



**SMART DUBAI**

GITEX TECH WEEK

7.9.17

# COPYRIGHT NOTICE

THIS DOCUMENT CONTAINS MATERIAL IN WHICH WE AND OUR OTHER ACKNOWLEDGED CLIENTS / GROUPS / AGENCIES HOLD COPYRIGHT AND ALL INTELLECTUAL PROPERTY RIGHTS. THE DOCUMENT IS FOR ILLUSTRATION PURPOSES ONLY AND NO LICENSE TO USE OUR WORK IS GIVEN TO YOU. YOU MUST NOT REPRODUCE THIS DOCUMENT OR ANY INFORMATION, DESIGNS OR CONCEPTS CONTAINED WITHIN IT IN ANY WAY. THIS DOCUMENT CONTAINS MATERIAL WHICH IS USED FOR CONCEPT AND VISUAL/ILLUSTRATIVE PURPOSES ONLY. IT MAY CONTAIN WORK IN WHICH RIGHTS ARE HELD BY THIRD PARTIES. YOU WARRANT YOU WILL NOT MAKE ANY OF THE INFORMATION, DESIGNS OR CONCEPTS IN THIS DOCUMENT IN ANY MANNER WITHOUT OUR EXPRESS PERMISSION IN WRITING AND IF YOU AGREE TO INDEMNIFY US AGAINST ANY LOSS, DAMAGES, COSTS OR EXPENSES ARISING FROM ANY CLAIM THAT YOU HAVE BREACHED THIS WARRANTY.

PLEASE NOTE THAT PRISME INTERNATIONAL NEEDS TO KEEP ITS OWN INTELLECTUAL PROPERTY. WITH THE APPROVAL OF THIS PROPOSAL THE CLIENT AGREES TO APPOINT PRISME INTERNATIONAL AS THE GENERAL CONTRACTOR FOR THE PROPOSED EVENT AND SHOW-ELEMENTS.

THE COPYRIGHT OF THESE DESIGNS REMAIN PROPERTY OF PRISME INTERNATIONAL. DOCUMENTS ARE FOR THE CLIENTS USE SOLELY IN CONNECTION WITH THE PROJECT. IT IS MUTUALLY AGREED THAT THE DOCUMENTS WILL NOT BE USED BY THE CLIENT, THE PROJECT, OR OTHERS, IN WHOLE OR IN PART, FOR ANY OTHER PROJECT.

IF THE CLIENT USES ANY OF THE ABOVE MENTIONED ITEMS AND/OR IDEAS WITHOUT THE WRITTEN PERMISSION OF PRISME INTERNATIONAL THIS ACTION WILL LEAD TO A COPYRIGHT FEE OF 85% OF THE COMPLETE PROPOSAL.

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.



دبي الذكية  
**SMART DUBAI**

لحياة أسعد HAPPY LIVING

**GITEX TECH WEEK**

**8<sup>TH</sup> TO 12<sup>TH</sup> OCTOBER 17**

# TABLE OF CONTENTS

---

## ■ RATIONALE

THE EXPERIENCE BUILDING BLOCKS

SPATIAL DESIGN LANGUAGE

MOODBOARDS

## ■ THE EXPERIENCE (DESIGN PROPOSAL)

SMART EVENTSCAPE

DIMENSIONS

SMART DUBAI HUB

LAYOUT

AR/VR EXPERIENCE

## ■ CREDENTIALS

# 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.

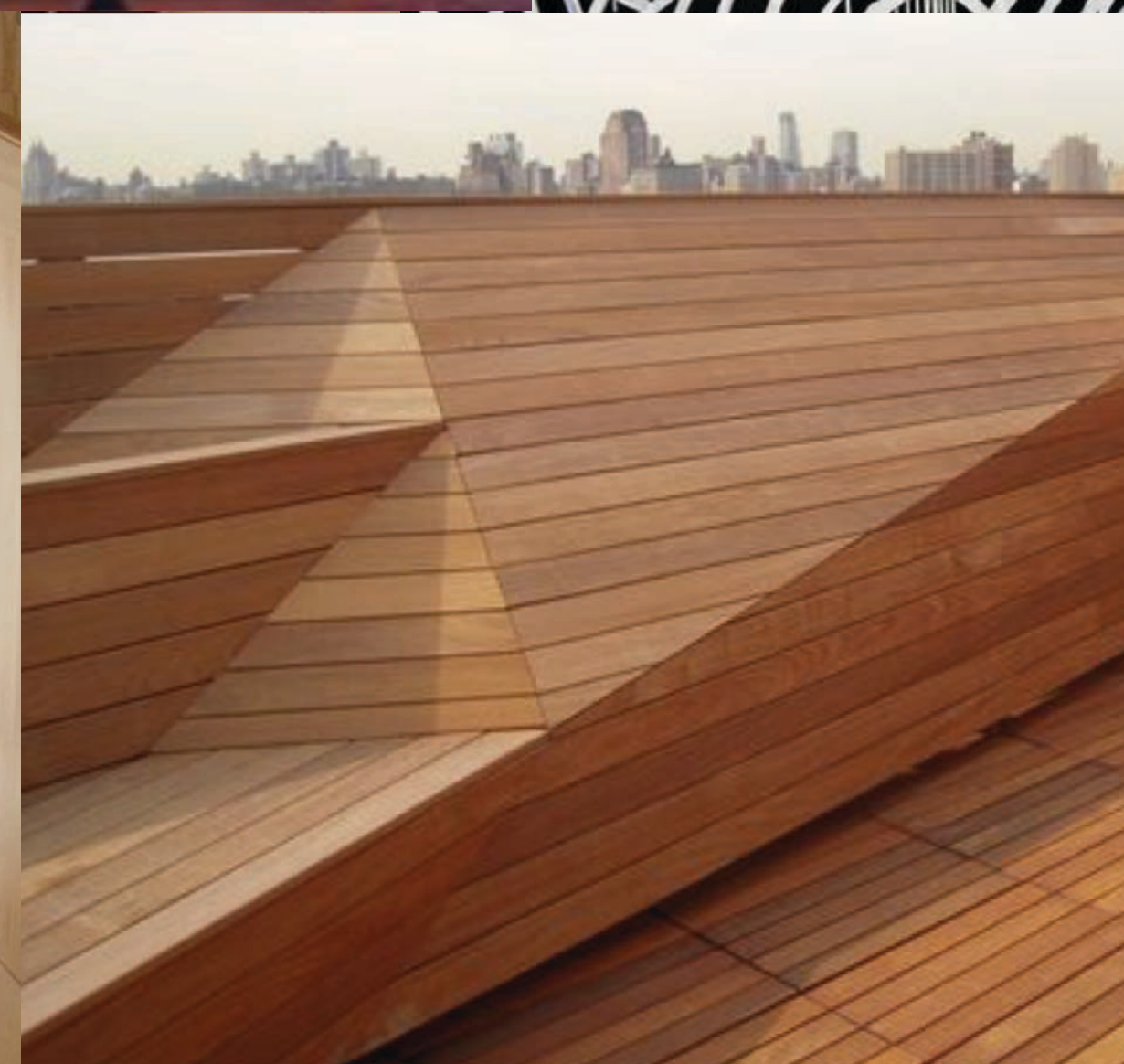
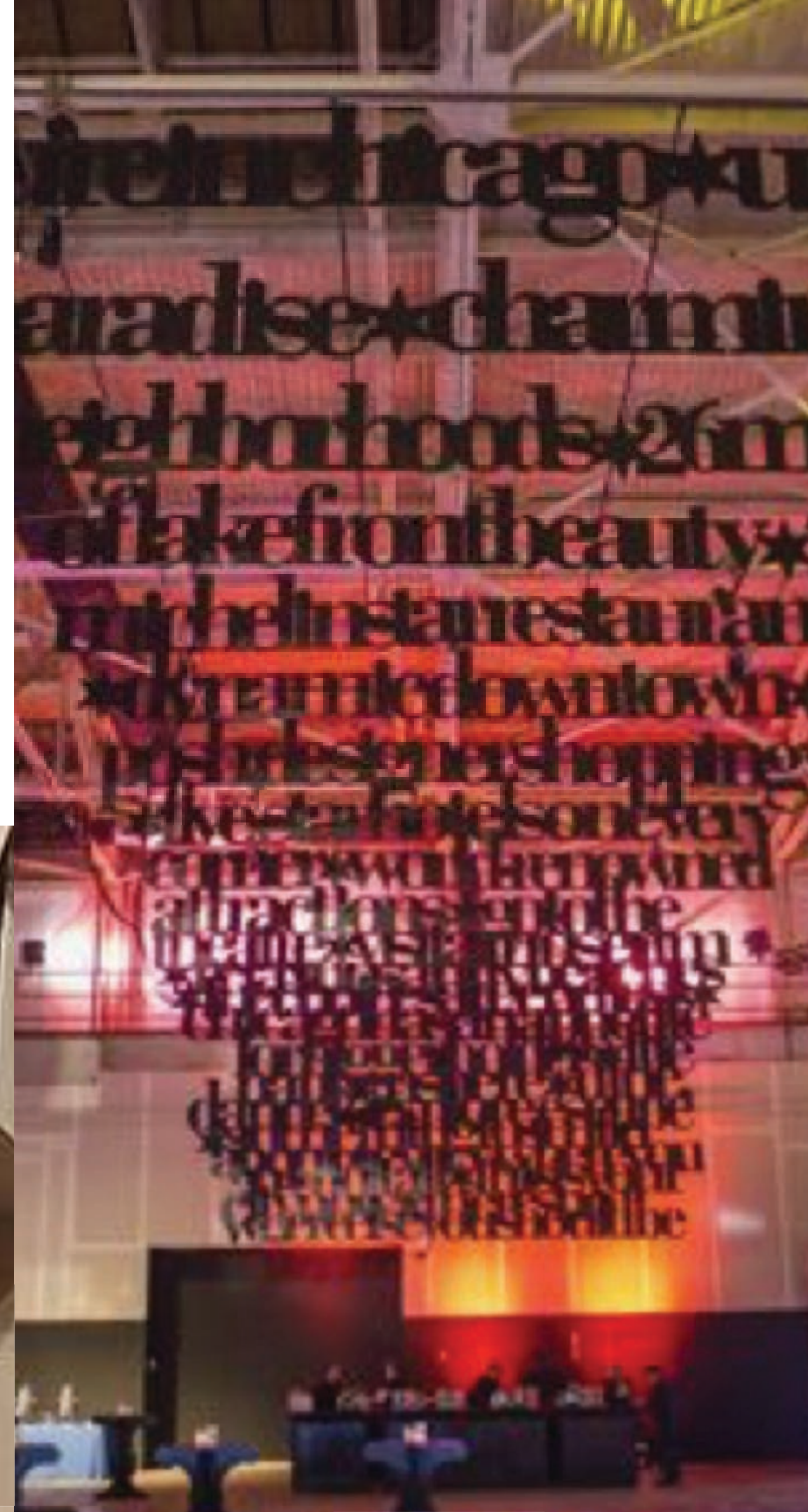
The look and feel draws inspiration from the natural environment and hi-tech alike, by combining organic textures with technology. Traditional raw materials such as moss, wood, rope, and cork, will be fused together with hi-tech surfaces and components like brushed aluminum, smooth plastic, seamless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



The background of the image consists of a solid blue color with a series of faint, concentric white circles centered in the middle. These circles create a ripple effect, with the lines becoming more pronounced as they move away from the center. In the center of the image, the word "EXPERIENCE" is written in a bold, white, sans-serif font. Directly beneath the text is a solid white horizontal line that spans the width of the word.

**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



## THE 6 DIMENSIONS AREA

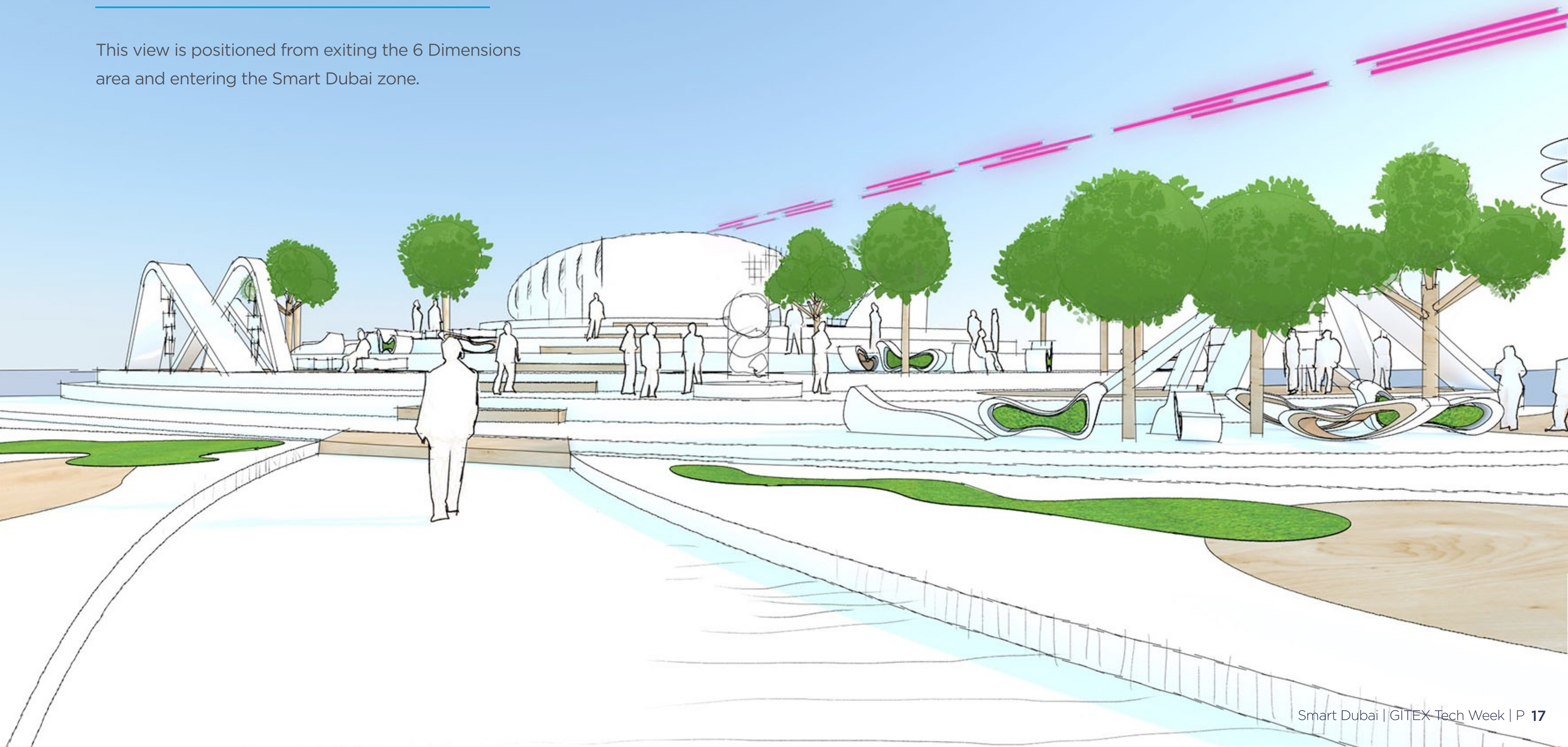
## SMART DUBAI ZONE

# 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.



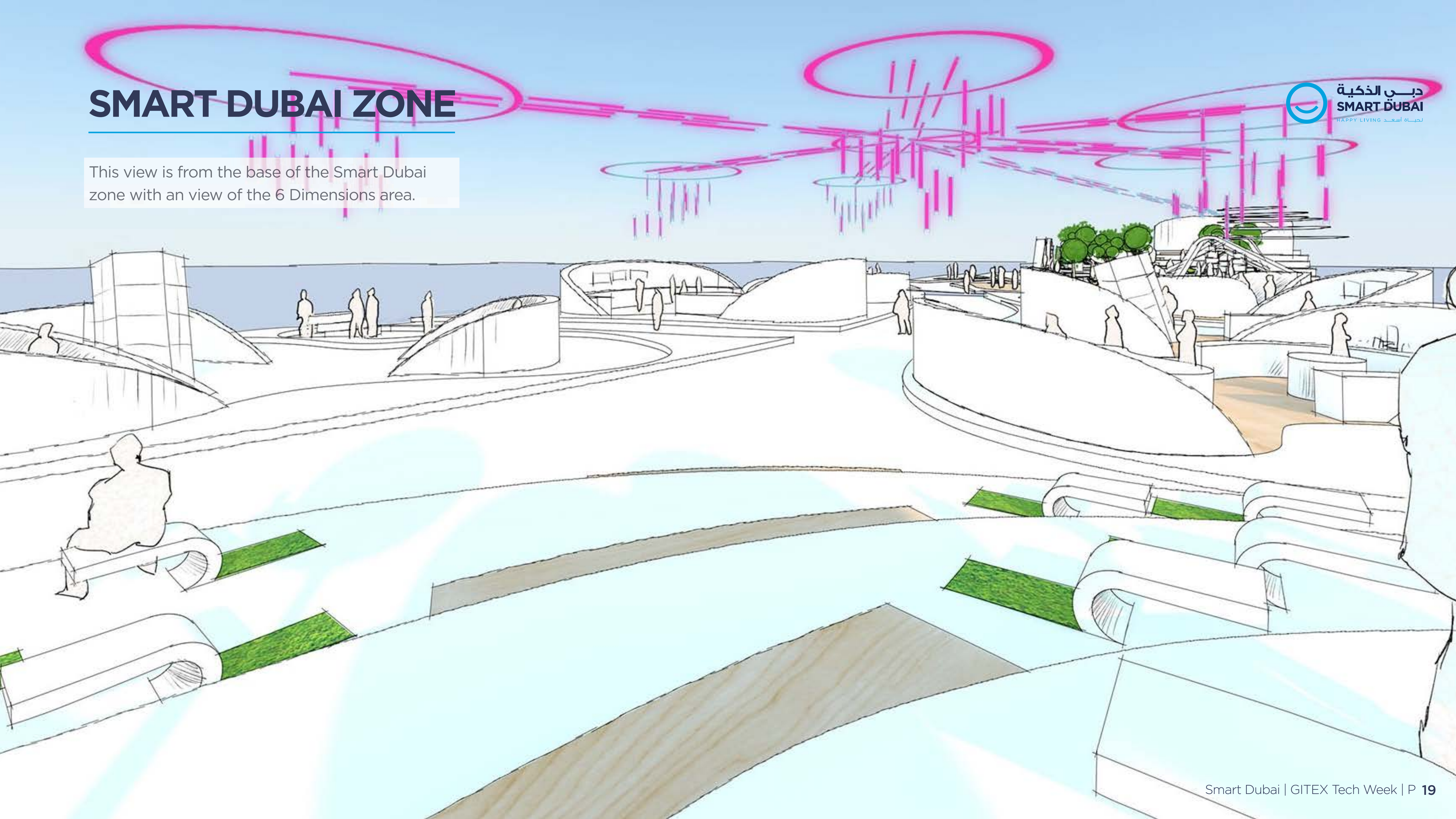
# SMART DUBAI ZONE

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



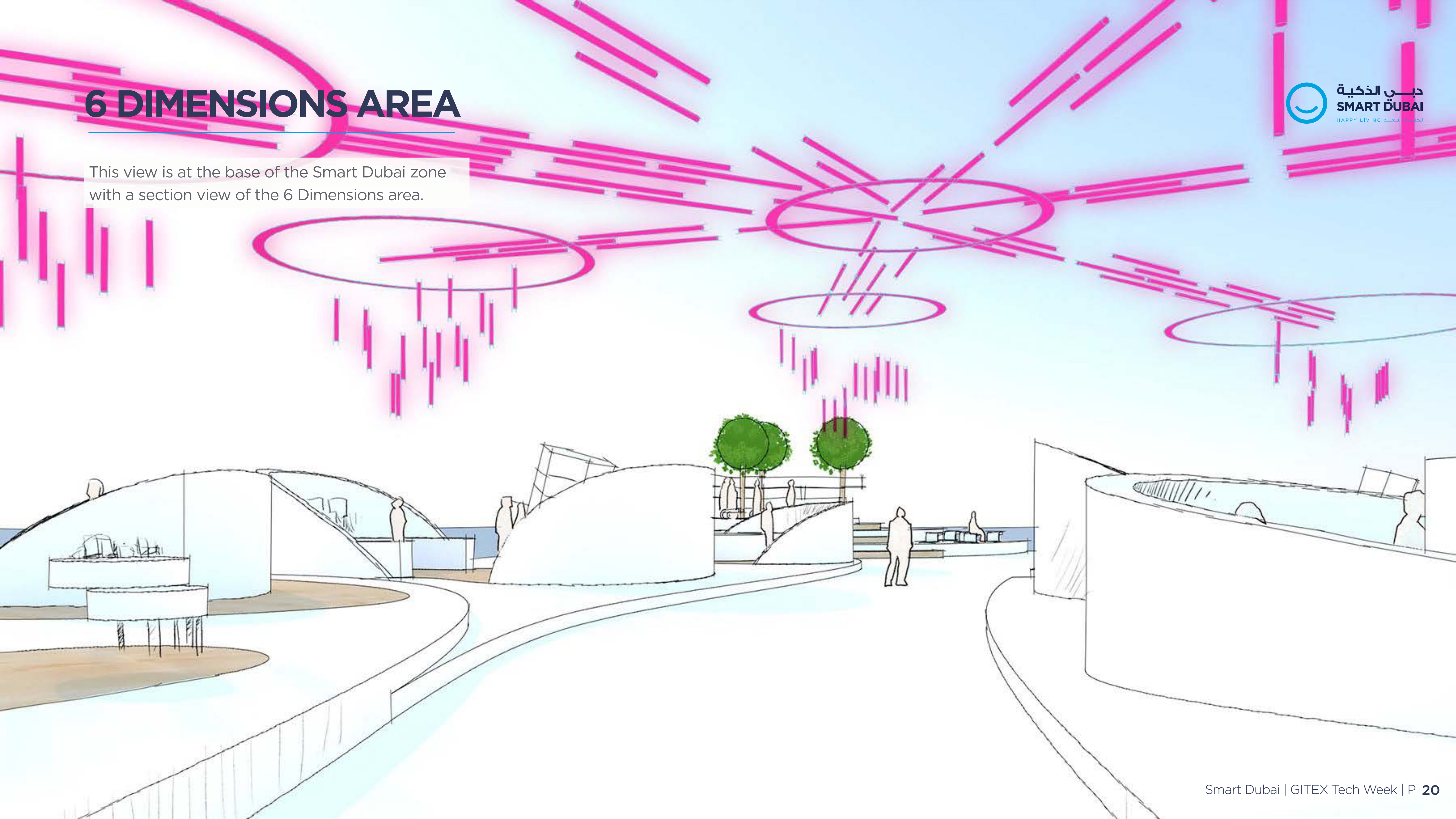
# SMART DUBAI ZONE

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



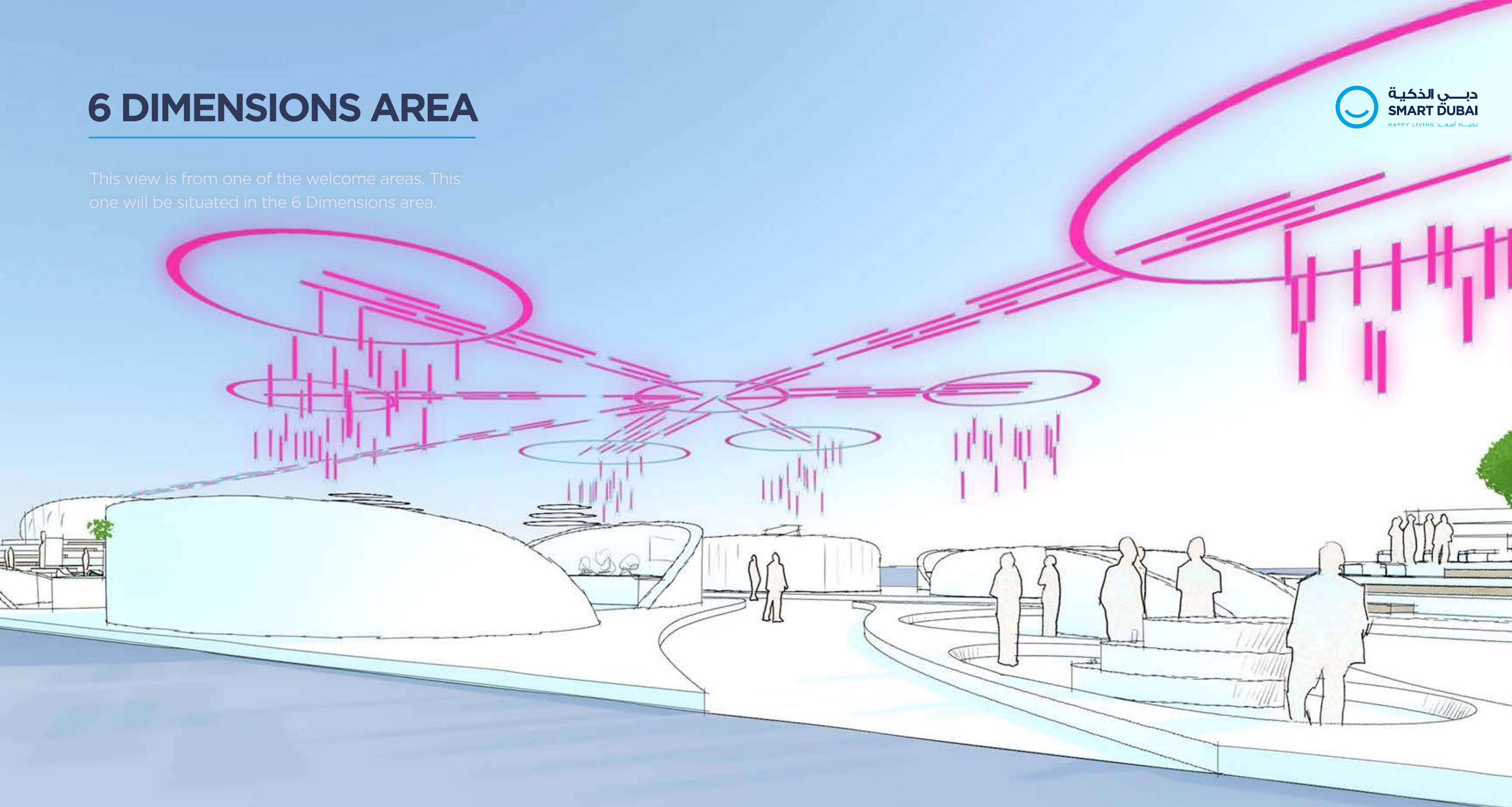
# 6 DIMENSIONS AREA

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



# 6 DIMENSIONS AREA

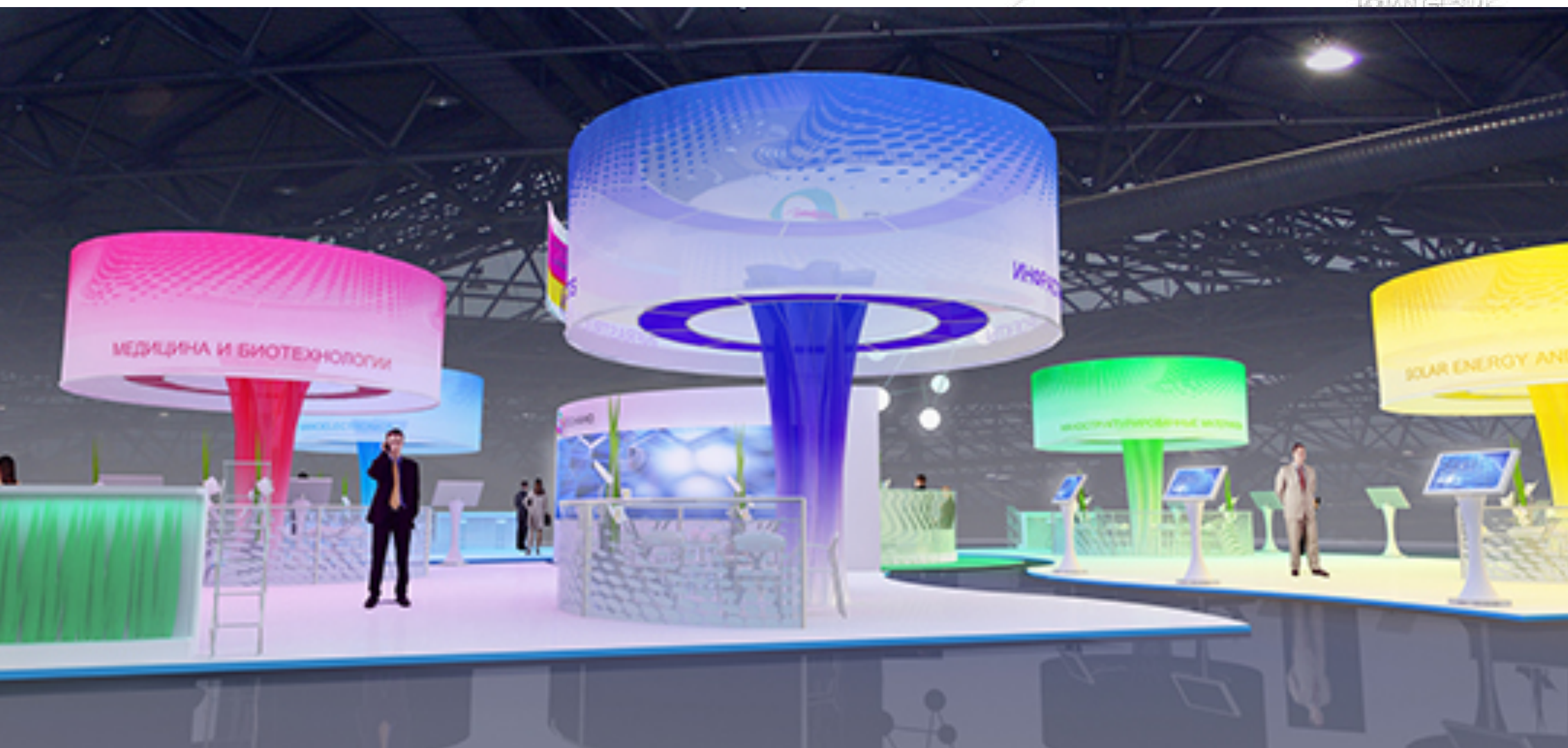
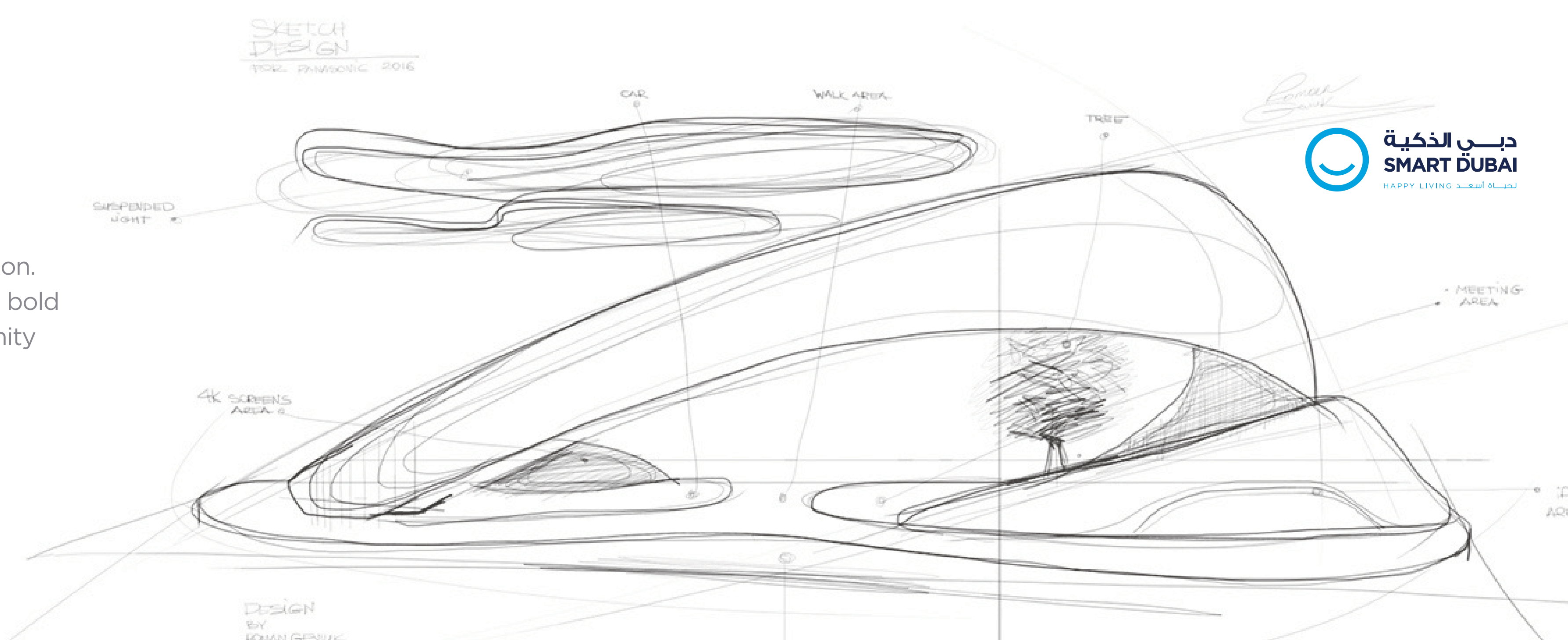
This view is from one of the welcome areas. This one will be situated in the 6 Dimensions area.



# DIMENSIONS

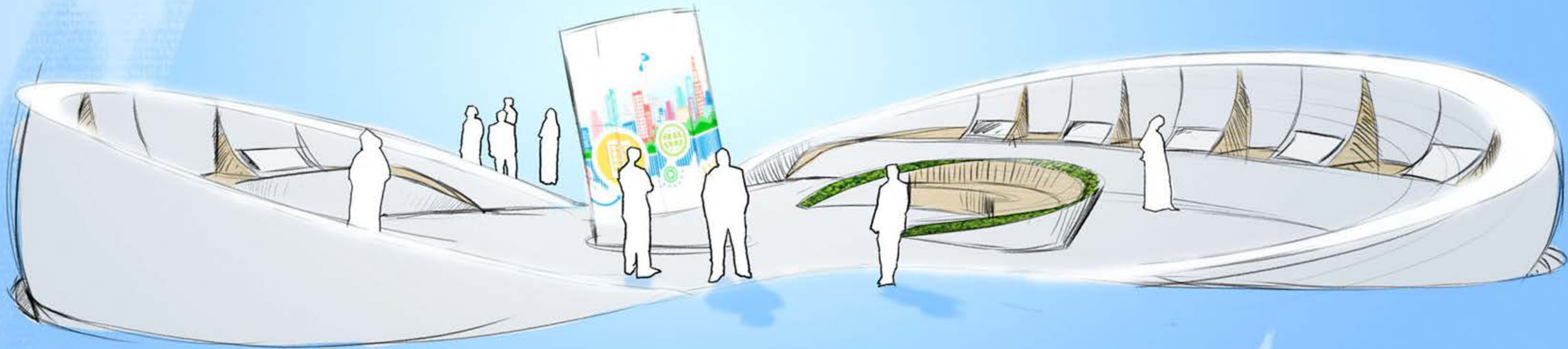
# DIMENSION HUBS

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 though materials, graphics, way finding and a lighting rig connecting each hub.



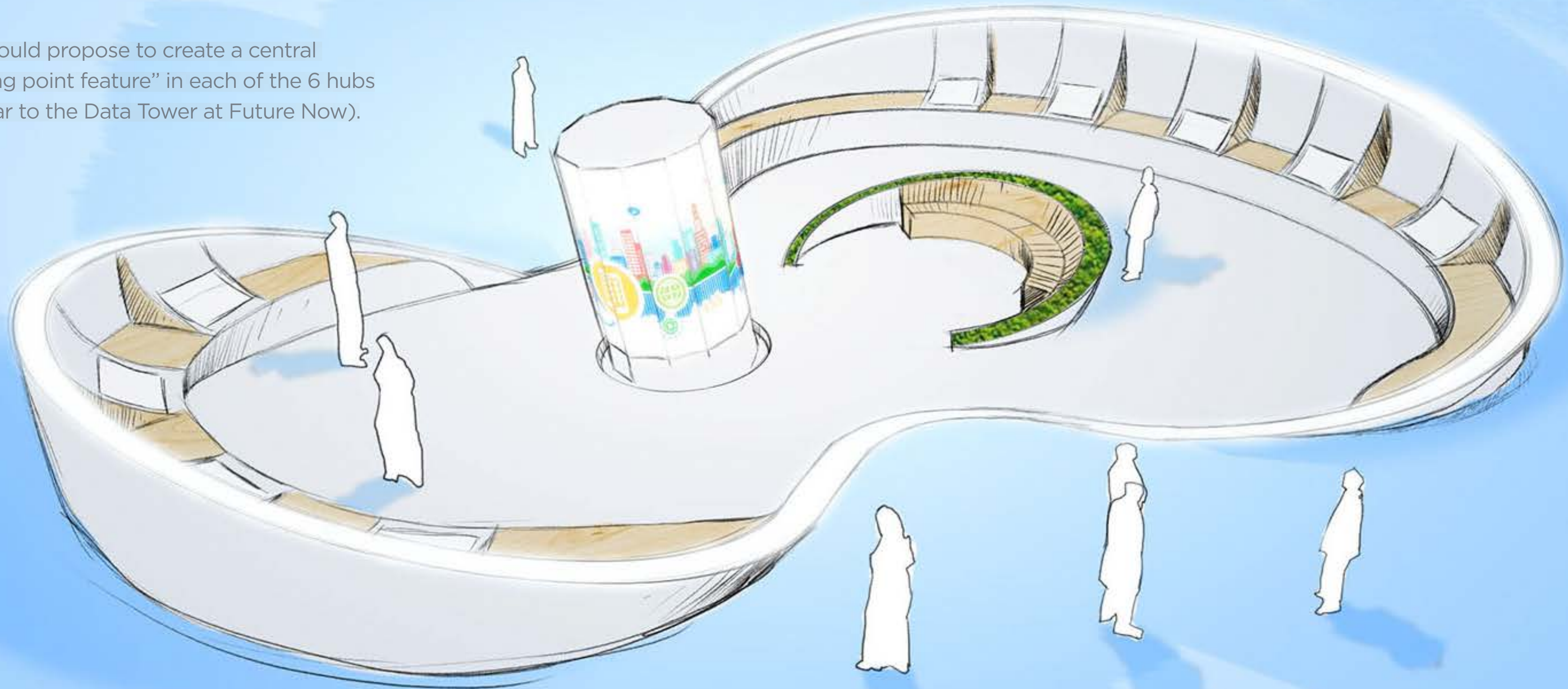
# DIMENSION HUBS

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

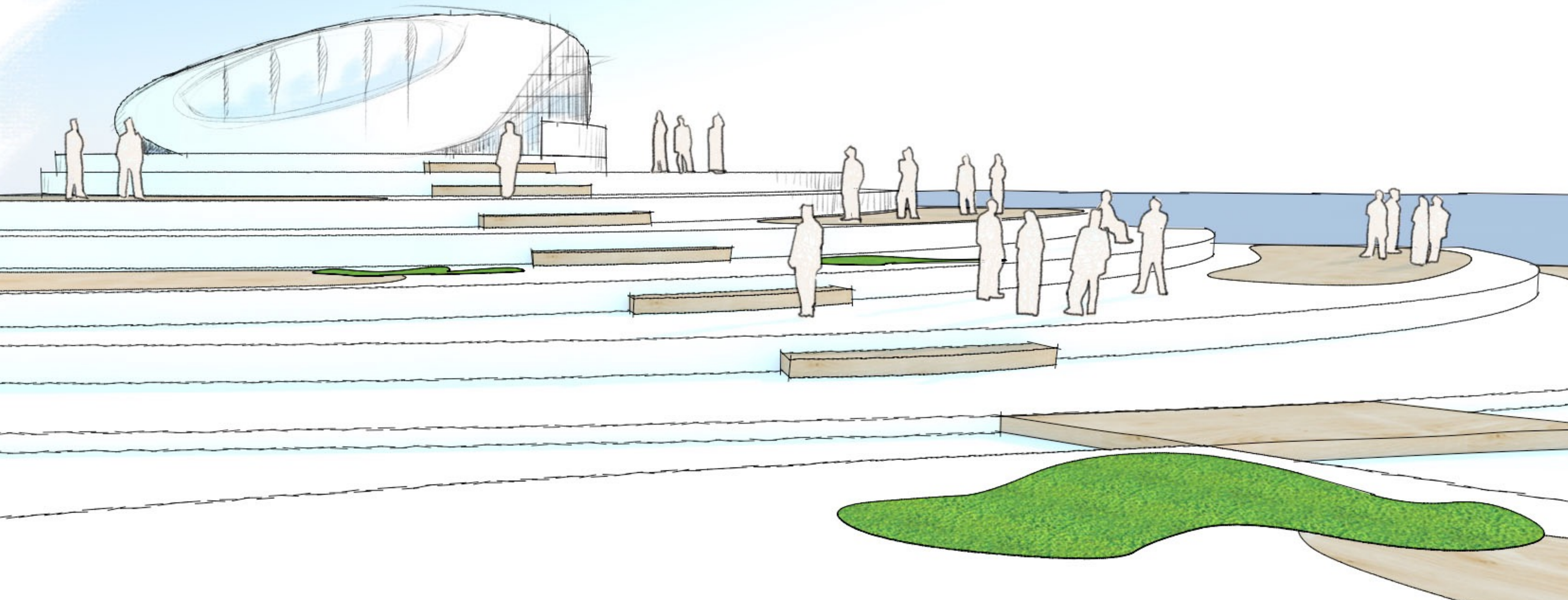
# SMART DUBAI HUB

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



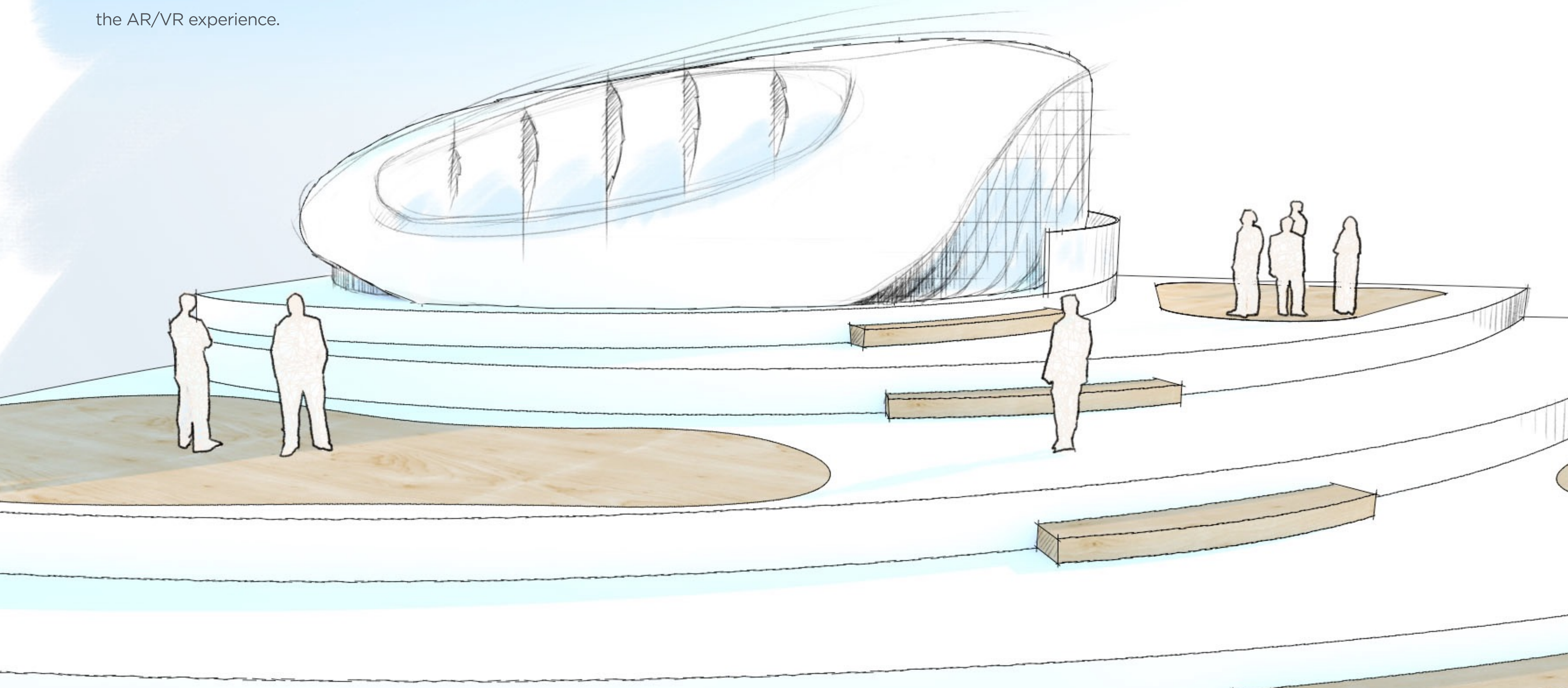
# SMART DUBAI ZONE

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

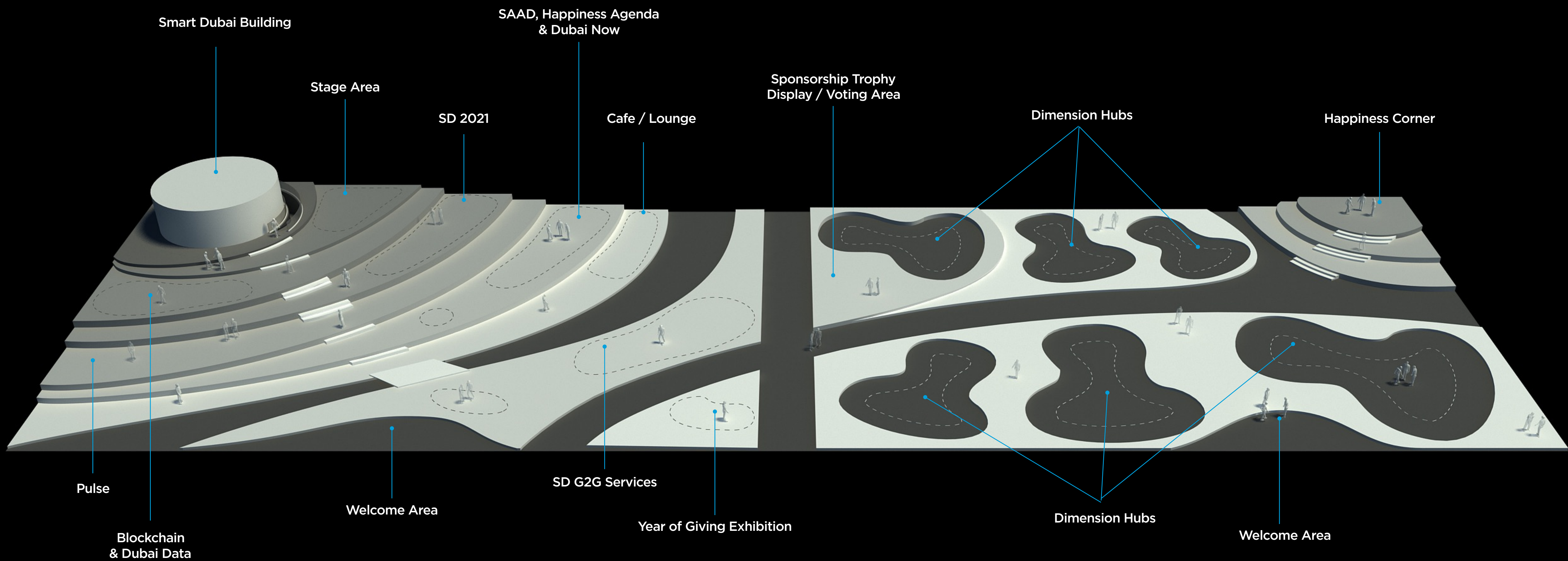
Also situated in the Smart Dubai hub will be the AR/VR experience.

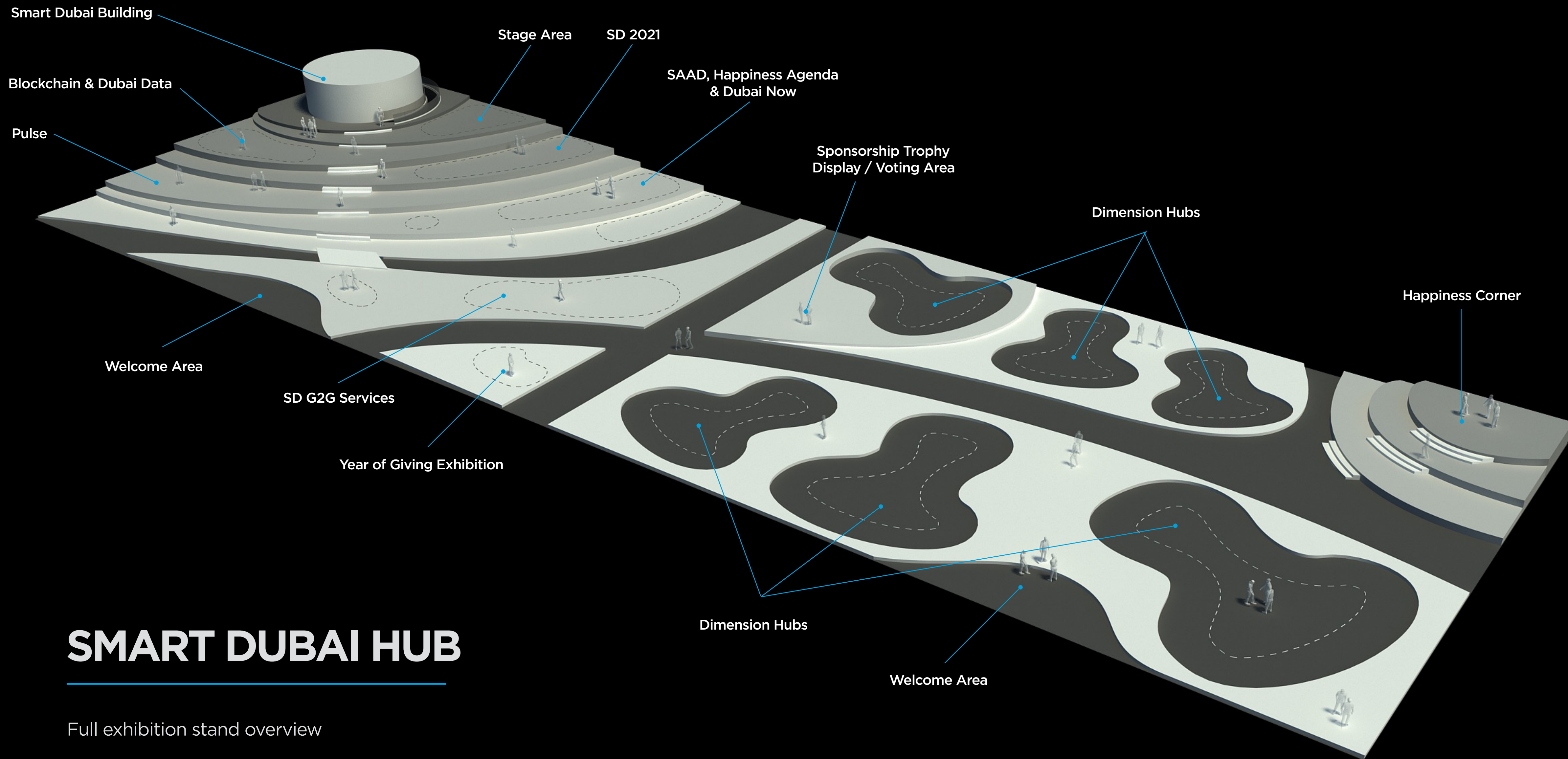


# STAND LAYOUT

# SMART DUBAI HUB

Full exhibition stand overview





# 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?**

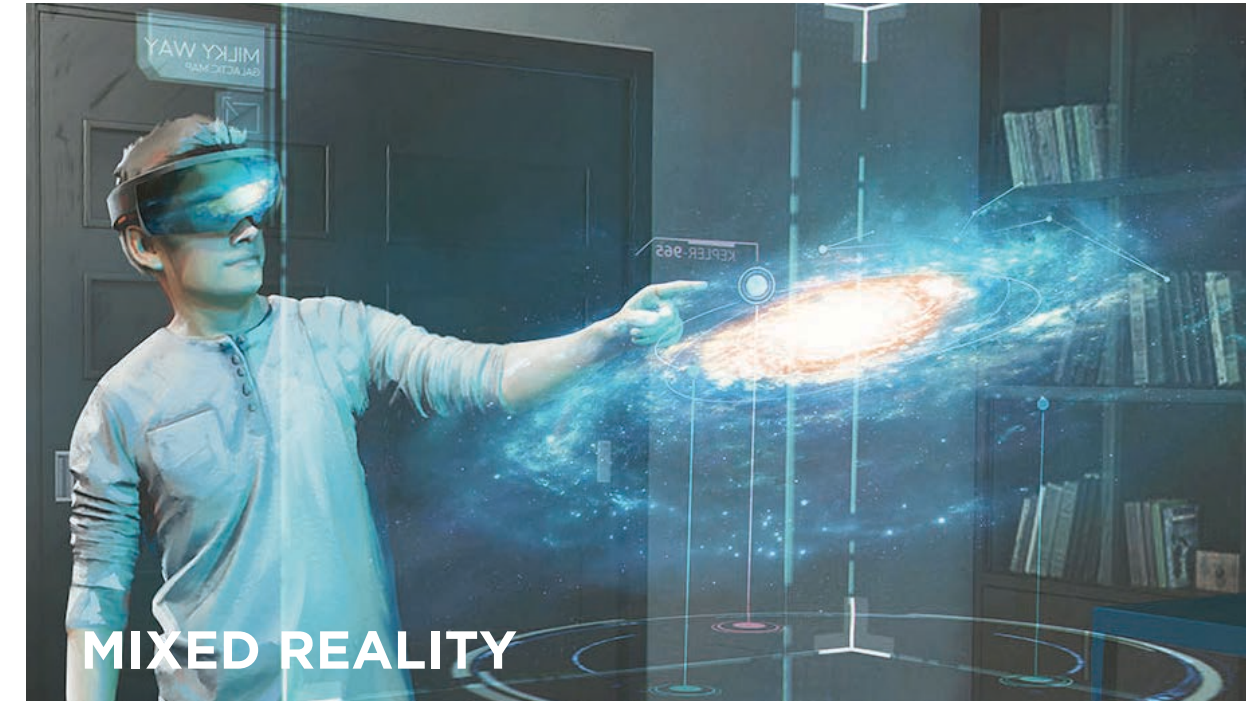
To create a memorable and fun experience that will be sympathetic, emotional, informative and educational. An experience that will allow visitors to be intrigued by what is to come and to imagine what can be achieved in a future not so distant once Smart Dubai has reached it's optimum state.

# 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!

