



PHILIPS 2006

VILA DA COPA - BRASIL - THINKING OF DESIGNING EXPERIENCES IN LARGE SCALE

HOW TO CREATE NEW IDEAS FOR HUGE CROWDS?

Philips chose E-eventos to assume the challenge of producing a whole new experience about soccer and the World Cup 2006, based on their latest creation, a 120m2 outdoor screen and their digital television products. Therefore, E-eventos thought of VRD research as a team partner which could provide fresh and innovative ideas for the structure which would host their plan of mixing the popular and grate love for soccer, with cultural ingredients: important dates, music, famous players, etc.

FOR THE FIRST TIME

Vila da Copa has been the biggest product we've ever worked on. For the first time, we didn't have to think about a product that behaves differently, in different places at the same time, something people will find on a shelf. We worked on a large product which lots of people were going to use, live, breathe and see at the same moment. We had only one chance to get their attention and make this a memorable experience. We had to design experiences in large scale.

OUR CHALLENGE

The event architecture could have been made of standard commercial structures chosen from a catalogue, mostly modular and less dynamical structures that people had seen and used in the past. However, our purpose was to cause great impact and establish a difference by designing an environment which would be consistent with the concept. We had to innovate by creating new structures, considering people's flow and all functional space requirements. We aimed to achieve both, structural and conceptual innovation, according to E-eventos' purpose: 'mixing soccer with Brazilian culture'.

A NEW CONCEPT FOR A GREATER EXPERIENCE

Giving each visitor the opportunity to live the experience of a soccer player entering the field, could only be done in a "soccer stadium". We built a very particular one, where the contrasts of the structural scale, the appearance and the harmonic movement, were the difference. Everything -including Philips' screens- had it's own place and reason: **The entrances:** Tunnels of sound and vibrations announcing the player's arrival. **The field:** What is usually a place for playing and fighting for the victory, in Vila da Copa it became a space to join soccer fans and give them the opportunity to play virtually with their team in Germany. **The goals:** Representing past and present, the connection between Brazil's victories (soccer museum) and the World Cup in Germany. **The crowd wave:** A surrounding structure hosting the bar, the LAN house, sponsors and VIP areas.

A link between space and it's meaning was accomplished, for 8000 visitors to enjoy the emotions of soccer as never before.

GREAT RESULTS FOR VRD AND PROJECT PARTNERS

All this was possible thanks to the participation of different teams and partners: architect Marko Brajovic, engineer Nelson Fidler and E-eventos production staff. We all worked together developing an idea that broke standards, with great quality and engineering details. We all managed to change the perception of the event business and every person who entered Vila da Copa came out with the best impression.

For the first time we faced a project as Vila da Copa and we successfully enjoyed it. Those excellent results have encouraged us to face new challenges and explore new design areas; always following a strategy -of course-.

Writer Natalia Mendoza



Photographer Joaquin Sarniento for vrdresearch