

**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

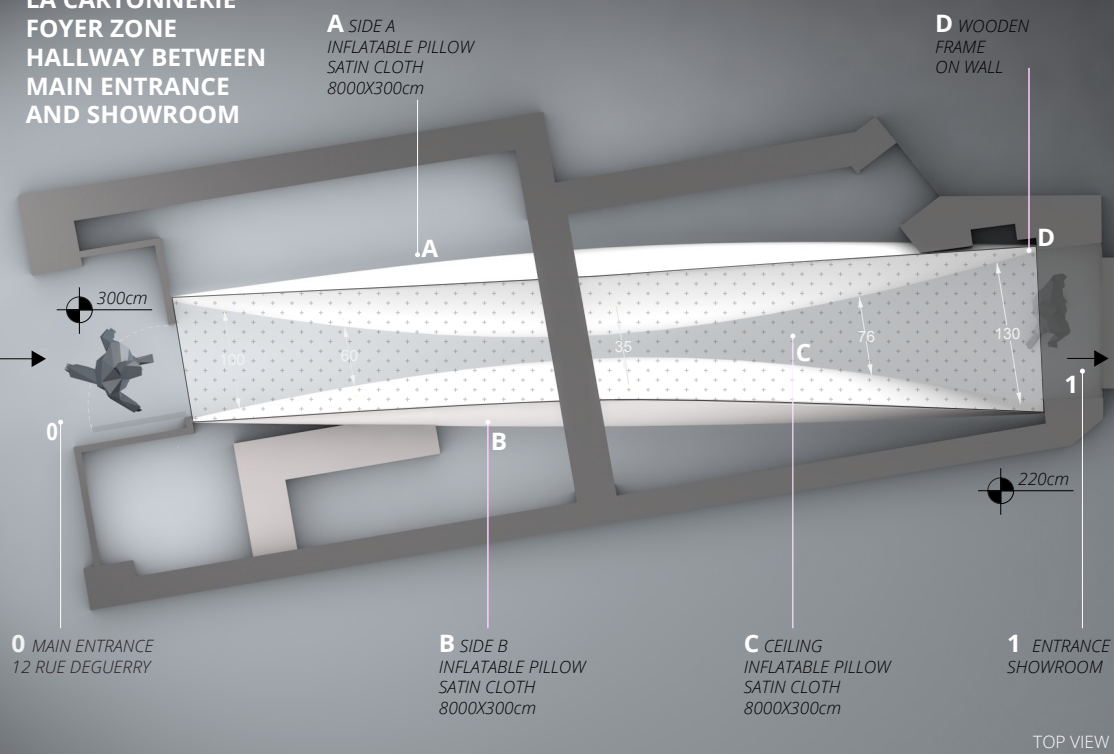
RENDER WINDOW DISPLAY LEFT SIDE

RENDER WINDOW DISPLAY RIGHT SIDE

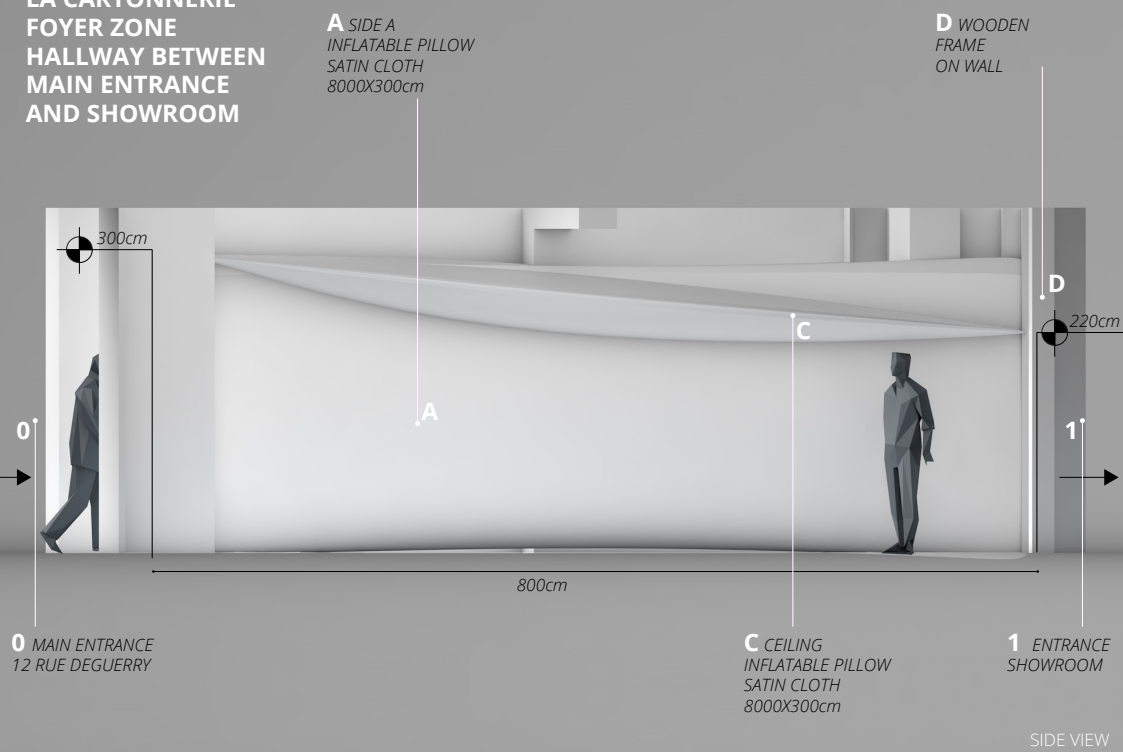




LA CARTONNERIE  
FOYER ZONE  
HALLWAY BETWEEN  
MAIN ENTRANCE  
AND SHOWROOM

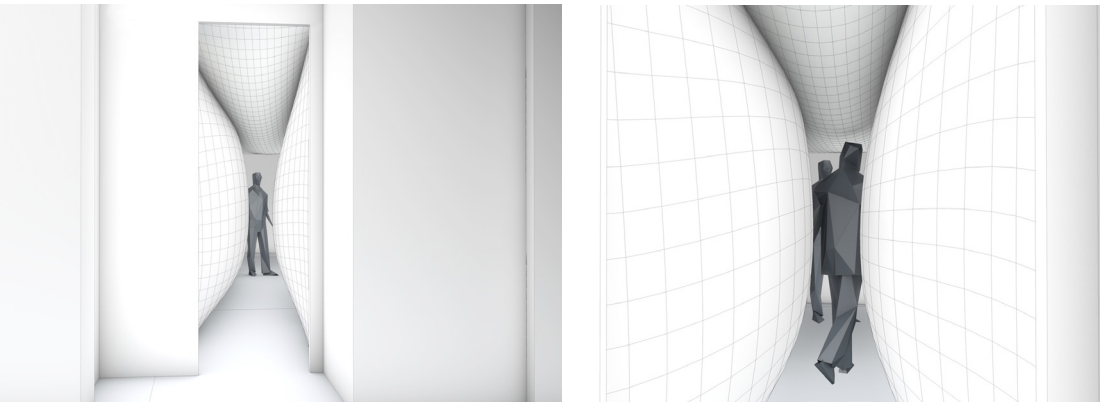


LA CARTONNERIE  
FOYER ZONE  
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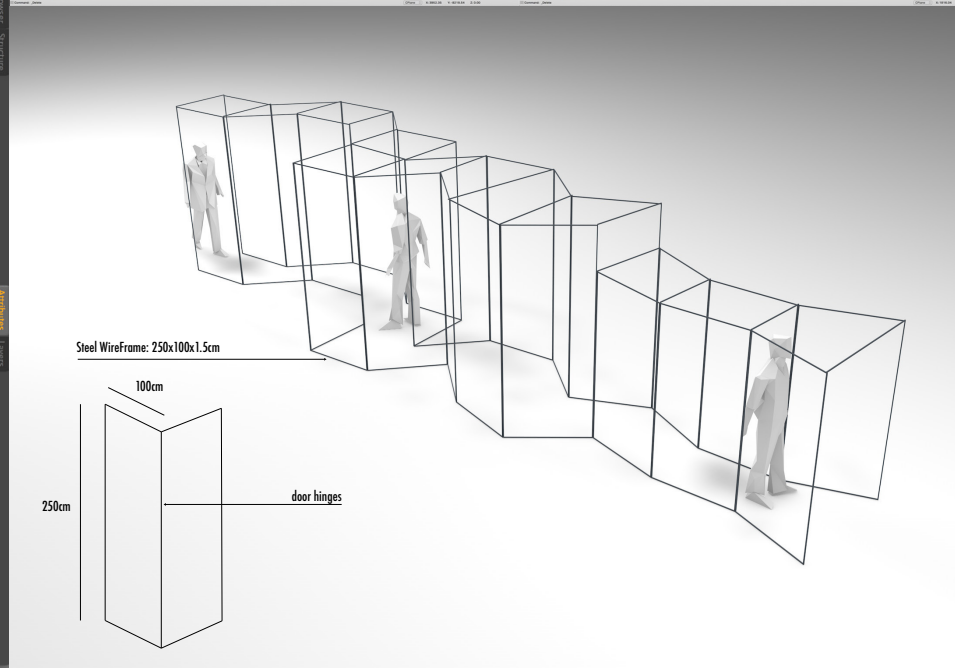
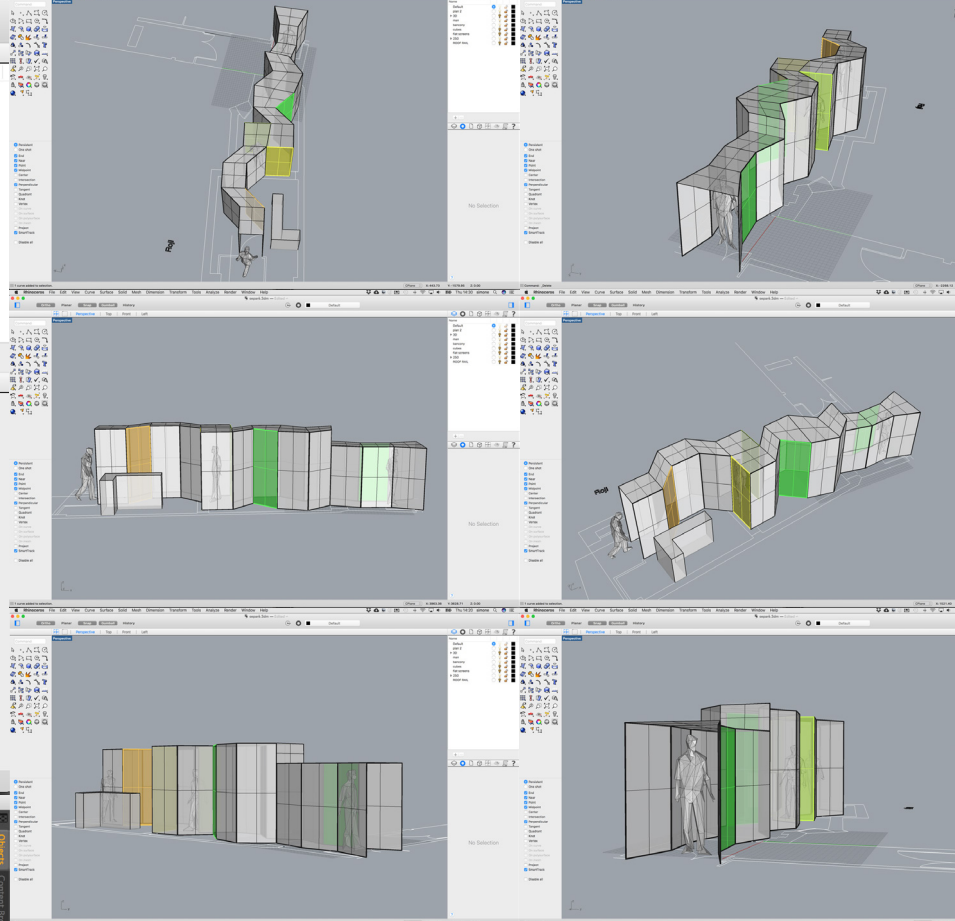
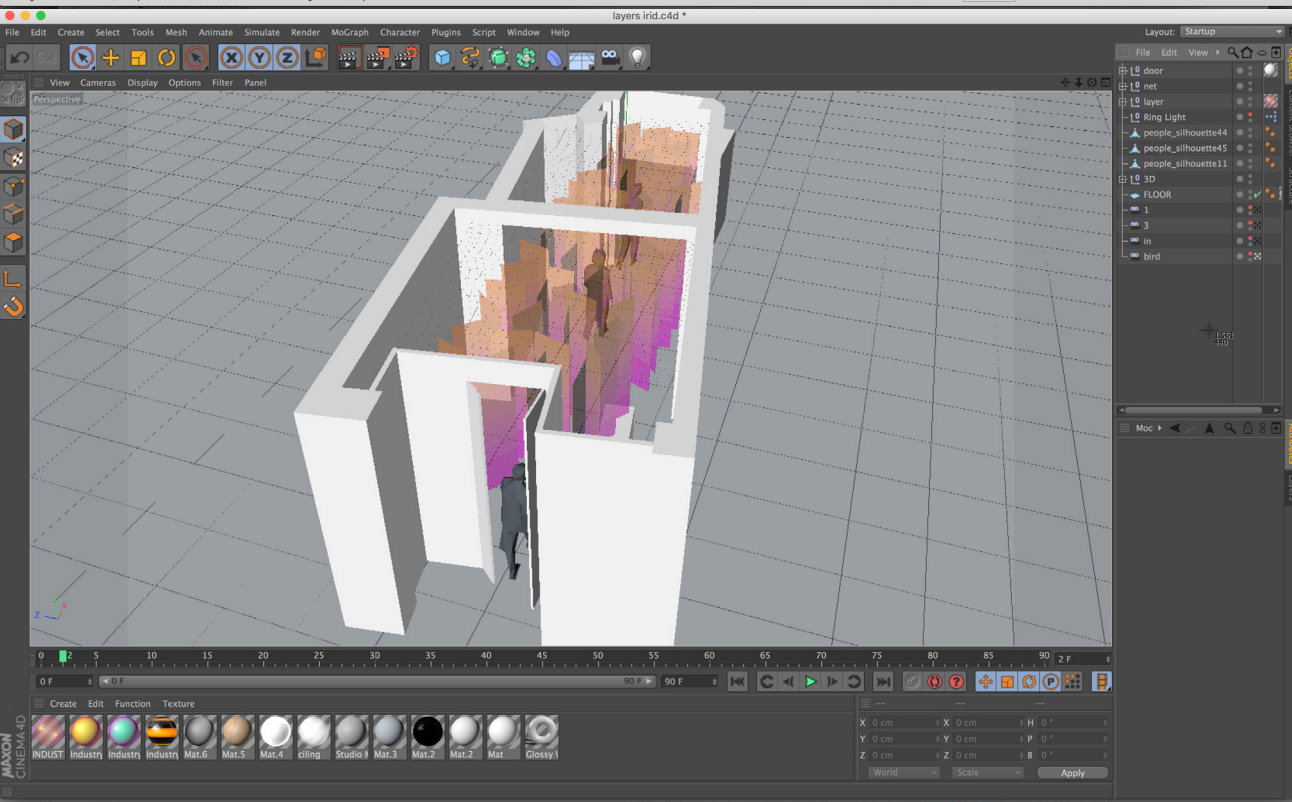
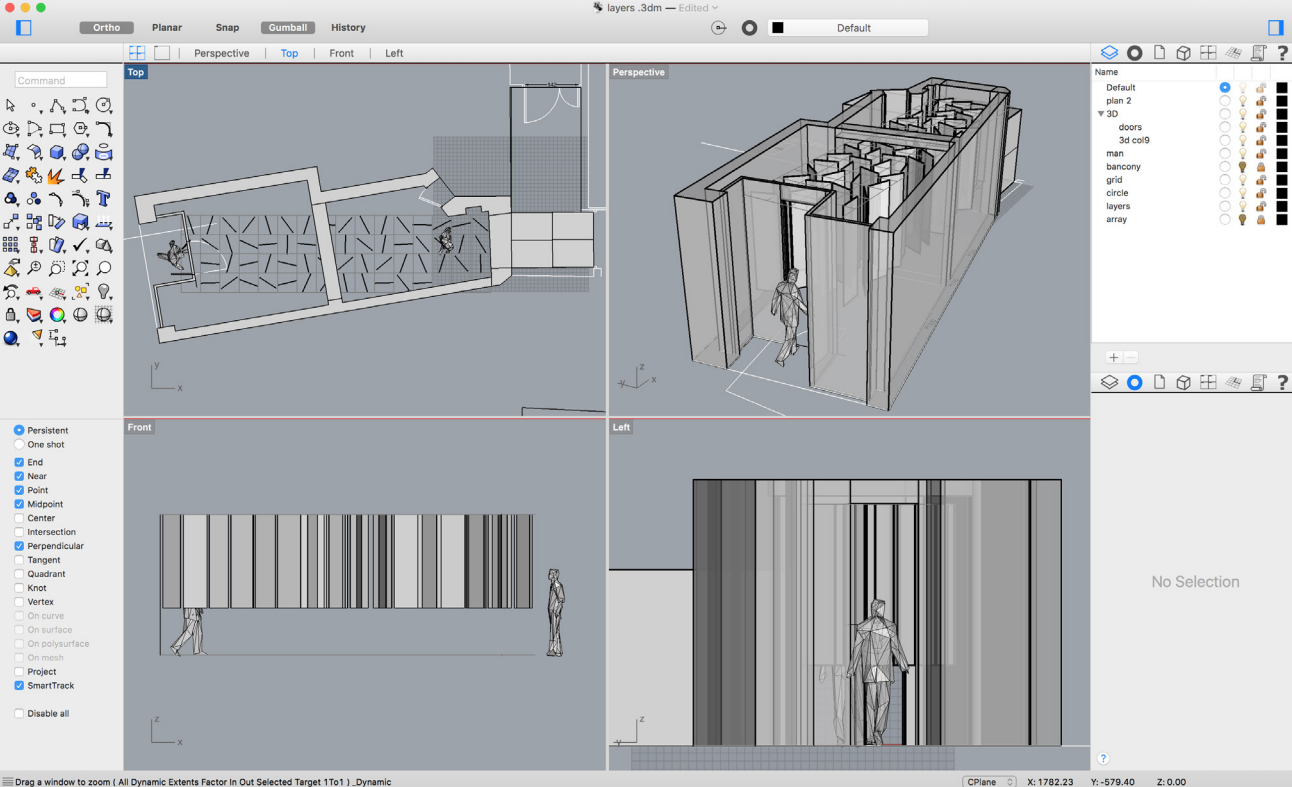


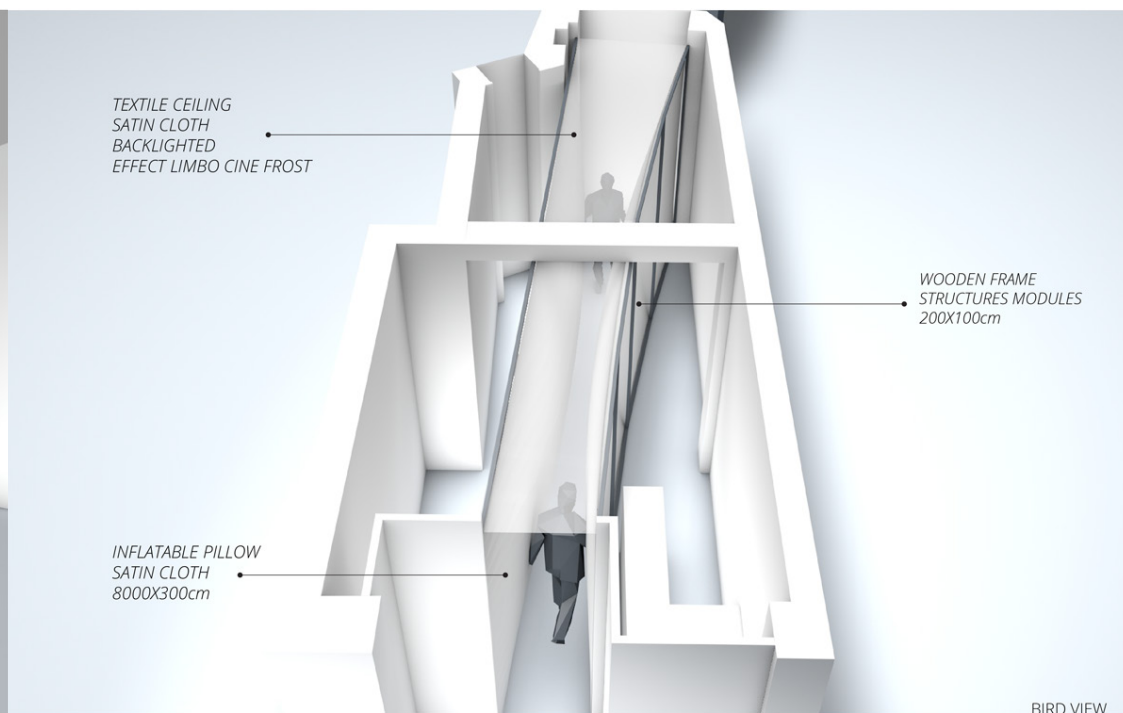
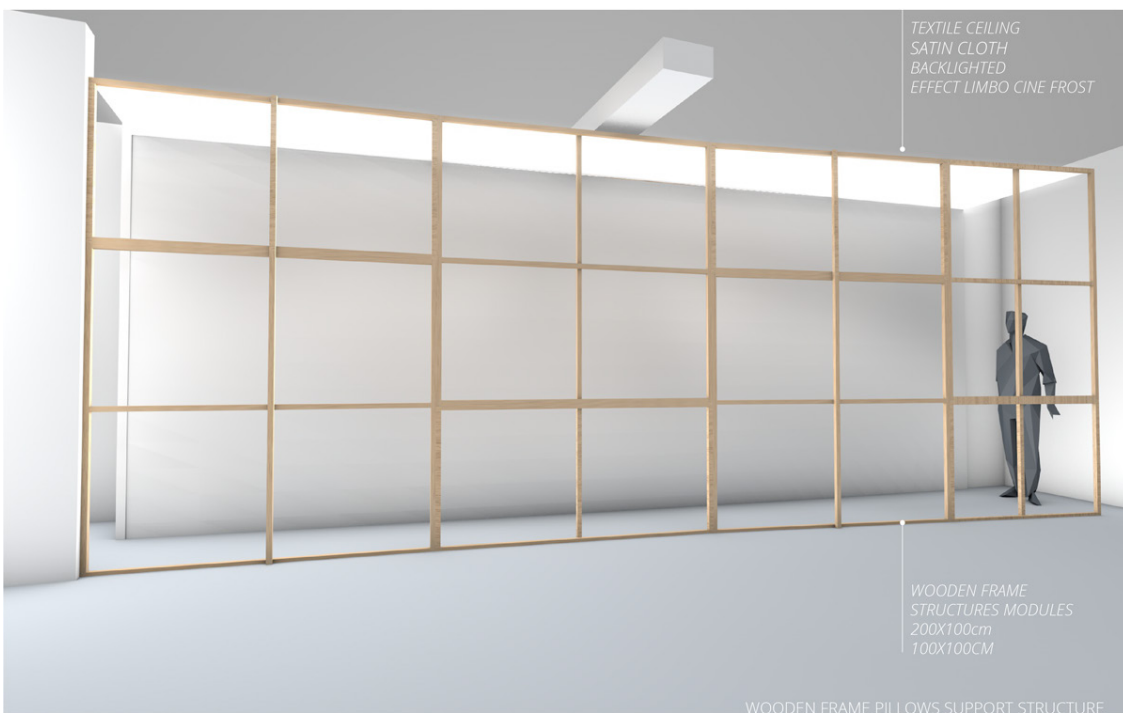
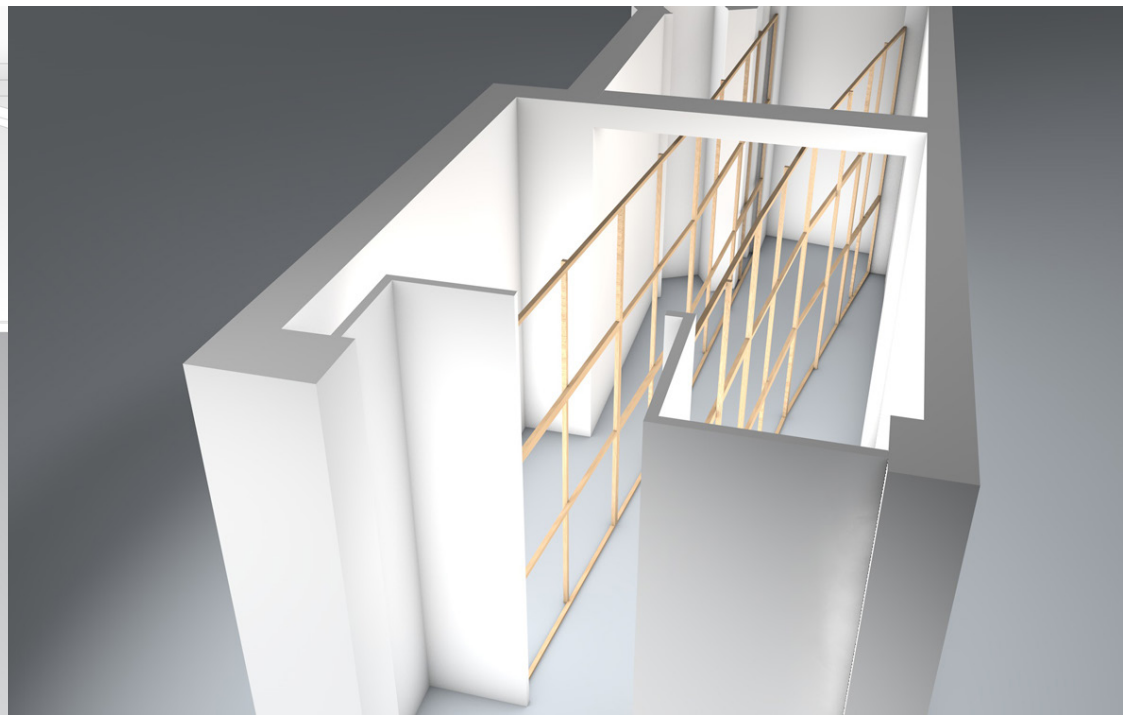
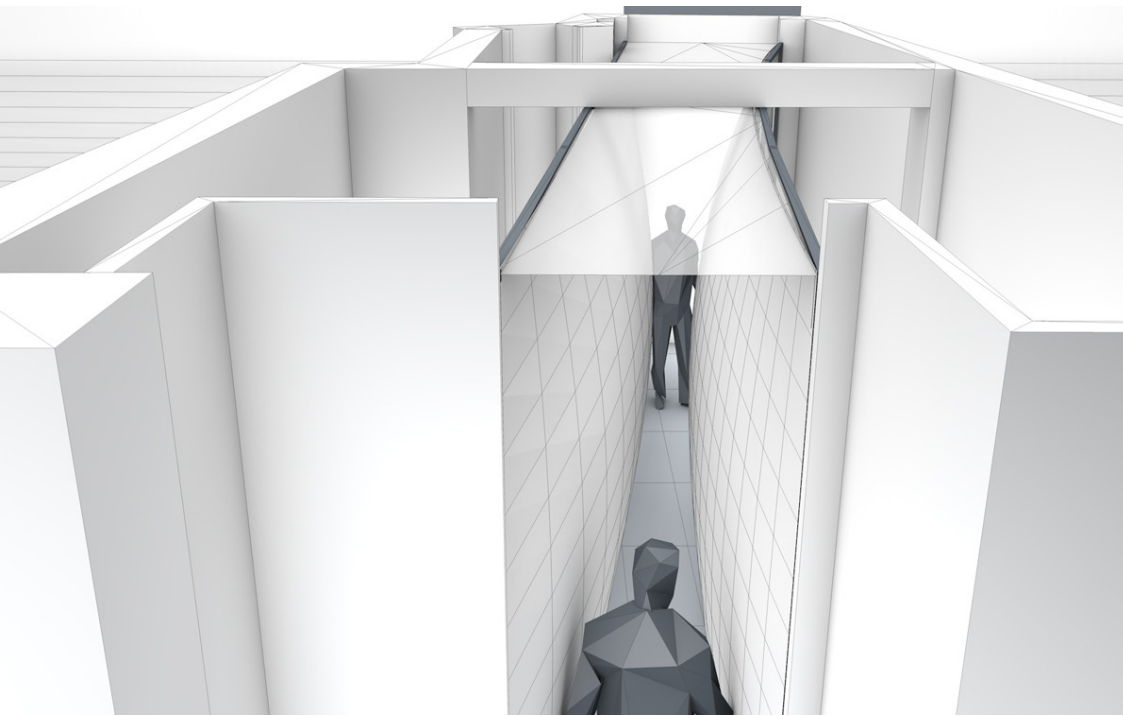
PROJECT: EXHIBITION DESIGN | INFLATABLE INSTALLATION  
CLIENT: GIUDI, PARIS SHOWROOM  
TASK: SPATIAL DESIGN | INSTALLATION  
EVENT: PARIS FASHION WEEK 2018

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



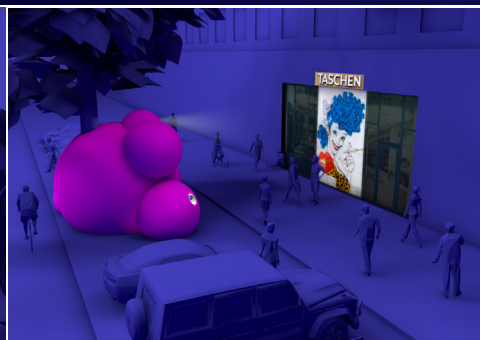


# 4

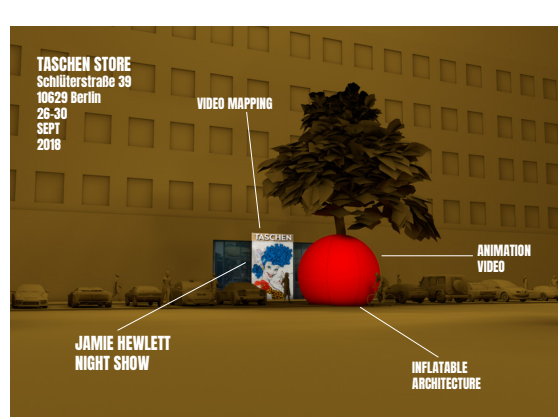
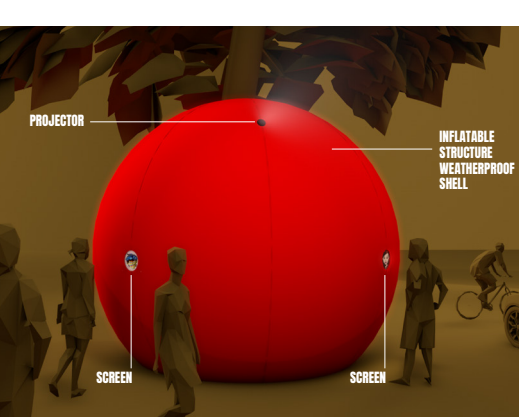
4 • PROJECT: TEMPORARY ARCHITECTURE  
CLIENT: TASCHEN BERLIN  
TASK: DESIGN - MANAGMENT

DATE:  
09-2018  
LOCATION:  
BERLIN



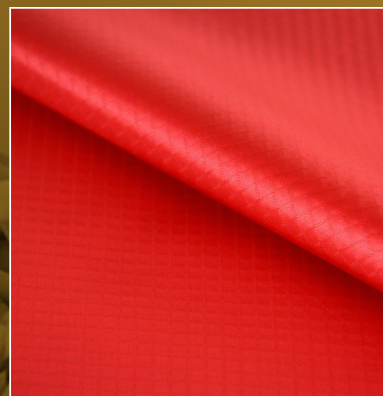






**CRISP PU COATED NYLON RIPSTOP NR3C-BLACK**

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.

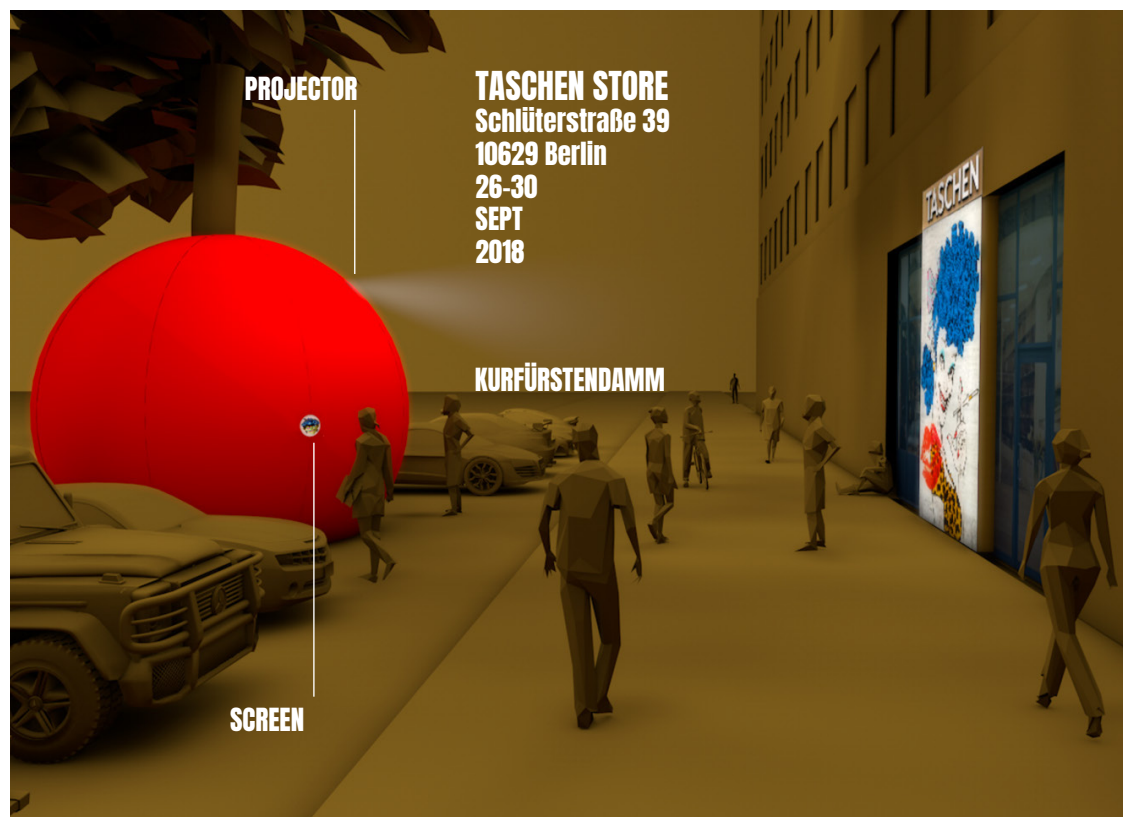


Approximate Weight: 70gsm (grammes per square metre)

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



CHOOSE THE COLOUR

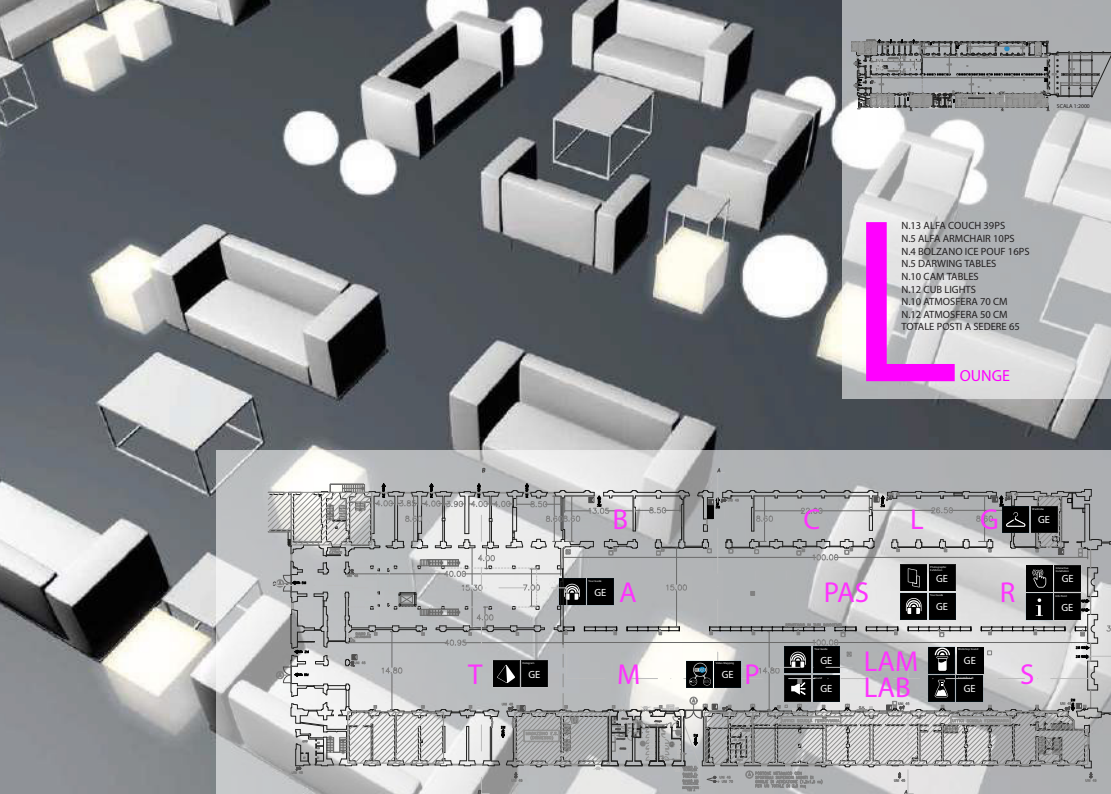


# 5

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)

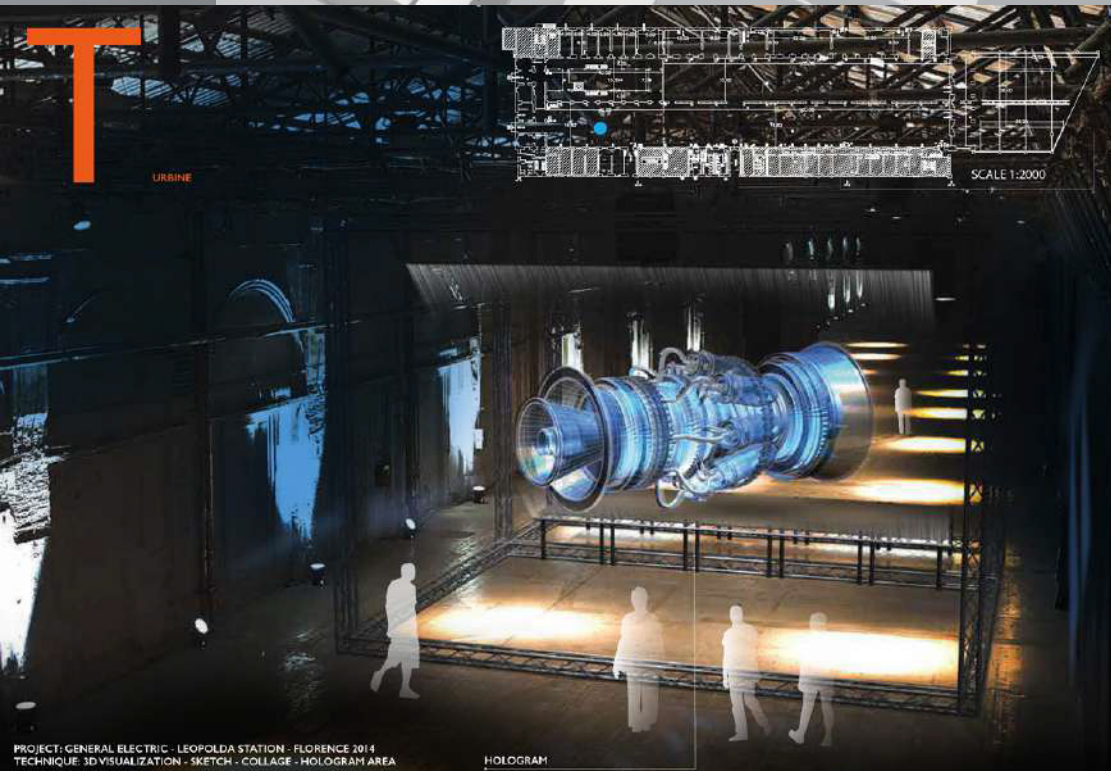
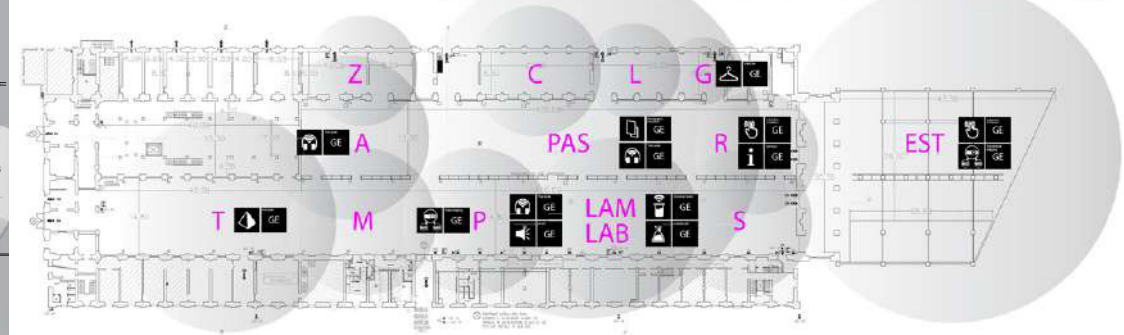




# 20/60

GENERAL ELECTRIC ANNIVERSARY EVENT

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

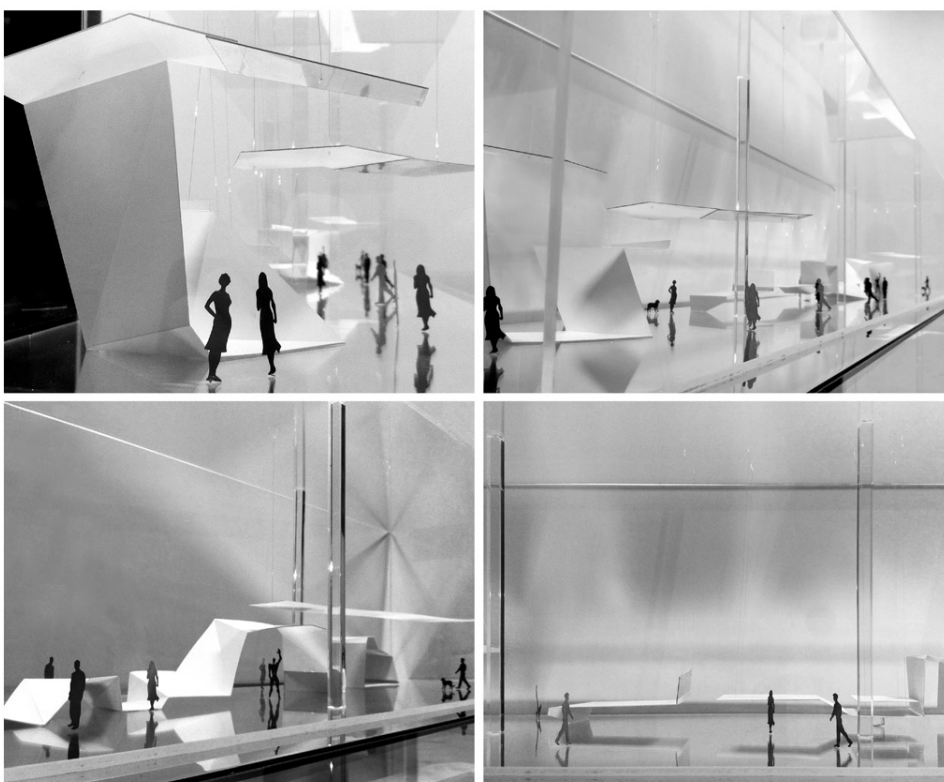




## MATERIALS:

### 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 DIBOND MIRROR 2400X60X0.5 cm  
M.30 NYLON THREAD  
N.20 MIRROR PLATE SILHOUETTE  
N.2 PLEXIGLAS GLUE  
N.2 CUTTER-SCAPPEL  
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 DIBOND 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 1500W LAMP CP61  
36 PAR NEL ETC 750W  
180 SUPERLUCCIOLA 75W  
36 ELECTRIC PANEL 6X16A SP32A  
108 CHANNEL DIMMERS ADB 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

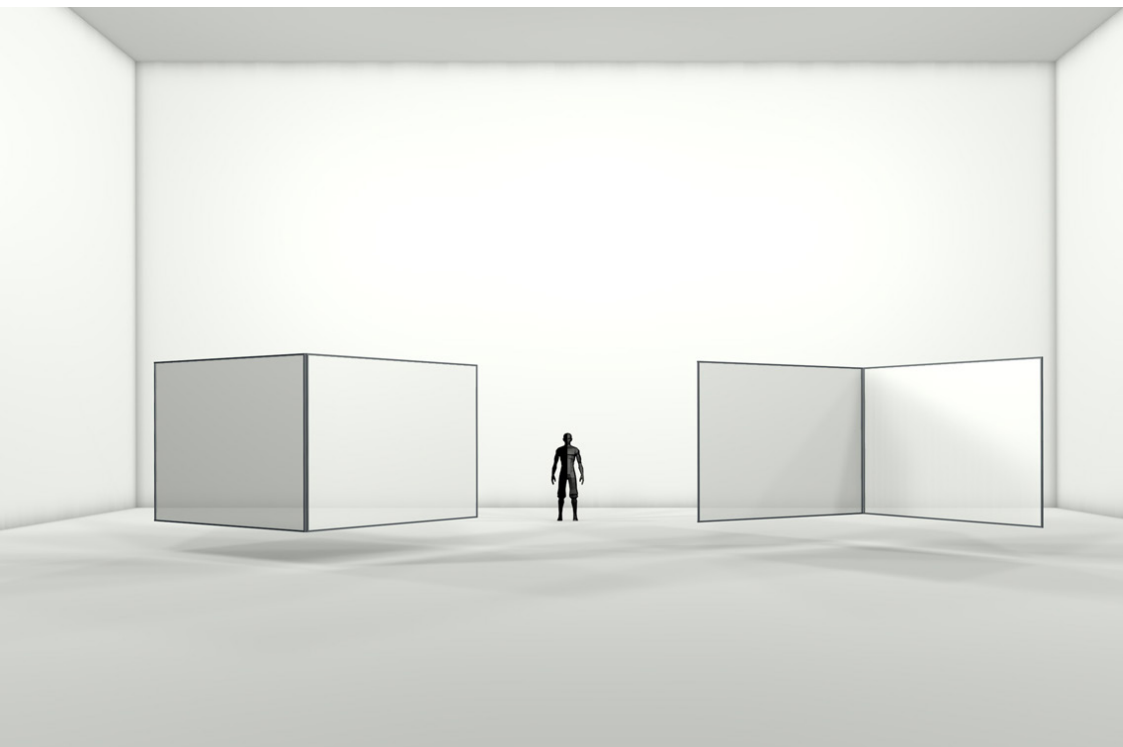
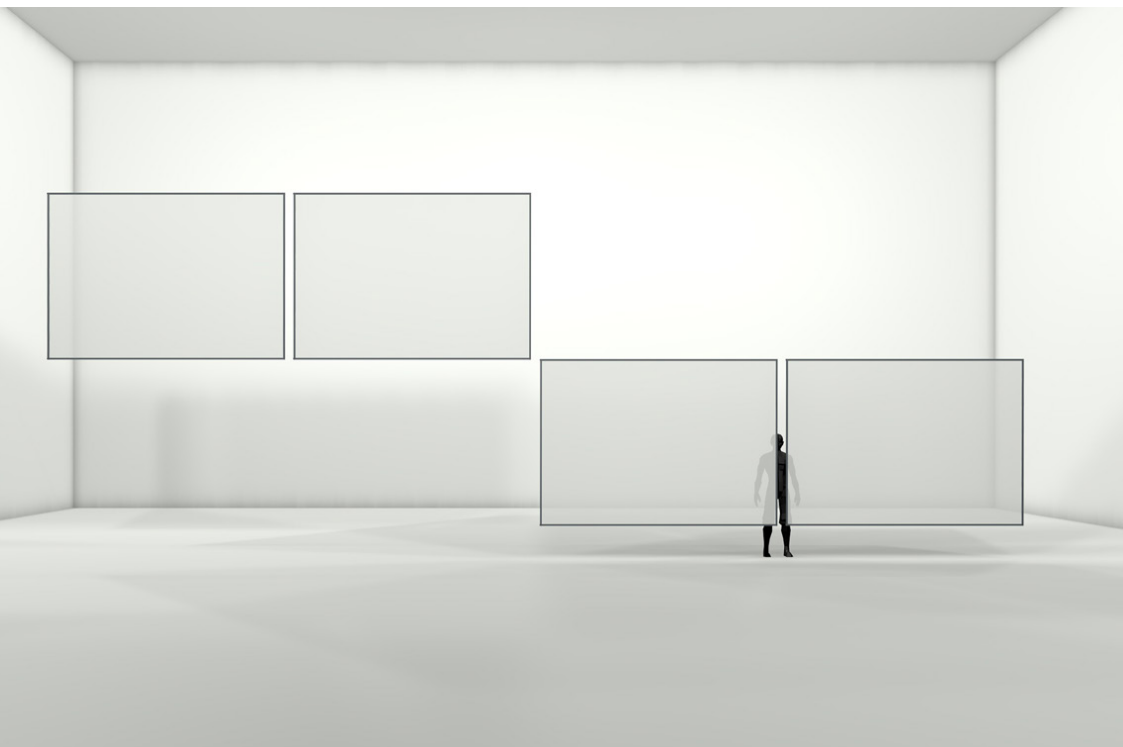
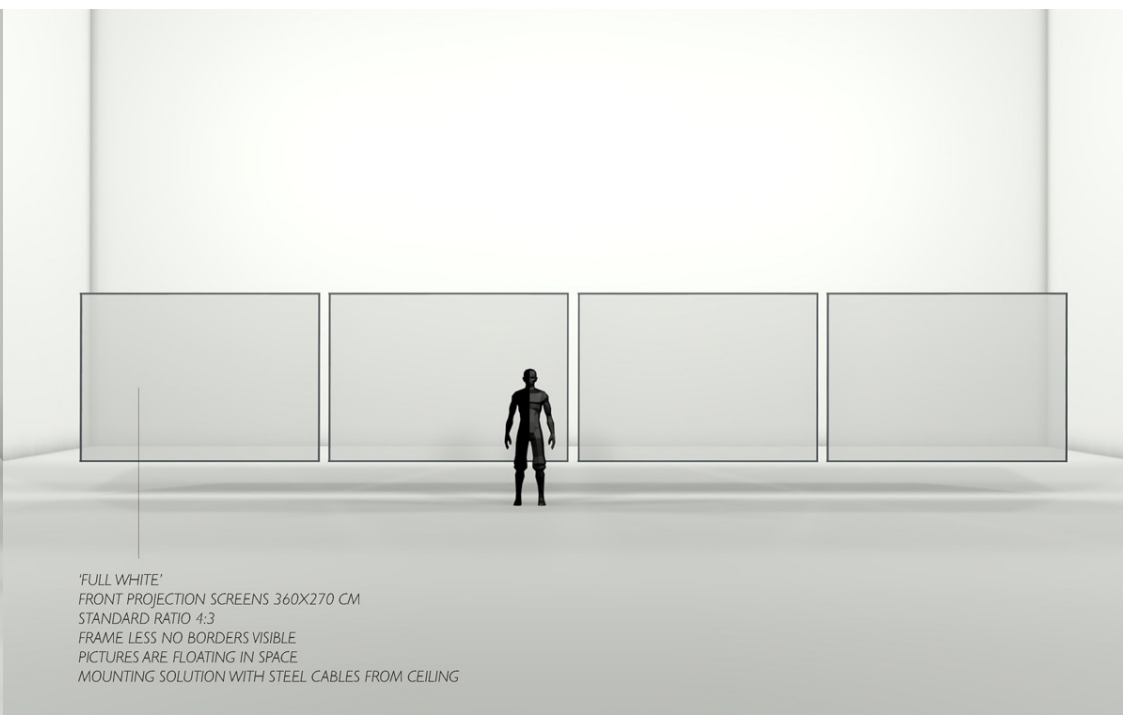
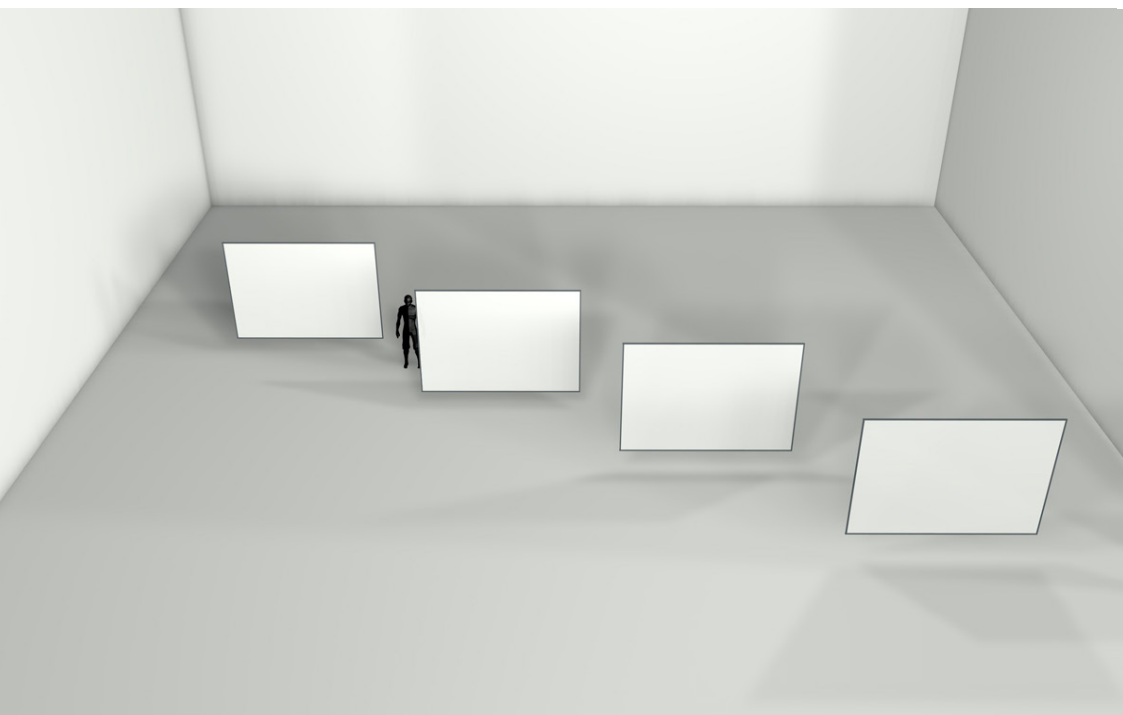
EVENT: FLAMENCO VIDEO SHOW 2018

DATE:

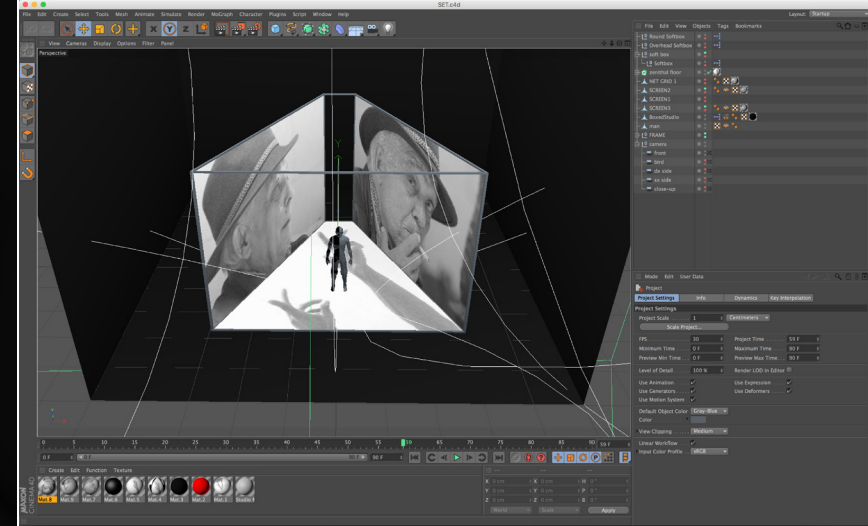
2018/2019

LOCATION:

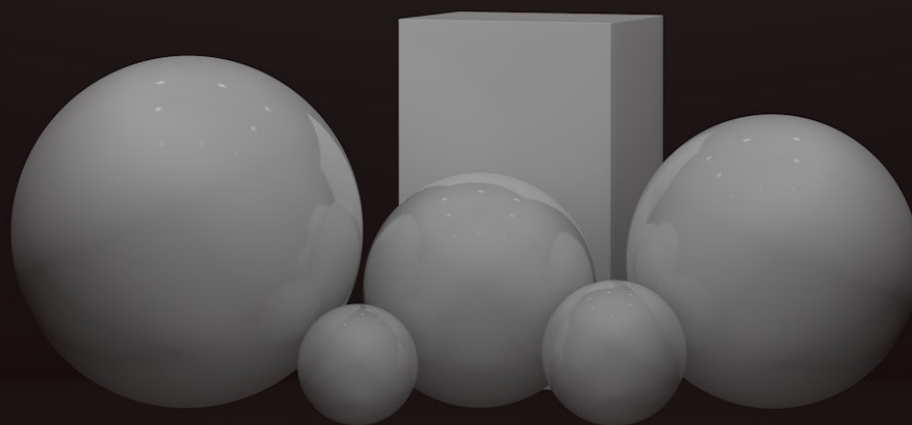
THEATRE MAESTRANZA SEVILLA







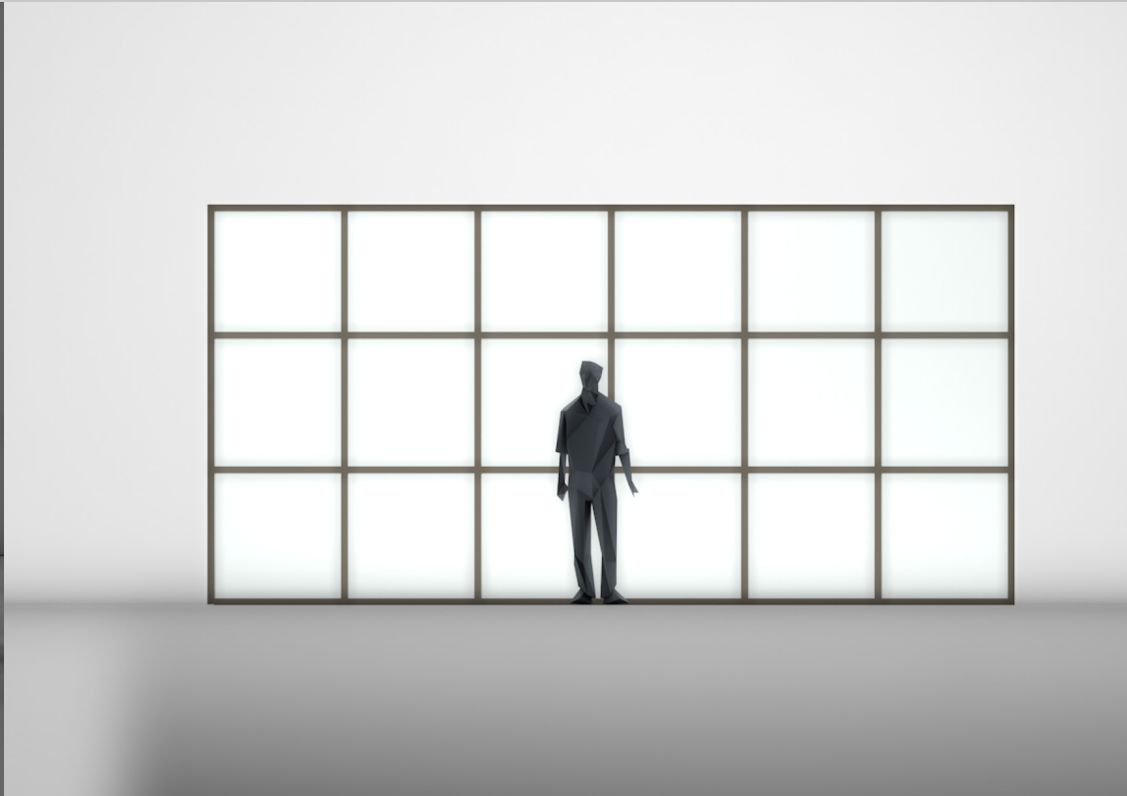
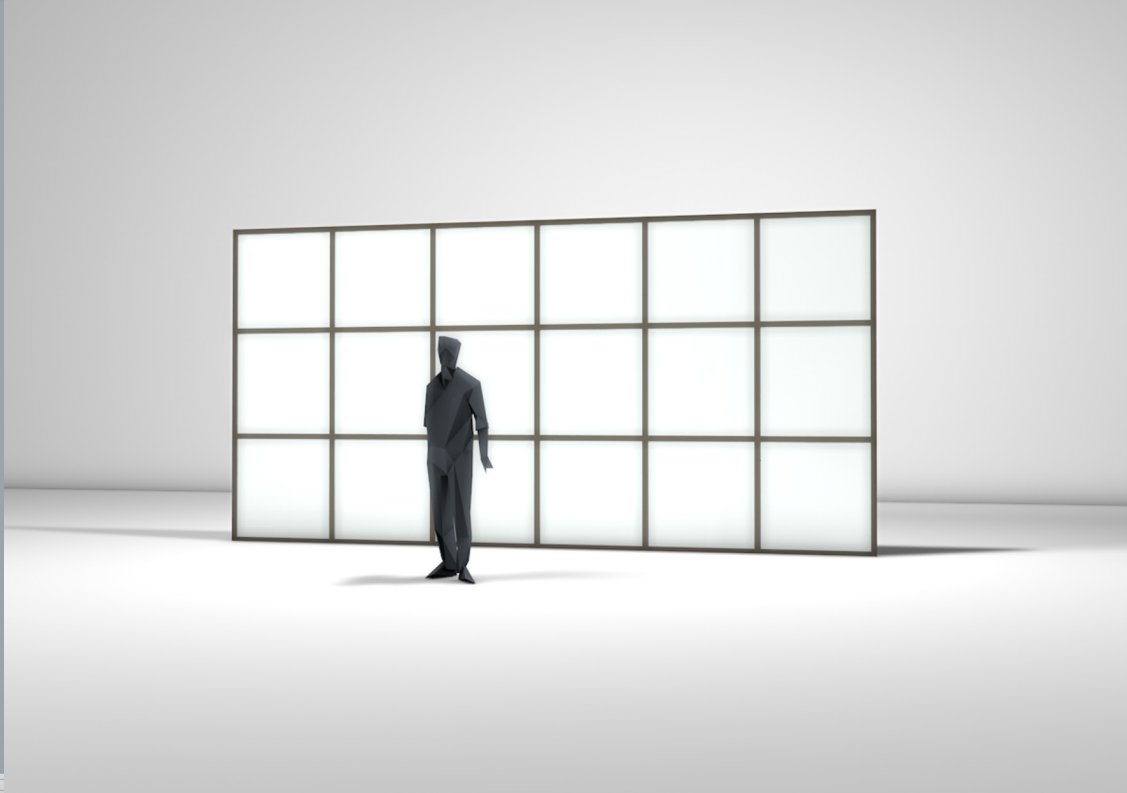
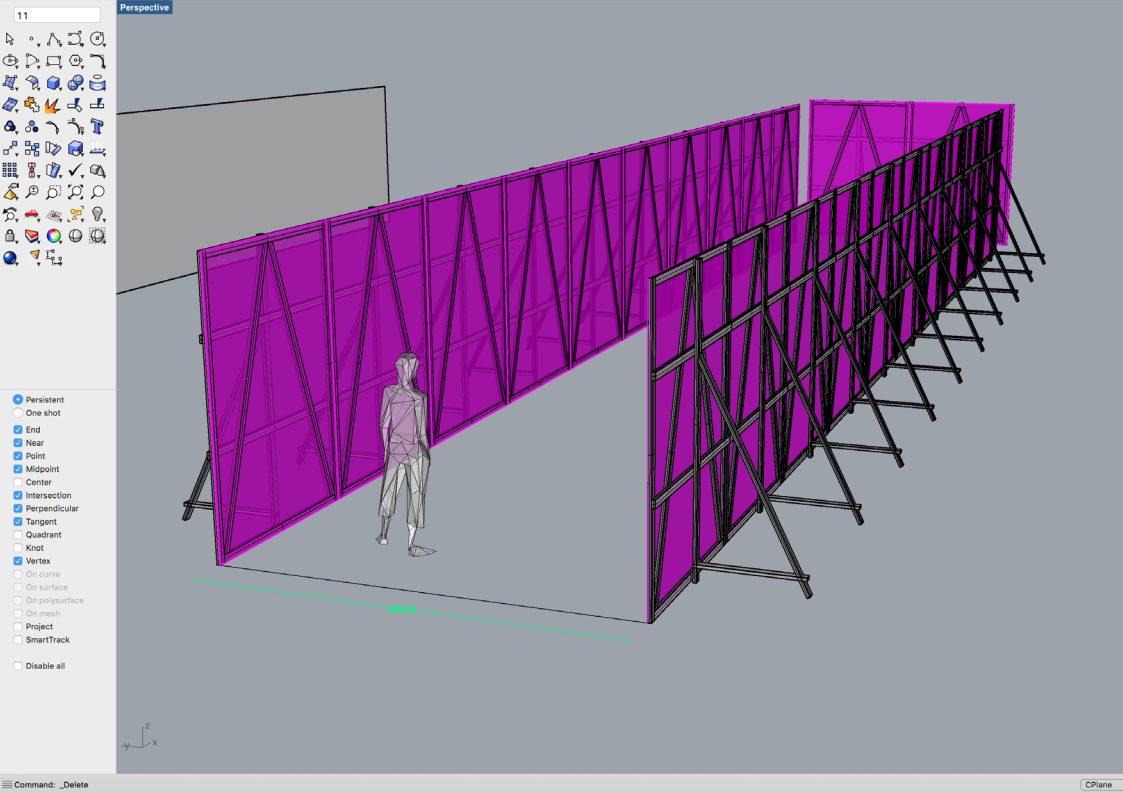
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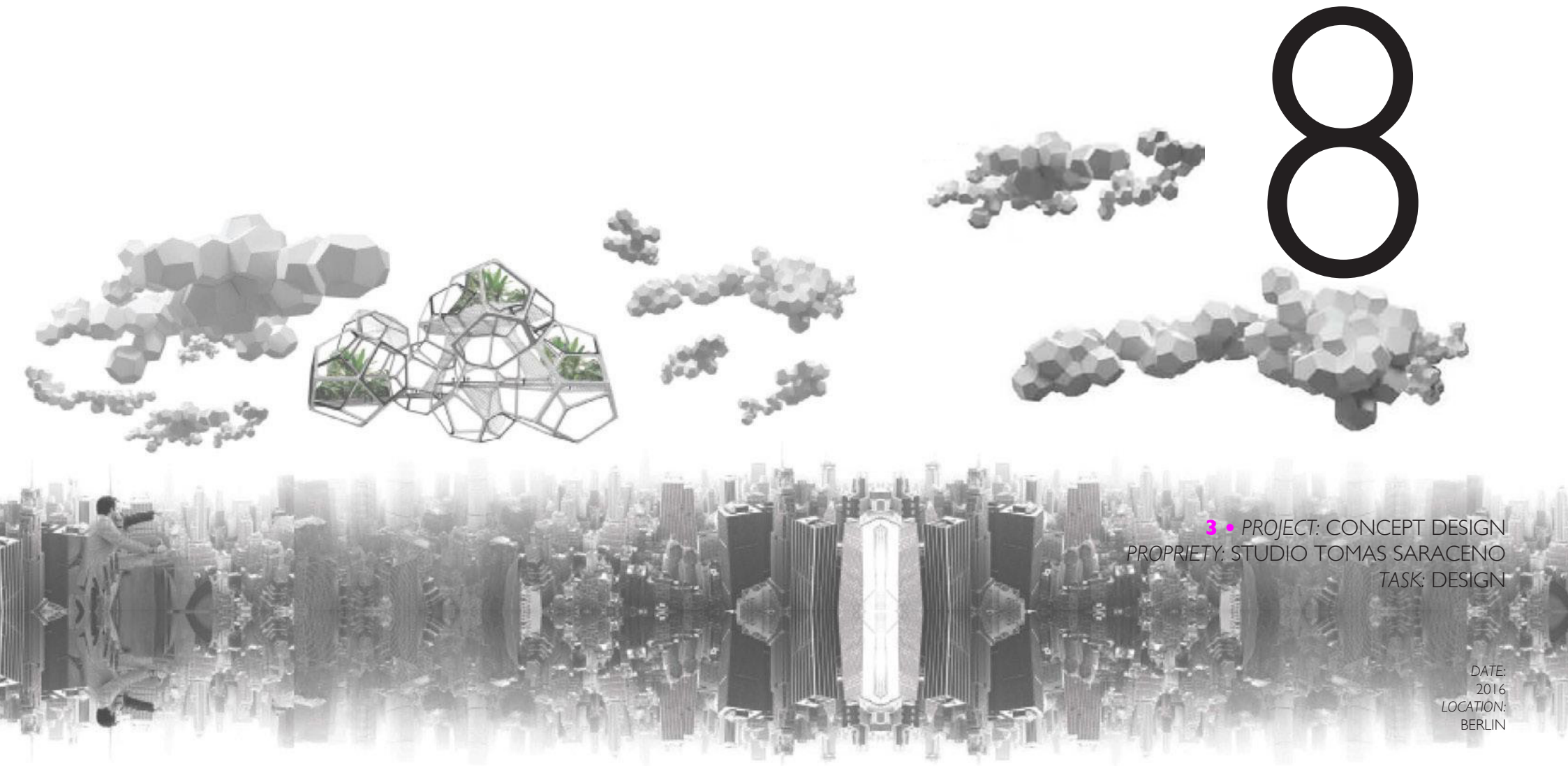
**3 • PROJECT:** FILM SET DESIGN  
*CLIENT:* THE STRANGERS LONDON UK  
*TASK:* SET DESIGN  
*EVENT:* FILM SET

*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. ...



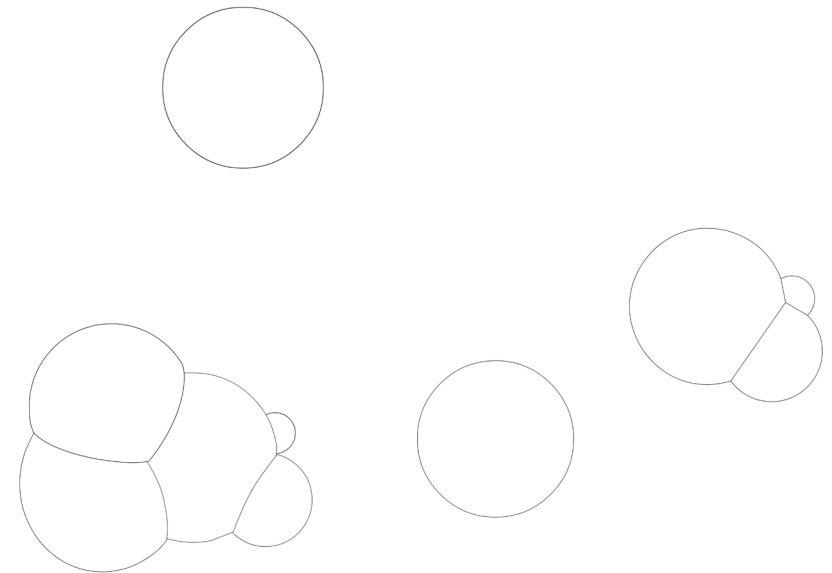
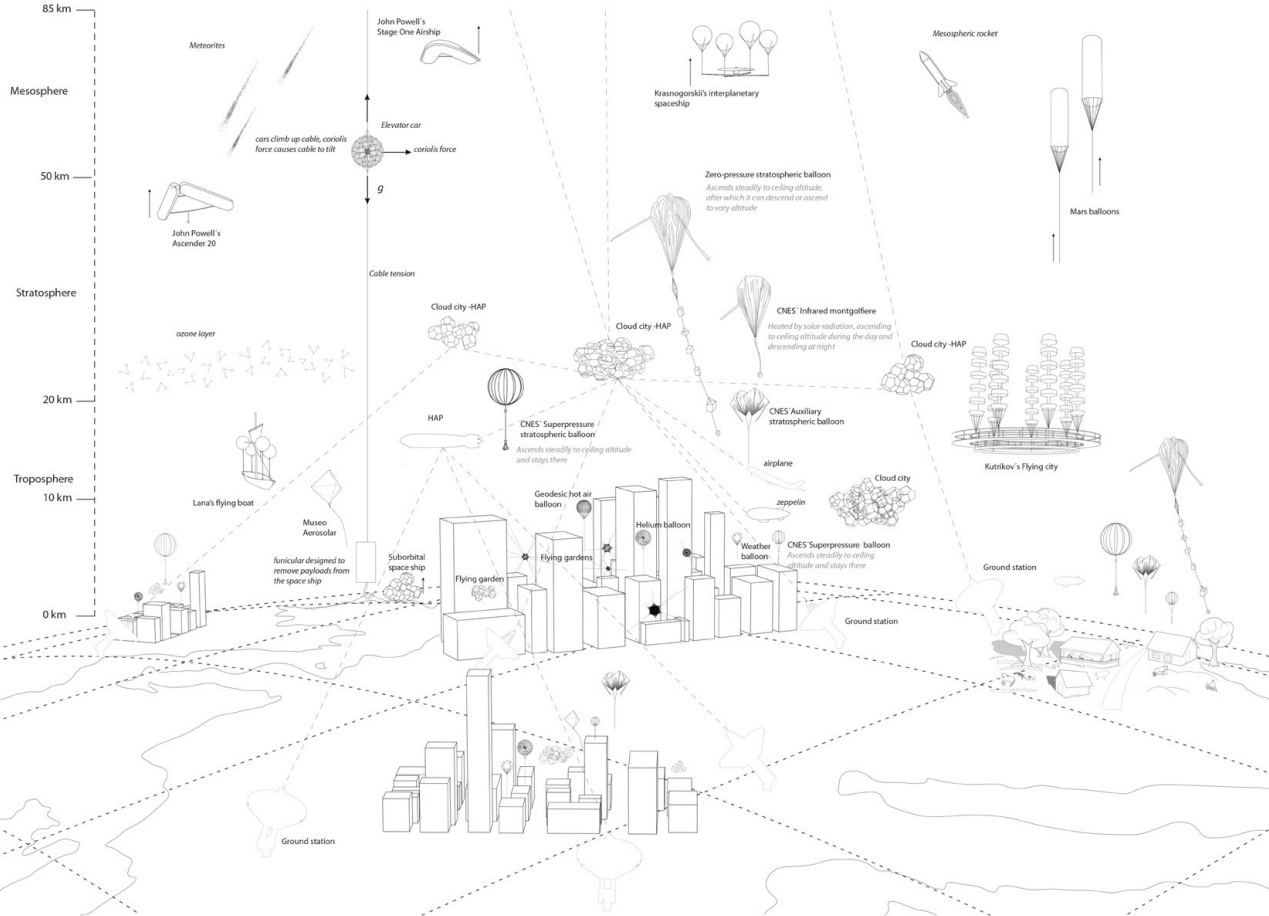
3 • PROJECT: CONCEPT DESIGN  
PROPRIETY: STUDIO TOMÁS SARACENO  
TASK: DESIGN

DATE:  
2016  
LOCATION:  
BERLIN

PROJECT: STUDIO TOMÁS SARACENO 2014 - CLOUD CITY - AEREOCENE

TECHNIQUE: GRAPHIC DESIGN - UTOPIC VISION

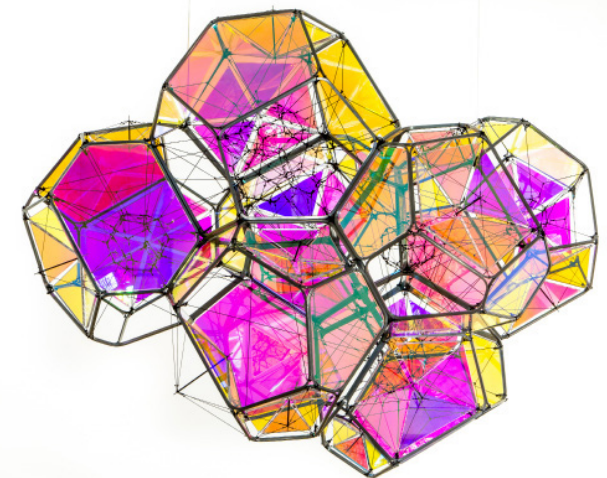
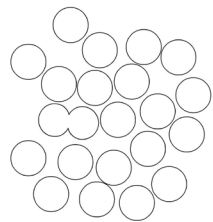




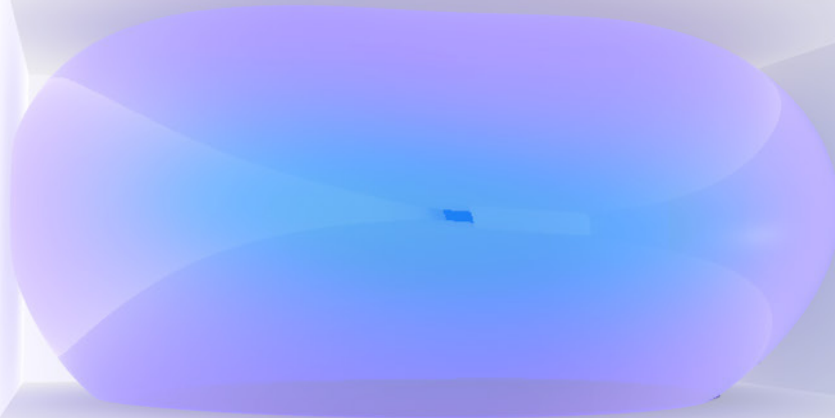
## Installation Instructions

„NGC 5128“

Tomas Saraceno 2014



# 9



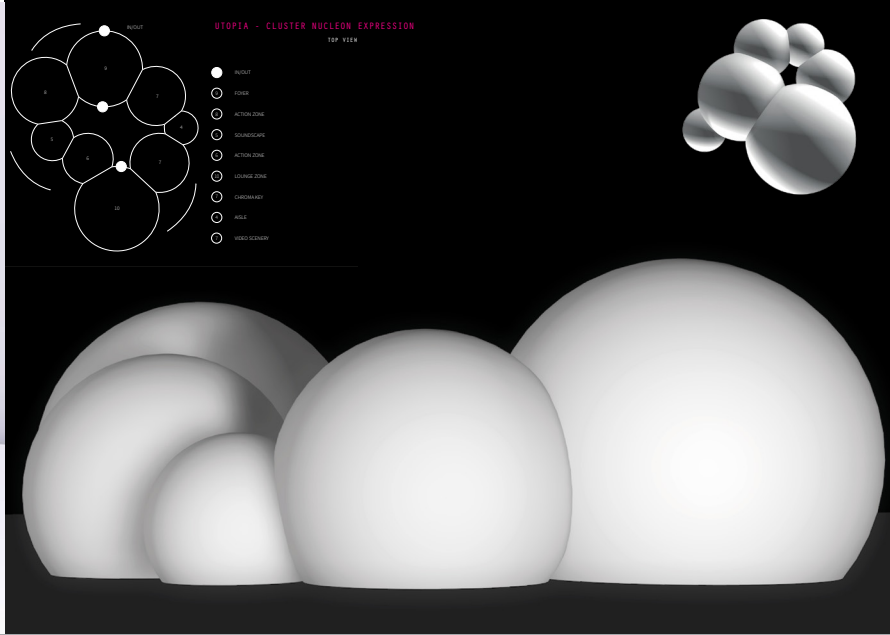
9 • PROJECT: SHOW | INFLATABLE INSTALLATION  
CLIENT: NRW FORUM DÜSSELDORF  
PLASTIQUE-FANTASTIQUE  
TASK: SPATIAL DESIGN  
EVENT: BEN J RIEPE SHOW 2016

DATE:  
04/2016  
LOCATION:  
NRW FORUM DÜSSELDORF

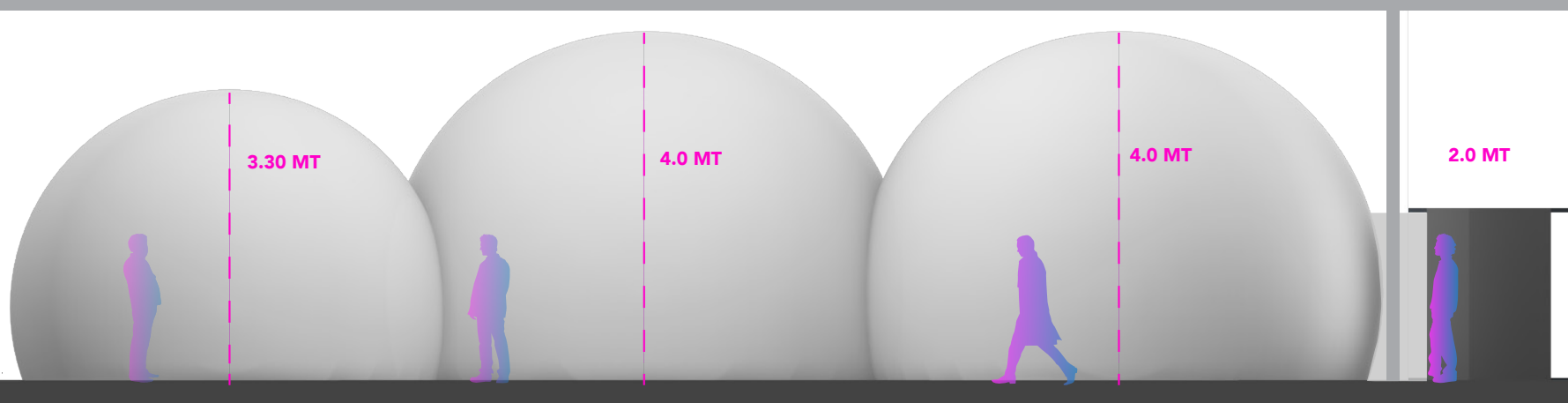
PROJECT: PROJECT: UTOPIA - IRIDESCENT BUBBLE  
NRW FORUM MUSEUM DÜSSELDORF 2016

"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."

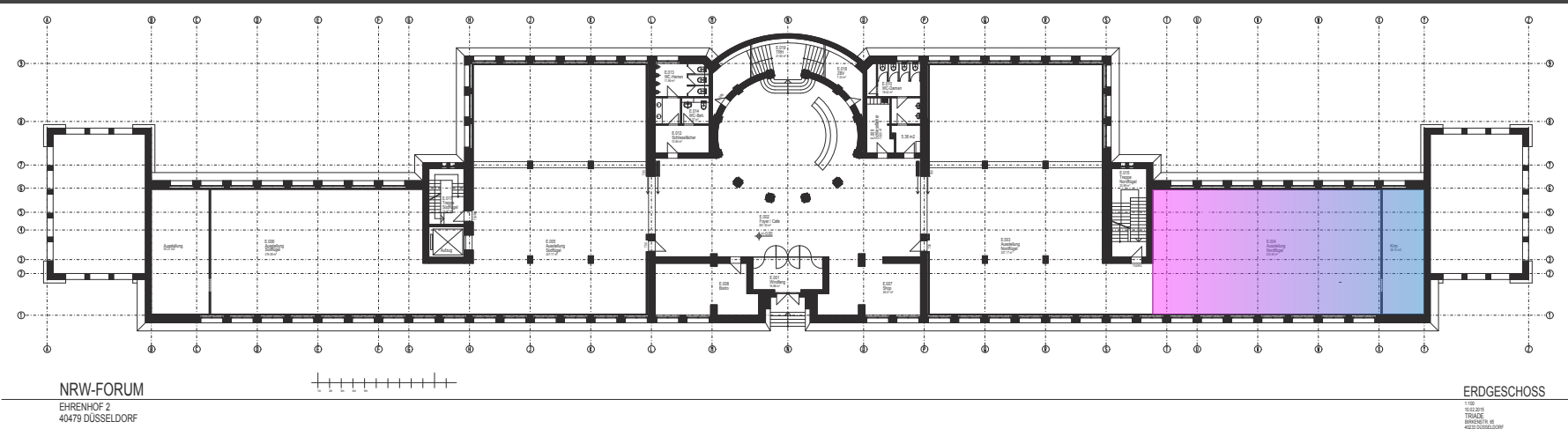




PERSPECTIVE VIEW



SIDE VIEW



TOP VIEW

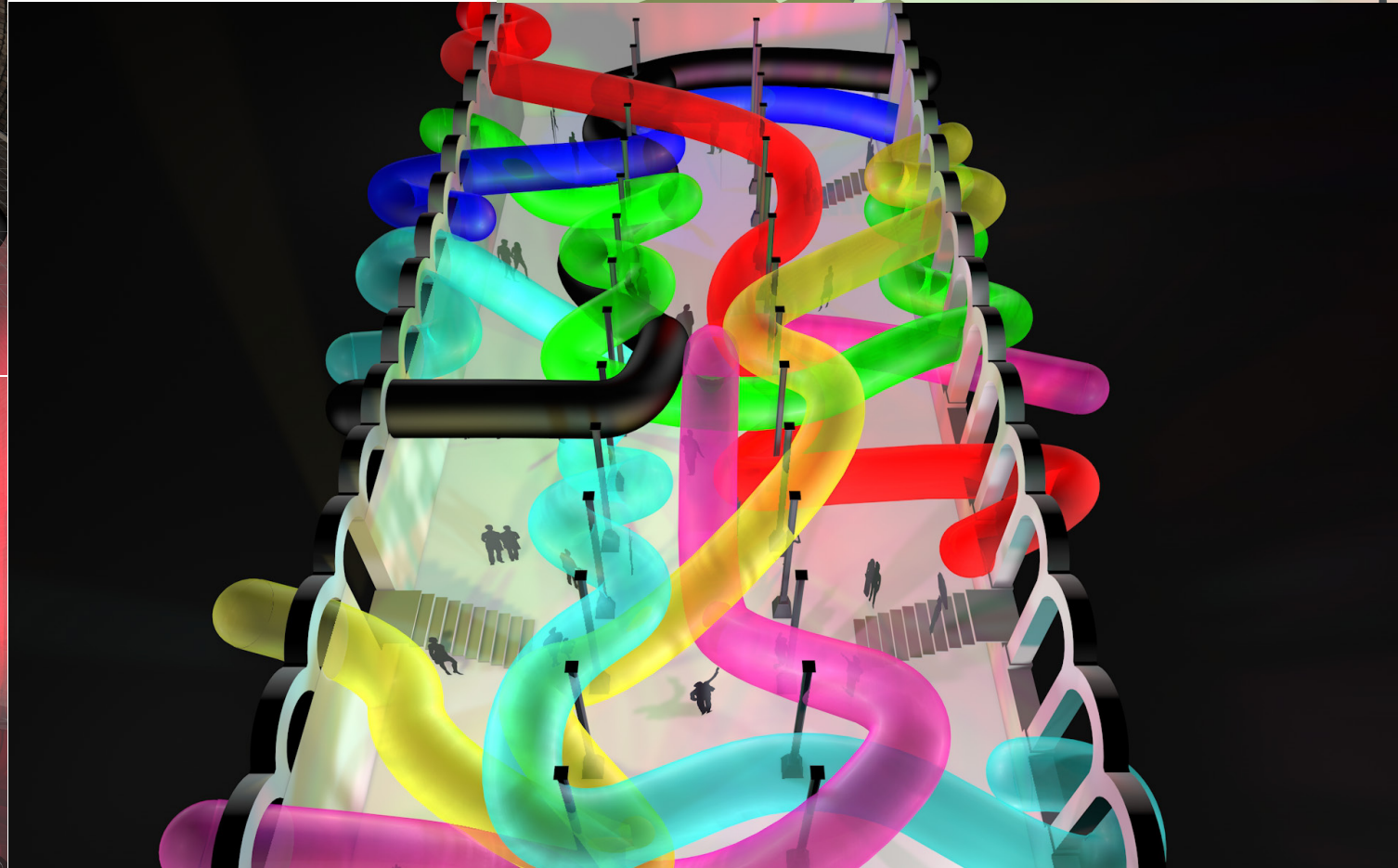
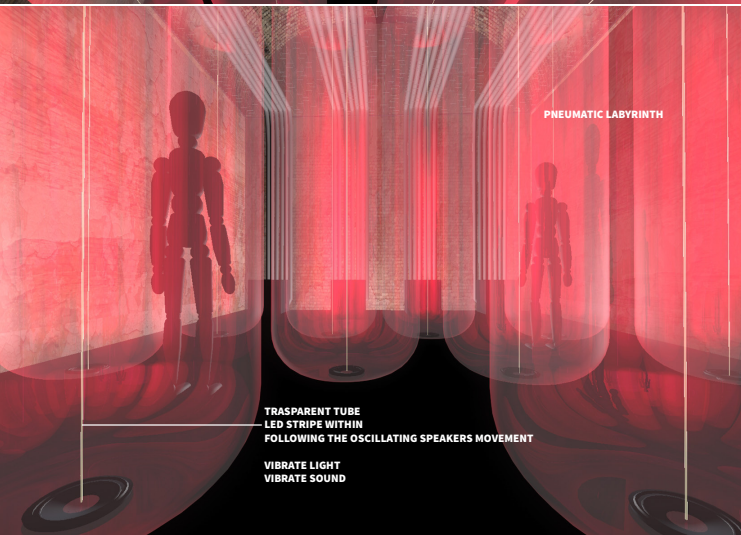
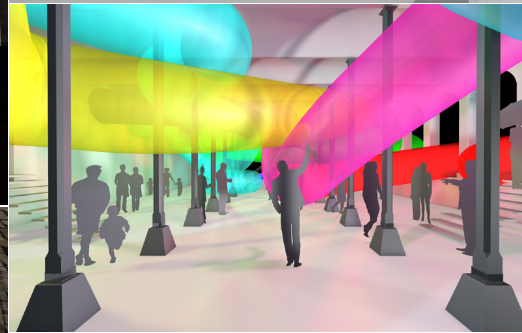
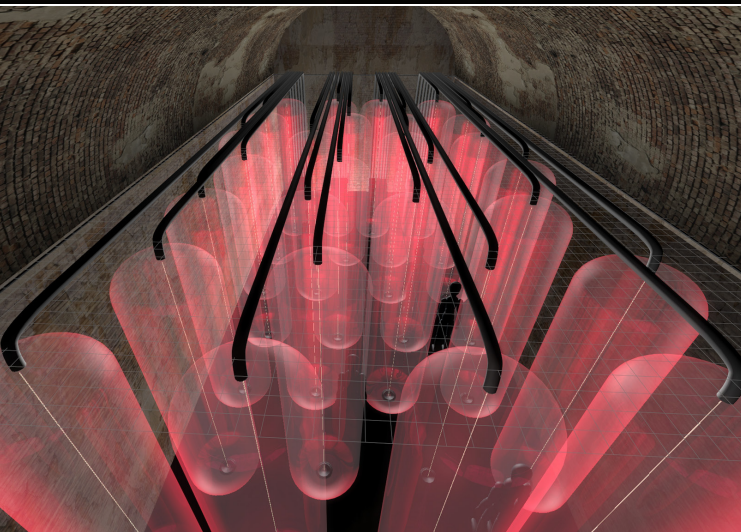
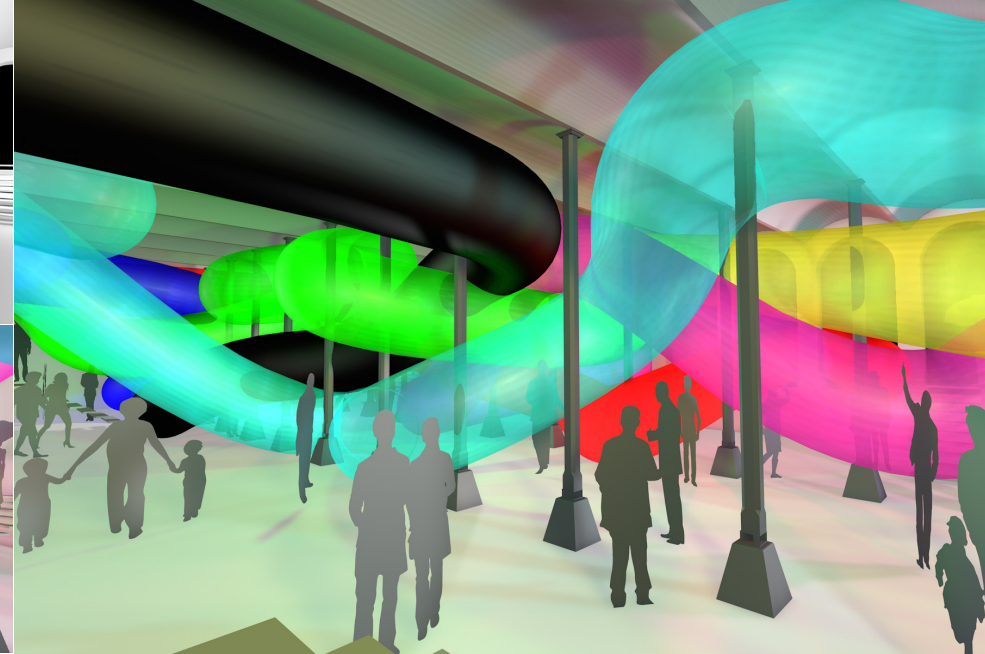
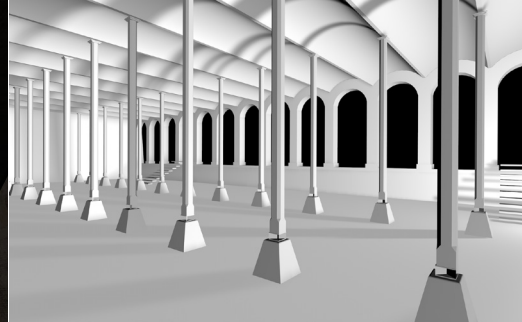
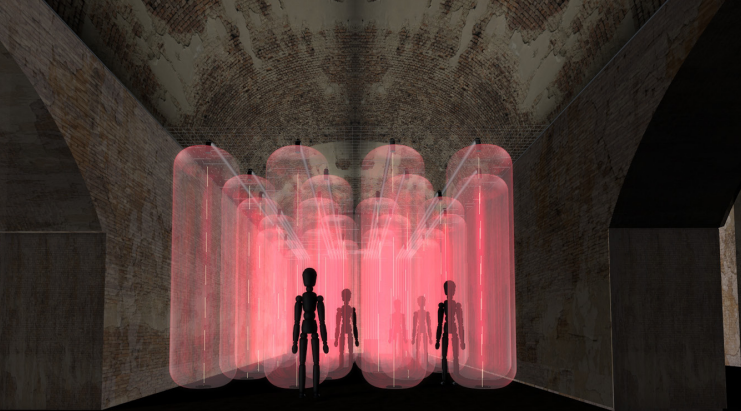


10

**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

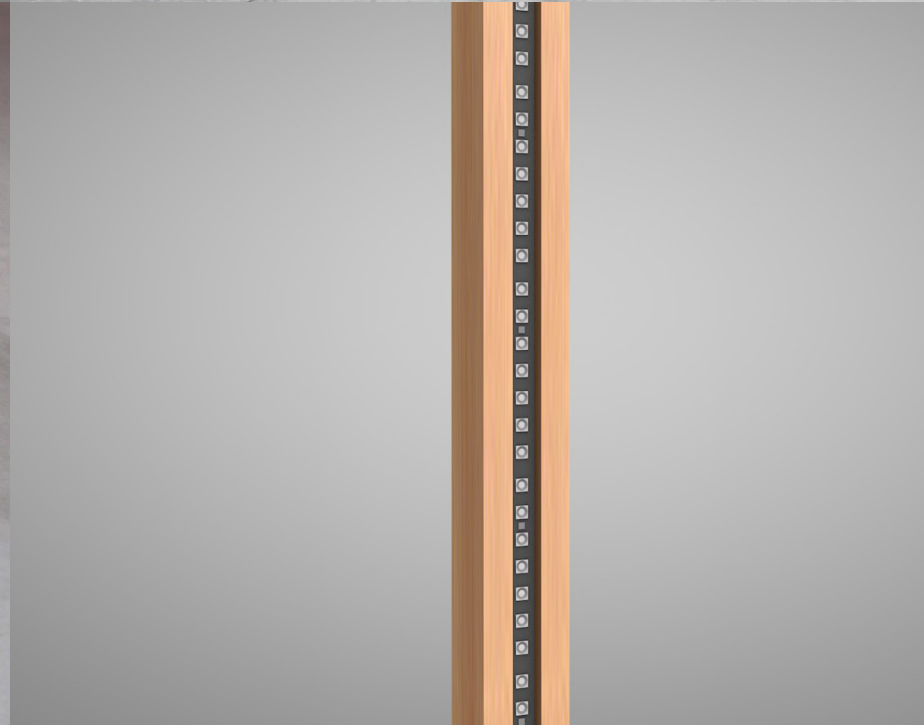
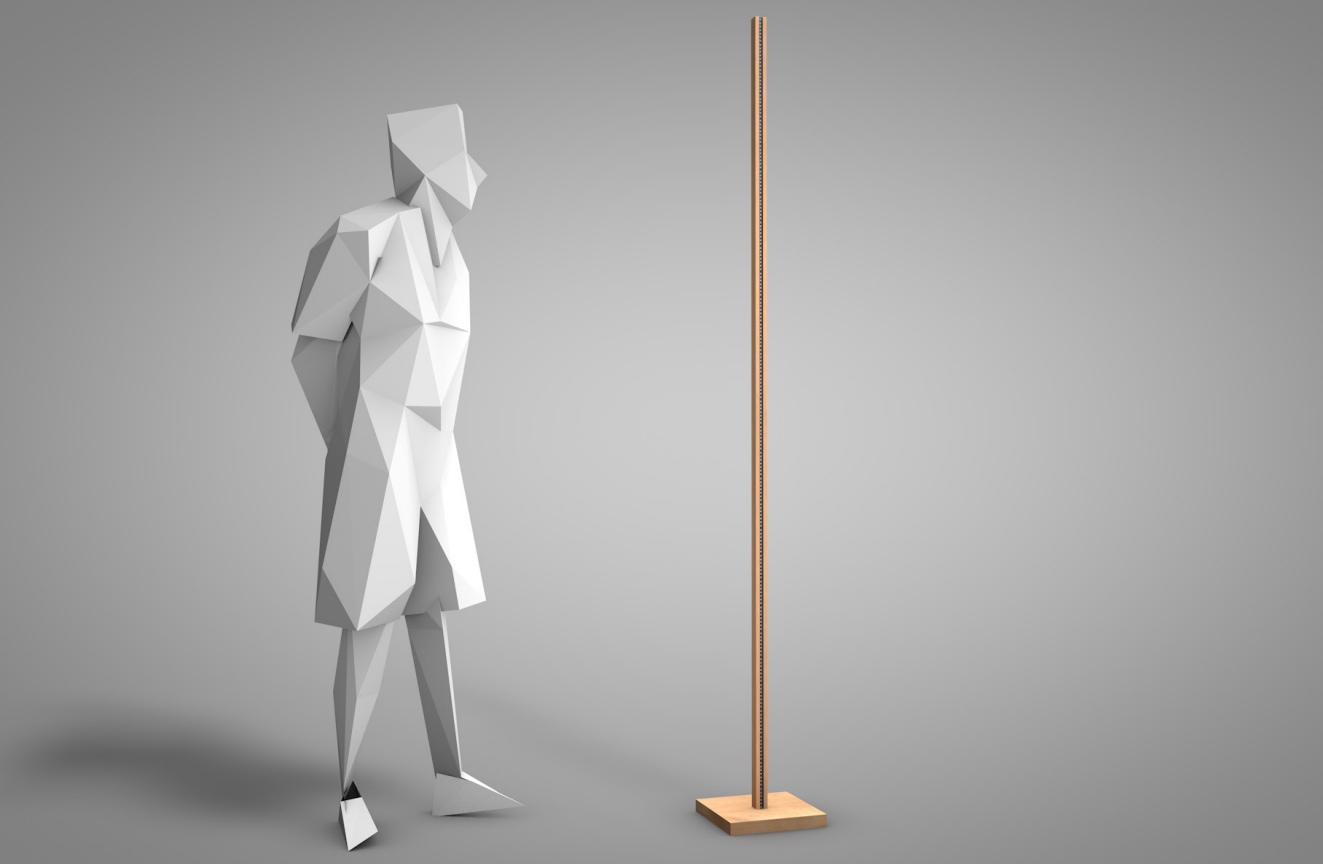
- ABOUT 66 LEATHER FRINGES 4cm WIDTH 90/110 LENGHT
- IRON WELDED WIREFRAME 70hX90Øcm, WIRE Ø0.5cm
- N.6 IRON RINGS ø15cm, WIRE Ø0.5cm
- IRON ARCH, 300cm 1/4 OF CIRCLE MUDULAR, 3 PIECES OF 100cm
- IRON BASE: 80x30x2cm
- ELECTRIC WIRE
- LIGHT BULB
- 6 SCREWS FOR ARCH
- 1 SCREW ARCH BASE



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

DATE:  
2019  
LOCATION:  
BERLIN









# **SIMONE SERLENGA**

SPACE DESIGN | MEDIA SCENOGRAPHY

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MOBILE - +49 (0) 1726660827

STUDIO - TORSTR. 161 10115 BERLIN