

# Evolution of Excellence

Client: Gillette Agency: Haygarth



Setup in a shopping mall, Evolution of Excellence challenged men who might have otherwise been dragged from store to store by their loved ones. The idea was to use sporting equipment from yesteryear and see how it compares to modern equipment using the latest technology. Partakers would try their hand at hitting golf, tennis and footballs through a speed trap to see the difference between vintage and modern golf clubs, tennis rackets and footballs. The installation used two screens connected to one computer. One screen had a keyboard and allowed a representative to type in the speed and contact details of the participant, the other screen showed the participants speed and an animation of the Evolution of Excellence story. I produced two Flash projectors that ran on each screen and saved the data from each entry in a database running locally.

