

METROPOLIS

ICFF DIRECTORY 2004
ON-SITE DESIGN



Metropolis Booth

This year the *Metropolis* booth—designed collaboratively by Local Projects, Pure+Applied, and James Hicks Design—takes its inspiration from the magazine itself. The A-frame construction resembles an open magazine, creating a built structure that signifies *Metropolis's* commitment to opening its readers to the world of design and the design of the world. Once inside, visitors will be treated to a visual and interactive experience of the creative process that goes into producing a magazine. “Functionally the structure works like a magazine,” Local Project’s Jake Barton says. “Outside it has a cover to attract attention. Inside the actual content is represented, both through physical broadsheets and interactive stations.”