

## Customer experience center

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## Headlines of the resume.

Datacatch and premise fore the project

Design idea

Activitylist

Visuals



Customer experience center  
Model 1:20 seen from the hallway

Asta Wellejus/Joe Pine/Søren Robert Lund

## Datacatch and premise for the project

A. Number of guests in the peakhour who would visit the center

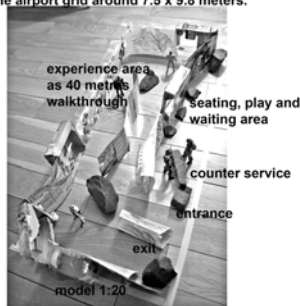
B. The site in the airport

C. The budget

model june 2013

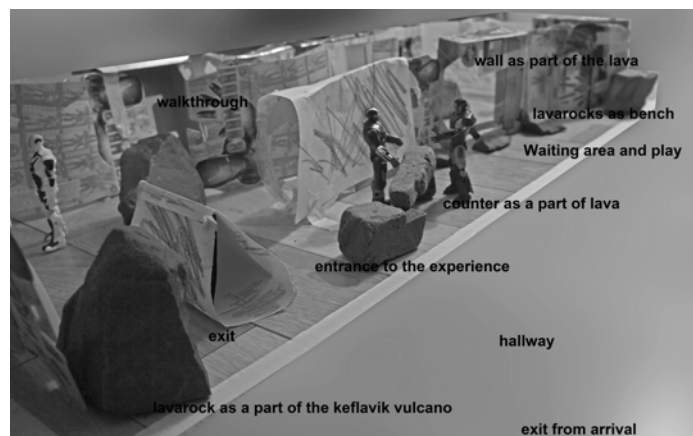
3000 guest in peakhour and 100 handles in counter  
design day 1500 guest and 20 handles in counter

sketch model made on Iceland dimension 2 modules  
in the airport grid around 7.5 x 9.8 meters.



Model turned some the entrance is close to  
the arrival/passport.

Title. The vulcano in Keflavik



## A. Number of guests

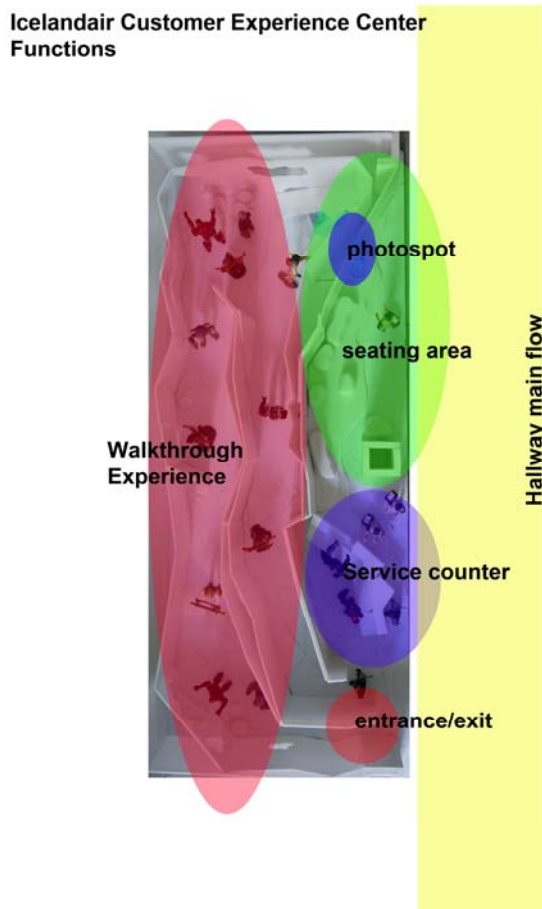
3000 persons pr hour is the peak

100 guests in the servicecenter

The area in the airport we visited last year was 150 squaremetres, so to handle 3000 guests and 100 guests at the servicecounter is not possible.

After the discussion we calculated 1500 guests for the experience and 20 guests in average at the counter.

The only solution to handle this number of guest is a walkthrough, which in basic has a duration of 41 secs. In average will have a duration of 125 secs.



## B. The site

After visiting Keflavik here in June 2013, the airport had put/build a 3 x 4 meters elevator into the area, so we don't have this space anymore.

There are some other options, but we agreed to go forward with the original lay-out, and then we will adjust the outlines of the area until the project is situated in the final space in the airport.

Perhaps we can get a similar area 8 x 18 metres just beside the elevator.

### **C. The budget**

following is included in the basic budget.

**Lavawalls**

**Counter**

**Benches**

**Waterfall**

**Ambiente light**

**Ambiente sound design**

**Windgenerator**

**Opening with screens**

**Opening with textile elements**

**2 large interactive designs**

**2 information screens**

**Preparation building site**

**Soft cost development**

**Soft cost design**

**Soft cost programming**

**Hand over**

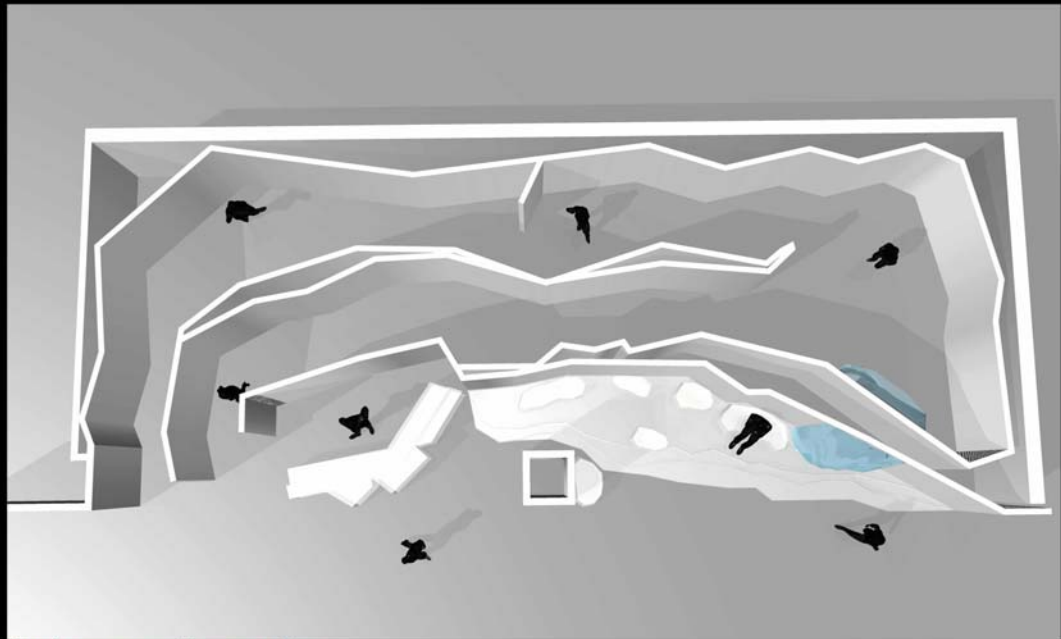
In order to get an idea of the budget we have made a tender to rock companies about the lavawalls, and we have got a price of 141.000,- euros for all the design and structures here.

In average a good interactive attraction costs at least 80.000,- euros.

**650.000,-** euros is now our target price, and we have adjusted the design to this budget.

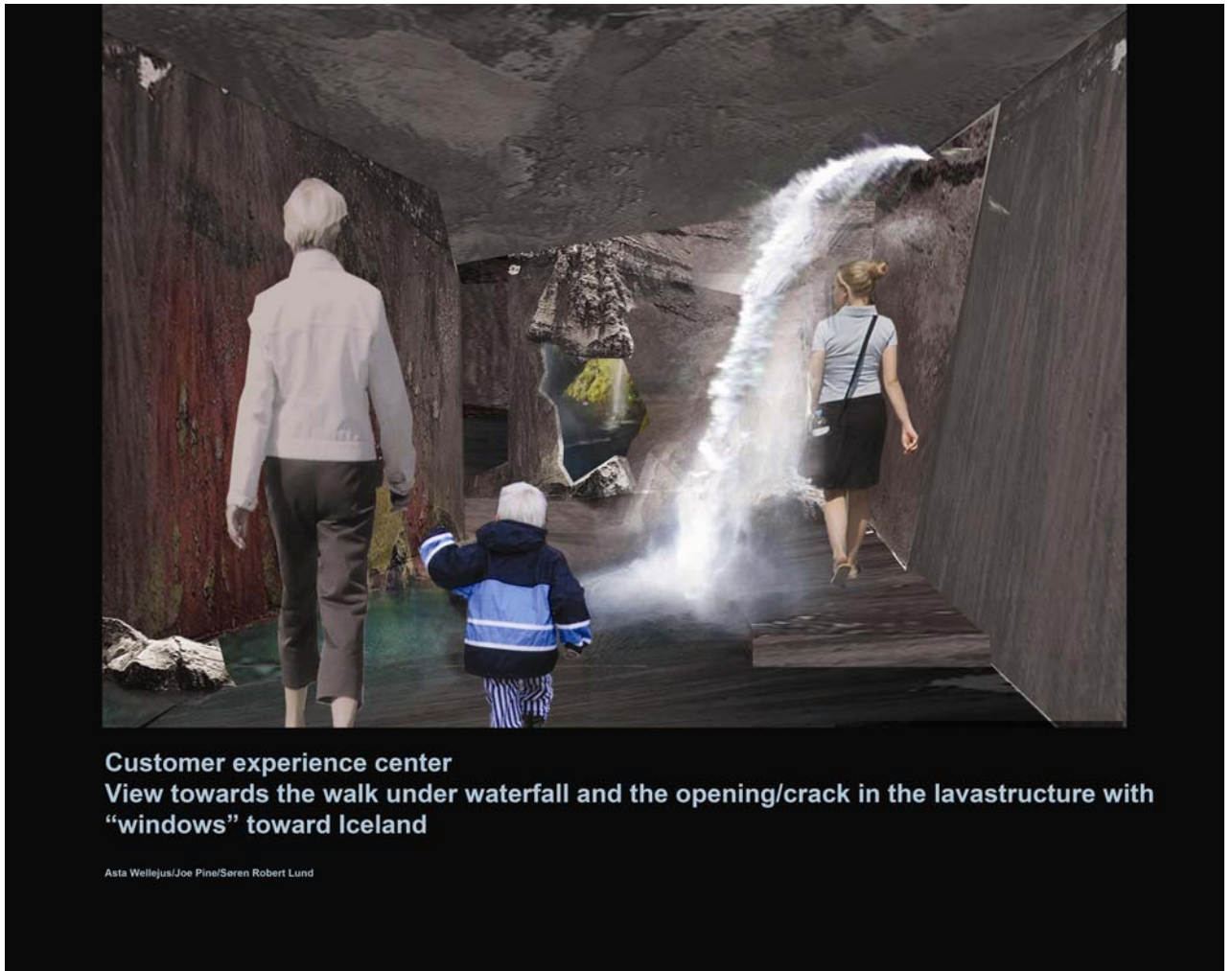
There are planned 2 turnstyles, one by the entrance and one by the exit to the experience walkthrough.

Turnstyles are not included in the present budget/activitylist because the technical solution with scanners, security and software have to be incorporated into the Icelandair system.



Customer experience center  
3D model seen from top plan lay-out

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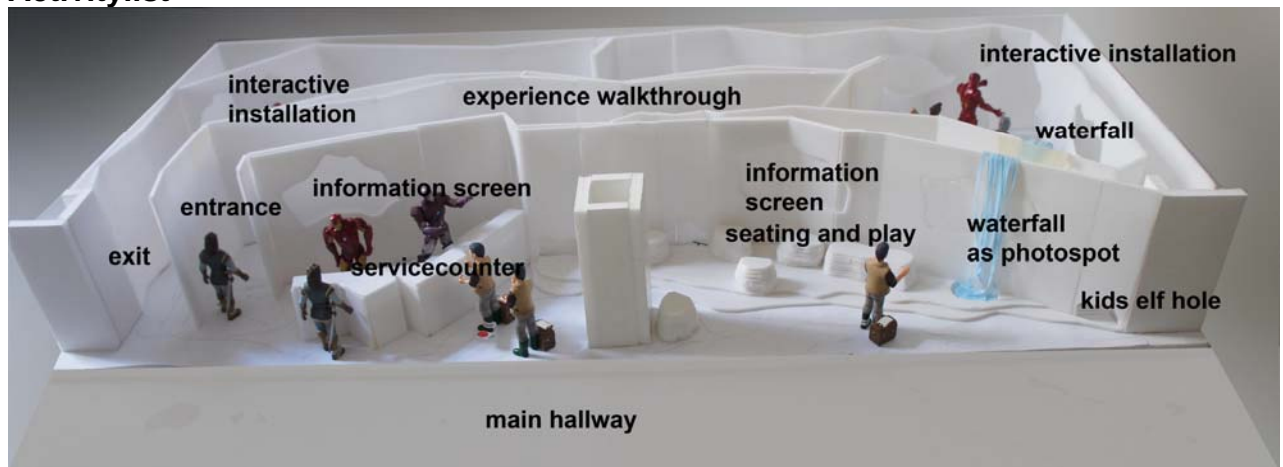
## Design idea

The Customer experience center is designed as a “volcano” in Keflavik airport. Guests enter the volcano and experience the volcano's lava walls, where there are gaps and openings with monitors and projectors built into the lavawalls. On these screens are shown films and graphics from Iceland with experiences as a geyser, volcanoes, ice, northern lights and whales. Guests are going on a trip to the islands nature with waterfalls, glaciers. The Layout is designed as a walkthrough where the guests senses are activated through experiences.



Light, sound, wind and water is combined to create a unique sensory experience for the guests, as both a contrast to the airport space, but especially a contrast to their stay in the aircraft cabins.

### Activitylist



#### Pos 1.

Preparation of area in airport demolishing shell and core.  
The airport pays the basic

#### Pos 2.

New installations MEP  
This includes new ventilation, main electricity and IT.  
It also includes one windmachine to make wind effect in the Lavastructure.

#### Pos 3.

Lavawall proposal from Kago und Hammerschmidt  
The basic idea is that the guest should experience the inside of an icelandic vulcano.

We need some lavadesign and both the quality and the fireproof material of fiberconcrete have impressed me, and thats why I mail you with some questions concerning this project, which I hope we can collaborate on.



The site we have discussed is a small interiorspace of 7 meters X 18 meters and we need to get about 1500 persons through pr hour.

So we have proposed a walkthrough with a duration of about 2 - 3 minutes, as a teaser for guests to experience the real Icelandic landscape.

So we are talking about 270 squaremetres of lavadesign.

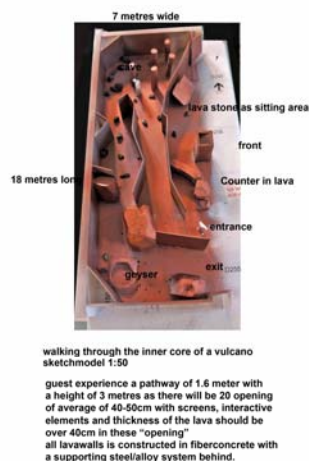
The length is about 90 metres if you fold all the walls out and with a height of 3 metres. we have planned about 20 opening of 40x 40 cm into the lavawall like window where screens, interactive stunts and small projections will take place. In order for, the guests to experience a real feeling of lava we propose that the lavawall are folded so the thickness is about 40 cm here.

The texture and colours is inspired by the icelandic vulcano, and has to be discussed and approved by the client.

It is very important that the colour and the surface are taken directly from selected places in Iceland and used in the granulate/formular of the fiberconcrete.

The client needs to move the walkthrough in 3 - 5 years, so we propose that the lavawalls are made in sections of 3 x 3 metres depending on the weight, and the we cover the expansion joints with your magical art work.

So its only 1 time that the set up has to move, and in that sense it doesn't have to be flexible.



**1. artwork and development**

**2. a sample of 2 x 3 metres to be approved by the client**

3. 270 squaremeters including the supporting steelsystem. ( Construction: what is best to make prefab in Germany or on site in Reykjavik)
4. transport both material and persons
5. estimate of the artwork/paint to connect the elements expansion joint coverings.
6. paint and structure on the floor also lava 140 squaremeters
7. a counter with the length of 5 meters and height of 1.1 meter with rounded cornes as a lavarock and as a service counter.
8. 3 benches of a height, 44cm, length of 2 metres and thickness of 47cm, also in rounded lava design

#### **Pos 4.**

Inventory counter workspace

This is the elevation table, the shelves and design of a functional worksapce to 3 –4 servicepersons.

Part of the design is Lavacovered and the price is included in Pos 3.

#### **Pos 5.**

Waterfall including MEP safetysystem.

This includes 2 waterfalls.

One outside as a photospotarea towards the main hallway of the airport, and the other waterfall is inside and is a walk under waterfall.

Both waterfalls will be made with a mix between effects and real water, with the respect that guest are not getting wet ( unless they want to)

#### **Pos 6.**

Ambiente light

Lightdesign that can shift throughout season and create the effect of northlight but also lavacolors or ice.

#### **Pos 7.**

Ambiente sound

Inside the lava and the volcano there is the sound of lavastreams far away, geyser, ice cracking and other

**Pos 8.**

Hardware all 24/7 quality

All design built in Lava walls and integrated into the design.

2 infoscreens

8 touchscreens small

12 screens built in lava walls

3 projectors

7 mini mac

Installation of hard ware

**Pos 9.**

Software licens

Licens to run sound, light, screens and the connection to the showcontrol

**Pos 10.**

Basic show control hardware computer installation.

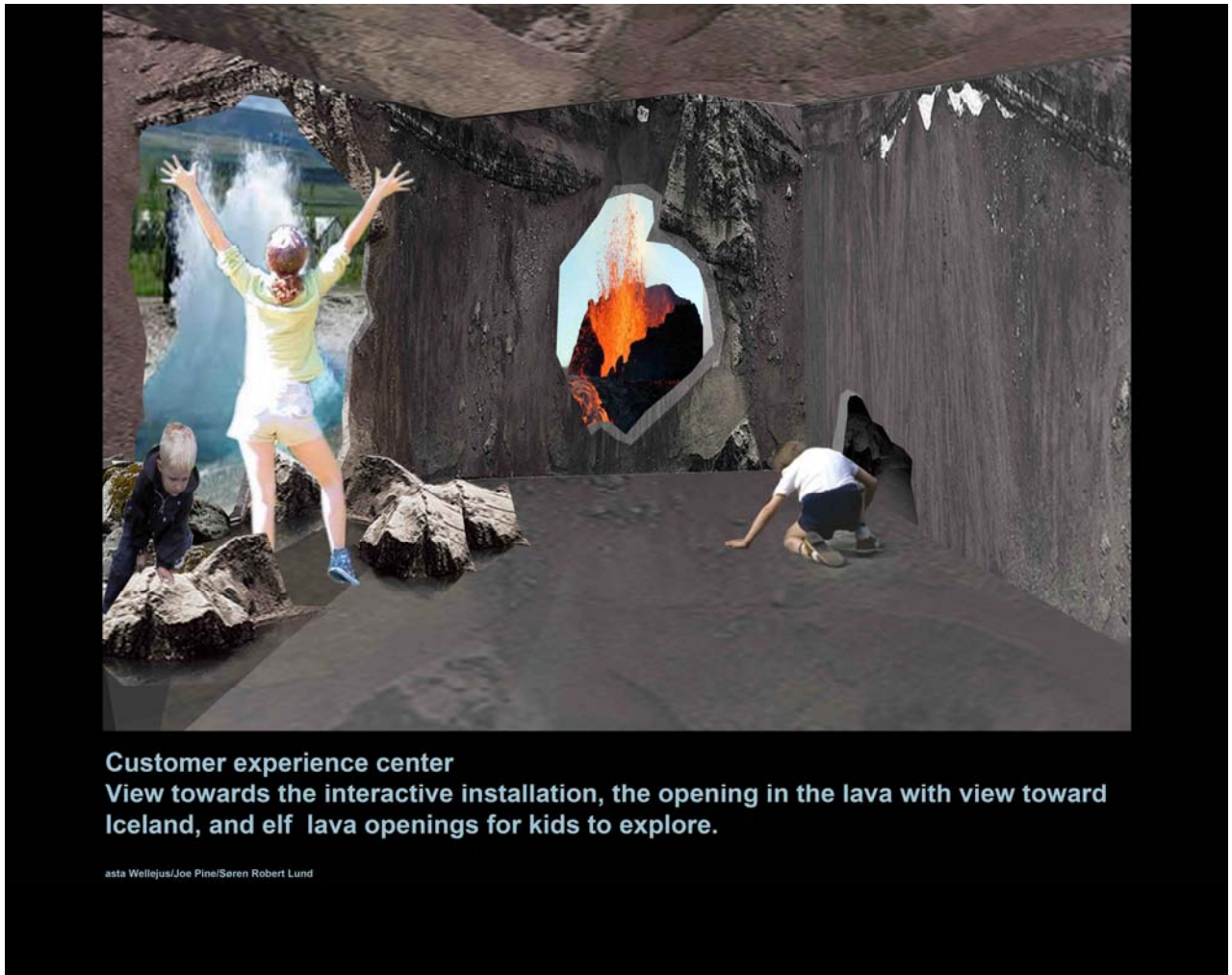
This installation is connected to all computers and is controlled by remote.

**Pos 11.**

Basic showcontrol software and programming

The showcontrol is either an French/US software including licens and set up/programming of all parametres of the customer centre.

Both sound, light, interactive installation and screen/films/graphic.



## Pos 12.

2 x interactive installations.

The principle is an interaction/conversation between the guest and the installation.

So the movement, talk and sound of the guest are used as drivers in the creating of the experience.

Themes could be; To sing with the geyser, create whalesong, create a vulcano, create northernlight

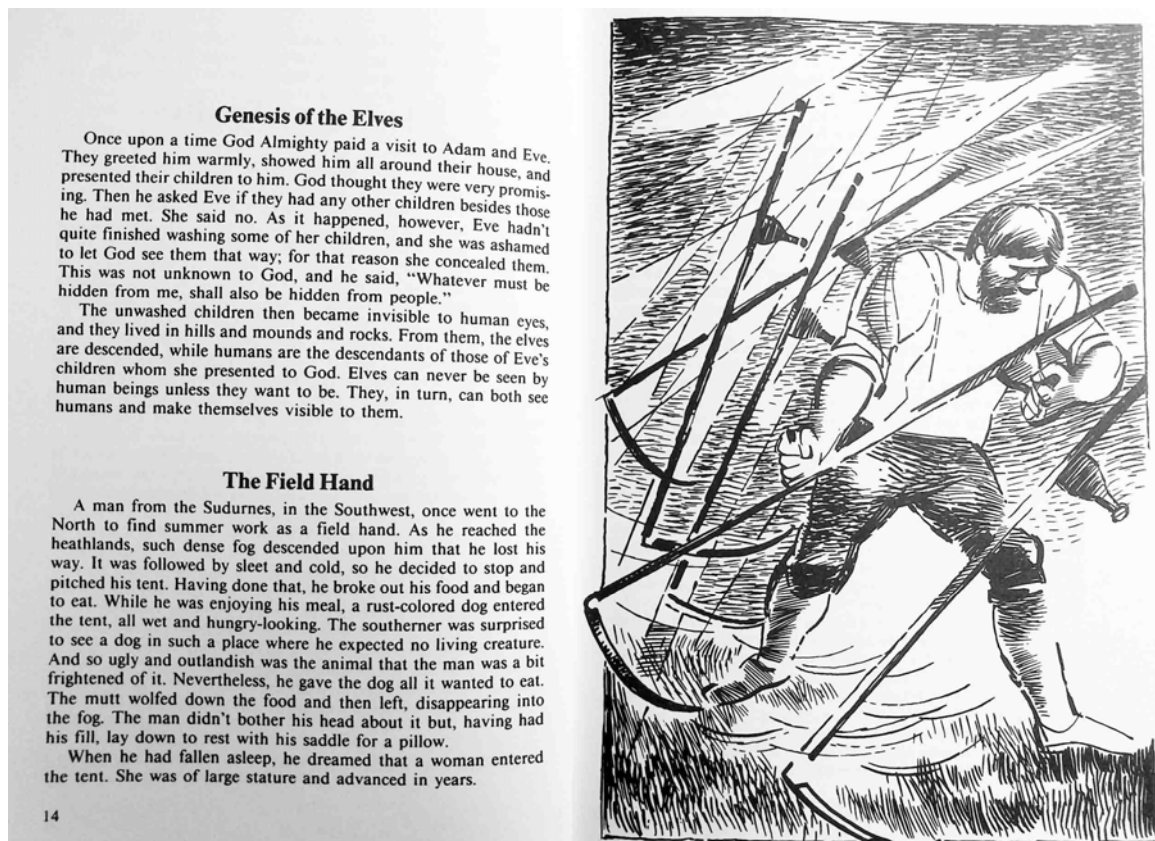
Development

Design

3D and filmproduction



Programming  
Graphic  
Kinect and motionsensor design



### Pos 13.

Kids feel boxes

Inspired by the magic of elves and the boxes are created in holes in the lava.

The design is 0-45 cm over floorlevel and the scale and theme are designed to kids.

### Pos 14.

Signage graphic design

Maps, pictogram on each installation general signage incorporated into the lavadesign

## Visuals



Customer experience center  
View from the main hallway towards the counter, entrance and waterfall

Asta Weliejus/Joe Pine/Søren Robert Lund



**Customer experience center**  
**Scaletest of the 3D model concerning front towards the main hallway**

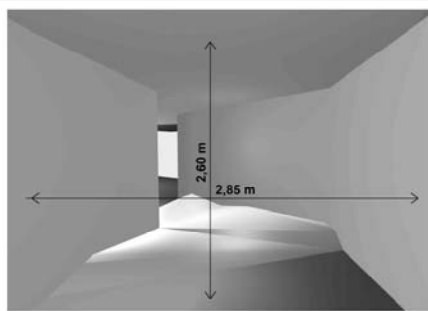
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**Customer experience center**  
**Scaletest of the 3D model inside the lava structure**

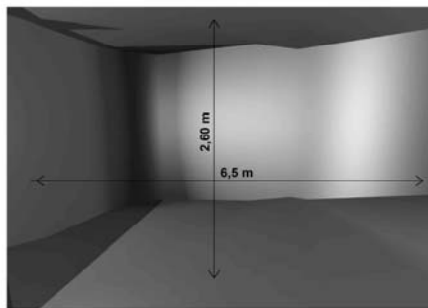
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**Customer experience center**  
**Scaletest of the 3D model towards the walk under waterfall**

Asta Wellejus/Joe Pine/Søren Robert Lund



**Customer experience center**  
**Scaletest of the 3D model towards the interactive installation**

Asta Wellejus/Joe Pine/Søren Robert Lund



customer experience center  
3D model birdseye view seen from north

Asta Wellejus/Joe Pine/Søren Robert Lund



**Customer experience center  
Model 1:20 seen birdseye view**

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