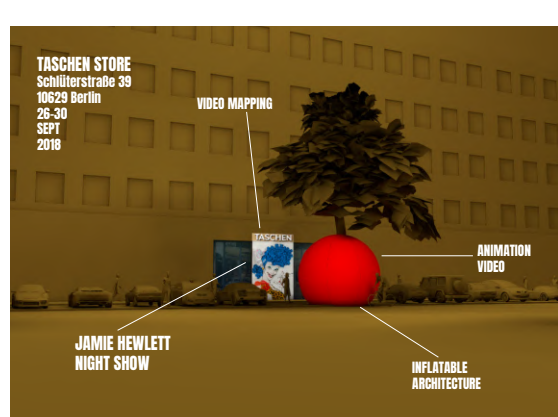
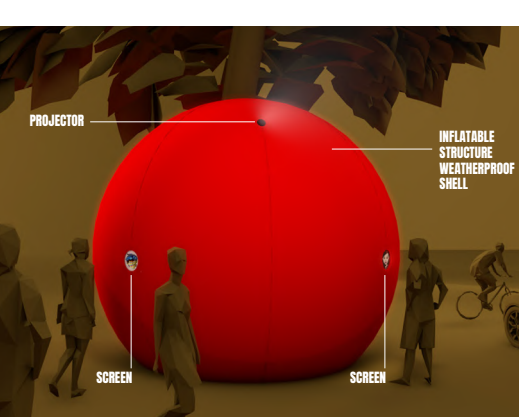
4 • PROJECT: TEMPORARY ARCHITECTURE  
CLIENT: TASCHEN BERLIN  
TASK: DESIGN - MANAGMENT

DATE:  
09-2018  
LOCATION:  
BERLIN



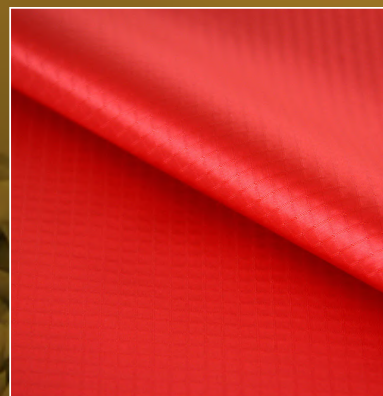






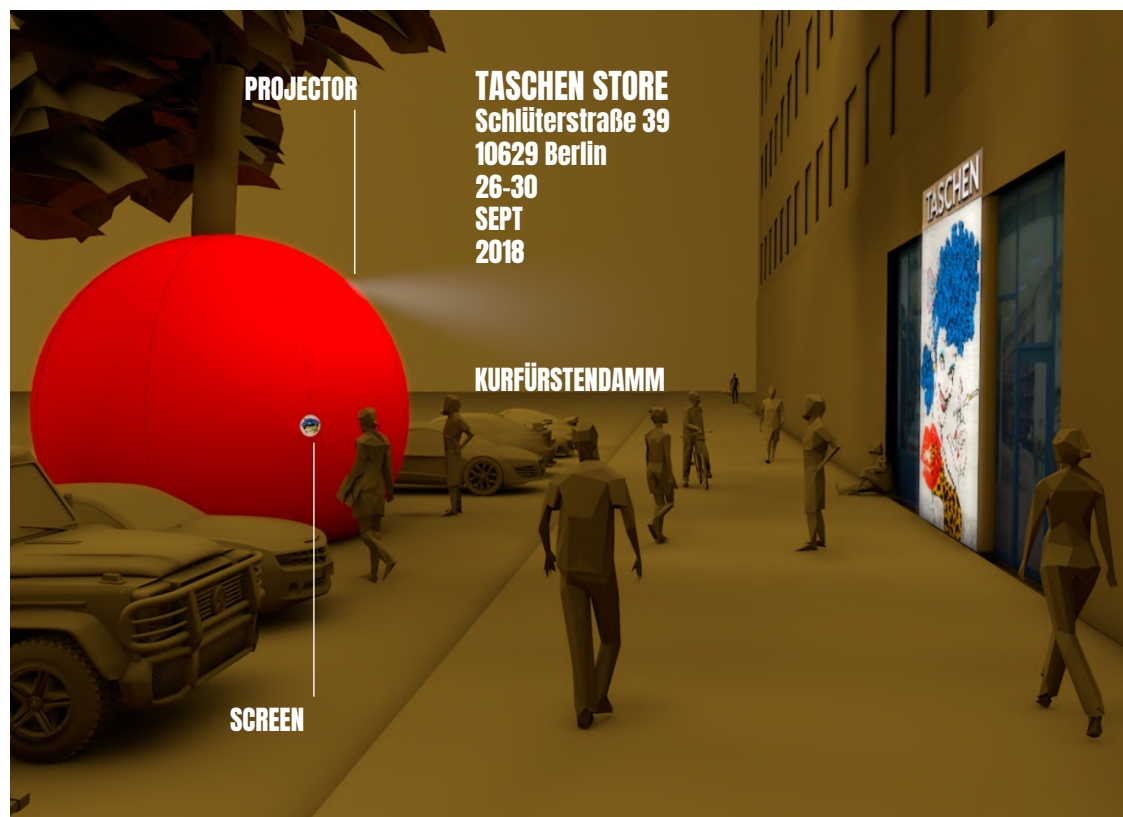
**CRISP PU COATED NYLON RIPSTOP NR3C-BLACK**

Lightweight ripstop nylon with a PU coating, water resistant. This is a lightweight fabric which is reinforced with a ripstop for extra strength. The PU (polyurethane) coating is light but allows the material to be water resistant. This fabric has a crisp quality making it very good for a wide range of projects. Available in wide range of bright colours.



Approximate Weight: 70gsm (grammes per square metre)

Uses: Kites, banners, Sticky walls, emergency shelters, bunting, bags, crafts, camping etc.

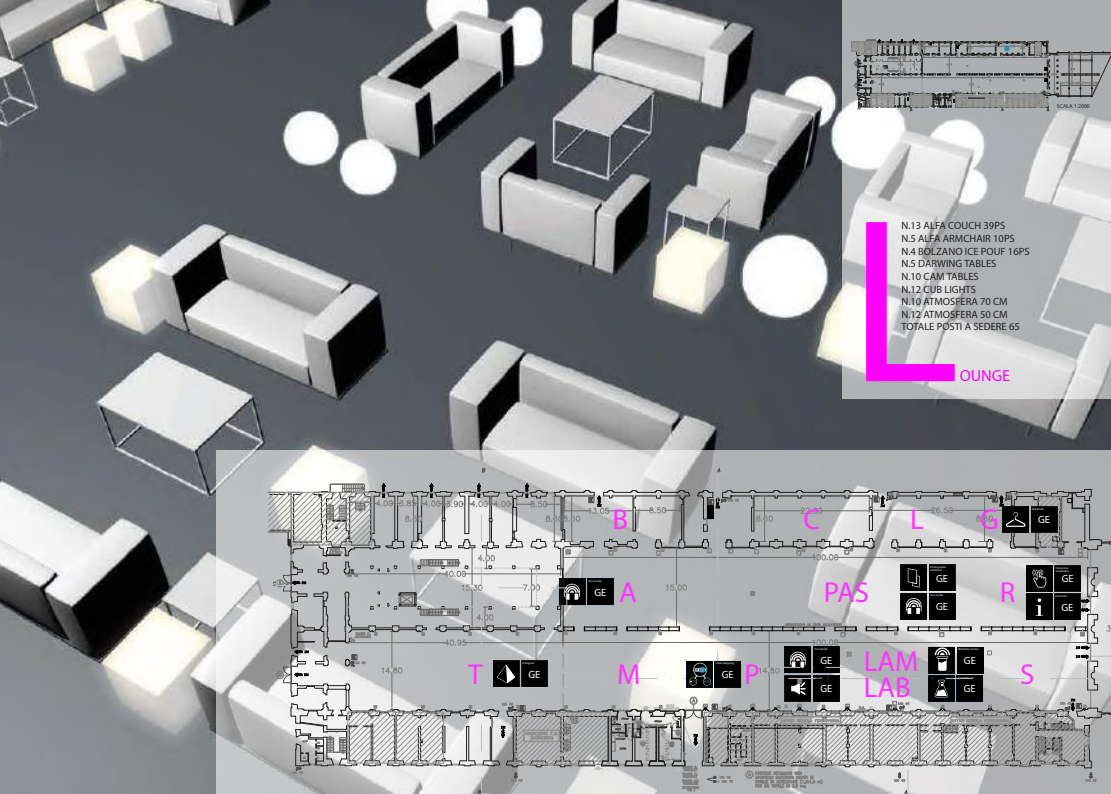


# 5

• PROJECT: EVENT - 20TH ANNIVERSARY G.E. OIL & GAS  
CLIENT: GENERAL ELECTRIC ITALY  
TASK: SET DESIGN / VIDEO DISPLAY / MAQUETTE  
PRODUCTION COMPANY: MEDIACROSS FLORENCE (IT)  
ARCHITECT: ALESSANDRO RUSTIGHI

DATE:  
15/11/14 - 18/11/14  
LOCATION:  
LEOPOLDA STATION FLORENCE (IT)

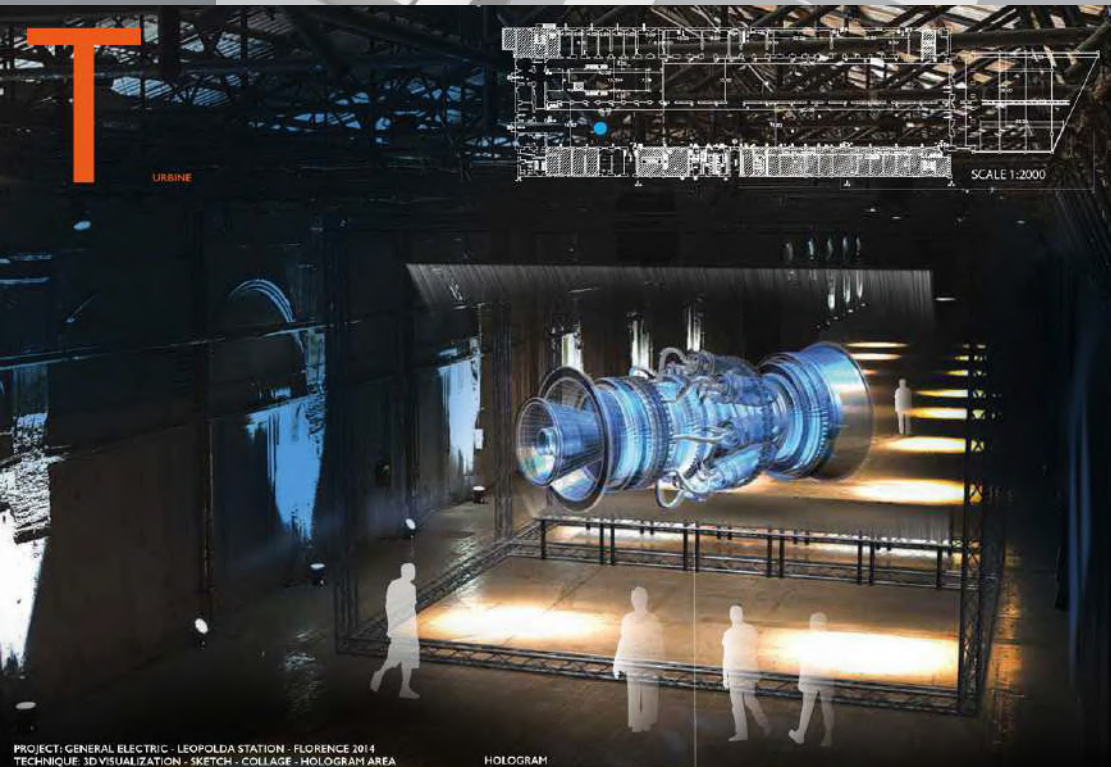
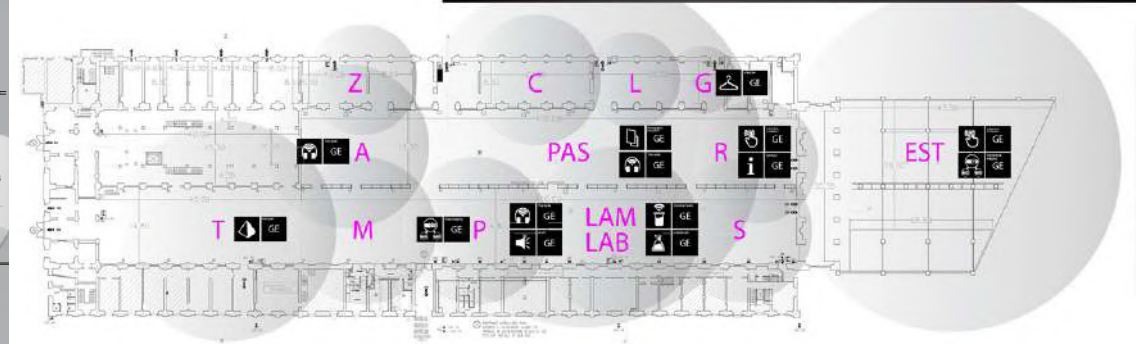




# 20/60

## GENERAL ELECTRIC ANNIVERSARY EVENT

PROJECT: EVENT  
DATE: 28-29TH NOVEMBER 2014  
LOCATION: STAZIONE LEOPOLDA FLORENCE ITALY





MATERIALS:

MAQUETTE

2mg POLYCARBONATE TRANSPARENT SHEETS 0.2cm

N.3 SPRAY PAINT WHITE

N.2 PLEXIGLAS SHEETS 200x40x1.2 cm

N.2 PLEXIGLAS SHEETS 50x40x1.2 cm

N.5 PLEXIGLAS PILLARS

N.1 ALUMINIUM DISKOND MIRROR 2400X60X0.5 cm

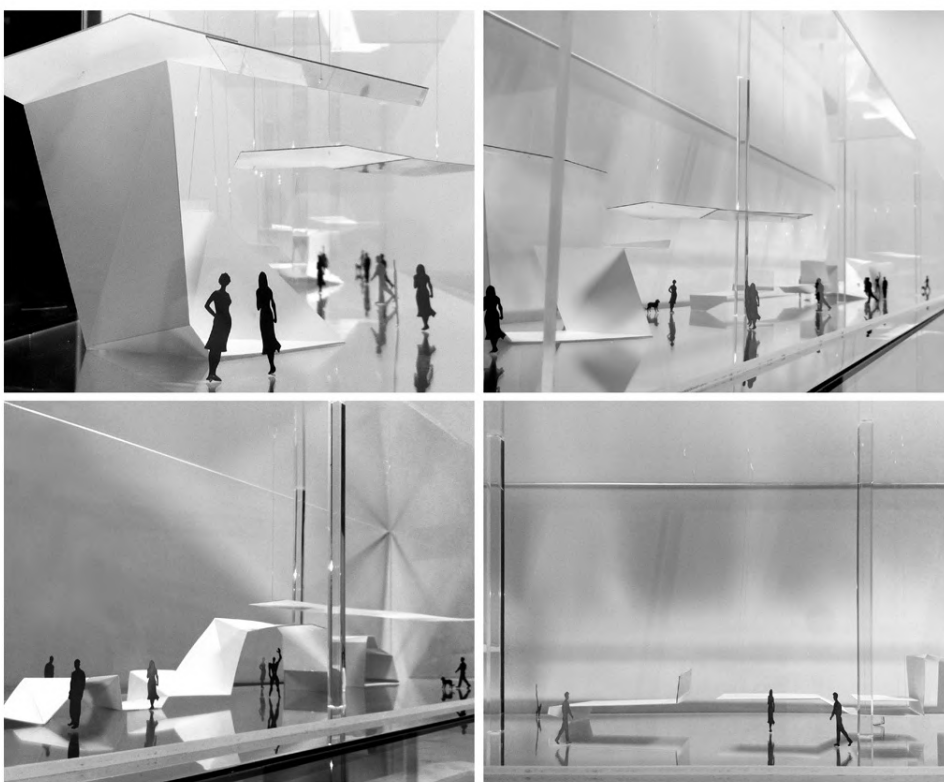
M.30 NYLON THREAD

N.20 MIRROR PLATE SILHOUETTE

N.3 PLEXIGLAS GLUE

N.2 CUTTER-SCALPEL

PRODUCTION TIME 9h



20/60

PRODUCTION: 8 WEEKS  
SET UP TIME: 36H

GENERAL ELECTRIC ANNIVERSARY EVENT

OBJ: EVENT  
DATE: 28-29TH NOVEMBER 2014  
LOC. STAZIONE LEOPOLDA, FLORENCE, ITALY

## MATERIALS

CARPENTRY

2 TECHNICAL EXECUTIVE

21 BUILDER

5300 KG IRON

500 KG PRE-ZINC-COATED

320 KG ALUMINIUM

18 PERSONS FOR INSTALLATION AND REMOVAL

12 MOVES WITH 45Q TRUCK

STAGING

1 COORDINATOR

3 TECHNICAL EXECUTIVE

11 BUILDER

2 PAINTING IN LABORATORY

110 SHEET DISKOND ALUMINIUM 150x300CM

3 KM IRON CABLE 1MM

900 M<sup>2</sup> PVC FILM

800 M<sup>2</sup> BLACKOUT FABRIC

90 M<sup>2</sup> POLYCARBONATE

32 PERSONS FOR ASSEMBLY

36 PERSONS DISMANTLING

2 FORK-LIFT TRUCK

6 ELEVATOR PANTOGRAPH

2 MOVES WITH 9MT TRUCK

INFINITE MOVES WITH 4MT VAN

LIGHTING

12 HEAD MOVABLE ROBE BEAM 300

48 HEAD MOVABLE ROBE LED WASH 600

18 SHAPER ETC 750W

62 SHAPER ETC 750W OTTICA 26"

160 PAR 64 160W LAMP CP61

36 PAR NEL ETC 750W

180 SUPERLUCCIOLA 75W

36 ELECTRIC PANEL 6X16A SP32A

108 CHANNEL DIMMERS ADS 3 KW

3 CONSOLE SPARK COMPUTERIZED

1.5 KM CABLE 4 CC

280 KW POWER TOTAL

12 ASSEMBLY, DISMANTLING AND TECHNICAL ASSISTANCE

VIDEO

130000 ANSI LUMEN VIDEO PROJECTION HD

1200 INCHES MONITOR HD

700 M OPTICAL FIBER

25 COMPUTER FOR CONTENT MANAGEMENT

12 PERSONS FOR DESIGN AND PRODUCTION

10 TECHNICALS FOR ASSEMBLY, ASSISTANCE AND DISASSEMBLY

4 MOVES WITH 35Q VAN

BROADCASTING

1 CAMERA

14 TECHNICALS

12 KW PA SYSTEM

2 EDITING STATION

10 PERSONS FOR ASSEMBLY AND DISASSEMBLY

2 KM AUDIO CABLE

6 MOVES WITH 35Q VAN





# 6

3 • PROJECT: VIDEO SCENOGRAPHY | AUDIOVISUAL SHOW

CLIENT: MATADERO MADRID

TASK: SCENOGRAPHY - VIDEO DESIGN

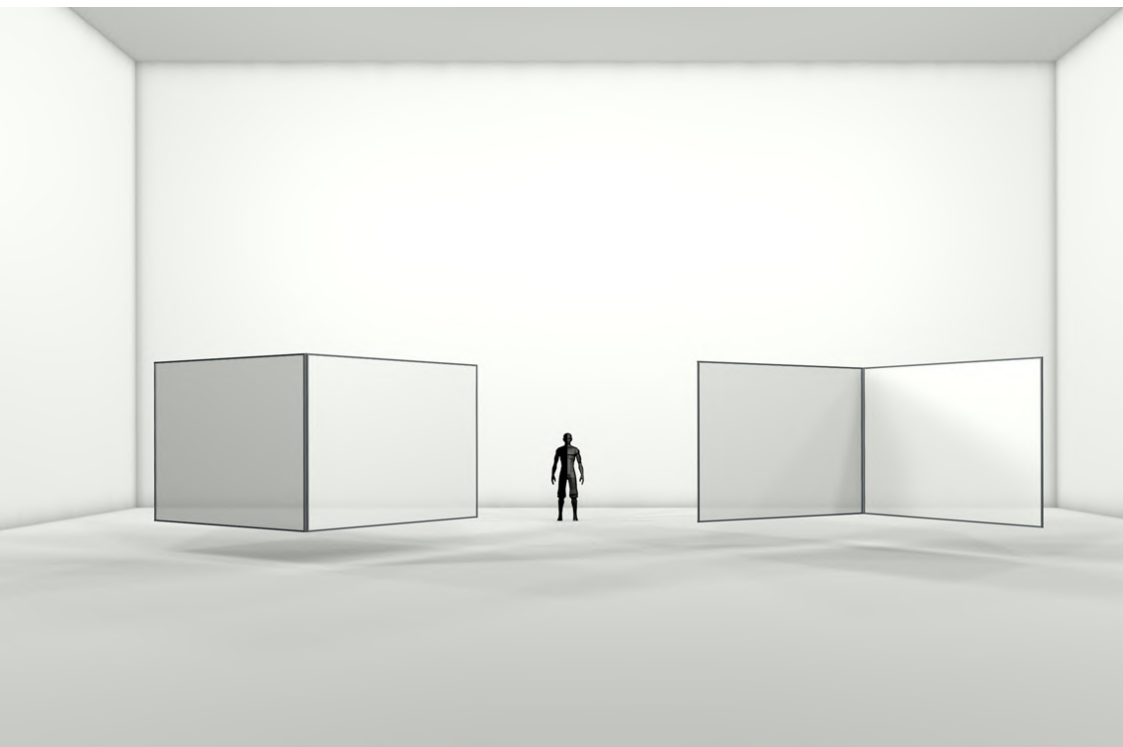
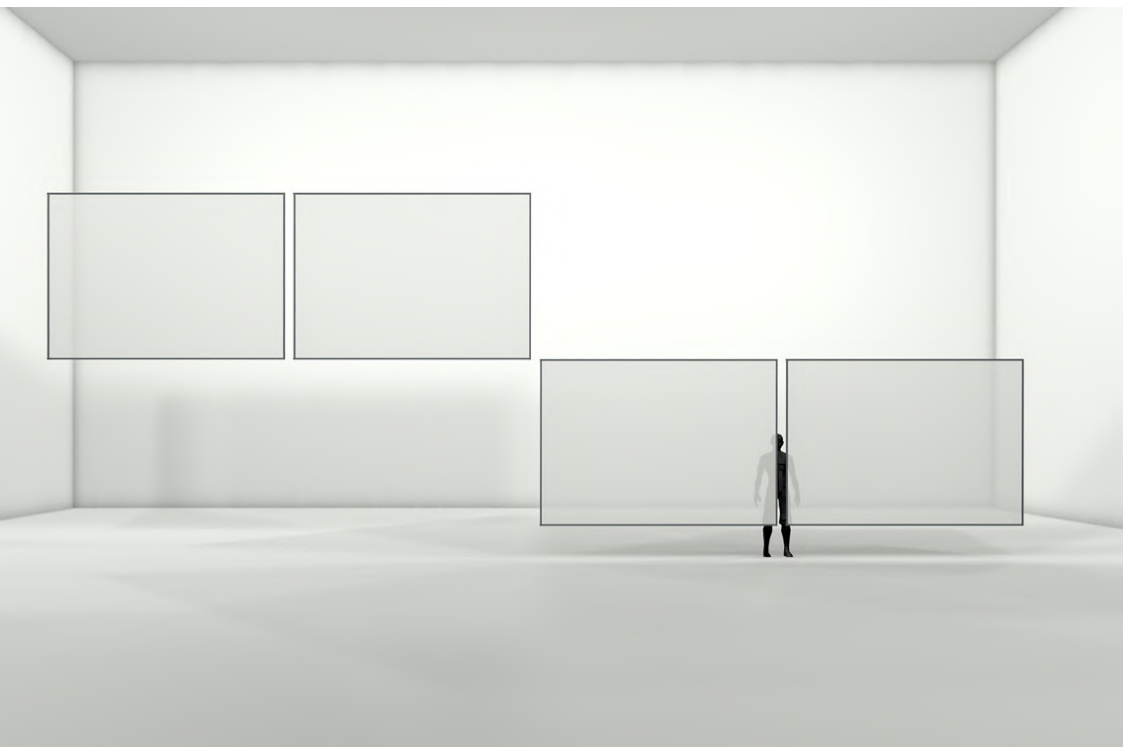
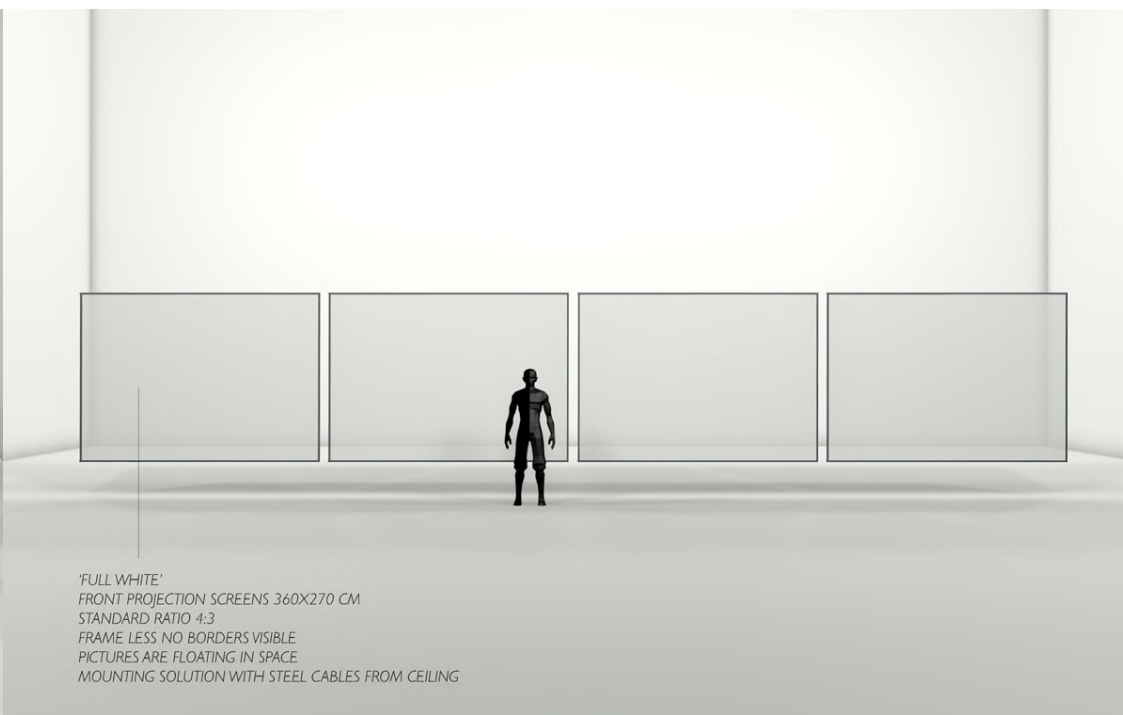
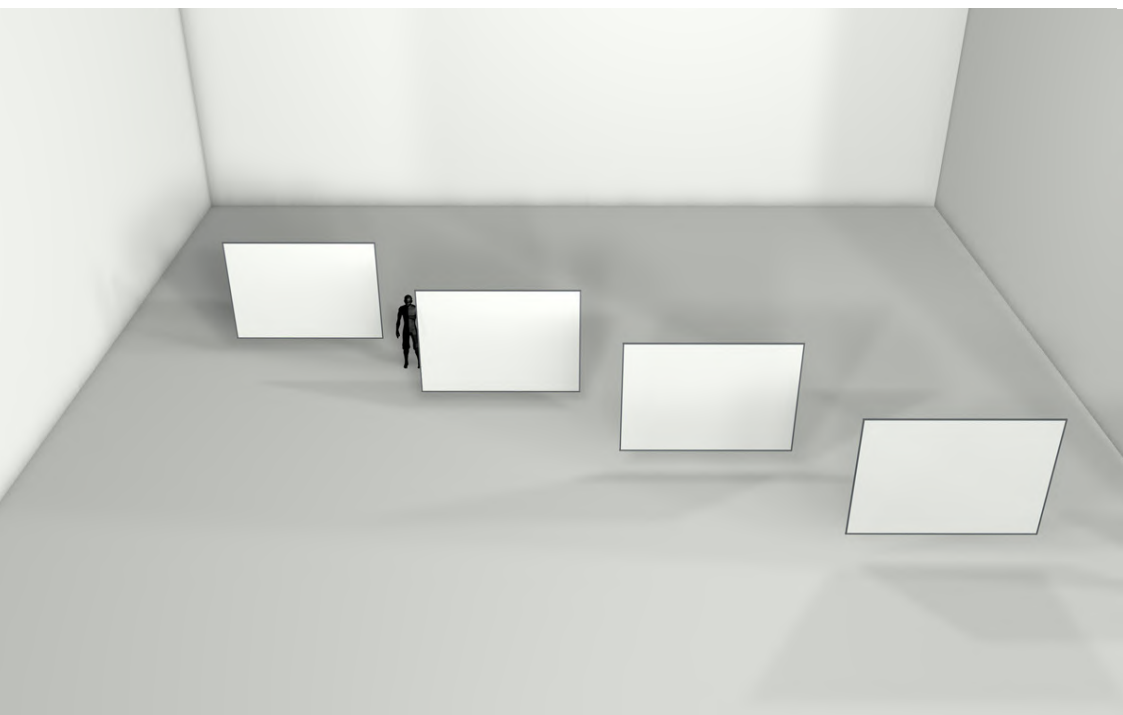
EVENT: FLAMENCO VIDEO SHOW 2018

DATE:

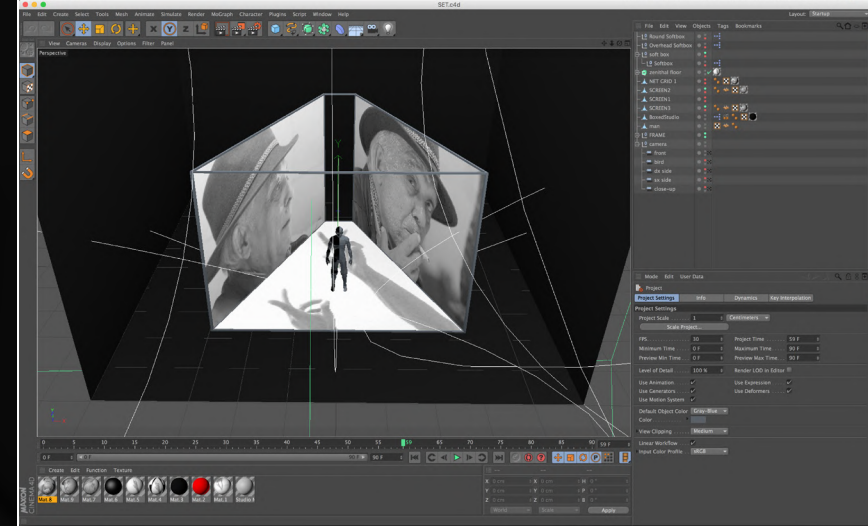
2018/2019

LOCATION:

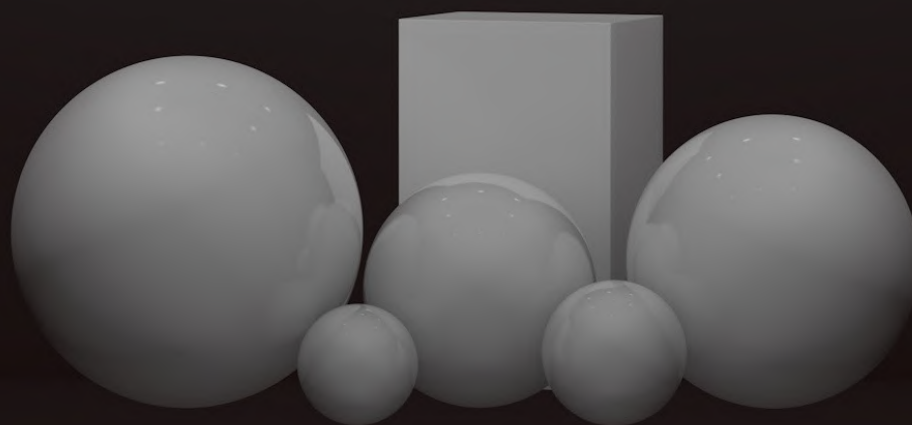
THEATRE MAESTRANZA SEVILLA







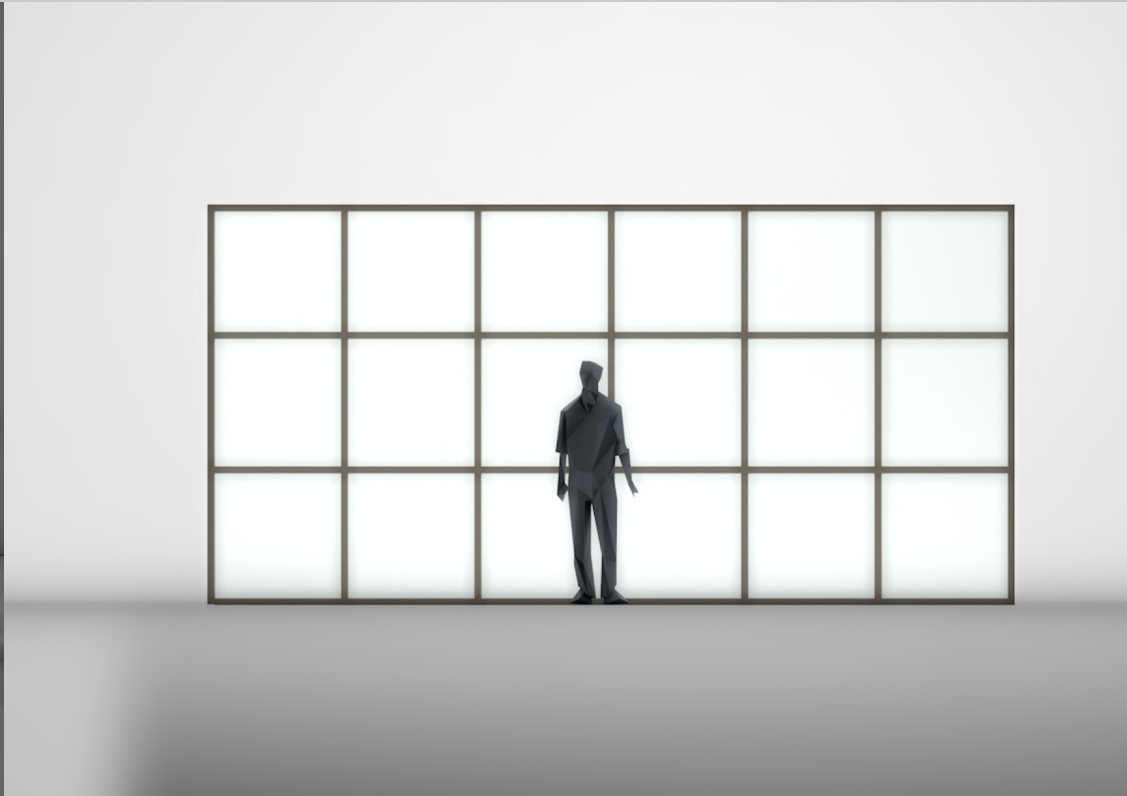
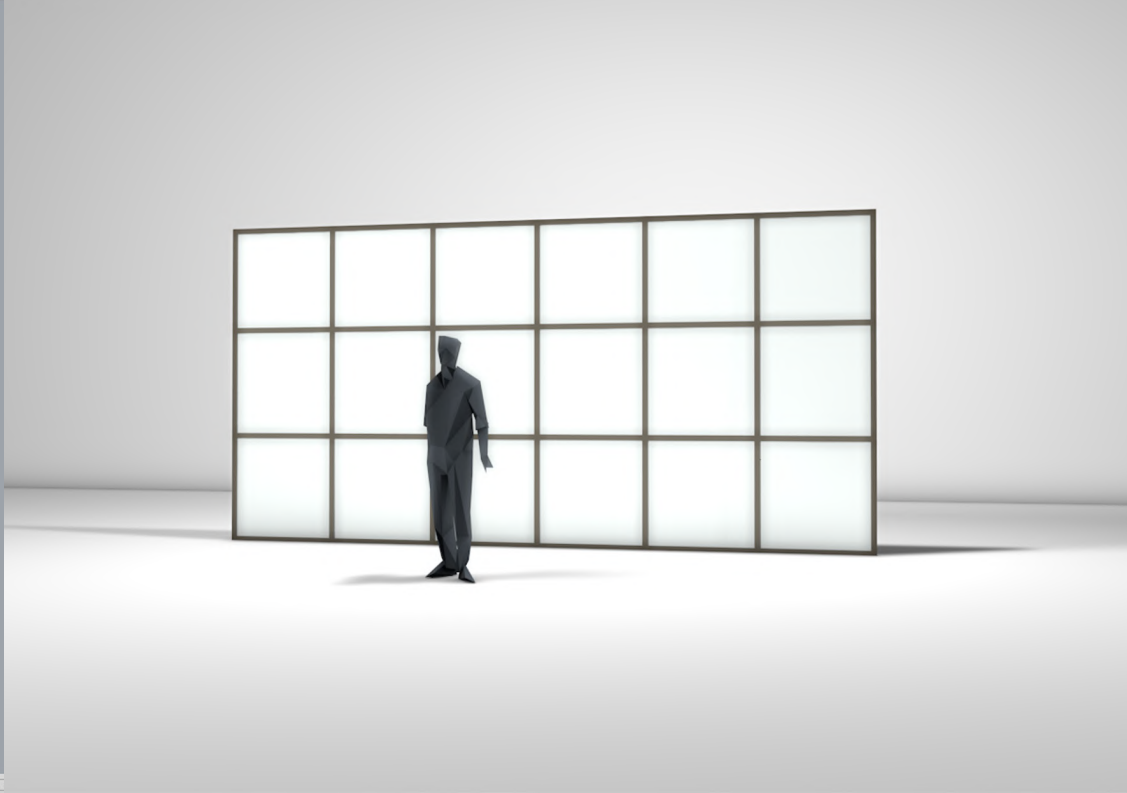
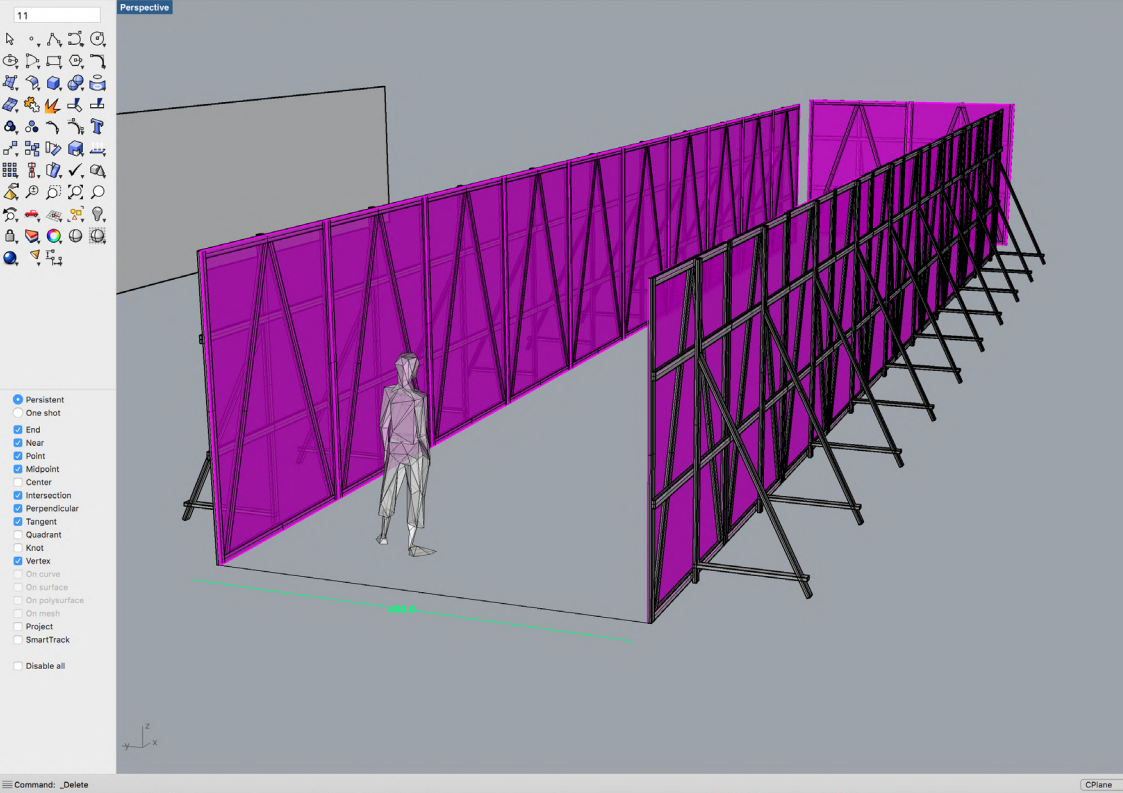
# 7



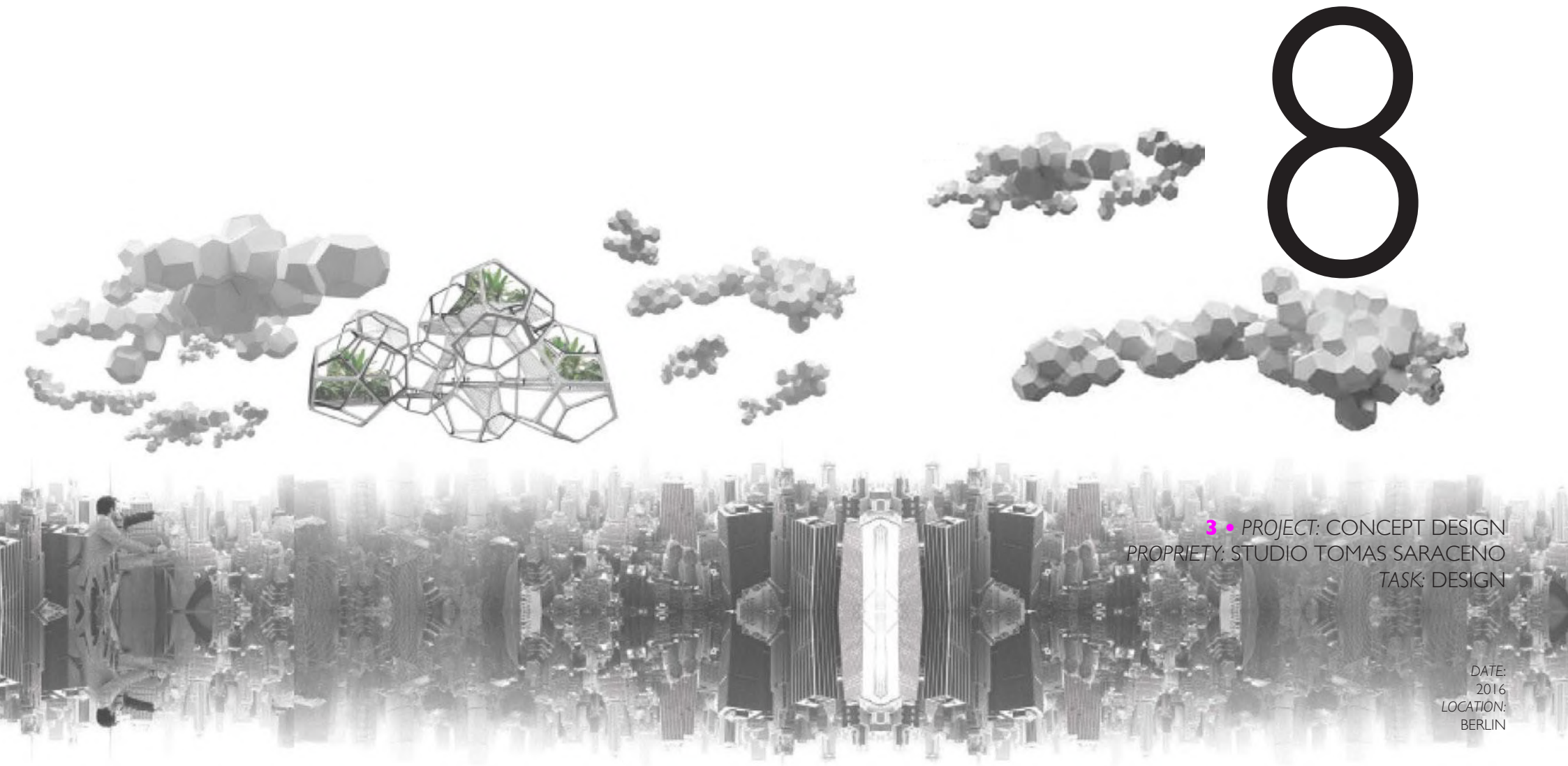
**3 • PROJECT:** FILM SET DESIGN  
*CLIENT:* THE STRANGERS LONDON UK  
*TASK:* SET DESIGN  
*EVENT:* FILM SET

*DATE:*  
06-2018  
*LOCATION:*  
LONDON UK





STILLNESS IN MOTION – CLOUD CITIES, ON VIEW FROM DECEMBER 2016 AT SFMOMA SAN FRANCISCO MUSEUM OF MODERN ART,  
IMAGINES ALTERNATIVE POSSIBLE SCENARIOS FOR FUTURES, CONJURING AN ERA IN WHICH HUMANITY CEASES TO NEGATIVELY IMPACT OUR PLANET'S  
FOSSIL-FUEL RESOURCES. "THIS NEW VISION ... WILL BE THE THEORETICAL BASIS OF FUTURE CONSTRUCTIONS, ... AS ALL THE REASONS FOR BECOMING IMPASSIONED DISAPPEAR. ...



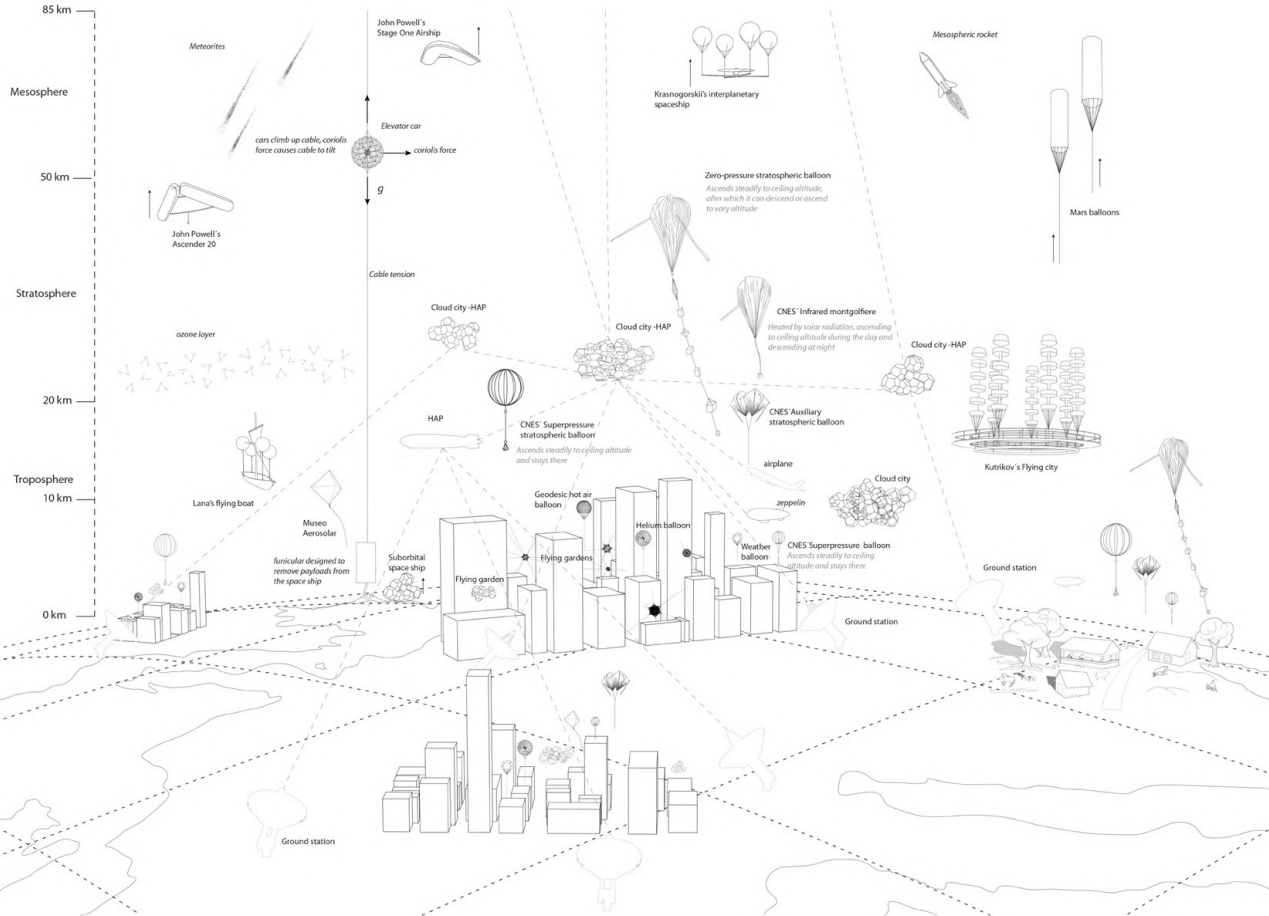
3 • PROJECT: CONCEPT DESIGN  
PROPRIETY: STUDIO TOMÁS SARACENO  
TASK: DESIGN

DATE:  
2016  
LOCATION:  
BERLIN

PROJECT: STUDIO TOMÁS SARACENO 2014 - CLOUD CITY - AEREOCENE

TECHNIQUE: GRAPHIC DESIGN - UTOPIC VISION

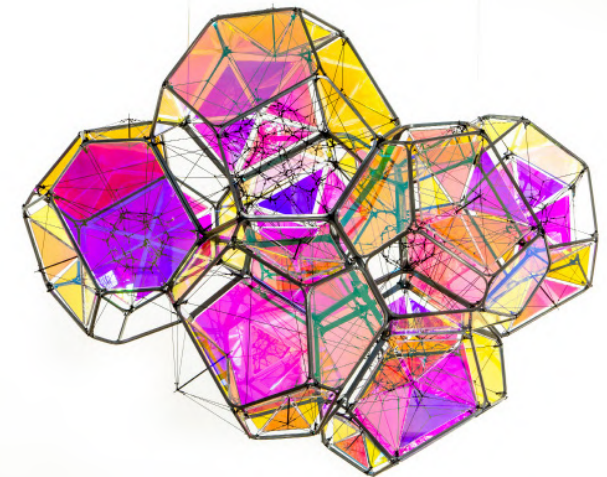
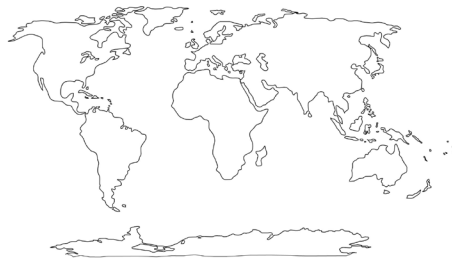
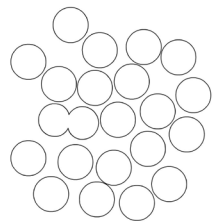




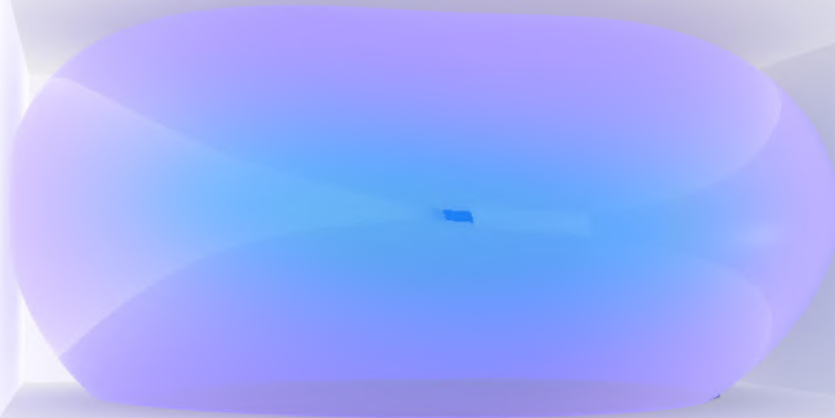
## Installation Instructions

„NGC 5128“

Tomas Saraceno 2014



# 9



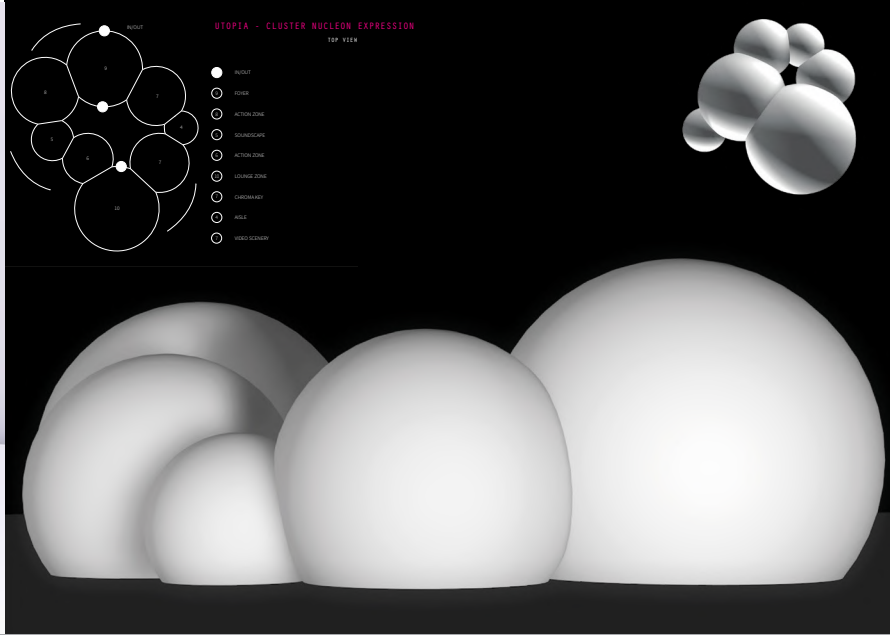
9 • PROJECT: SHOW | INFLATABLE INSTALLATION  
CLIENT: NRW FORUM DÜSSELDORF  
PLASTIQUE-FANTASTIQUE  
TASK: SPATIAL DESIGN  
EVENT: BEN J RIEPE SHOW 2016

DATE:  
04/2016  
LOCATION:  
NRW FORUM DÜSSELDORF

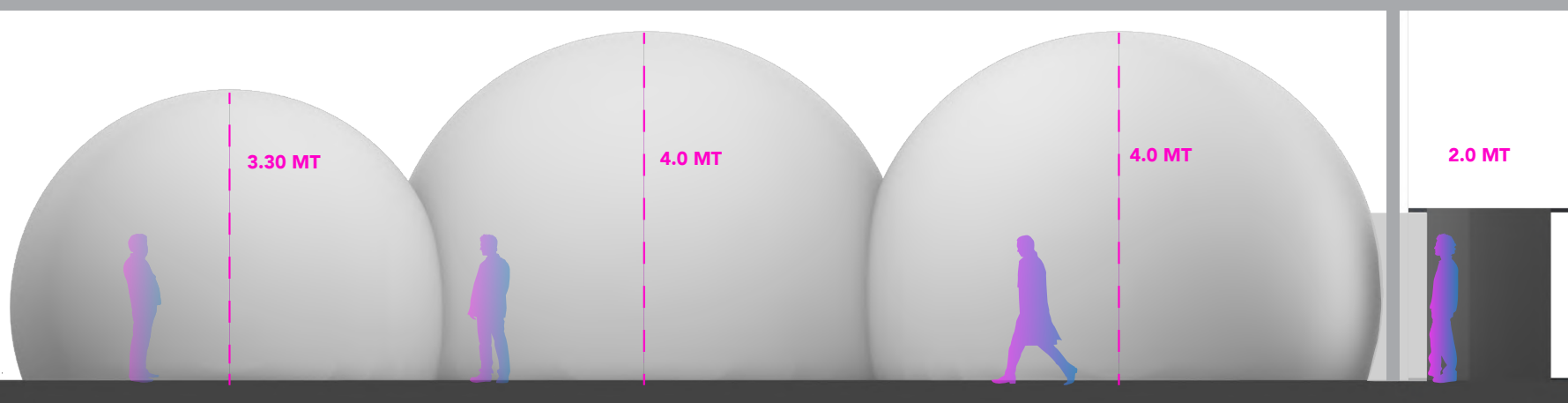
PROJECT: PROJECT: UTOPIA - IRIDESCENT BUBBLE  
NRW FORUM MUSEUM DÜSSELDORF 2016

"THIS NEW VISION ... WILL BE THE THEORETICAL BASIS OF FUTURE CONSTRUCTIONS, ... AS ALL THE REASONS FOR BECOMING IMPASSIONED DISAPPEAR. ... EVERYONE WILL, SO TO SPEAK, LIVE IN THEIR OWN PERSONAL "CATHEDRALS". THERE WILL BE ROOMS MORE CONDUCTIVE TO DREAMS THAN ANY DRUG, AND HOUSES WHERE ONE CANNOT HELP BUT LOVE. ... YOU'LL NEVER SEE THE HACIENDA. IT DOESN'T EXIST. THE HACIENDA MUST BE BUILT."

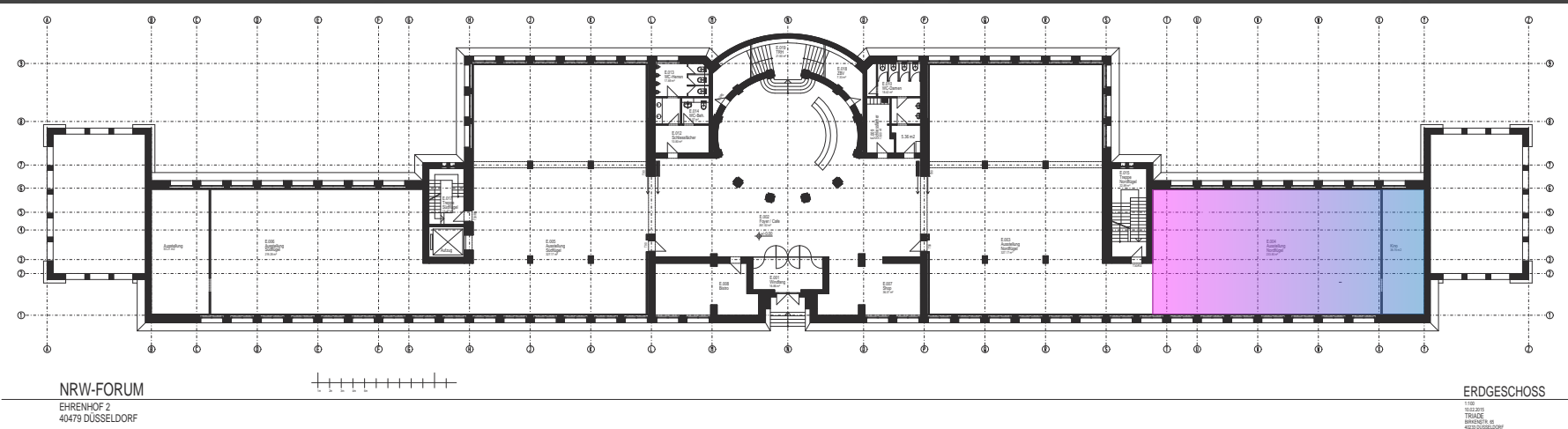




PERSPECTIVE VIEW



SIDE VIEW



TOP VIEW

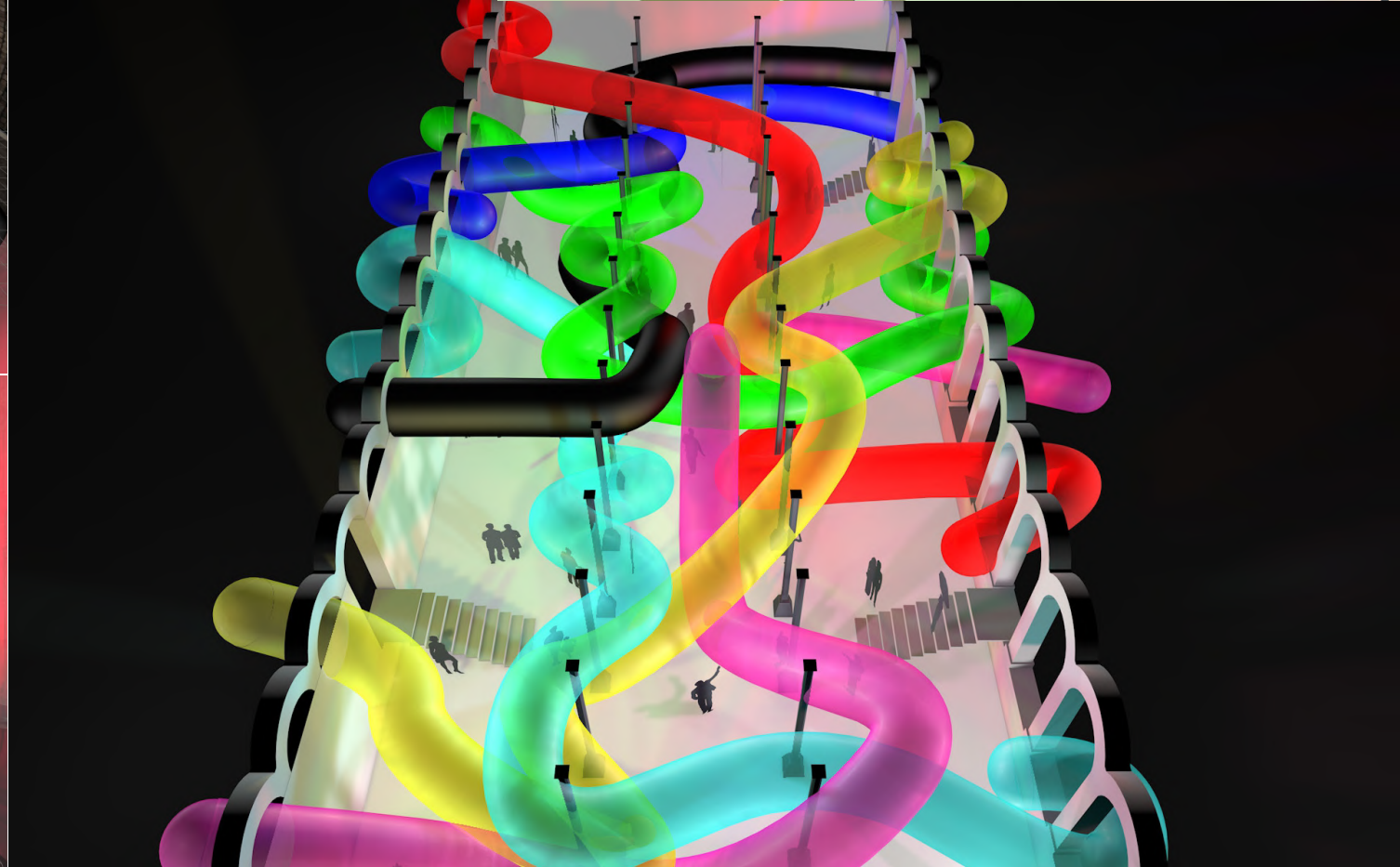
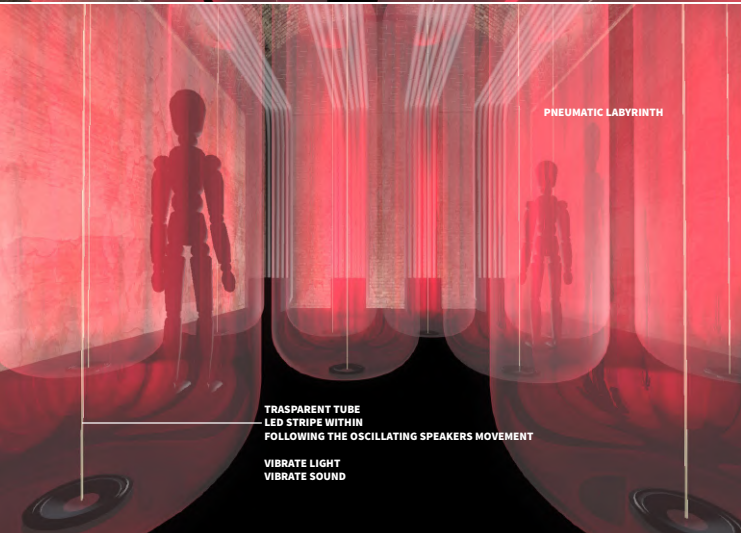
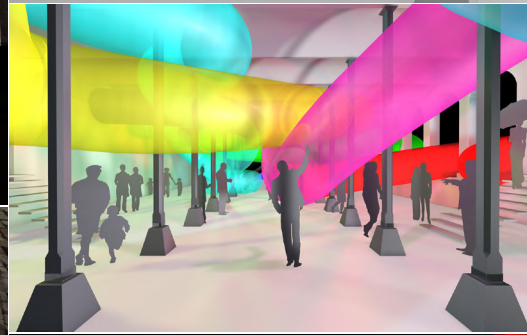
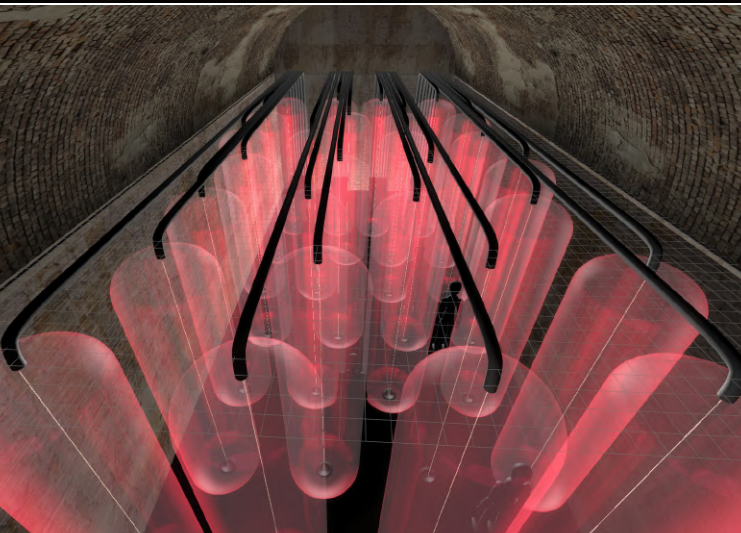
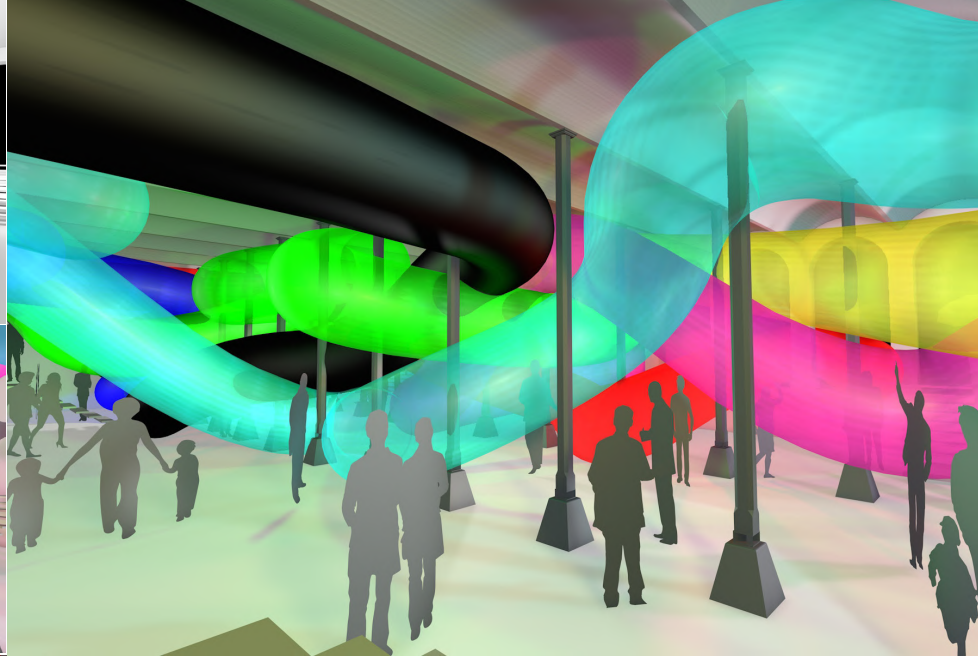
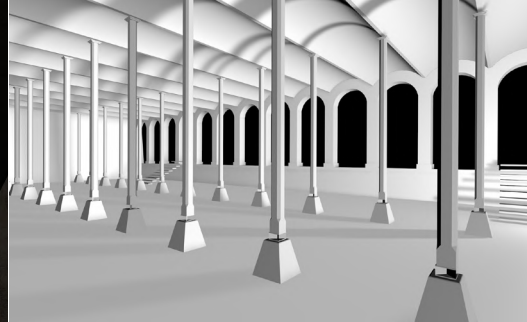
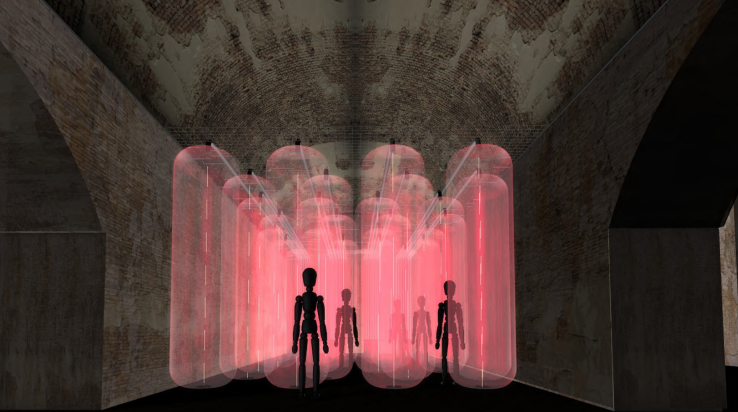


10

**10** • *PROJECT:* COMPETITIONS, ALTES MUSEUM BERLIN (DE)  
SIDNEY PAVILLON (CA)  
ILAA UNNA (DE)  
*PARTNER:* PLASTIQUE-FANTASTIQUE  
*TASK:* DESIGN  
*EVENT:* ALTES MUSEUM BERLIN

*DATE:*  
2016  
*LOCATION:*  
ALTES MUSEUM BERLIN







# WISTERIA

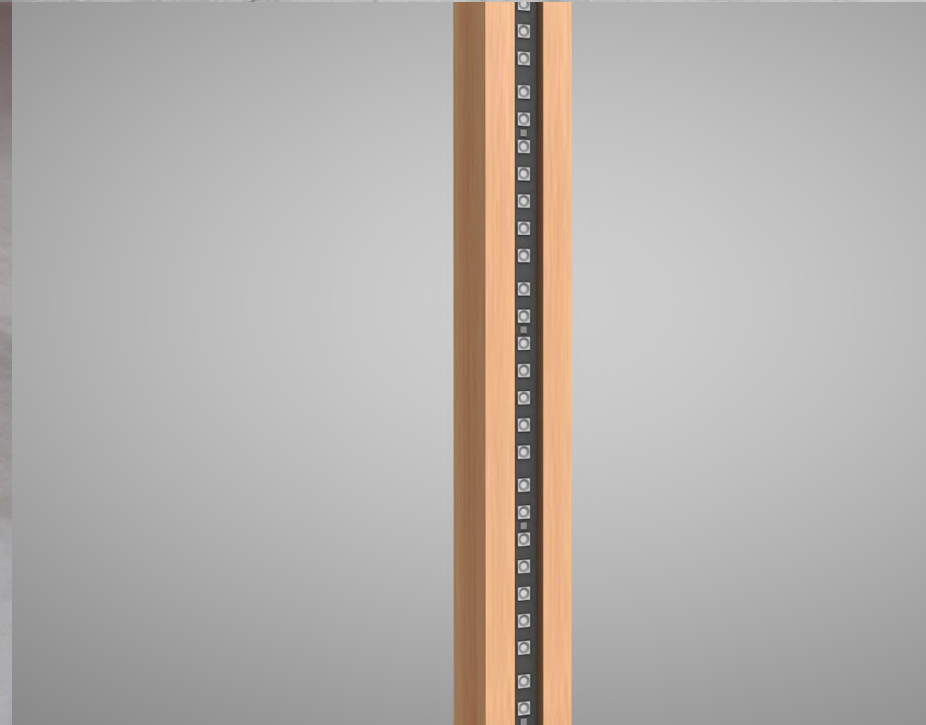
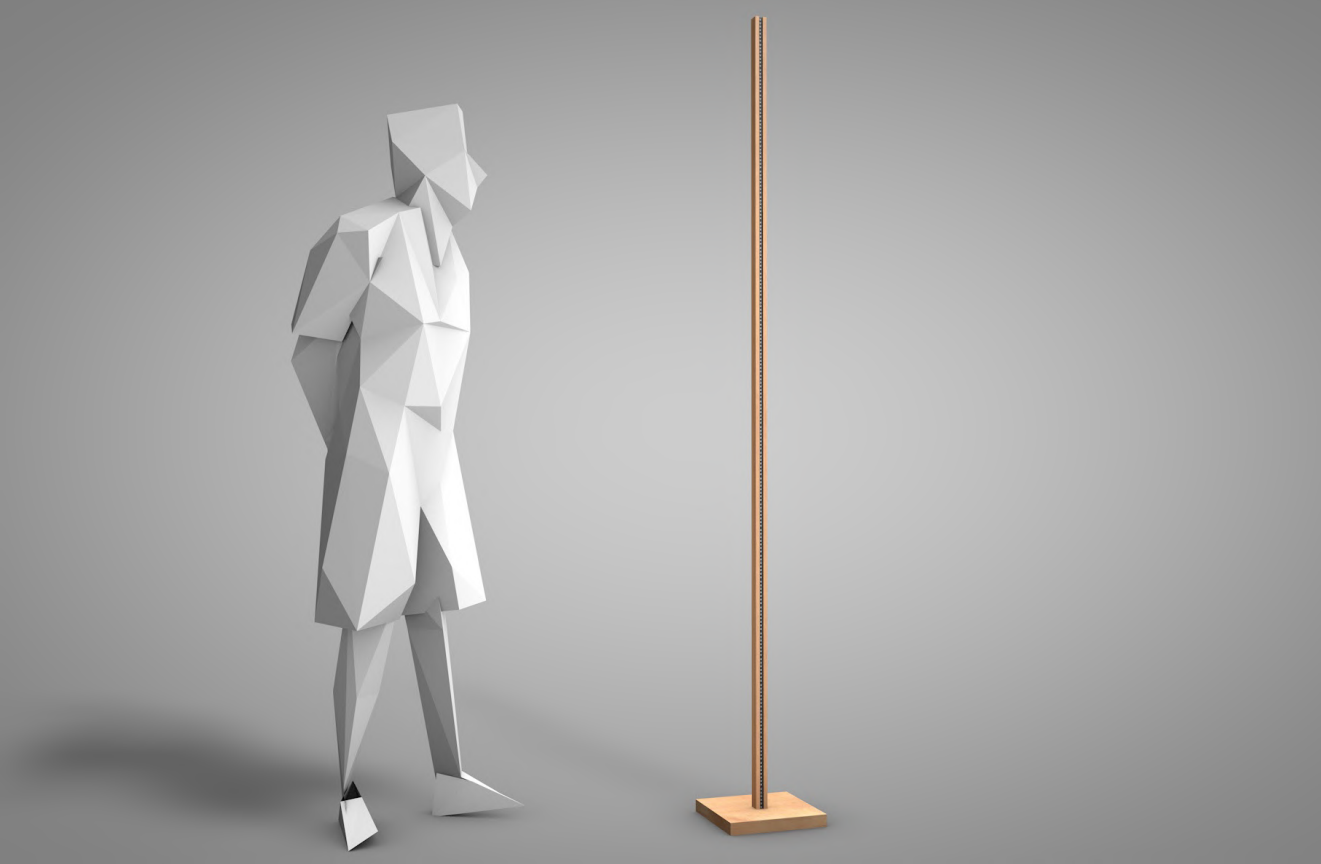
- ABOUT 66 LEATHER FRINGES 4cm WIDTH 90/110 LENGHT
- IRON WELDED WIREFRAME 70hX90Øcm, WIRE Ø0.5cm
- N.6 IRON RINGS ø15cm, WIRE Ø0.5cm
- IRON ARCH, 300cm 1/4 OF CIRCLE MUDULAR, 3 PIECES OF 100cm
- IRON BASE: 80x30x2cm
- ELECTRIC WIRE
- LIGHT BULB
- 6 SCREWS FOR ARCH
- 1 SCREW ARCH BASE



II • PROJECT: DESIGN AND TEXTURES  
TASK: DESIGN  
EVENT: FURNITURE DESIGN

DATE:  
2019  
LOCATION:  
BERLIN







# **SIMONE SERLENGA**

SPACE DESIGN | MEDIA SCENOGRAPHY

WEBSITE - [WWW.SIMONESERLENGA.COM](http://WWW.SIMONESERLENGA.COM)

MAIL - [SERLENGASIMONE@GMAIL.COM](mailto:SERLENGASIMONE@GMAIL.COM)

MOBILE - +49 (0) 1726660827

STUDIO - TORSTR. 161 10115 BERLIN