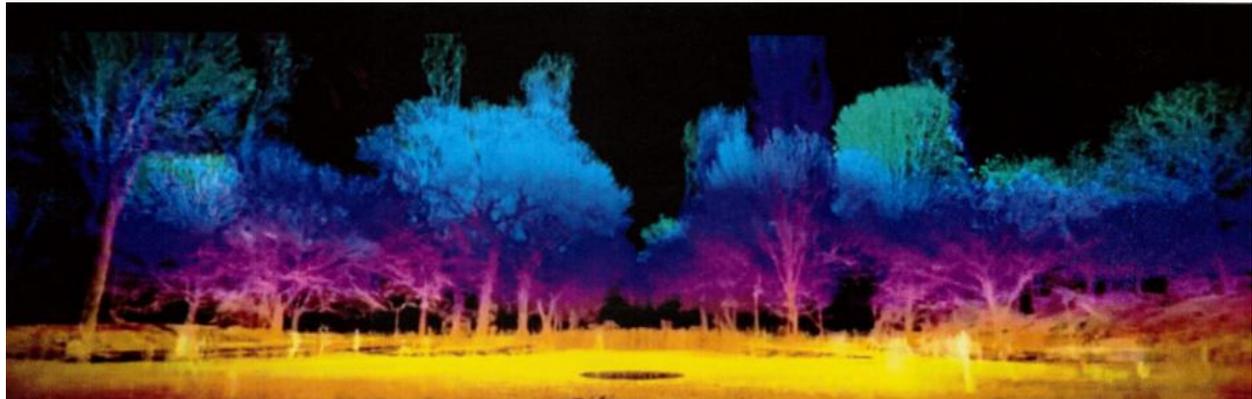


# Case Study – Hugo Boss Flagship opening



**BOSS**  
HUGO BOSS



## Overview

Whispering Window at the new Hugo Boss Flagship Store, Columbus Circle, NYC.

## Product

2 x F1.3 audio drives and a 100 watt stereo amplifier

## Installer

Geoff Howell Studio Inc  
<http://www.geoffhowellstudio.com>

## Artist

Marco Brambilla  
<http://marcobrambilla.com/projects>

## ANTHROPOCENE - a video installation by Marco Brambilla.

The Central Park-inspired installation titled “Anthropocene” was shown on the glass façade of the Time Warner Center on three suspended screens.

The production of the installation took four months, according to Brambilla. His crew used laser technology to scan from the southwest corner of Central Park to the northeast corner and stitched together the journey as a set of data, he explained. This footage—which is colorful, calming, and almost psychedelic—is juxtaposed by black and white night vision photography, showing the activity of the city surrounding the park, including the cars zooming around Columbus Circle. The result is a visual representation of the “energy differential between the city and the park,” as Brambilla describes it.

On the opening night of the new flagship store, the crowd had the pleasure of watching the video accompanied by Juilliard musicians. Feonic F1.3’s were used to share the music with those outside.

Hugo Boss You Tube Channel <http://www.youtube.com/watch?v=LN22maPh4Nw>

**feonic**  
INVISIBLE SPEAKER

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