



SMART DUBAI
GITEX TECH WEEK
7.9.17

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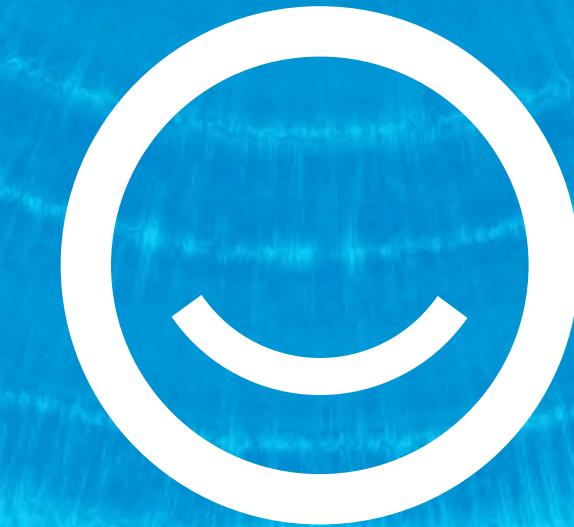
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دبي الذكية
SMART DUBAI

لحياة أسعد
HAPPY LIVING

GITEX TECH WEEK

8TH TO 12TH OCTOBER 17

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BRIEF RE-CAP

Creating a focused, visitor-friendly experience to explore our Smart City constituents.

Visitors should be introduced to a **relevant & simplified experience** in a **minimalist, straight-forward** look and feel.

Instead of including over 400 services as is the case every year, we would like to **focus on the main initiatives and partnerships instead**. Priority in descending order would be:

1. Strategic partners and projects
2. Remaining government entities, each with 1 highlight service
3. Sponsors in their relevant dimension(s)

Introduce an augmented/virtual reality activation to engage visitors by bringing the exhibition experience to life – this should be included as an option.

Teams concept suggestion
“Mapping the experience by dimension.”

RATIONALE

THE EXPERIENCE BUILDING BLOCKS

Through our design thinking process, we have focused on innovative spatial design and interactive smart technology content interfaces to deliver a seamless and immersive experience.

This thought process allowed us to consider every area carefully, from the content delivery to zones of interaction and priority levels whilst aiming to attract and most importantly, create a memorable, stimulating and informative experience for the attendees at the Smart Dubai stand.



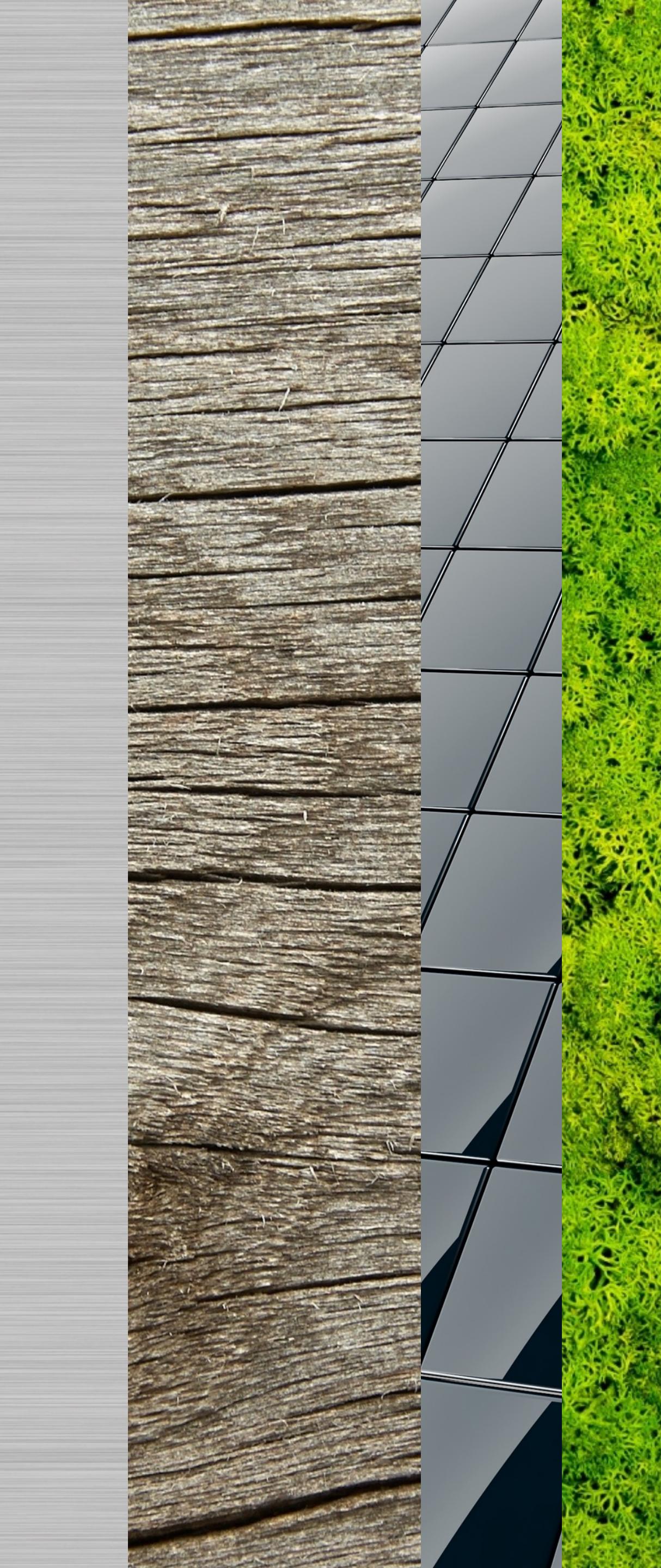
“Delivering a
seamless and
immersive
experience.”

SPATIAL DESIGN LANGUAGE

In order to create an organic yet organized experience, we have designed a smart landscape that allows attendees to have a seamless and unobstructed view of the entire stand.

The look and feel draws inspiration from the natural environment and hi-tech alike, by combining organic textures with technology. Traditional raw materials such as moss, wood, rope, and cork, will be fused together with hi-tech surfaces and components like brushed aluminum, smooth plastic, seamless light features and hi-resolution screens.

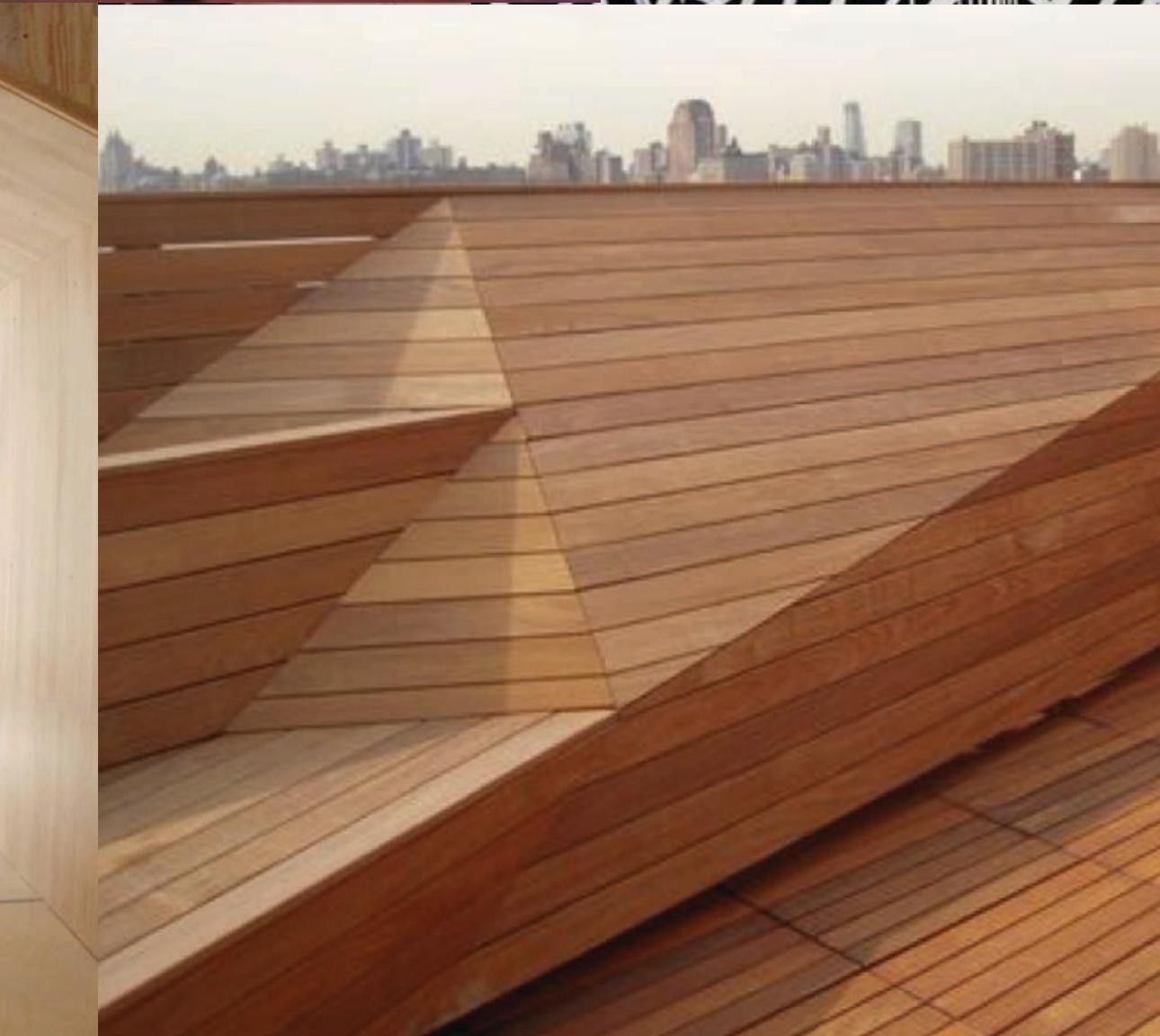
Our aim is to create the landscape of the future, where environment and technology are one and the same, contributing and serving humanity on their journey to happiness.



“Our aim is to create the landscape of the future.”

MOODBOARD

Bold lines, daring, natural and playful.



MOODBOARD

Relaxing, green areas with the juxtaposition of materials.



MOODBOARD

Smart Dubai office. Cohesive design combining tech elements with playful forms and function.





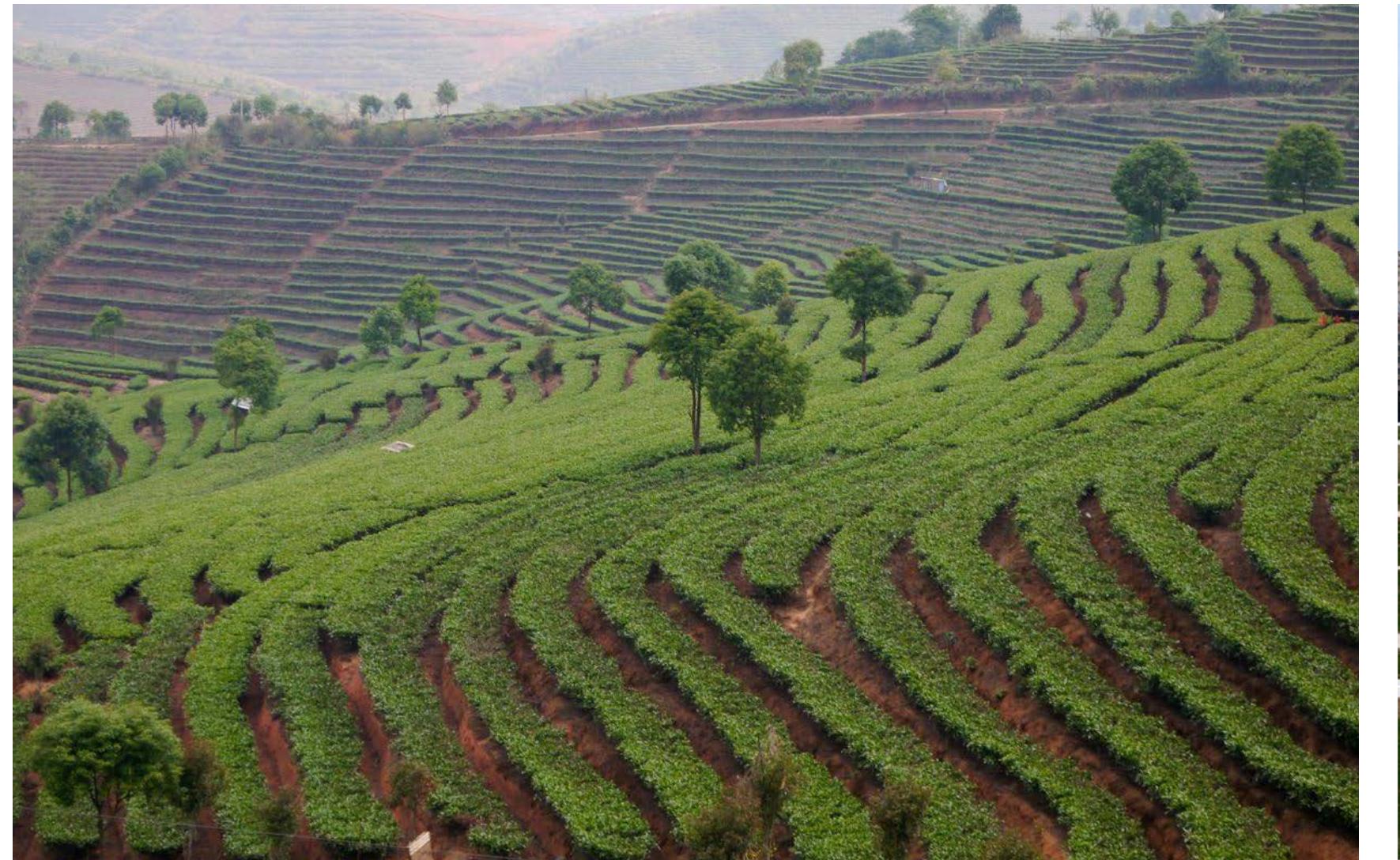
EXPERIENCE



SMART EVENTSCAPE

SMART EVENTSCAPE

We propose a multilayered and tiered platform, by creating different heights we are highlighting and inviting attendees to discover and witness different perspectives.



SMART EVENTSCAPE

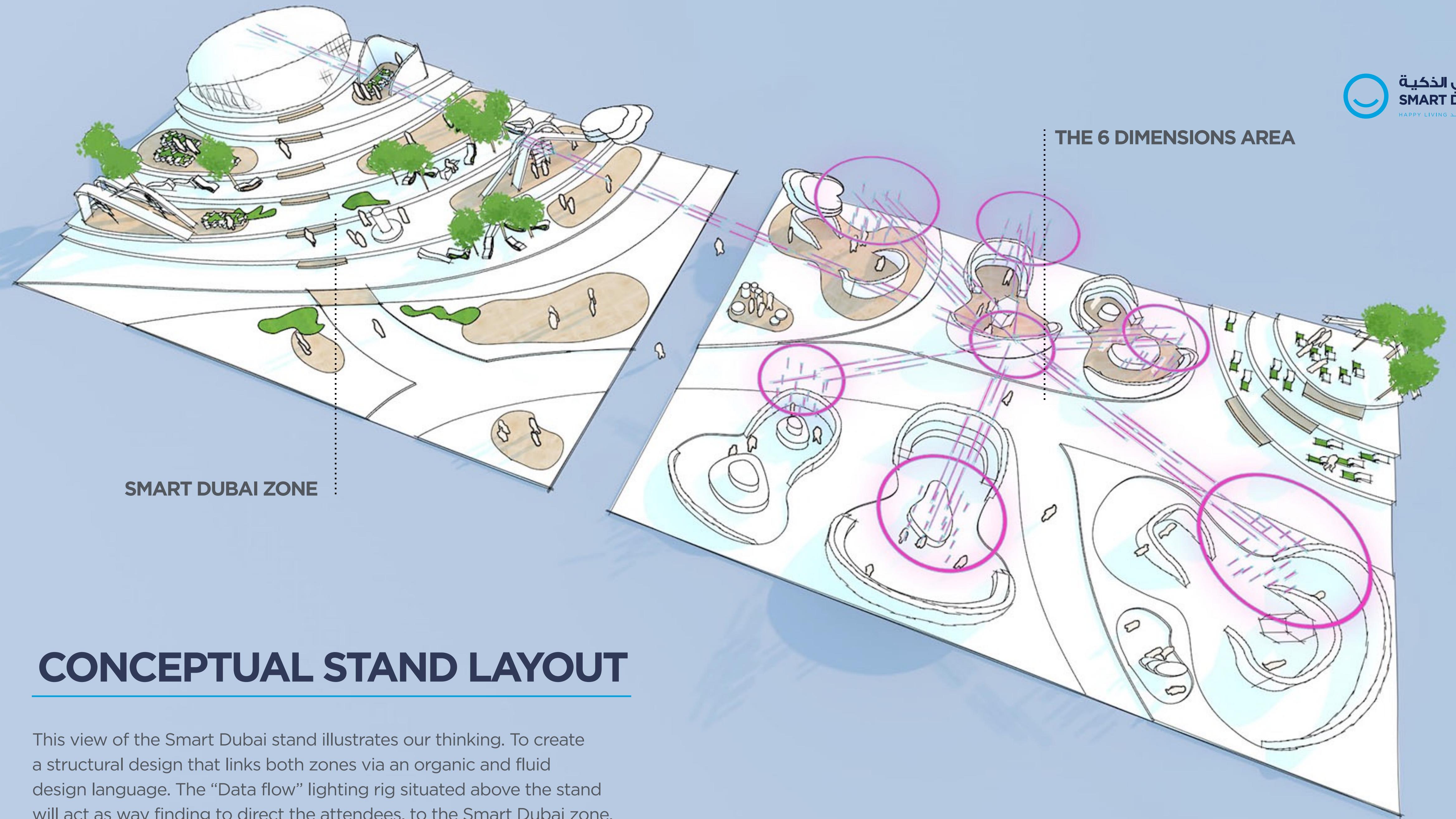
The Smart Dubai stand will consist of two zones. The attendees will enter from the Dimensions zone and will navigate to the Smart Dubai zone.

THE SMART DUBAI ZONE



THE DIMENSIONS AREA



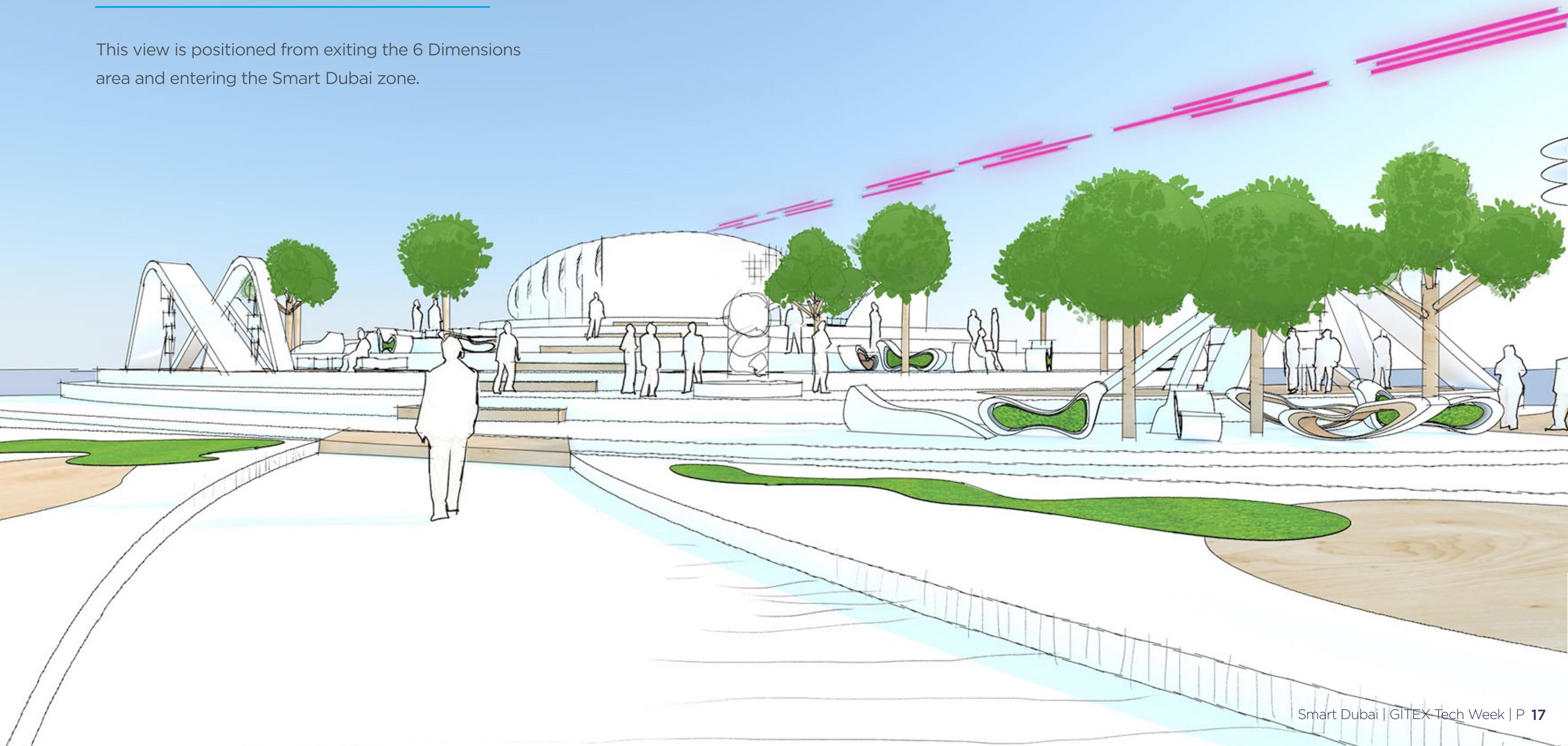


CONCEPTUAL STAND LAYOUT

This view of the Smart Dubai stand illustrates our thinking. To create a structural design that links both zones via an organic and fluid design language. The “Data flow” lighting rig situated above the stand will act as way finding to direct the attendees to the Smart Dubai zone.

SMART DUBAI ZONE

This view is positioned from exiting the 6 Dimensions area and entering the Smart Dubai zone.



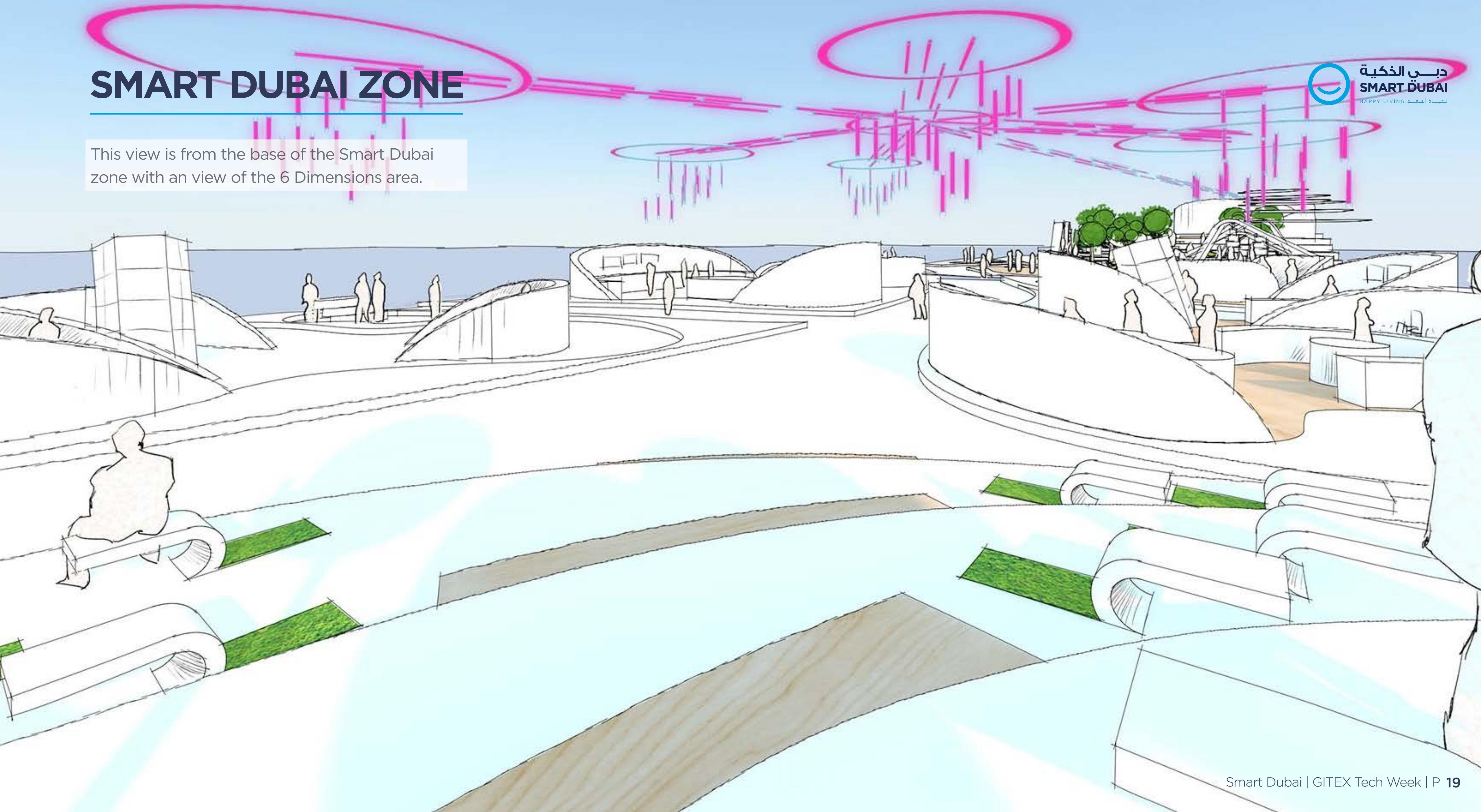
SMART DUBAI ZONE

This view is positioned from the top of the Smart Dubai zone looking down onto the 6 Dimensions area.



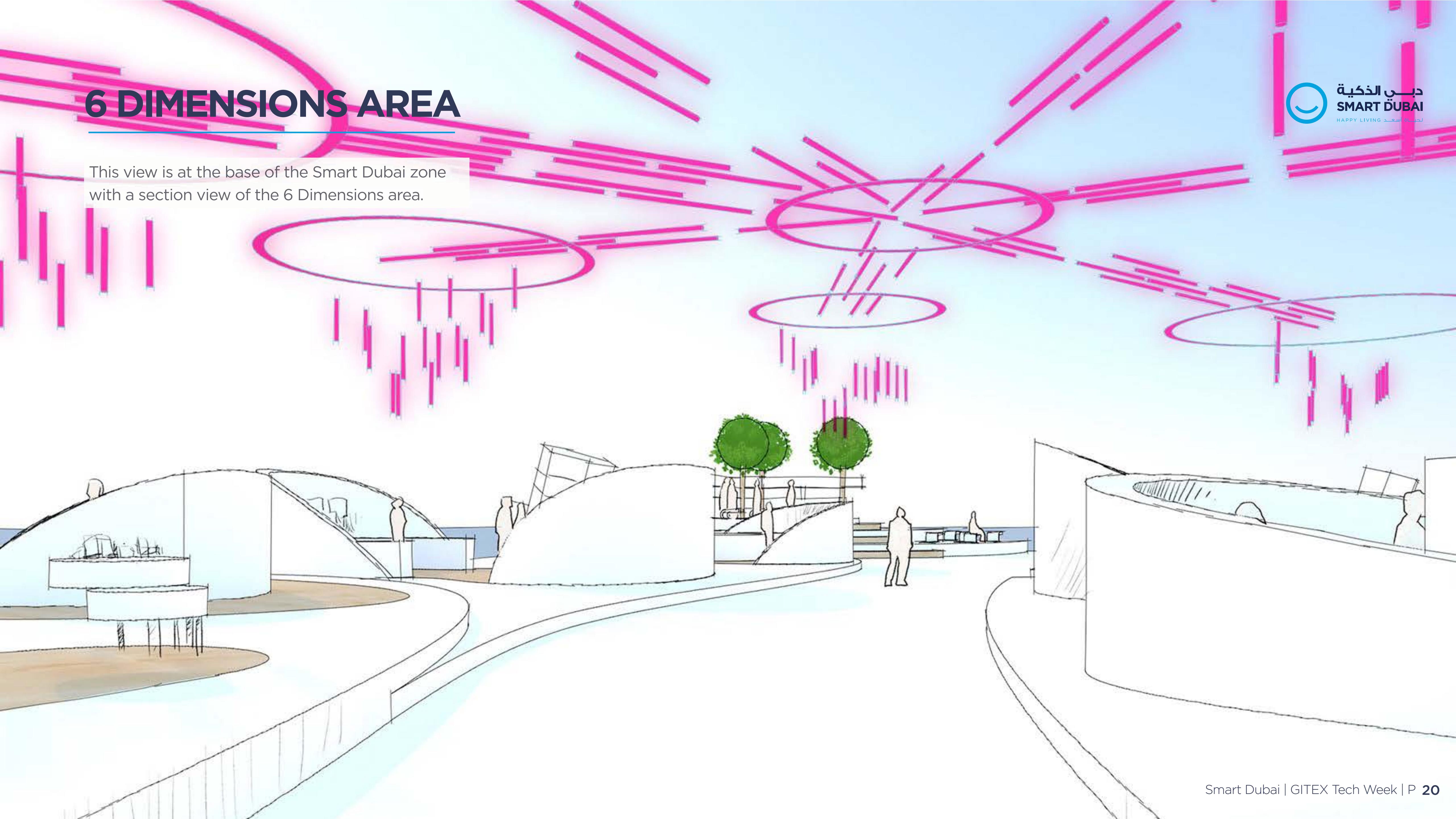
SMART DUBAI ZONE

This view is from the base of the Smart Dubai zone with an view of the 6 Dimensions area.



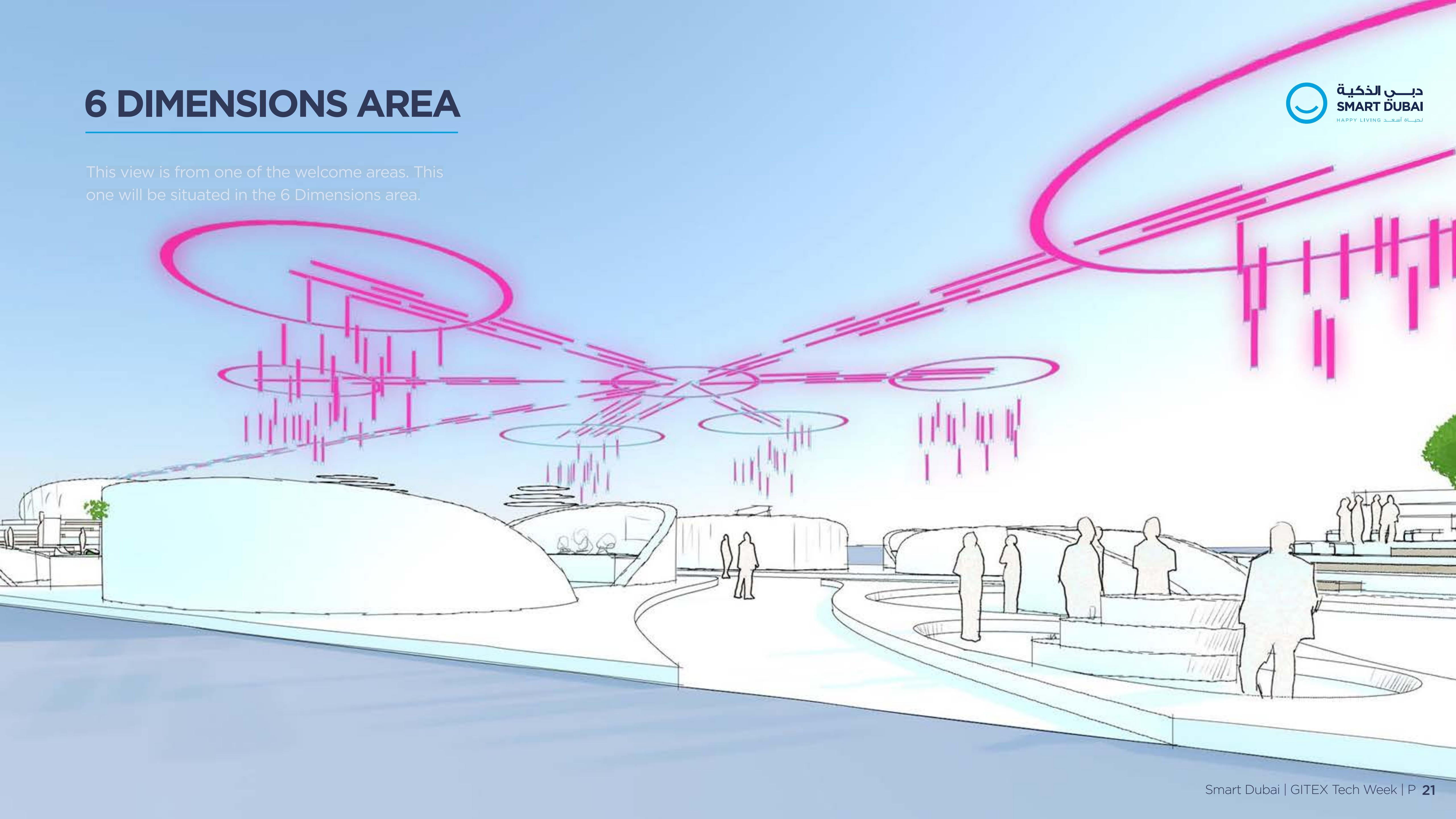
6 DIMENSIONS AREA

This view is at the base of the Smart Dubai zone with a section view of the 6 Dimensions area.



6 DIMENSIONS AREA

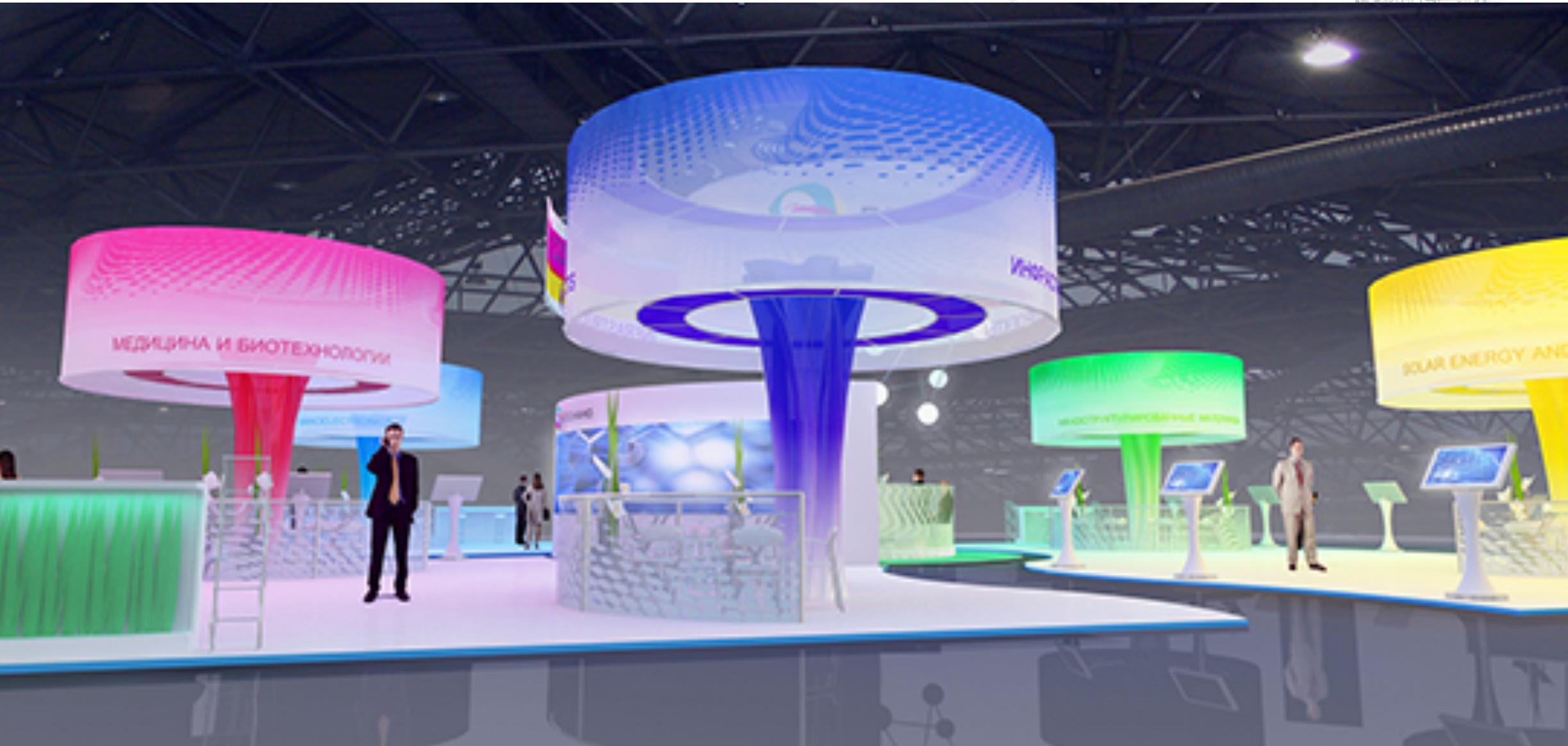
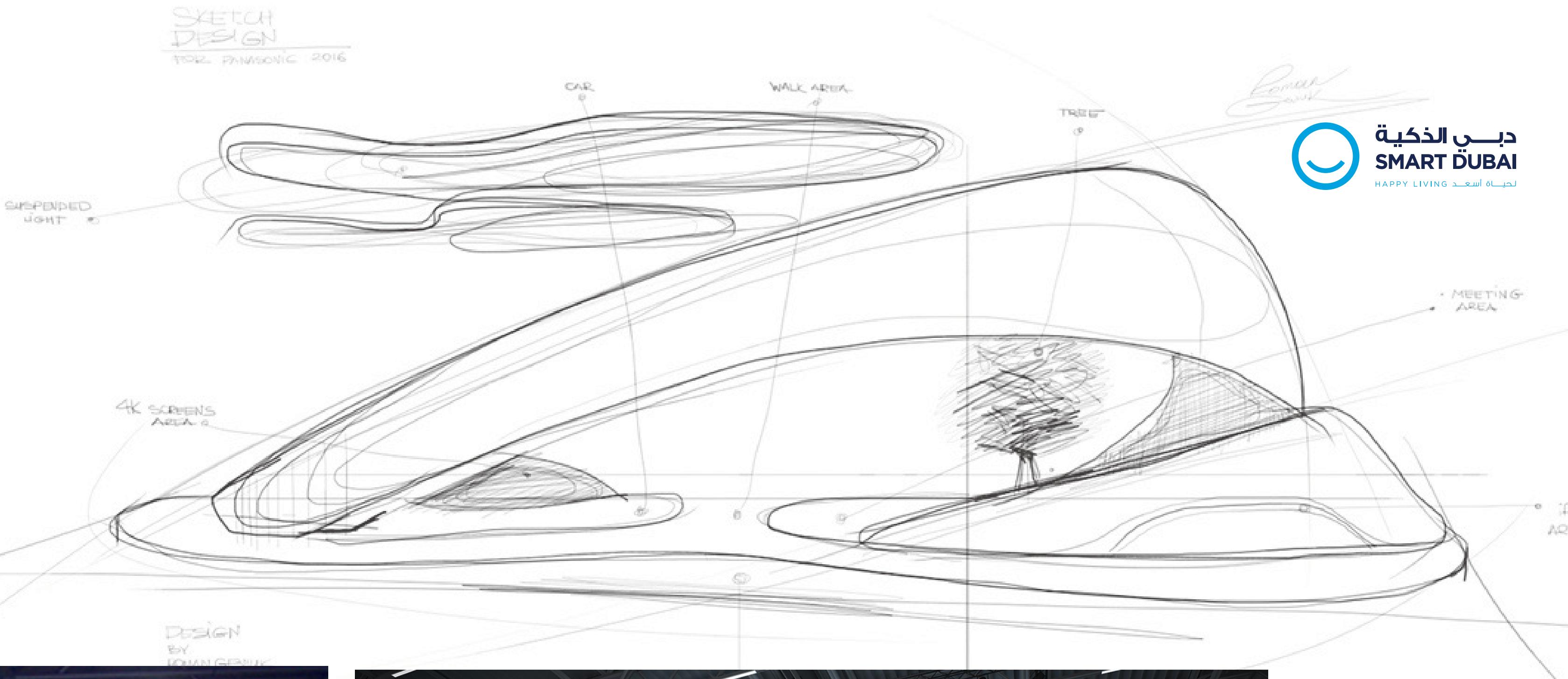
This view is from one of the welcome areas. This one will be situated in the 6 Dimensions area.



DIMENSIONS

DIMENSION HUBS

The 6 dimension hubs will create visual stimulation. We propose to individually design each hub in a bold and modern organic style. We will retain uniformity through materials, graphics, way finding and a lighting rig connecting each hub.



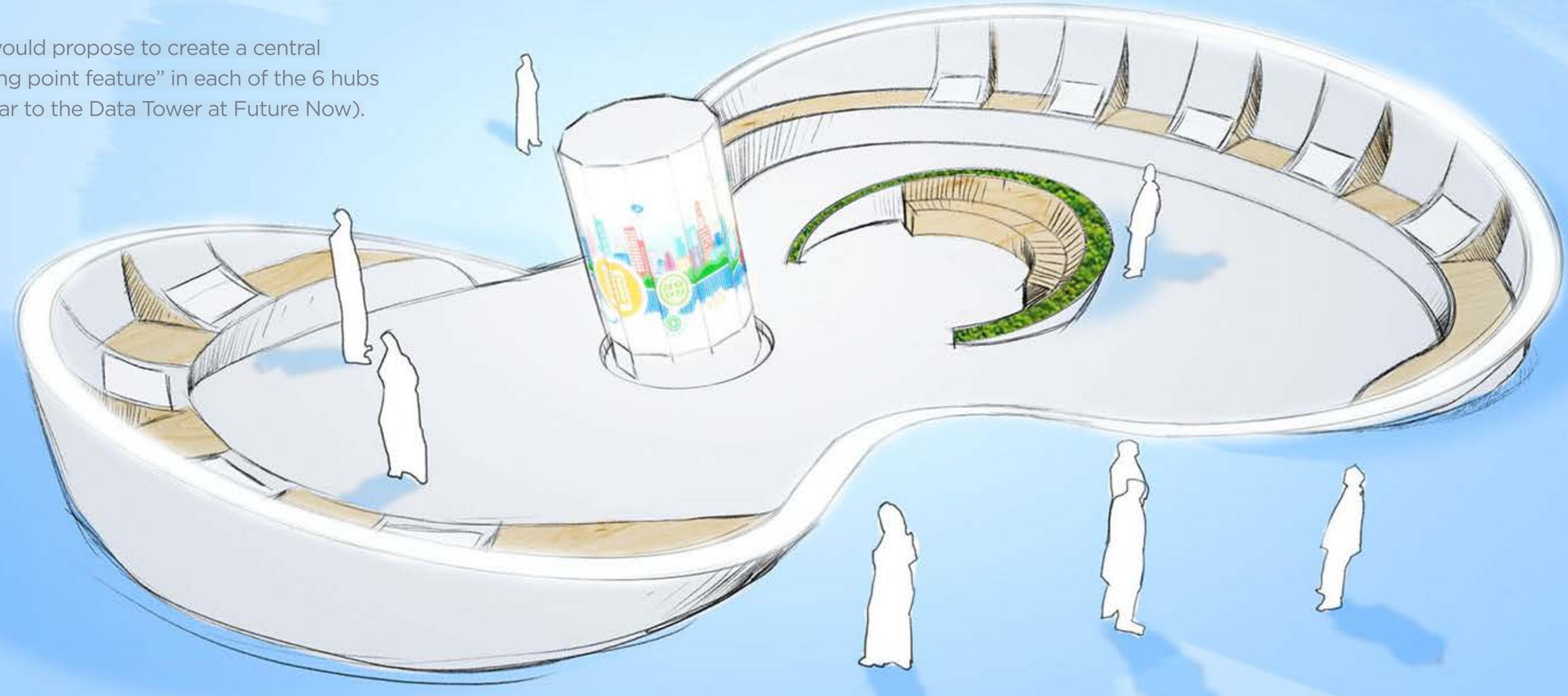
DIMENSION HUBS

Each hub will have a unique design. Partners will have their own dedicated area allowing them to showcase their technology.



DIMENSION HUBS

We would propose to create a central “talking point feature” in each of the 6 hubs (similar to the Data Tower at Future Now).

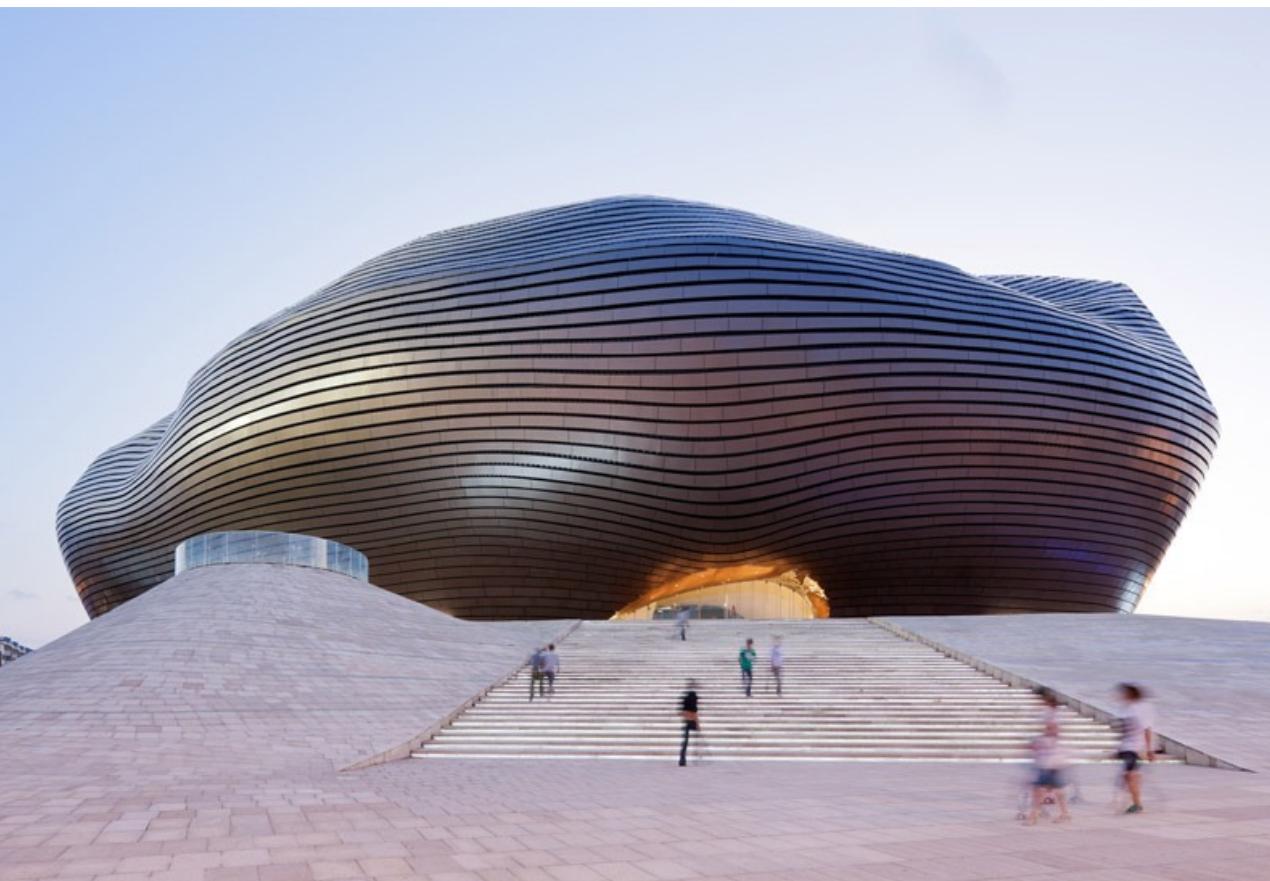




SMART DUBAI HUB

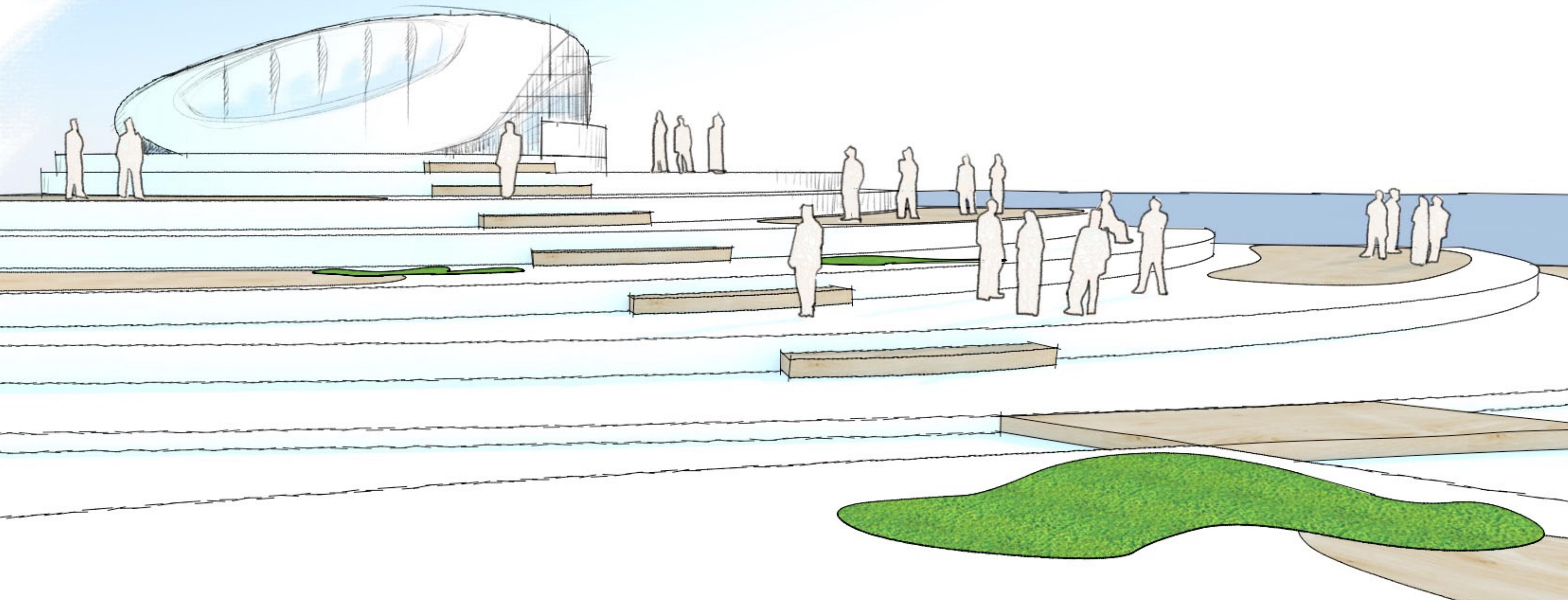
SMART DUBAI HUB

This unique structure will feature at the top of the tiered platform. This structure will naturally draw attendees to follow the path to reach the top.



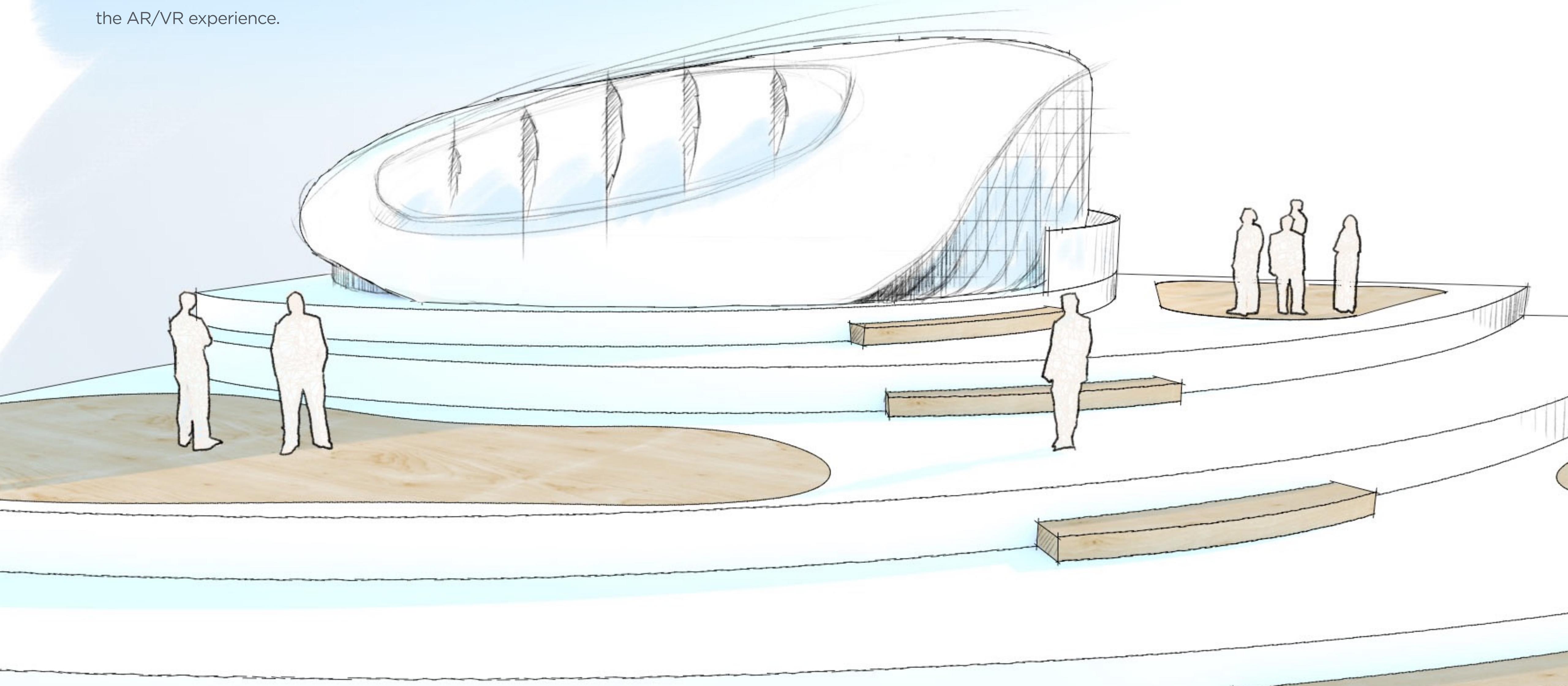
SMART DUBAI ZONE

This Smart Dubai hub will include 3 meeting rooms, 1 female prayer room, 1 open stage/activity area, 1 VIP area with a good view of the stand.



SMART DUBAI ZONE

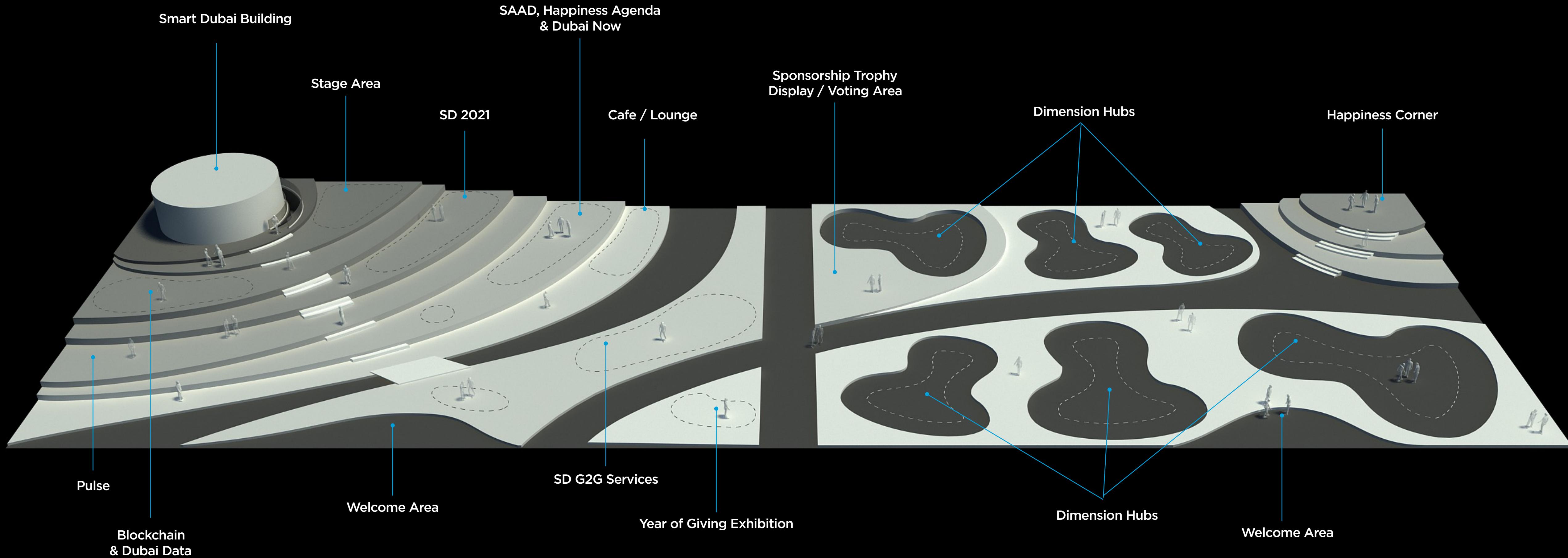
Also situated in the Smart Dubai hub will be the AR/VR experience.

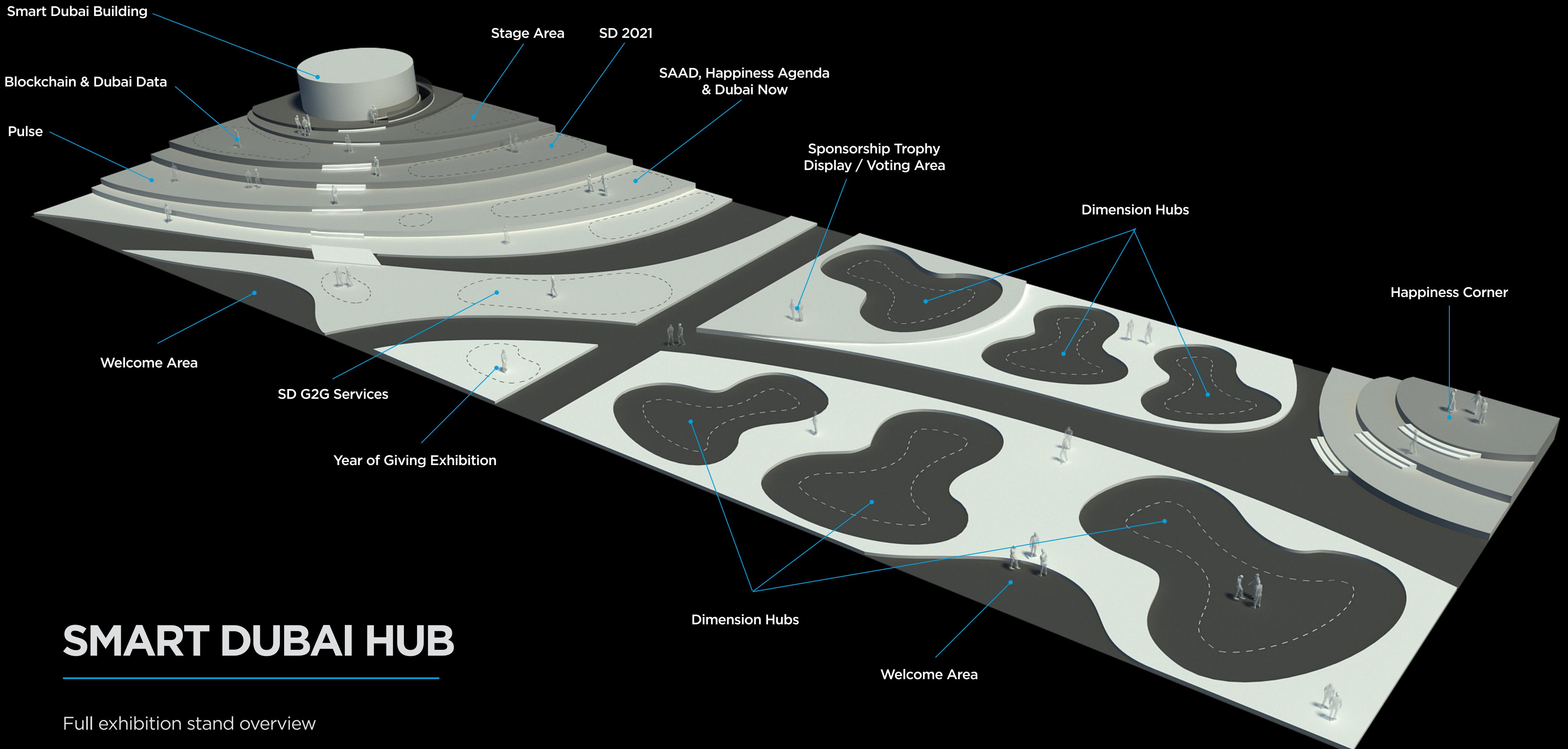


STAND LAYOUT

SMART DUBAI HUB

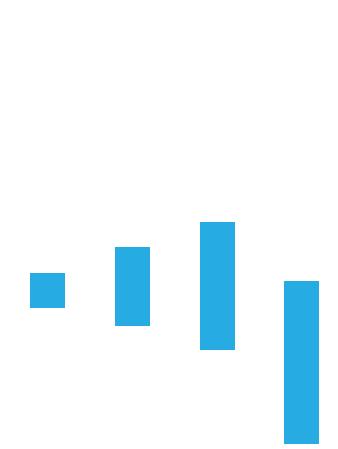
Full exhibition stand overview







AR/VR EXPERIENCE



THE HYPER DIMENSIONAL JOURNEY

SENSORY DESIGN - THE FUTURE OF COMMUNICATION

INSIGHT AND APPROACH

With the exponential increase of connectivity and unprecedented availability of data, the world is getting smarter. Collectives of individuals sharing similar interests – and demands - are getting smarter. Consequently, cities are getting smarter.

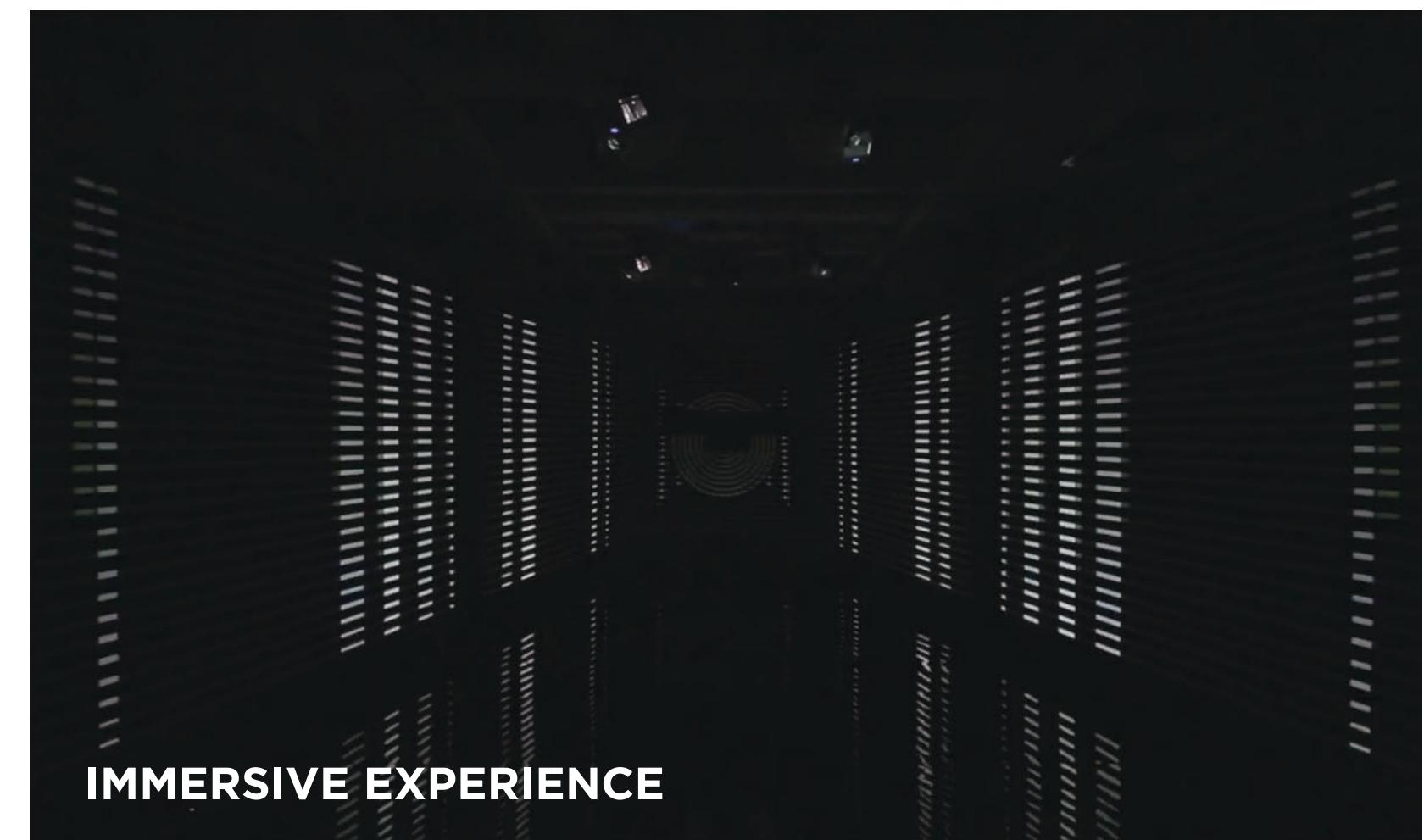
Smarter can equate to Happiness, but how?

To create a memorable and fun experience that will be sympathetic, emotional, informative and educational. An experience that will allow visitors to be intrigued by what is to come and to imagine what can be achieved in a future not so distant once Smart Dubai has reached it's optimum state.

IDEA & TECHNOLOGY

The idea is simple:
Allow visitors to engage
in a **collaborative**
environment that will
take them on a journey
of the city's growth
through the six
dimensions of
Smart Dubai.

Technology:
Mixed reality, RFID,
Location Tracking,
Projection Mapping,
Real Time Data Analysis,
Audio Reactivity.



PRE-VISUALIZATION



SCENOGRAPHY SIMULATION

SHARED UNDERSTANDING + COLLABORATION

Each one of the six participants is allowed to take control of only one dimension. Individuals through mixed reality are enveloped in a city like simulation through which they are enticed to use touch, cognition and visual cues to enhance their experience. Further, it is only through shared understanding and a collaborative process will they be able to progress the overall well being of the city into Happiness.

RFID INTRINSIC

Additionally, by using data captured within the exhibition stand itself we are able to convey realtime infographics about the individual visitor and use it in conjunction with similar visitors within the experience to create hyper-realistic situations where they could influence the global result - Happiness.

KEY TAKEAWAYS

Essentially, once the entire experience comes to an end they envision a city that is happier. By enabling each individual to organically participate, we are able to fuse the best of each one these tools sets to create a one-of-a-kind experience every single run.

THANK YOU!

