



Lenovo and Radio Indigo have joined hands to set up a laptop with a built-in studio outside Lenovo's retail outlets at Cunningham road, Bangalore. The screen is tilted to reveal the audio (DJ) console inside, from where Radio Indigo will be broadcasting live. The activity has been done to promote the new Lenovo Y410 Audio DJ laptop.

Sundhara Kumar, Regional Manager of Techbark, the company that mounted and set up the laptop says "The diagrammatic was given to us by the client. Metal frames were fabricated for the room which had to be fully air-conditioned. The screen of the laptop was made with a window in the centre and the keyboard was attached to it in a 45 degree angle. The entire laptop was tilted from bottom and fixed to the studio. We had just 3 days for the entire project."

SIMPLY OUTSTANDING



This Ford Fiesta hoarding on Airport road, Bangalore inevitably catches your eye! While the cut-out in itself is not a new concept, the colour of the car makes heads turn. It's a great combination of using the medium well and teaming it up with the right design

elements. The message on the hoarding gets across clearly, serving the brand's purpose. Overall, a job well done.