

**MYSTICAL FOREST**

This surreal, futuristic display for clothier Viva Voce was a temporary installation for the China International Fashion Brand Fair hosted recently at the Shenzhen Convention & Exhibition Center. Designers from Hallucinate (Shenzhen, China) used white mist from dry ice and 36 square pillars form a forest-like atmosphere, with video screens in each pillar adding a glimpse into the brand's vision. Departing visitors are offered a clear souvenir umbrella to take home as a symbol of their escape from the mist.



COURTESY OF HALLUCINATE DESIGN CO., SHENZHEN, CHINA

“Perfect, we need those in every store by Monday.”

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