

RDAI commissions Bernard Pictet for glass at the new ELIE SAAB boutique, 31 Avenue George V in Paris.

RDAI Architecture was looking for a way to present films of Elie Saab runway shows in the boutique that would be both elegant and unobtrusive.

It found the solution in a concept invented by Atelier Bernard Pictet and The Vibrant Project in which images appear to be projected onto the glass when in reality they are screened through the glass.

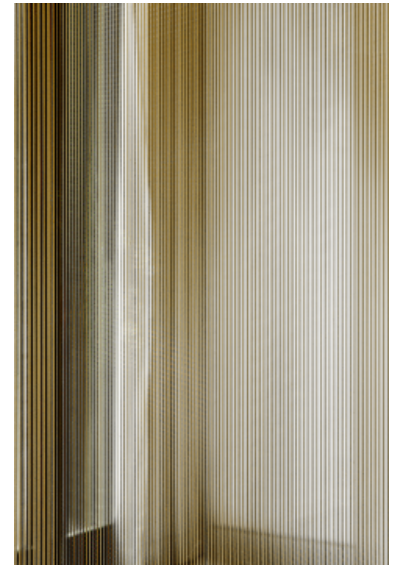
Giving life to RDAI's kinetic-inspired graphics, Bernard Pictet produced two large video walls, together with opaque and translucent kinetic glass that echoes the structural motif.



The glass pieces required a complex treatment on four or five levels.

Video walls: 3,320 mm x 2,720 mm
including a 1,985 mm x 1,143 mm screen

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