



The goal for Rose Brand was to present our new products in an environment that evokes some of the drama that our customers work with-in on a daily basis. The design team at Rose Brand used string curtains and custom lighting fixtures which highlighted the theme "Transparency" for the LDI show in Las Vegas.



White string curtains revealed the custom Fire and Ice lighting fixtures, and also served as non-traditional projection screens for Panorama Digital technology. Transparent Shimmer Organza in freeform cut curtains glistened above suspended from the Triple EEE serpentine I Beam track that bisected the booth. Hanging between the fluttering un-hemmed gossamers were "windows" of laser cut Celesta pattern leaf fabric that revealed everything beyond as if viewed through a fine mist.



Our new Darnell-Rose Caster line was "on stage" on a rotating platform... making the triple swivel Stage-Master Caster the star of the show.



Other embellishments included our new Flora Series Stretch Shape flowers which "grew" from the upper reaches of the booth and cascaded to just above eye level for a great WOW effect. Liquid Metal fabric constructed as fringe then fluffed with netting for texture finished the organic effect.



Rose Brand Dynamic Scenery occupied one end of the booth and displayed to great advantage Show LED, SoftLED and Panorama Digital Media Server.