



CREATIVITY
+ TECHNOLOGY



LE LAIT À LA BOUCHE

TRAVELING BOOTH

Fédération des producteurs de lait du Québec

Montreal, Quebec, Canada, 2008

This nomadic store for the Fédération des producteurs de lait du Québec, occupying roughly 35 square metres (380 sq. ft.), can accommodate visitors on its entire periphery, with a tasting station and four flat screens that provide the visitor with general information, recipes and milk product logos in continuous loops.



Description

This circular booth features a futuristic look, clean and functional design, integrated lighting and video projections.

The booth has been traveling around Quebec for more than five years, offering visitors 40 different milk products made with 100% Canadian milk.

Production and Design

Nolin, Champigny-Raymond

Mandate

Technical and audiovisual
design

Technical direction and
management

Installation

Programming and calibration

Expertise

Audio

Video

Control systems