



FutureCare 2010: A Special Show at CeBIT

Around IT, Future, Patients and Healthcare

For the 2nd time we were responsible for the design of the special show FutureCare. For our client Bitkom, the German IT-Association, in Cooperation with Dt. Messe Hannover, we developed the Healthcare-Parcours at CeBIT. Under the roof of Bitkom's FutureCare were 18 IT-Firms represented with their products.

FutureCare is located at CeBIT's Telehealth-Area and spreads over 350 sqm. It's all about digital Patient-Information in Healthcare, which was shown with the help of guided tours. These tours demonstrated two scenarios of main diseases such as diabetes and heart-insufficiency with the help of a moderator and an actor. Actor's showed almost reality-show-like in every-day-situations the whole story around heart-insufficiency and diabetes.

Which means you had to book a guided tour, to enter the stand. Groups passed the tour by watching digital information move from one 'station' to the other – such as hospital, pharmacy or doctor's practice or hospital. Even an emergency-case was simulated at the helicopter's site. These

groups consisted remarkably of many politicians, as the topic is a hot one. Germany's leading health minister Dr. Roesler among them.

The stand had to be designed in a closed form, because of the guided tours. On the other hand, it had to offer 'teaser' insights from the outside. Integration of 18 partners such as Abbott, Intel, Panasonic, Vitaphone, Wincor Nixdorf etc.

The parcours had to provide space for groups of 20. Monitor-Screens, Servers, Myriads of Cables, seats for working... how to integrate the huge helicopter? Most important, we just needed 'Space' to move around visitor-groups in a comfortable manner. Cable disappeared in server-room and false floor, which gave the chance to pull wires until opening without any difficulty.

The overall impression is futuristic as the topic itself. The design doesn't focus one single firm but brings into focus the entire message 'get connected' in healthcare. Firms show their products and what they can do for patients. Single firms are present at the entrance area, were each single brand from platinum to bronze partners is present and is noticed by

everyone entering or leaving the site. Medical clean white symbolizes healthcare. Softgrey lines, symbolizing diffuse data, cross each other and connect the different areas – 'get connected'. Flooring is done with plain white PVC plus adhesive foil stretching from floors to surrounding walls. Changing data is also visualized by white lines of LED-Lights, pulsating in waves around the area. The layout orientates on a molecule-structure and shows in clusters the different areas. It is inspired by molecules, because IT itself, already today, is working with minimized structures to fulfil its demands. So these molecular structures are blown up and now integrate IT. Because of this, we had a flexible structure in designing spaces, which was very convenient for the design process, as provided spaces changed constantly in. Single icons such as stethoscope, doctor's white clothes, nostalgic brown pharmacy bottles associate doctor's practice, hospital, pharmacy etc. Projecting standing lights, acrylic-vase and plain white old-fashioned fauteuils symbolize 'at home'. A deer antler became mascot, used in a pink flocked finish at FutureCare 2009 this year it was – what else – plain white.

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