



**AREA 2071**

**SOFT LAUNCH**

**7.9.17**

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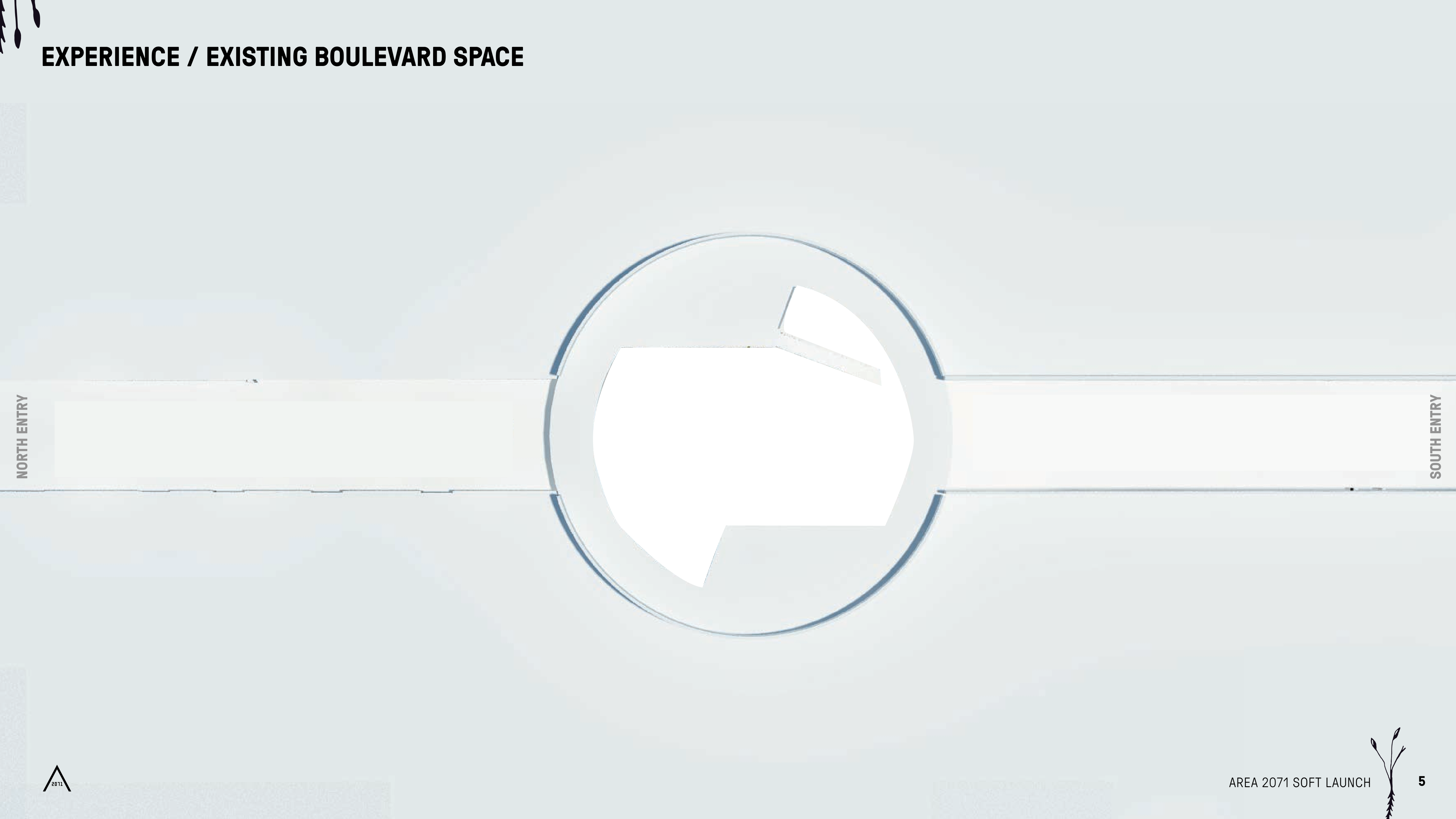
SOFT LAUNCH CONCEPT

**To allow guests to experience a condensed  
version of *Area 2071* in the near future.  
*A preview of things to come.***

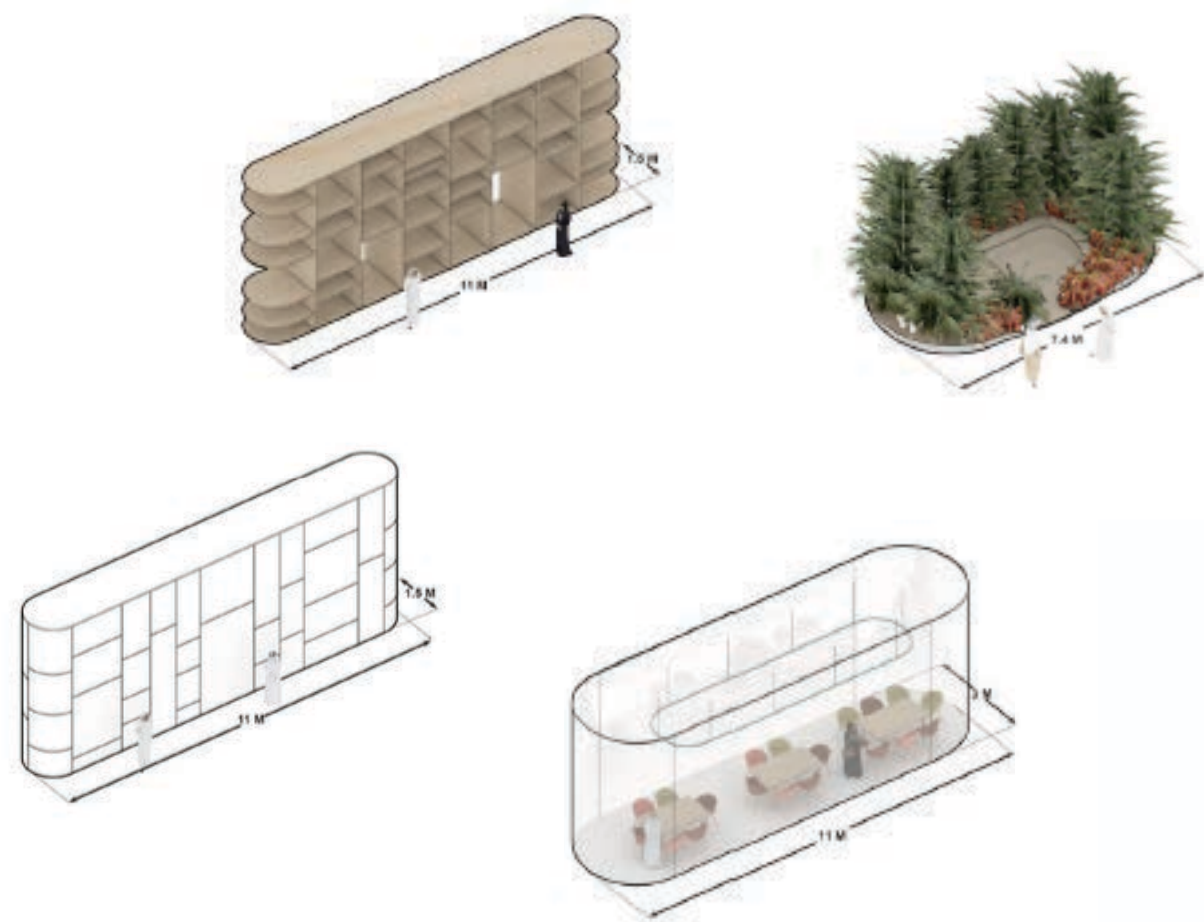




# **BOULEVARD EXPERIENCE**







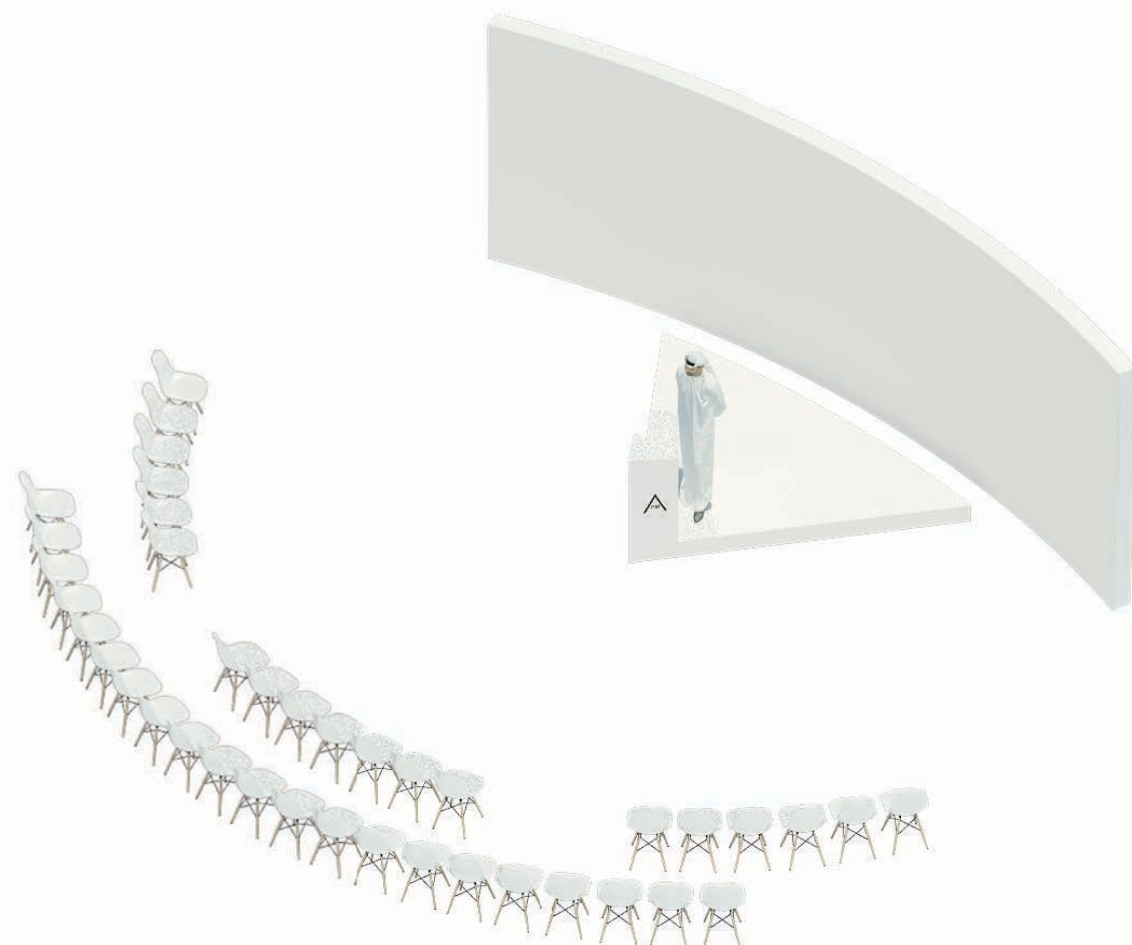
1. TRANSFIGURE

AMENITY PODS / AREA  
2071 KIT OF PARTS  
SHARE, CREATE AND  
COLLABORATE AND  
CONTEMPLATE



2. AWARENESS

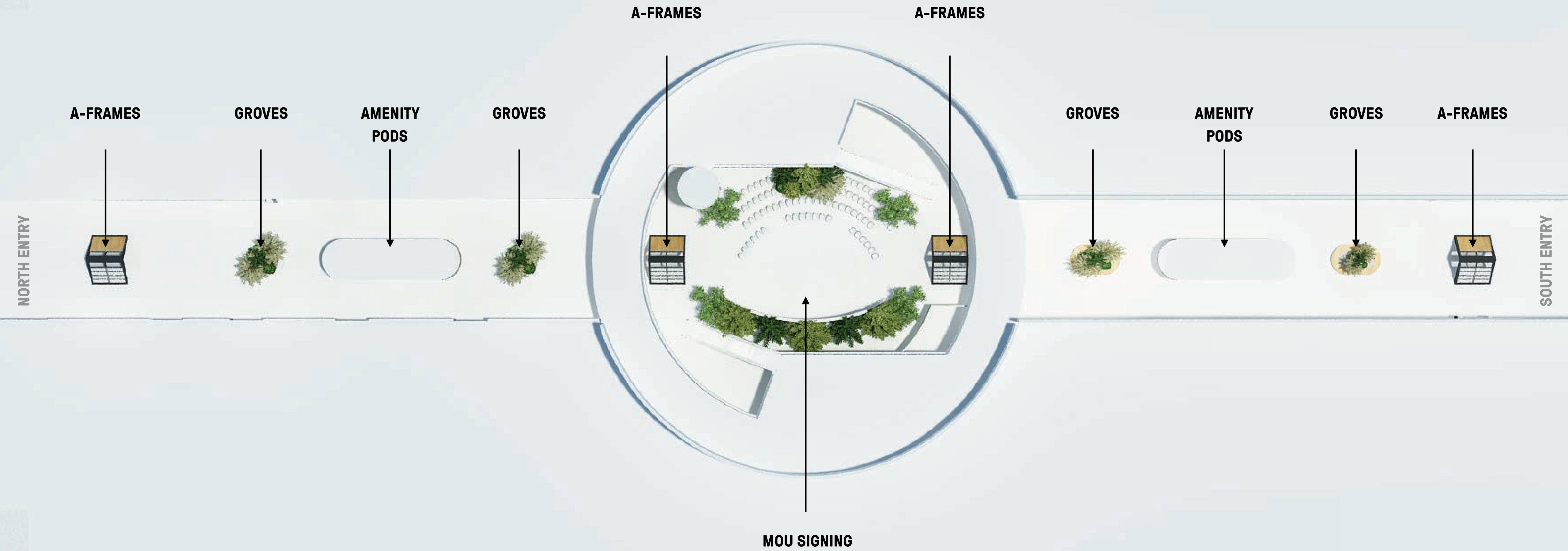
A-FRAMES / SHOWCASING THE  
ONBOARD PARTNERS



3. ESTABLISH

PLATFORM / MOU SIGNING

# EXPERIENCE OVERVIEW JOURNEY





## TRANSFIGURE - POD EXPERIENCE

Our experience POD has been designed to encapsulate the eco system, create, collaborate and inspire.

We would also allow current residents of the Emirates Towers to use these spaces – inspiring creative spaces.

The POD design finish will take from the A Frames - red metal powder coating.

Further a similar pod will be used as the Media Zone for interviewing partners.

WHAT IF  
NO FOOD  
WAS EVER  
WASTED?  
2011

MEETING POD / DEVICE CHARGERS ETC



# TRANSFIGURE POD EXPERIENCE



VISUALS OF ACTUAL SPACE



# TRANSFIGURE - CONTEMPLATION GROVE WITH AUDIO EXPERIENCE



## AUDITORY EXPERIENCE

These will allow guests to use the groves as intended - to contemplate. We want to add an extra dimension through an audio experience and this will enlighten our audience to the new AREA 2071 environment and further explain the innovation hub concept.



# AWARENESS - PARTNER EXPERIENCE / A-FRAMES

We would recommend to use the A-Frame structure to showcase AREA 2071 partners. We would explain how each partner would contribute/ involvement to the innovation hub.



PARTNERS / DIGITAL / PRINT





**ESTABLISH - EXPERIENCE / PLATFORM**



AREA 2071 MERCHANDISE

LED SCREEN

PERSPEX WITH LOGO



ESTABLISH - EXPERIENCE / PLATFORM





ESTABLISH - EXPERIENCE / PLATFORM



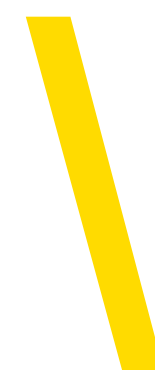
The reactive screen will help engage guests of the Emirates Towers by changing specific screen content dependent on where the guests actually stand. Floor markers will help indicate the best position to stand.



## EXPERIENCE / FLEXIBLE SEATING

This smart designed pop-up chair could be branded and offered as an experience giveaway.





**THANK  
YOU!**



EXPERIENCE / PLATFORM

