



AREA 2071
SOFT LAUNCH
7.9.17

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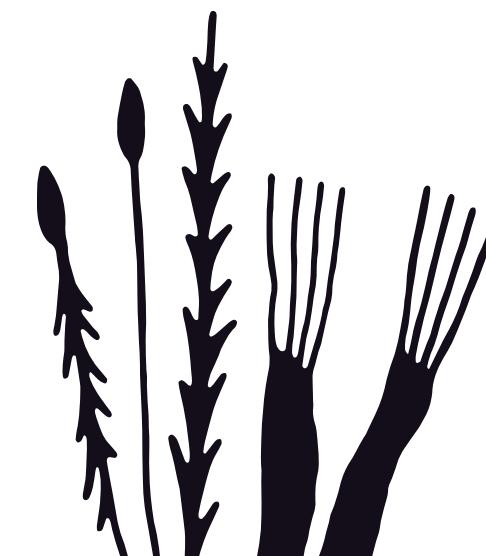
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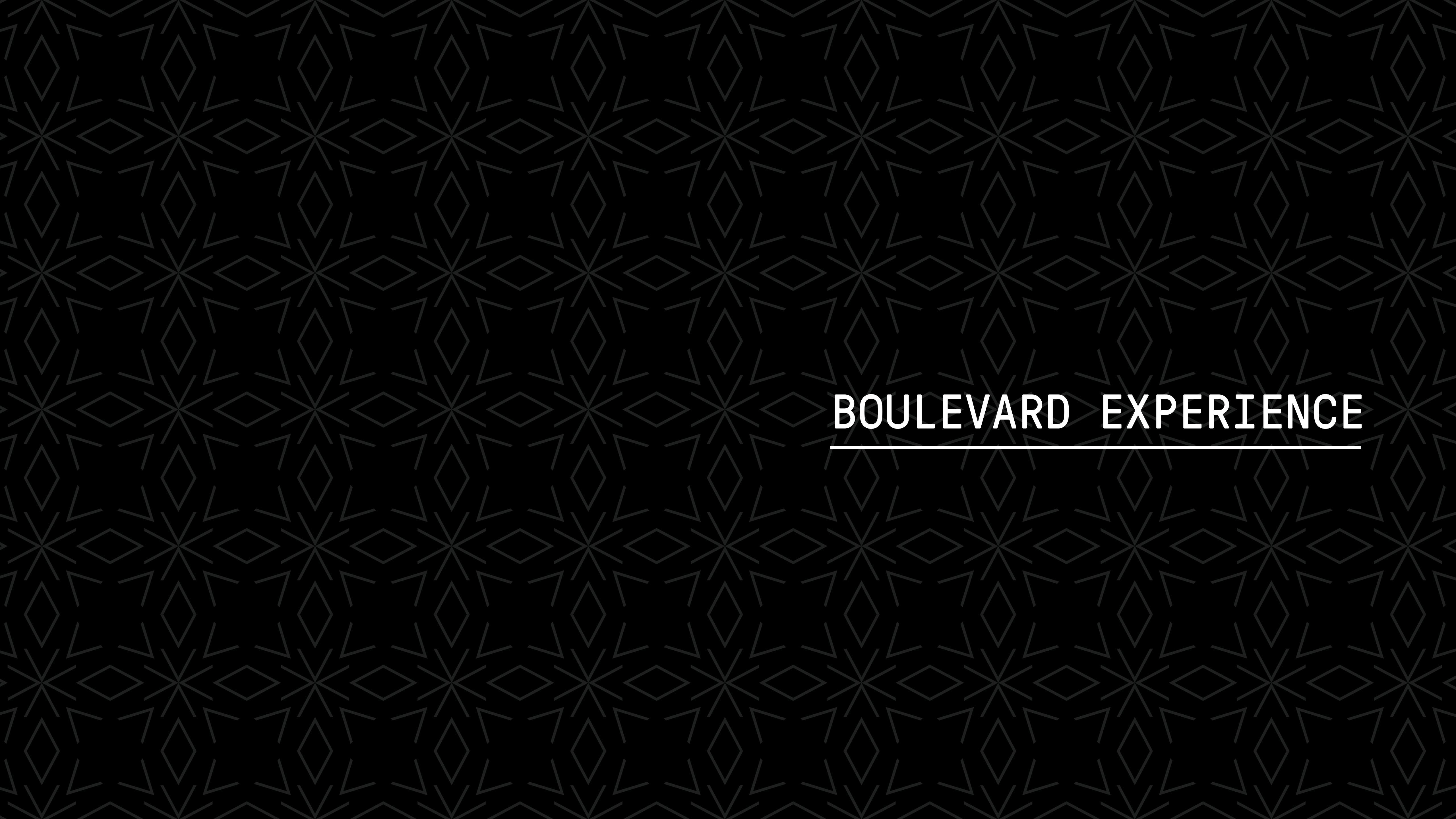
We deliver concept schematic, detailed design specifications, material selection guideline and visualizations. We do not deliver building or constructional drawings.

These terms and conditions are in effect upon receipt of this proposal.

SOFT LAUNCH CONCEPT

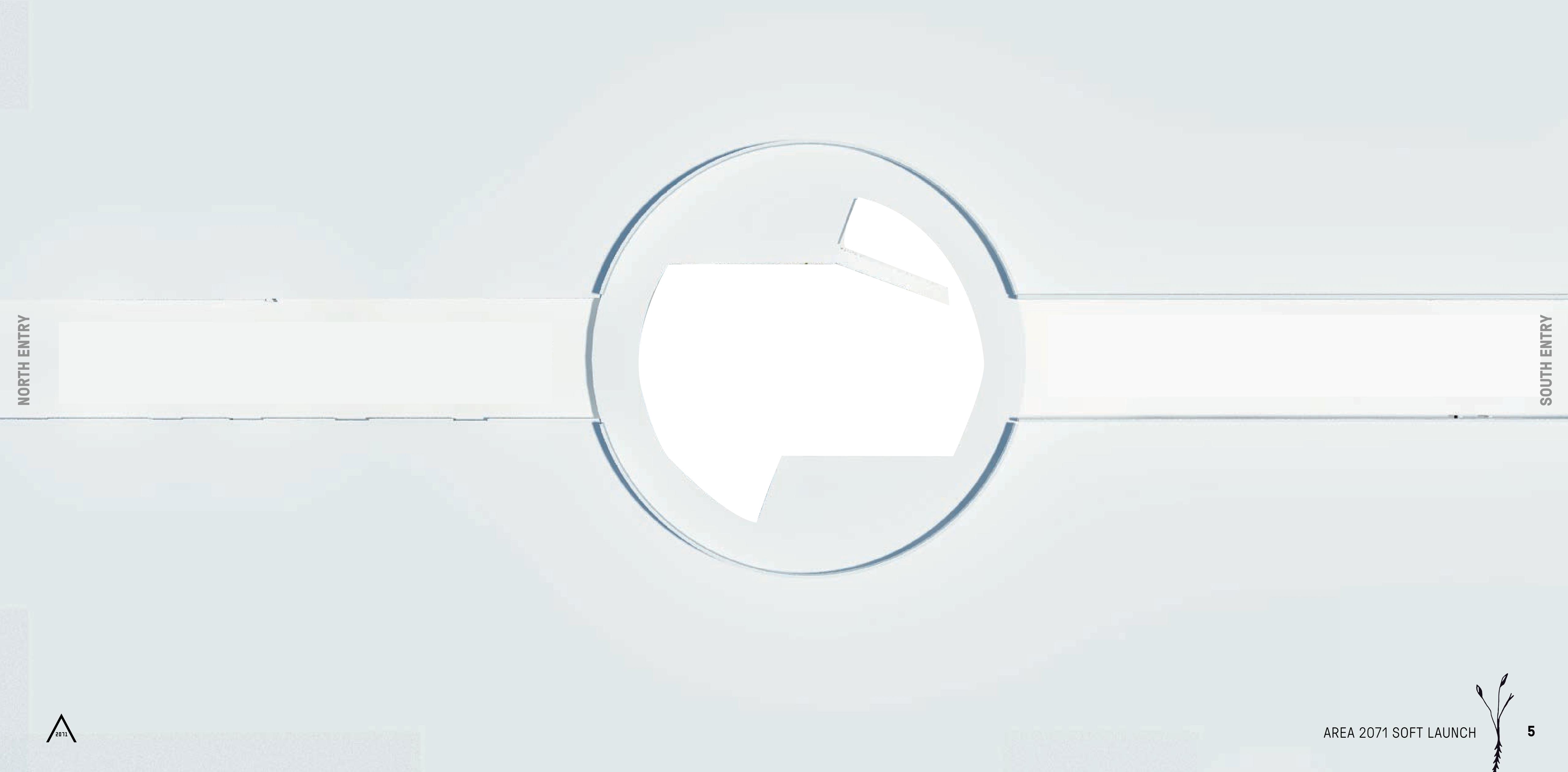
**To allow guests to experience a condensed
version of Area 2071 in the near future.
A preview of things to come.**



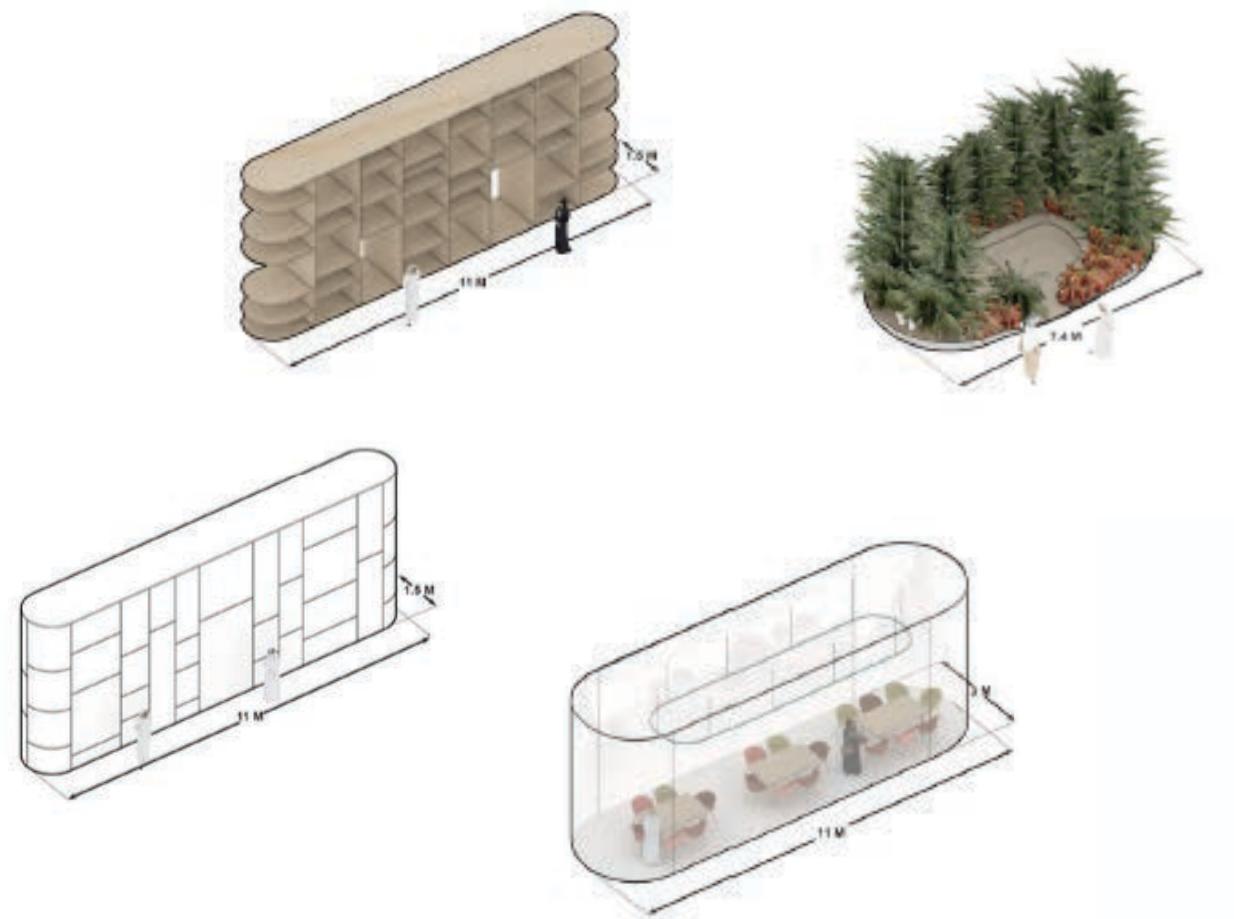


BOULEVARD EXPERIENCE

EXPERIENCE / EXISTING BOULEVARD SPACE



EXPERIENCE / EXECUTION



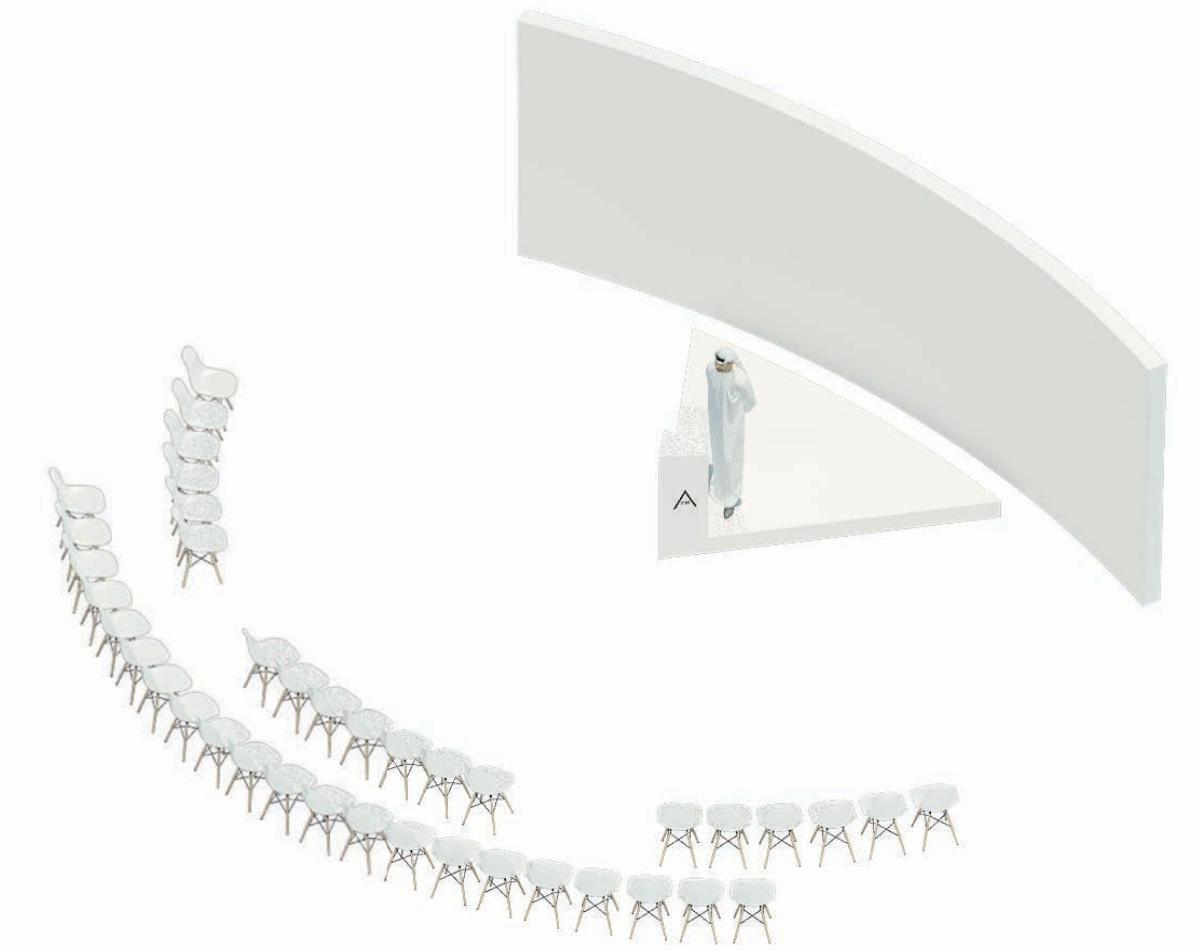
1. TRANSFIGURE

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



2. AWARENESS

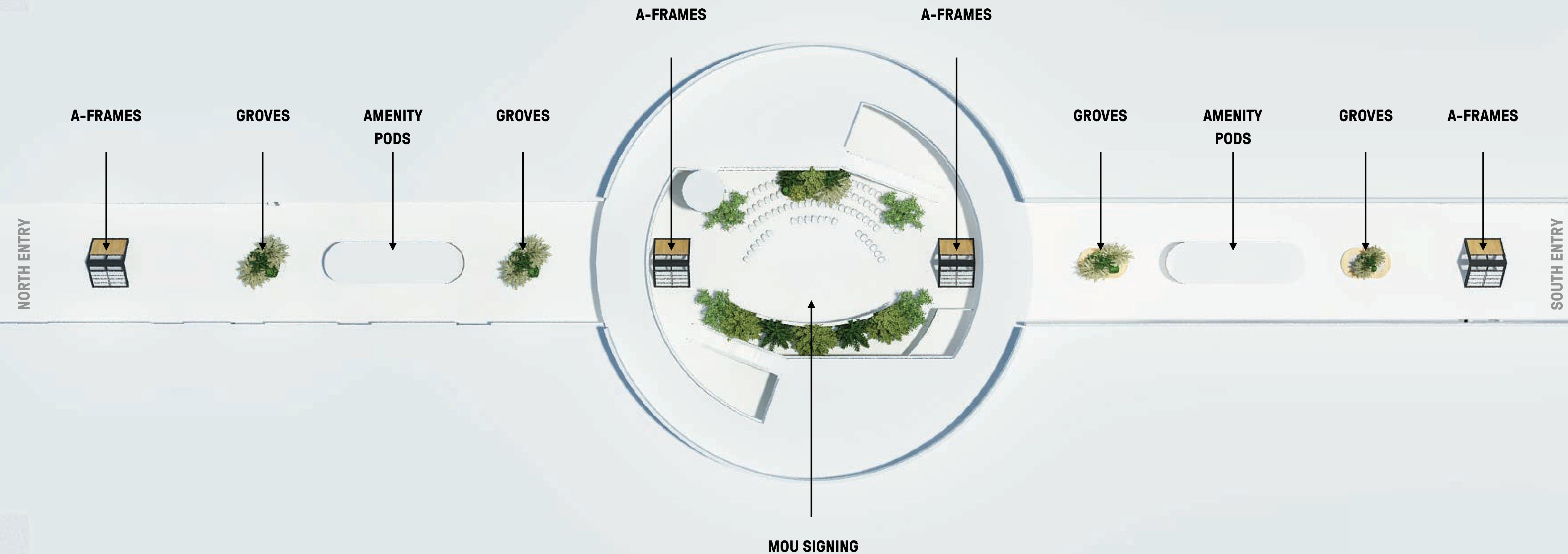
A-FRAMES / SHOWCASING THE
ONBOARD PARTNERS



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.

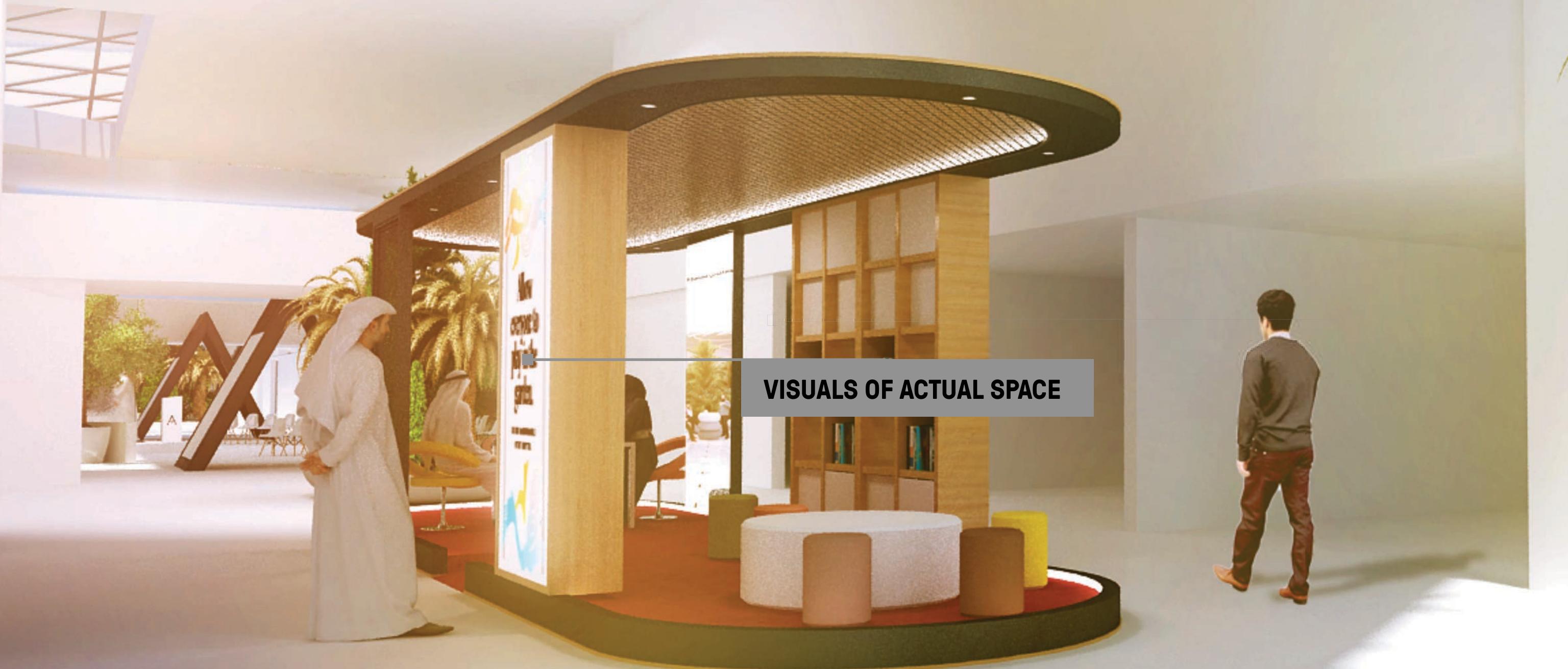
We would also allow current residents of the Emirates Towers to use these spaces – inspiring creative spaces.

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.



TRANSFIGURE POD EXPERIENCE



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.



ESTABLISH - EXPERIENCE / PLATFORM



ESTABLISH - EXPERIENCE / PLATFORM



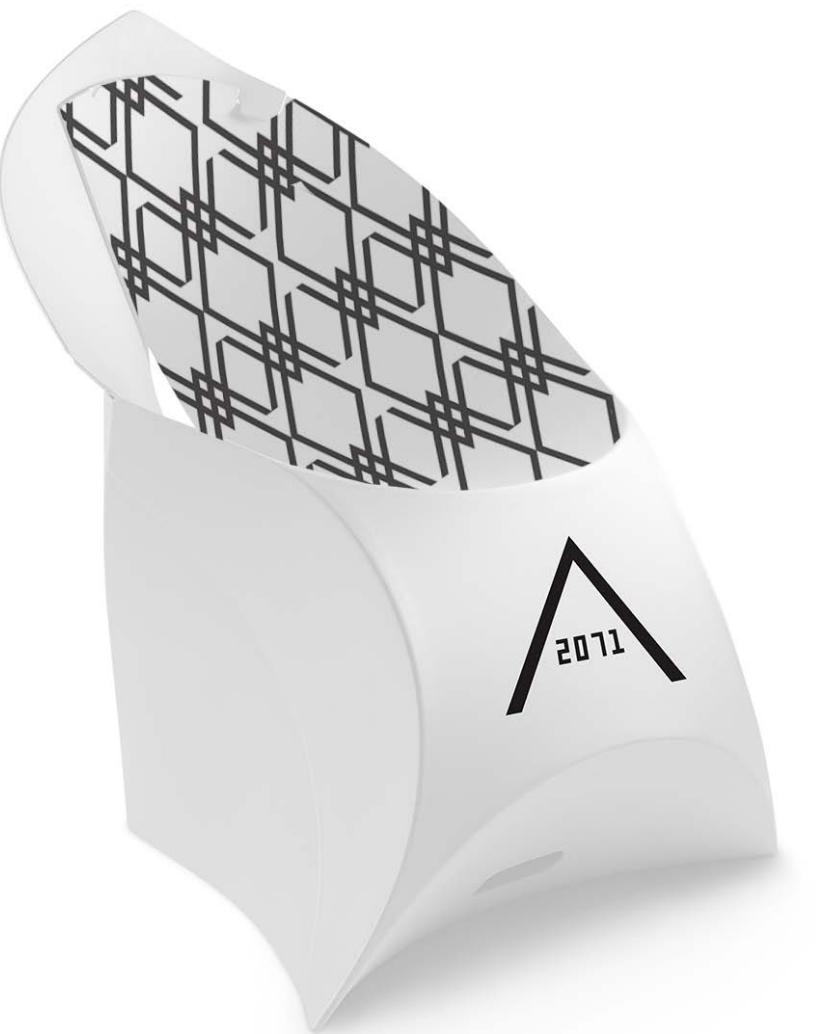
ESTABLISH - EXPERIENCE / PLATFORM



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



EXPERIENCE / PLATFORM



EXPERIENCE / PLATFORM

