



**BENETT  
LIVE  
WINDOWS  
AND UN**

# VISION



**Fabrica is the Benetton research centre on communication, where young artists from all over the world receive a one-year-grant and can develop their artistic projects.**

**Benetton Group and Fabrica already cooperate with international institutions and NGOs, such as the United Nations, Reporters without Borders, Unicef, the Centre Pompidou, the Victoria & Albert Museum, just to mention a few.**

We are interested in further extending our network of relations with prestigious educational institutions, in order to start common creative projects and to explore with them always new forms of cooperation, with the aim of **giving visibility to the creativity of the students and of creating a virtuous circle of relations.**

# PROPOSAL



We offer young creatives from well-known academies and institutions the chance to produce creative contents under the aegis of the UN.

These contents will celebrate UN recurrences and topics and, if approved by the UN authorities, will get international visibility and be provided with the UN logo.

Some of the advantages deriving from this project for the Schools invited are:

- › the students' contents distributed through the **communication channels of the UN**, obviously always provided with the name of the students and of the School
- › the name of the School brought in association with such a **relevant partner as the UN** and the precious immaterial value deriving from this
- › the visibility in the international **Live Windows megastores network**, placed in the most renowned shopping streets of the world and in the website [www.livewindow.it](http://www.livewindow.it)

# ASSIGNMENT



**Students shall produce a video/animation about selected UN recurrences.**

**If approved, it will be published on the Live Windows, located in selected Benetton megastores in the important towns of the world (London, Milan, Moscow, Barcelona, Munich, Paris etc).**

The content will always indicate the name of the author and of the School.

# THE BENETTON LIVE WINDOWS PROJECT



Fabrica has conceived and designed the “Benetton Live Windows” project for United Colors of Benetton.

Within this project, which means an evolution of the traditional concept of the retail environment, Fabrica offers major visual arts and design schools and higher institutes and universities the opportunity to be part of the experimentation in the various contexts and to publish their outputs (videos and /or animations) globally, through major stores windows, located in the most relevant high street venues such as Piazza Duomo in Milan, Tverskaja Ulitsa in Moscow, Portal de l’Angel in Barcelona, Brompton Road in London etc.

## BACKGROUND

The retail environment is becoming a strategic point of conversation between brands and customers.

The store transforms into an intelligent place where the customers don’t only act as purchaser of goods. The store becomes an **immersive environment**, devoted to let the public live a **unique experience** which goes far beyond the purchase action and refers to the world of values represented by the brand.

All this is made possible by the use of **digital technology, which enables this new kind of communication between people and place.**

The store windows are covered with high-definition screens, fitting visual membranes between the store and the customers on the street.

The digital “Benetton Live Windows” make together a networked and centrally managed on-the-street multi-channel system.

## RETURN ON EXPERIENCE

**The digital place-based media is the scene when the experience begins.**

When people enter a store, they can't be considered merely as “purchaser”, whose actions are finalized only to buying a product.

**When they enter this place, they expect:**

- › to **explore** and discover the brand's world
- › to be **seduced** by this world
- › to be **personally involved** in a relationship with the brand

The brand's success consists in meeting customers' expectations and engaging them in a personal experience within the store.

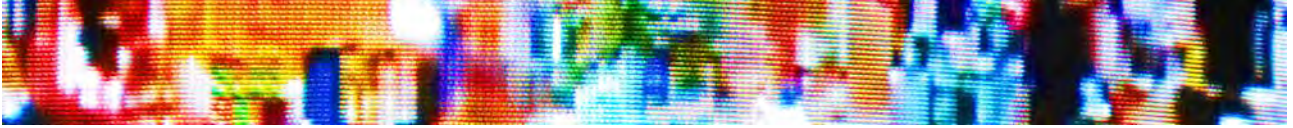
**The tools for the conversation are:**

- › interactive experiences
- › video contents produced to fit specific design demands
- › management of the interactions of a number of surrounding factors, and a positive mood.

**The brand needs to talk a warm and human voice made of:**

- › colors
- › playfulness
- › a new product narrative
- › social consciousness
- › inclusion of customers in the visual environment
- › global intention and local attention

# DESIGN AND STYLE CONSIDERATIONS



Design has to take into consideration all influencing factors such as: daylight, reflection, scale, urban context, people, visibility, usability, brightness, resolution, and many more.

## THE TARGET OF LIVE WINDOWS:

He's the **passer-by** on a shopping street.

He's overwhelmed with visual stimulations and for this reason he **makes a strict selection** of them.

His attention is captured mostly by **moving images, bright colours**.

He **rejects confusing or too complicated messages**, whose decoding is not immediate.

**Contents are key in the experience and need to be specifically conceived and designed to:**

- › **enable** the emotional involvement of the passer-by
- › **fit** this communication channel
- › **engage** this particular kind of public

**For these reasons, the successful content has to be:**

- › **short**
- › **spectacular**
- › **immediately understandable**
- › **entertaining**
- › **rewarding for the viewer (ie. funny, ironic, surprising etc.)**

A video may be inspiring and poetic, fascinating and very well realized, but at the same time it may not fit the Live Windows channel.

The following are some keywords that students should always keep in mind:

› **Hyperscale:** When we think of screens, we are used to thinking of computers, TVs, movie screens – but the videowalls of the Benetton Live Windows project have nothing to do with this: they represent a totally different way to create and display communication.

When working on a content for the videowalls, the student is creating this on the screen of his/her computer, which is **infinitely smaller than the videowall itself**. This may perhaps sound almost self-evident, but it is not: the student must always keep in mind that the image will appear in **hyperscale on a huge surface**.  
**He/she must take advantage of this oversize.**

› **Target audience:** The videowalls are located in some of the main shopping streets of the world. **This means that people here pass by, often they are in a hurry and they are absent-minded.**

They have not the attitude of an exhibition visitor: when visiting an art gallery, people go with the intention of looking at works of art and are willing to take my time to interpret them and to think about them.

The pedestrians on the shopping street are not in the mood to quietly think about art. They don't expect to be entertained with something – they will be willing to dedicate some time to your work only if they get the impression that what is asking for their attention is actually really worth it.

› **How to tell the story:** **The viewers do not have much time.** The contents have to tell easy stories, with simple actions and focusing on few clear concepts.

› **Surprise:** The environment in which the videowalls are located is overfilled with visual stimulations, coming up to the viewers from every corner. **The attention of the viewer has to be conquered**, there has to be something unexpected happening, a sort of “twist factor”, an unpredictable moment which makes people stop and watch the video/animation until the end.

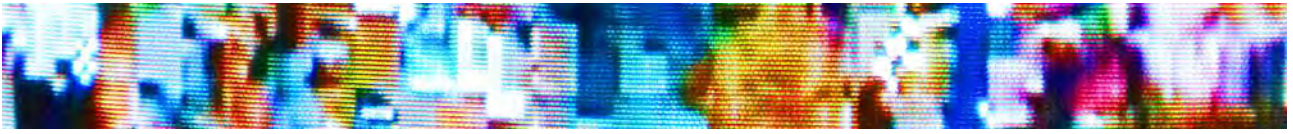
› **Irony:** People like to be entertained and be brought to think, but shock effects don't fit to the context of a shopping street. That's why **the ironic approach to social issues is the most effective one.**

- › **Color:** (the DNA of Benetton): **you should play with colors!** Contributions in black and white can be fascinating, but their effectiveness in conveying communication messages in urban environments overwhelmed with colors is doubtful.
  
- › **Duration of contributions:** **preferably not longer than a minute**, in any case multiple of ten, including the final credits indicating name of the School+name of the student (30 seconds, 40 seconds etc.).

### To recap:

- . **codec:** H264, bitrate limit 14.000
  
- . **technical specifications** according to the chosen Live Window lay-out (as indicated in the following technical sheets)
  
- . **file format:** .mov
  
- . **the videos/animations should last max 1 minute** (credits included) and in any case multiples of 10 (so for ex. 30 seconds or 40 seconds or 50 seconds, always including the credits)

# CURRENT LAYOUTS

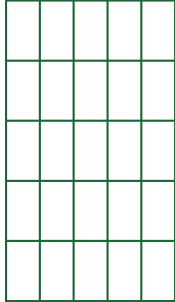


**The BLW vision does not include any single standard but deals with the actual variety of architectural layouts.**

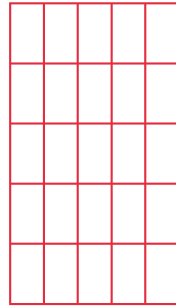
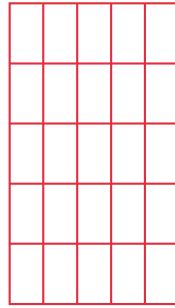
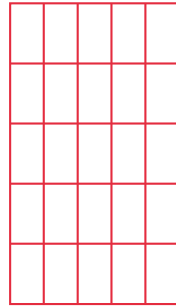
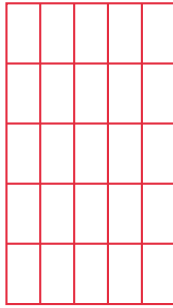
Current media walls layouts are listed below and are generally variations of vertical and horizontal 16:9 (*see detailed layouts at the end of this document*).

# MILAN PIAZZA DUOMO

Format **D**



Format **E** = **D** X 4

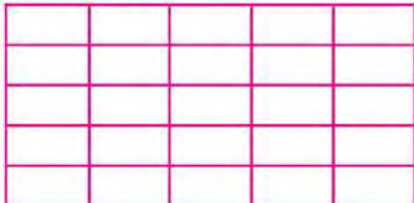


## TECHNICAL SPECIFICATIONS

DESCRIPTION	FORMAT	MONITORS	RESOLUTION	DIMENSIONS
Single Window	Format <b>D</b>	5 X 5 Vertical	1080 X 1920	2,85 X 5
Four Windows	Format <b>E</b>	20 X 5 Vertical	please request AE file for exact instructions	11,40 X 5

# LONDON /

Format 

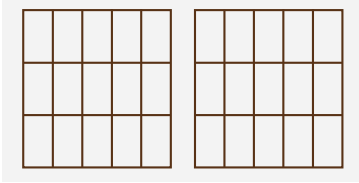


## TECHNICAL SPECIFICATIONS

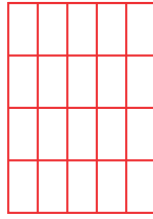
DESCRIPTION	FORMAT	MONITORS	RESOLUTION	DIMENSIONS
Ground Floor	Format 	5X5 Horizontal	1920 X 1080	5 X 2,85

# MUNICH

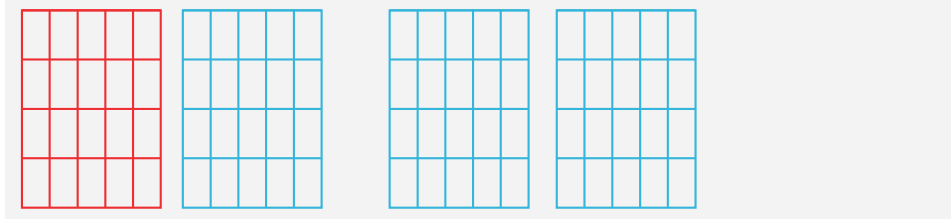
Format **G**



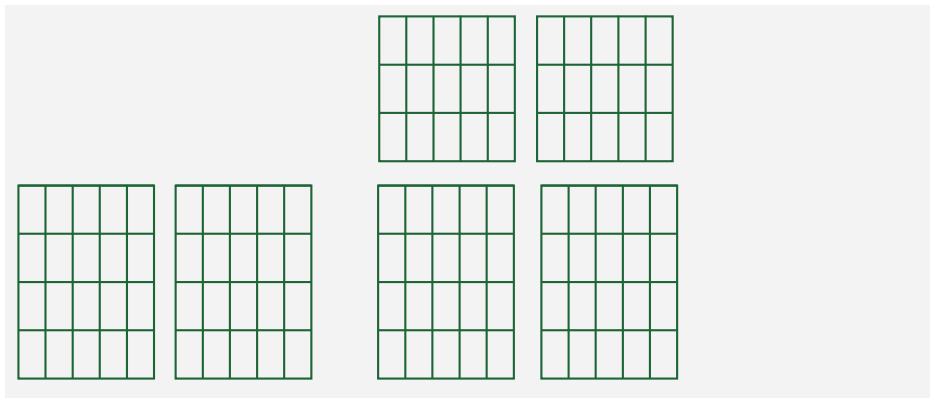
Format **H**



Format **I** = **H** X 4



Format **O** = **G** + **I**

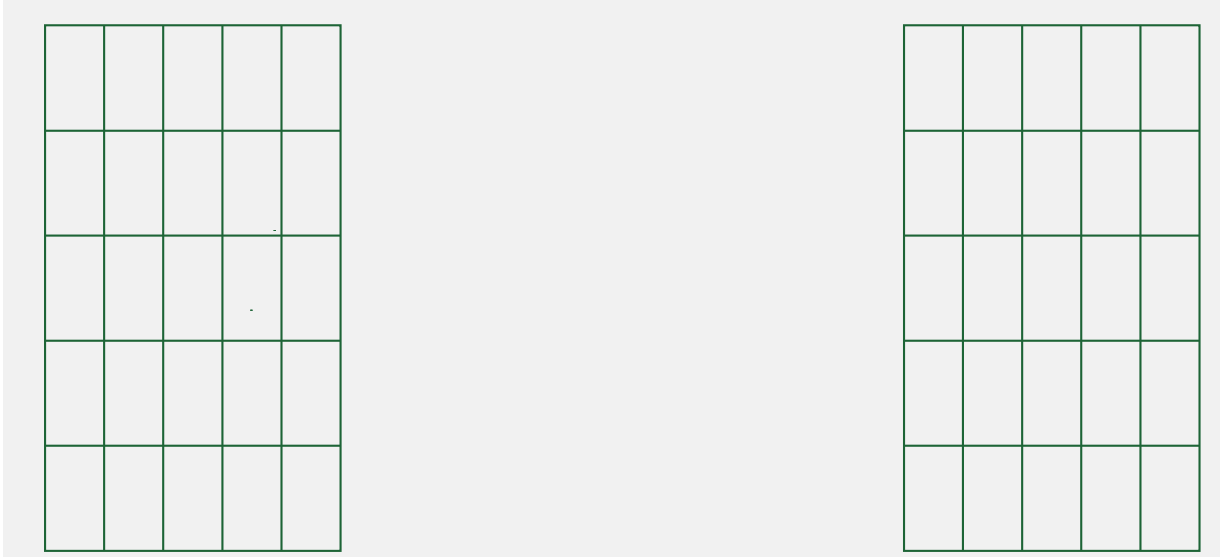


## TECHNICAL SPECIFICATIONS

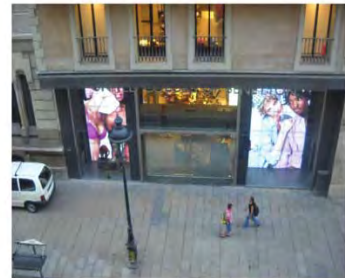
DESCRIPTION	FORMAT	MONITOR	RESOLUTION	DIMENSIONS	ALTRO
First Floor Windows	Format <b>G</b>	10 X 3 Vertical single window: 5 X 3 Vertical	2160 X 1152 1080 X 1152		
Single Window Ground Floor	Format <b>H</b>	5 X 4 Vertical	1080 X 1536		
Four Windows Ground Floor	Format <b>I</b>	20 X 4 Vertical		Please request AE file for exact column calculation	
ALL Windows	Format <b>O</b>	-----		Please request AE file for exact column calculation	

# BARCELONA

Format **D**



The texts MUST be in Spanish and Catalan



## TECHNICAL SPECIFICATIONS

DESCRIPTION	FORMAT	MONITOR	RESOLUTION	DIMENSIONS
Single Window	Format <b>D</b>	5 X 5 Vertical	1080 X 1920	2,85 X 5

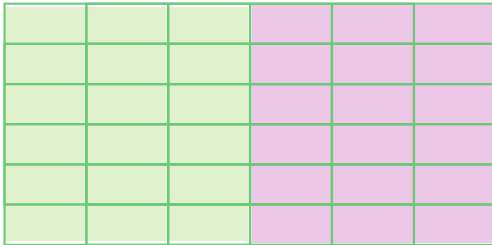
# MOSCOW

Formato **M**



OUTSIDE

Formato **P**



OUTSIDE


NB: since the "Formato P" version has to take into consideration the fact that there is a column in the architecture of the shop window, there have to be two contents 960x 1080 next to one another, BUT their output has to be 1920 x 1080.

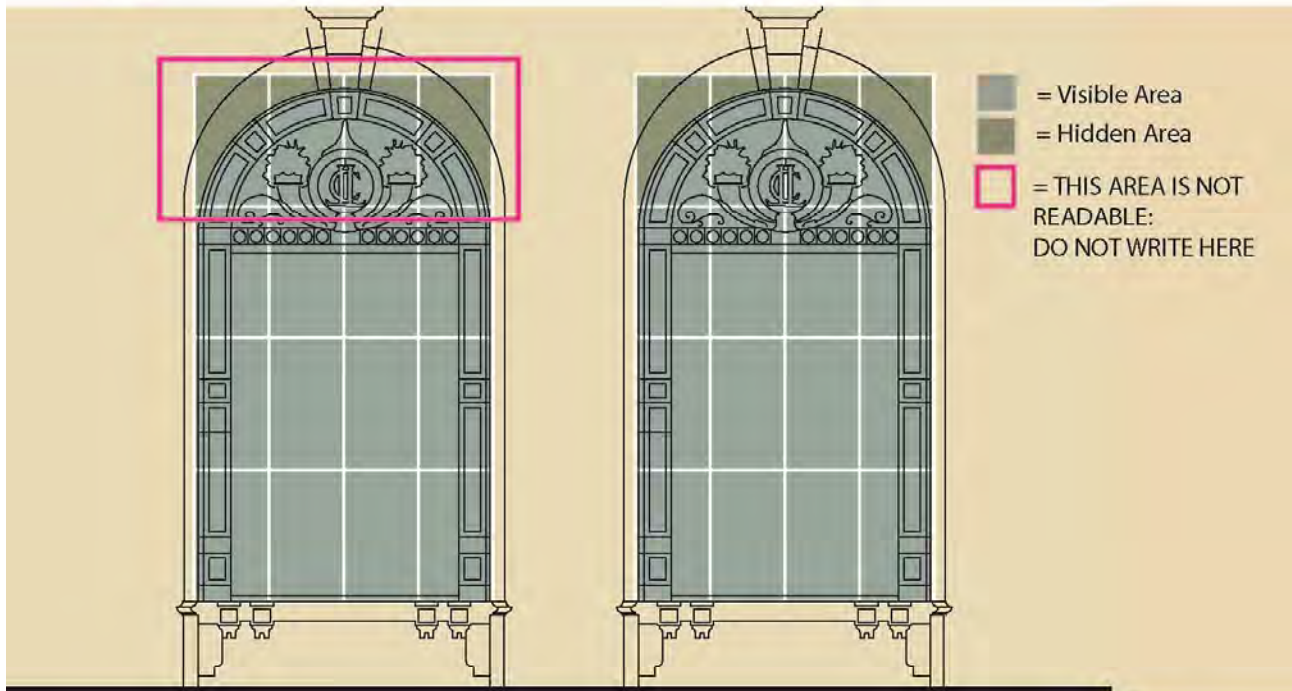
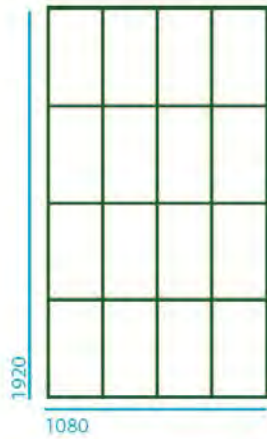
It is possible to use a single content 1920x1080 if there are not elements like texts or graphics which may be hidden by the central column.

## TECHNICAL SPECIFICATIONS

DESCRIPTION	FORMAT	MONITOR	RESOLUTION
OUTSIDE	Formato <b>M</b>	3X6 HORIZONTAL	960 X 1080
OUTSIDE	Formato <b>P</b>	(3X6 HORIZONTAL) X 2	1920 X 1080

# PARIS

Format 



## TECH SPECS

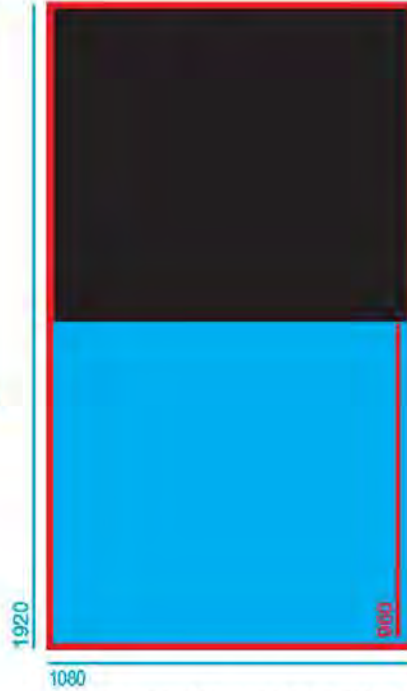
DESCRIZIONE	FORMAT	MONITOR	RESOLUTION	SIZE	ALTRO
Singola Vetrina	Formato 	5 X 5 Verticali	1080 X 1920	2,10 X 4,5	

# DELHI

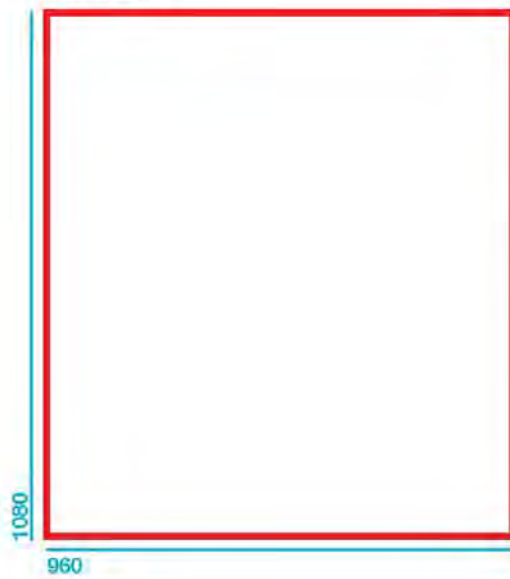
Format 



Format 



Format 



NOTE: IN THIS FORMAT ONLY THE BLUE AREA IS VISIBLE BUT YOU MUST RENDER THE WHOLE AREA

## TECH SPECS

DESCRIPTION	FORMAT	RENDER RESOLUTION	VISIBLE RESOLUTION
THREE WINDOW	Format 	1440 X 1080	
	Format 	960 X 1080	
	Format 	1080 X 1920	1080 X 960