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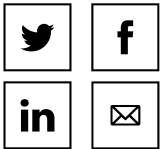
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## CREATIVITY

# DIESEL INVENTED A CONFERENCE ROOM THAT MAKES YOU WANT TO KEEP MEETINGS SHORT

It's so hellish you'll be out of there in 15 minutes

By Alexandra Jardine    Published On May 25, 2018



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## Editor's Pick

Diesel continues its [return to its quirky and subversive roots](#) with a new campaign that's more of a disruptive stunt than anything to do with fashion.

The retailer and agency Publicis Italy have developed "The Capsule," a purposefully uncomfortable meeting room designed to keep conference times to an absolute minimum. The idea was inspired by the statistic that the average office worker spends around 9,000 hours in meetings during his career lifespan, in which 50% of the time is squandered. The idea is a fit with company founder Renzo Rosso's experience and ethos: "The best decisions I've ever made were quick."

A humorous film, seen here, shows how it works (a tilting table, wind machine and flashing lights and banging noise are all part of the nightmarish strategy to get you out of there in 15 minutes or less) but the wider campaign goes beyond just a funny video: Diesel really made one of these in all seriousness, and it will be on show at Milan's WiredFest from today.

## Credits

Date

**May 25, 2018**

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**Publicis-Italy**

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Chief Creative Officer:

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Producer:

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**Bedeschi Film**

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Fashion

## Project Type:

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