Challenge name | **Helium Filled Objects**
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Challenge owner | U|S|E – Entertainment Business
 | Jack Smale – CEO
Website | www.use-today.com
Account manager | Isolde Hallensleben | i.hallensleben@tue.nl
Summary | When you visit a concert hall, stadium or large theatre, you often see immeasurable unused space above the audience. That's the vast playing field of *Helium Filled Objects*, and in this challenge, you can start experimenting with designs and technologies to contribute maximally to the concert, theatre play or sports game; a choreography with coloured light balls that match the stage lighting plan, spaceships flying around, or floating fishes to create an underwater experience.
In this project you can work on designing and prototyping the objects, lighting effects or systems & controls.
Who knows, maybe you'll join us(e) on a world tour in the future!
About the challenge owner

**U|S|E – Entertainment Business**

The United States of Entertainment develops, designs and implements concepts, events and products for the entertainment industry, both commissioned and in-house. Turning creativity into reality is their core business; from the productions of major live events to the development of products that make innovative and surprising entertainment.

**Jack Smale** has worked in the entertainment business all his life, primarily running companies for the engineering part of shows. With U|S|E, he now provides total packages; from concept, storyline, design, engineering to final execution.

Challenge description

**U|S|E** previously produced the *Helium Filled Objects* for the band Muse's world tour.

They are also developing multiple formats for broader use of HFOs, both for concerts but also for theaters. And not just for entertainment, also for educational experiences. For example, they are working on a format for creating an underwater world to introduce children to all the wonderful life in the oceans.

Multiple challenges can be distilled within the *Helium Filled Objects* project, also based on students' different competencies, learning goals and interests.

You can explore and develop:
- Designing & prototyping the objects
- Systems & control, computer/electrical/mechanical engineering, data science
- Light (effects) engineering

Input and involvement of challenge owner

**U|S|E** has a track record of organising events and experiences. With clients all over the world they have a global network. They can bring in their experience and put the team in touch with necessary stakeholders and/or experts.

Resources

**U|S|E** can share acquired experience and knowledge from previous projects with the team. They will also reimburse all costs related to prototyping during the course (and after if you decide to continue working together ; ).

**TU/e innovation Space** provides workshops and tools, including professional staff.