



OB the stage

Dominic Niels Haag and Michael Josef Heusi for Swiss Engineers and Architects Association (SIA), Swissbau 2005

Please introduce yourselves.

Michael: I'm 34 years old, an interior architect and lighting designer, and about to become a daddy.

Dominic: I'm more of a dandy than a daddy.

Is this your first stand?

M: My third.

D: Seventh.

The concept?

D: A light object, a stage on which visitors become actors ...

M: ... and spectators.

What did you listen to while designing it?

D: Web-radio; somafm.com.

M: To the sound coming from Dominic's earphones. He must be nearly deaf by now.

In a long narrow space – 4 metres deep and a whopping 32 metres wide – the designers of SIA's stand at Swissbau 2005 use light for both illumination and atmosphere. A rear wall

panelled in red acrylic glass and lit by blue light provides a setting for video projections, lettering and reading material. Photography by Reinhard Zimmermann

Happy with the result?

M: The first time we turned on the lights, we were overwhelmed ...

D: ... and enlightened.

What do your parents think?

D: Is *that* what you do for living?

M: All this for only five days?

Most distinguishing feature?

M: The light.

D: The red 'on' switch.

What makes this stand successful?

D: 20,000 visitors at the booth.

Least favourite comment?

'Never found the stand.'