

Concept - Bespoke Brand Space

This concept aims to take immersive retail experiences to the next level by combining motion graphics and projection mapping on walls, products and display plinths. Once customers select their favourite design on a tablet then they can instantly see it projected onto the shoe next to them.



In this concept:

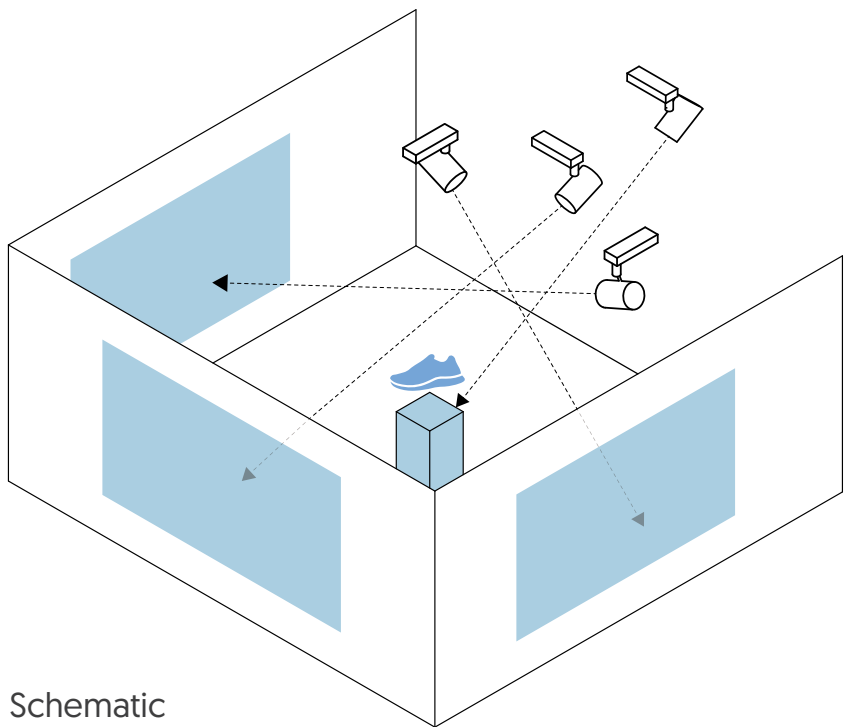
- Projection mapping of customised design onto the shoe.
- Projection onto plinth providing additional, dynamic product information.
- Wall projections to create an immersive and synchronised graphic display with content relating to the customised product.



Customer can choose their personalised footwear style and colour using a purpose built tablet interface. Once they select their favourite design it will be instantly projection mapped onto the shoe so that they can see it in real-time.



A sensor located in the white display shoe detects when a customer picks it up and then automatically projects alternative available colour options and styles onto the blank shoe model located on a plinth in the centre of the room.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Mark Fleming
 Owner / Creative Director, Rosie Lee
 Retail Design

With over 25 years of creative experience, Mark has worked across the world's leading lifestyle brands from Virgin, Sky, Sony, Activision, Uniqlo and Nike globally. Specialising in art direction, concepts, and creative strategy, retail and spacial design.

Concept - Window Dressing

Cameras are used to track profiles of passing audiences, projected content is then personally targeted to current viewers - an enticing visual display promoting relevant products to potential customers.



In this concept:

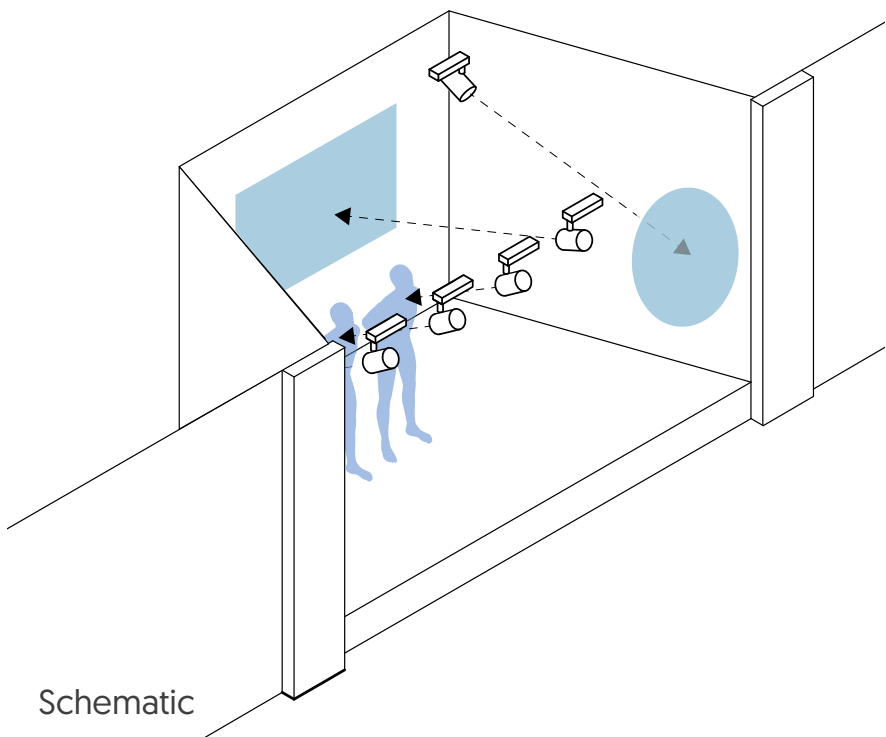
- Cameras above the store window analyse the audience profiles and the projected image is changed to show relevant products which may be of interest.
- Projection mapping of clothing and accessory designs onto mannequins.
- Projection onto back wall showing dynamic marketing graphics synchronised to the clothing designs projected onto the mannequins.
- Projection onto frosted film fixed on window to show engaging content that draws the audiences attention.



Projection content can be changed to suit a wide range of audiences, allowing for instant transformations to store window displays – engaging relevant customers at the right times.



Projection content can also be changed based on time and seasonal demands.



Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



LiLi Jackson

Product, Furniture and Spacial Design

Independent Designer

LiLi pursued a Master's degree at Pratt Institute, as well as studying Media Design at Keio University in Tokyo and Innovation Design Engineering at Royal College of Art and Imperial College in London. Since graduating last year, she has been working on developing concepts for studioR.

www.lilijackson.com

lilijackson@mac.com

[@lilijaxon](https://www.instagram.com/lilijaxon)

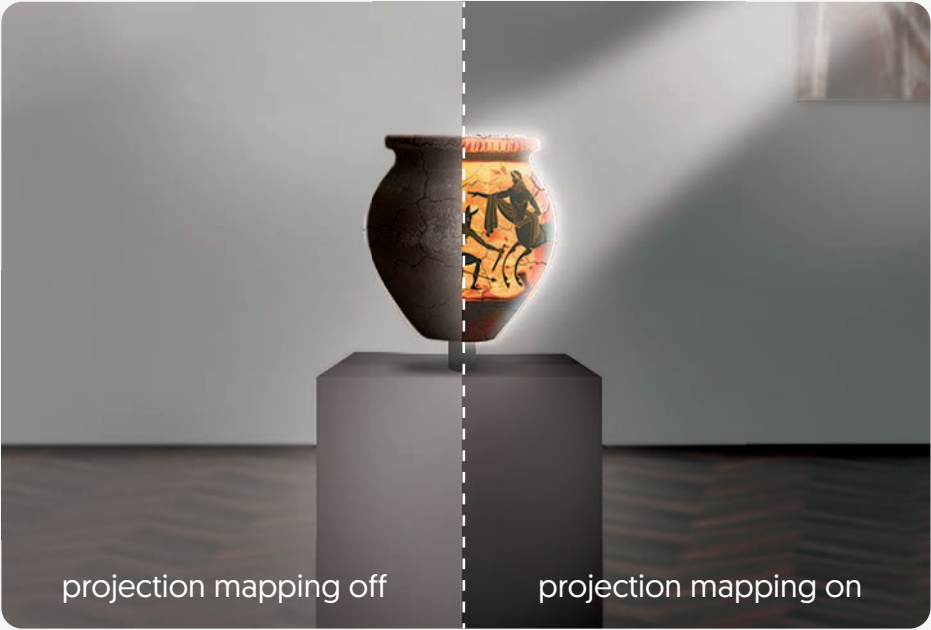
Concept - Super Tunable Spotlight

This concept enhances physical spaces through the application of virtual content, restoring original designs by projection mapping and providing detailed and engaging information through movies and animations in order to enhance the user experience and promote artwork interaction.

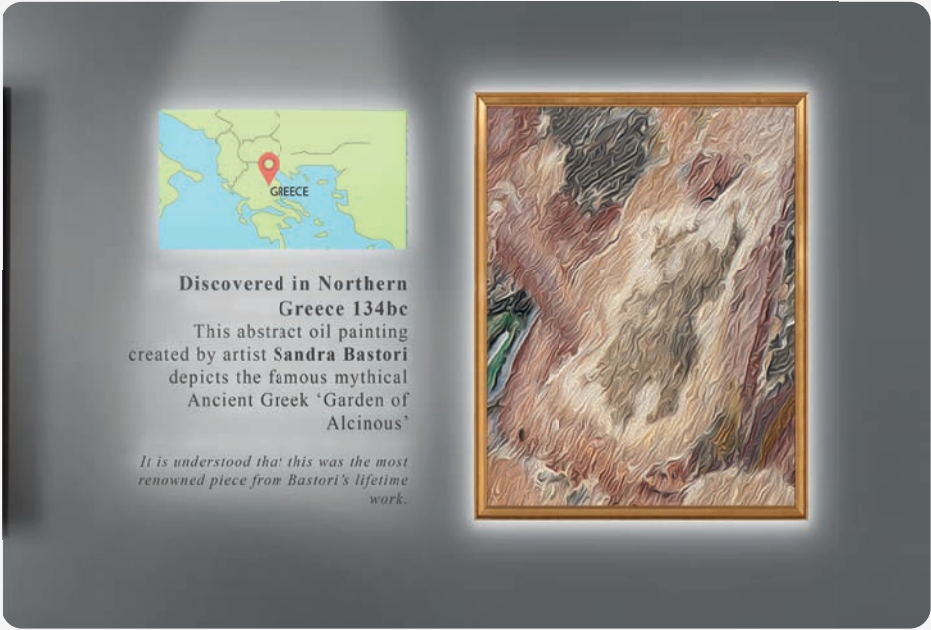


In this concept:

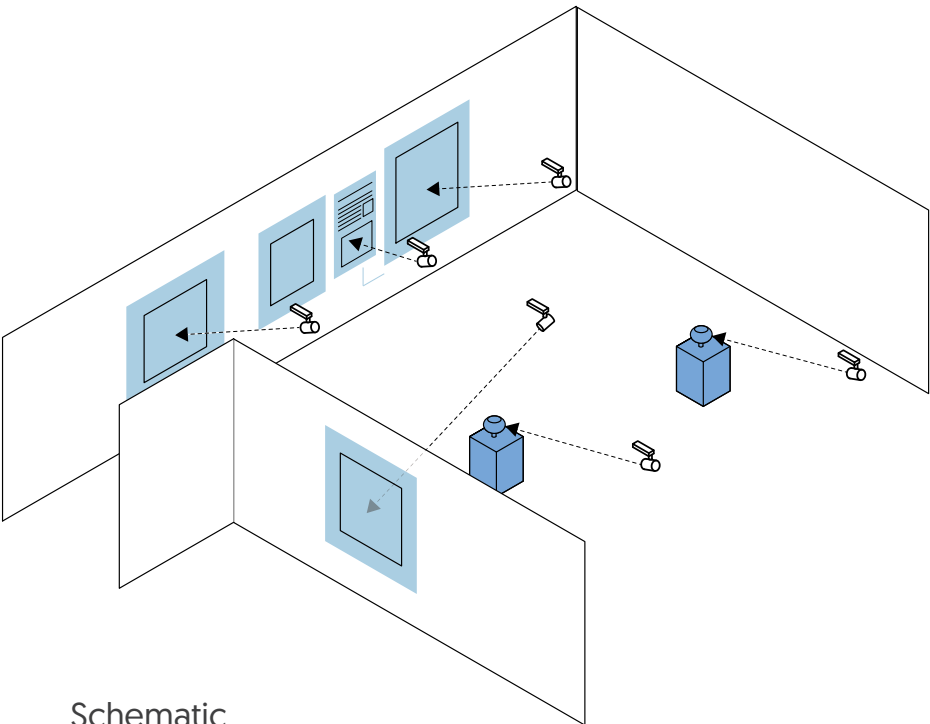
- Projection mapping is used to restore original artwork designs on ancient artefacts.
- Information on plinths dynamically changes to provide layers of context and background information for each artefact.
- Additional information about the artworks is being projected onto the walls to provide background context.
- It can be also used as spotlight to highlight artefacts when information is not required.



Ancient artefacts can be restored to their original aesthetic condition through the application of projection mapping to recreate typical artworks that would have been found on pottery and other objects.



Background information can be projected around paintings to provide additional information – enhancing visitor interaction. The projector can also be used as a spotlight to illuminate paintings or even turned off when not required.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit To Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Sally Storey
Founder / Director, Lighting Design International
Lighting Design

Sally Storey is one of the UK’s leading lighting experts. Sally currently leads the John Cullen Lighting company and founded Lighting Design International in 1986 after seeing a demand for independent lighting design consultancies within the growing domestic and commercial sectors.

Concept - Interesting Shadow

This concept combines interactivity with an element of reactive content, adapting to individual environments to display real-time information about drinks, special offers and even table reservations – creating unique, versatile spaces that foster conversations.



In this concept:

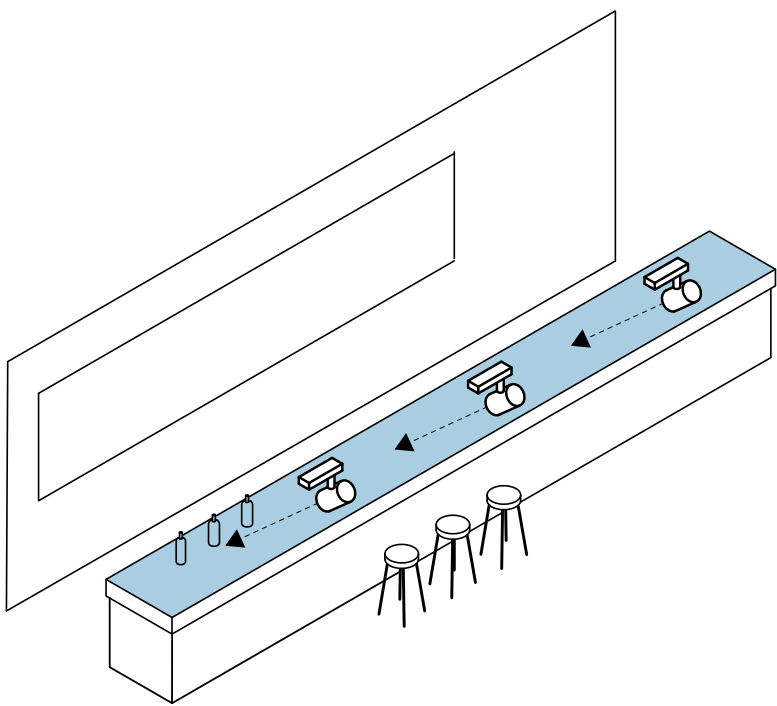
- Projection onto bar surface to simulate graphical 'shadows' that are relevant to each individual drink.
- Cocktail ingredients, dynamic menus and promotional offers can be displayed on bar surfaces alongside relevant graphics.
- Personalised table reservations and special greeting messages can be projected onto tables to enhance the customers personalised experience.



Cocktail ingredients can be projected onto the bar surface to create a virtual and adaptive menu. This dynamic projection is perfect for displaying 'drinks of the day' and other special offer information.



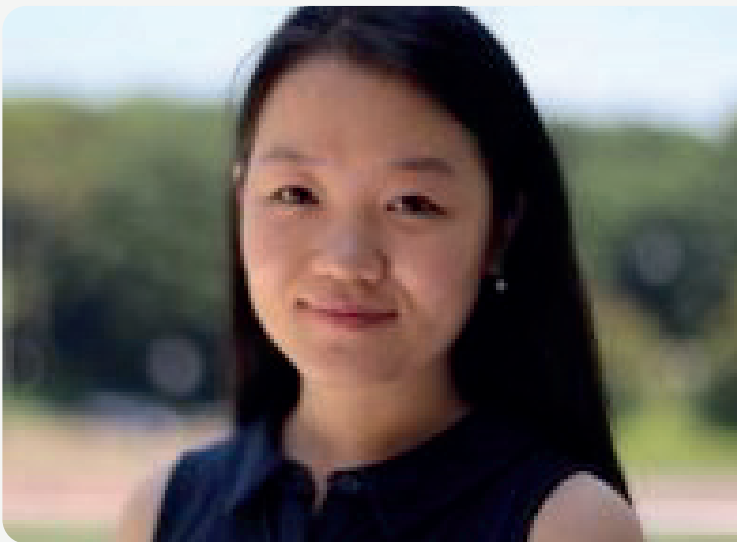
Personalised table reservations and special messages can be projected onto table surfaces to enhance the unique customer service experience.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Yolanda Shiyuan
 Designer, Yahoo! Japan
 Graphic / Web Design

Now working for Yahoo! Japan, Yolanda previously majored in Design Thinking at Keio University, Tokyo, Japan where she enrolled on the 'Global Innovation Design' programme held by three renowned universities; Royal College of Art, Imperial College of London and Pratt Institute.

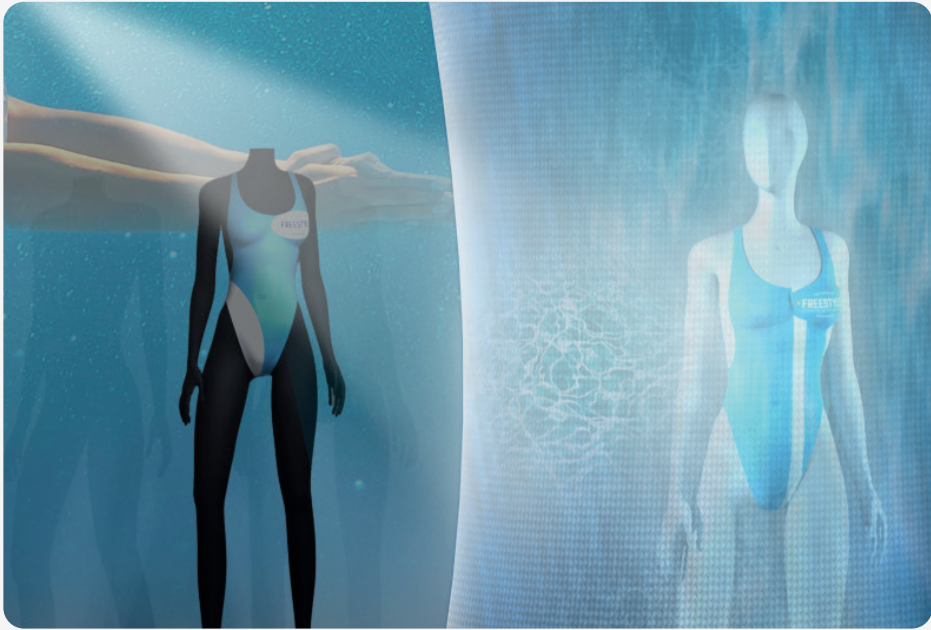
Concept - Water Immersion

Projection onto fabric and the surrounding floor area simulates flowing water, replacing traditionally printed graphics with digital, animated content – resulting in a more immersive retail space. Product details are projected onto the back wall to provide additional and dynamic product information.

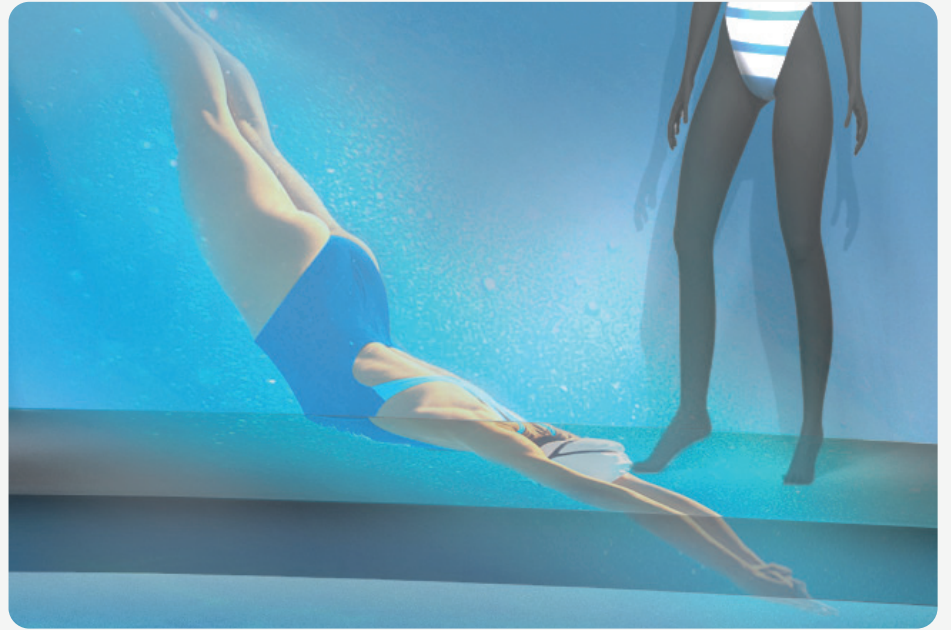


In this concept:

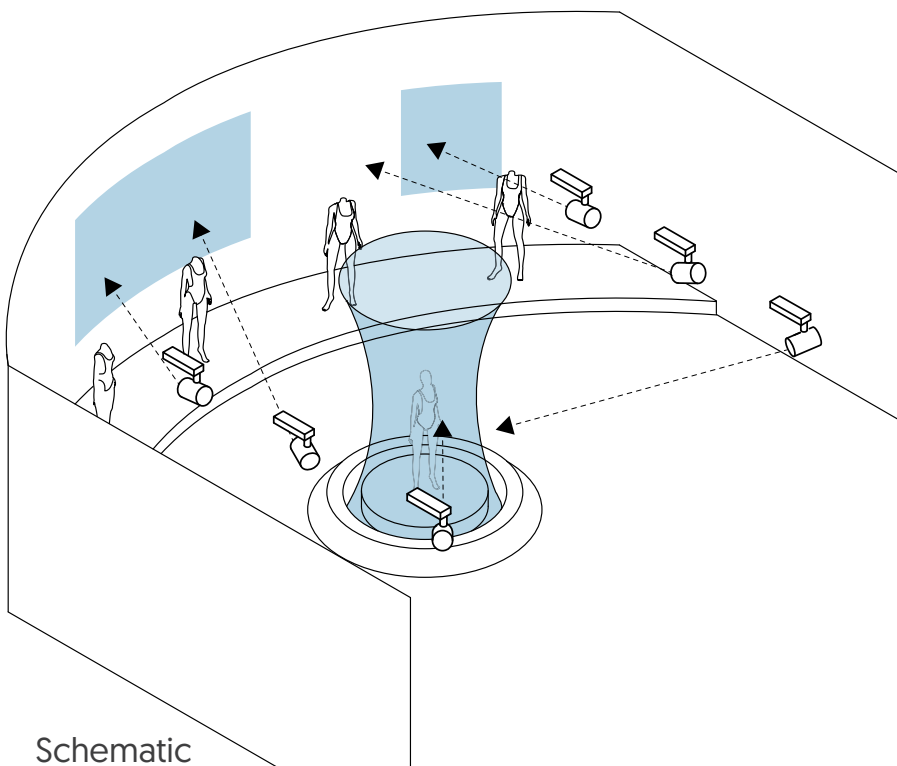
- Projection mapping onto fabric to digitally simulate flowing water.
- Projection of moving water onto floor area for a fully immersive experience.
- Edge-blended projection onto curved back wall to show animated swimmer wearing the latest products.
- Dynamic product information projected onto the back wall detailing the latest material innovations implemented in the new product lines.



Projected image of flowing water onto the fabric creates a more realistic and atmospheric environment than could be achieved by utilising traditional printed graphics.



Projection across multiple floor and wall surfaces creates a connected, enveloping and near 360° retail space.



Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Richard Collier

Creative Director / Partner, The One Off
Retail Design

The One Off are an inter-disciplined design agency with a strong focus on retail experience and design. Their approach involves integrating the latest ideas in graphic, interior and digital communication creating compelling brand identities, environments and campaigns.

www.theoneoff.com

richard@theoneoff.com

[@theoneoff](https://twitter.com/theoneoff)

[@theoneoffdesign](https://www.instagram.com/theoneoffdesign)

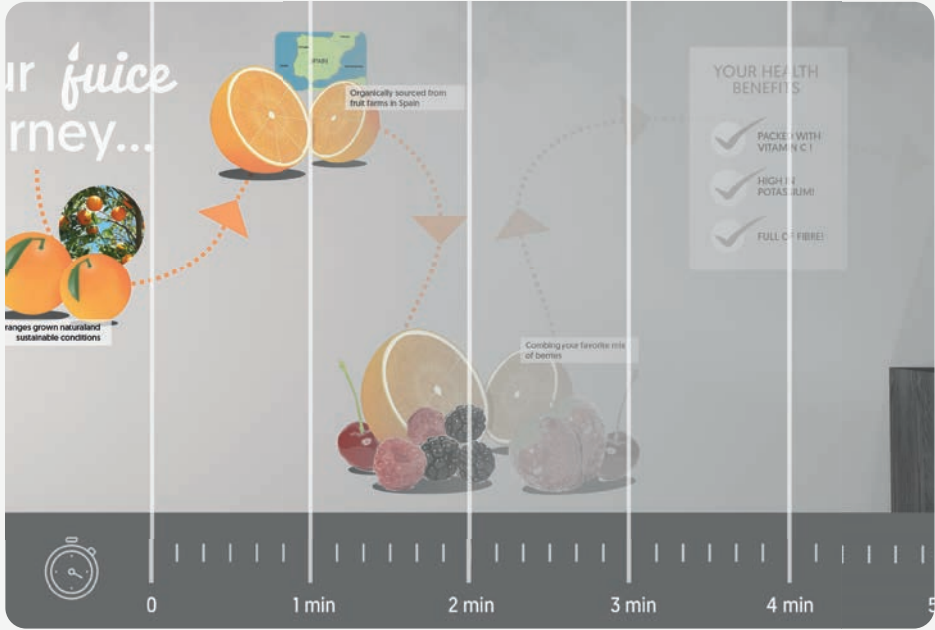
Concept - Living Wall

This concept visualises the story from fruit to juice through the gradual unveiling of projected content. The customer can learn about their drink, including the origin of the fruit, the ingredients and the health benefits. The projection image is changed according to the drink selected by the customer on the tablet.



In this concept:

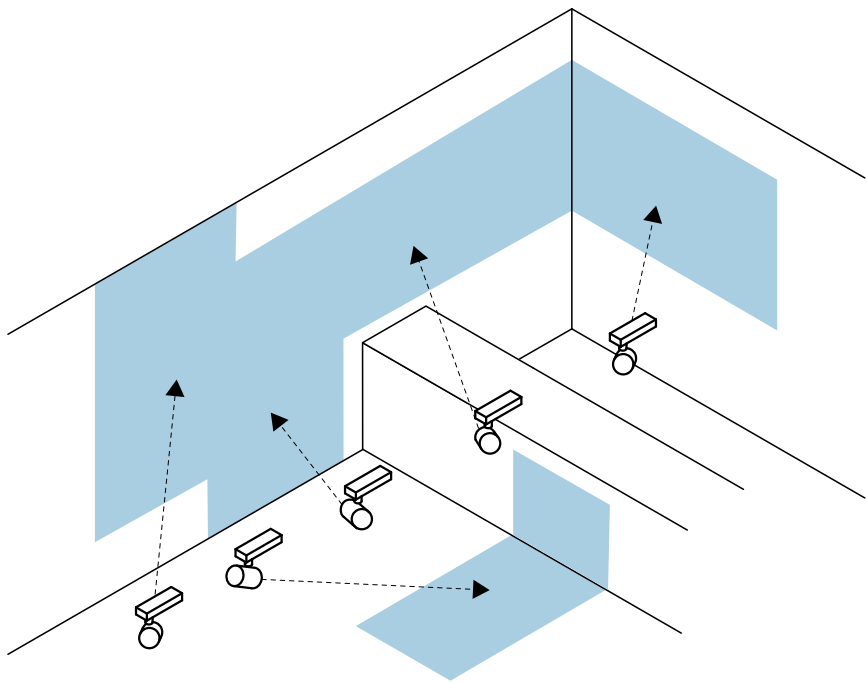
- Projection onto multiple surfaces with edge-blending, showcasing the customers chosen drinks journey from fruit to juice.
- Projection onto back wall to inform customers with a personalised message that their juice is ready for collection.
- Projection onto floor and counter to direct customer to the correct areas.



Projection gradually appears as drink is being made, showing various stages of the drink production in real time.



Projection contents dynamically change to show relevant information for individual customers drinks orders, allowing information for various types of drinks and different flavours to be shown.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Kevin Lindberg
Creative Director, Sheridan&Co
Retail Design

Kevin joined Sheridan&Co in 2007 where he established the New York office creative department which he currently leads. Sheridan&Co are a retail design agency focused on creating innovative and compelling retail experiences for a large array of internationally recognised brands.

Concept - Projector Totem

A combination of edge-blending and projection mapping visualises the transition from ancient to modern age. The projection mapping content and background image are synchronised to enhance the immersive experience.



In this concept:

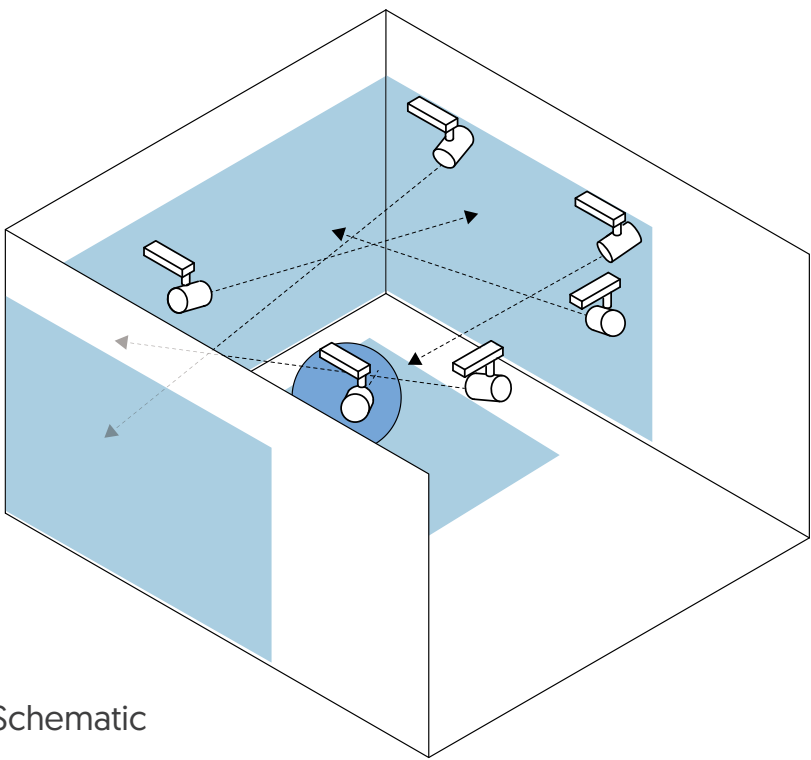
- Projection mapping onto globe in centre of room.
- Edge-blending across multiple surfaces to create immersive environment.
- Two projectors are floor mounted to ensure that the curved surface of the globe is fully mapped.



Independent projection mapping onto globe with background image switched off to showcase the dawn of time on Earth, as the animated projected content begins to show the transition of time.



Edge-blending for a collage of images representing the modern world, in combination with projection mapping to show the Earth as we know it now.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Yoshimori Watanabe & Tomohiro Nakamura

Associates, Creative Designers International
Architecture

Creative Designers International, based in Tokyo has experience in successfully delivering buildings of international significance, with a focus on innovation and quality. Their central belief is that whatever they design should be fun, diverse and create a strong sense of identity.

www.cdias.co.jp yoshi@cdias.co.jp tomo@cdias.co.jp

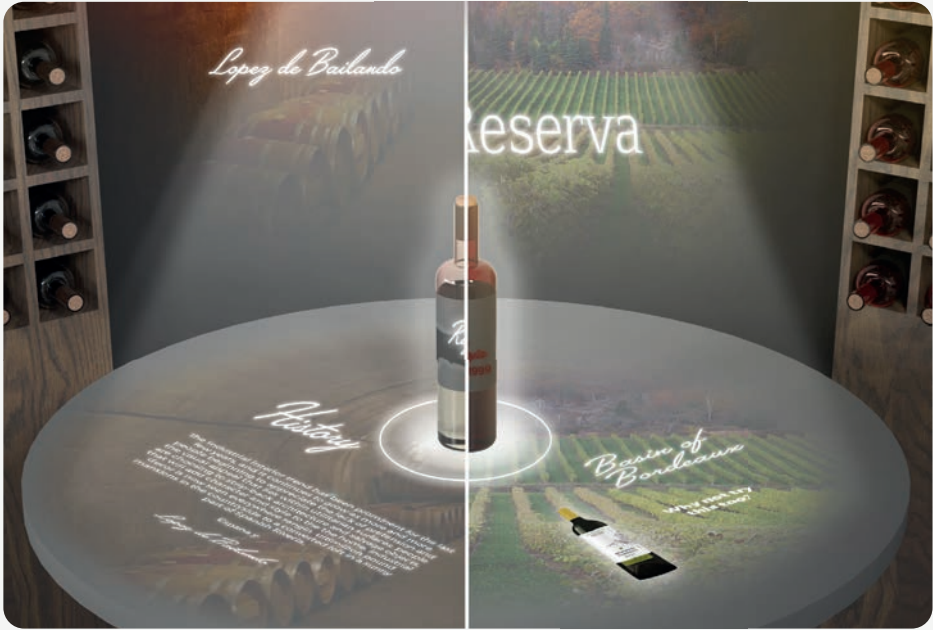
Concept - Product Discovery Table

This concept integrates interactive pick and place technology into the point of sale environment, providing additional real-time information and suggestions about related and complimentary products, driving secondary sales through customised interactive and responsive content.



In this concept:

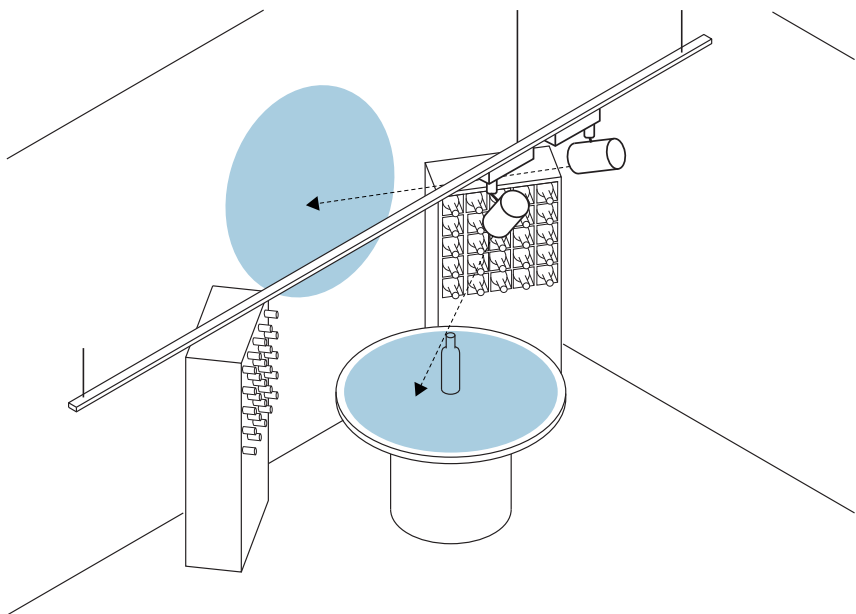
- Sensors detect 'pick-and-place' enabled products put onto the discovery table by customers.
- Product relevant content is projected onto the back wall and table-top providing additional background information such as product origin, history and complimentary product available in-store.
- Projection content dynamically changes in real-time depending on the product placed onto the discovery table.



Projection content dynamically changes according to the item placed onto the product discovery table by the customer.



This versatile concept can be used for a wide range of goods from food to fashion and accessories. Projection content can give background information on designers and materials used for a variety of products.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



John Tree

Founder, John Tree Ltd.

Product Design

Splitting his time between Jasper Morrison's London based studio as Design Manager and his own design company John Tree Ltd. John's broad portfolio of successful projects includes collaborations with an abundance of major international brands, including ROLI, Punkt, Rowenta and Muji.

www.johntree.net

john@john-tree.net

[@john-tree_](https://www.instagram.com/johntree_)

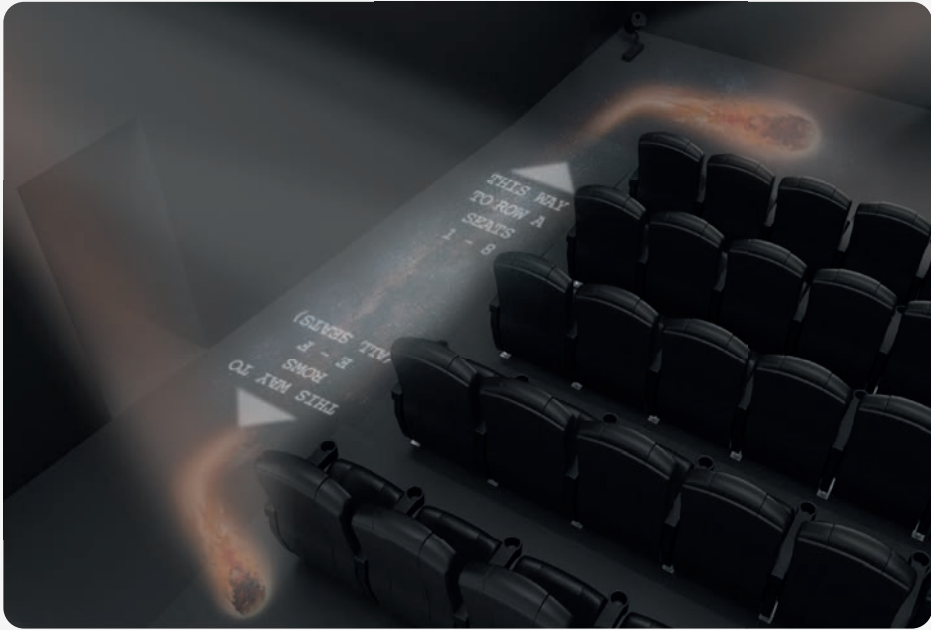
Concept - Immersive Cinema

In this immersive cinematic environment, visitors are transported to new atmospheric worlds where content knows no bounds, with synchronised content leaping and flying from the traditional rectangular viewing window onto the surrounding walls, floors and ceilings. A unique and enveloping customer experience.



In this concept:

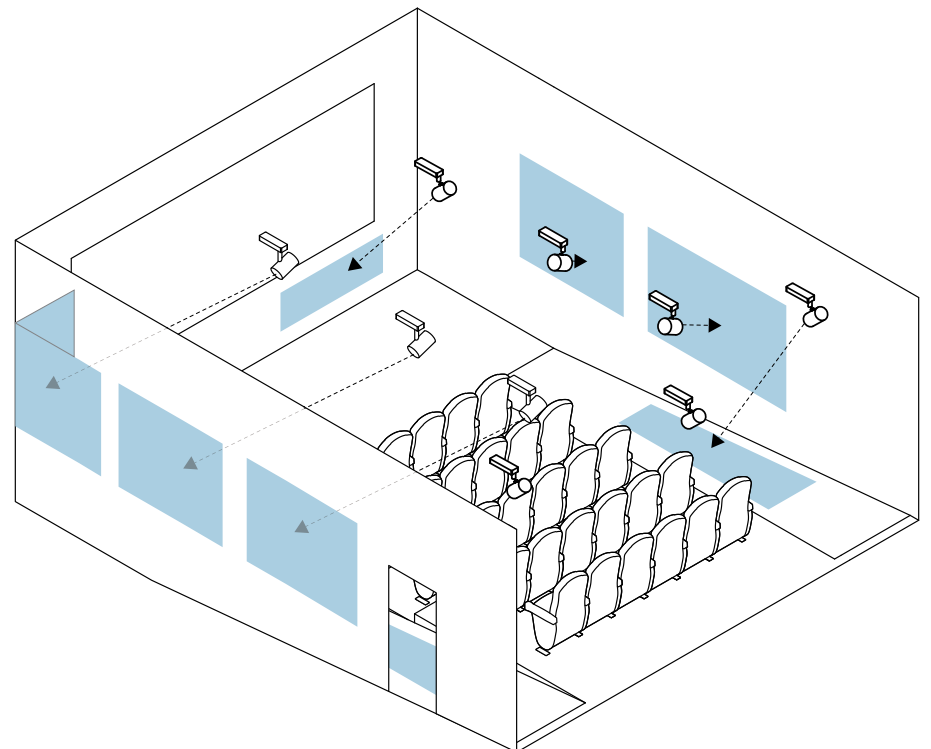
- Wall and floor projection content is synchronised with the primary video projection to create a unique 360° viewing experience where content extends upon the screen unexpectedly.



Dynamic, personalised way-finding with content synchronised with the exhibition theme can be projected onto the cinema floor to guide visitors to their seats, or back to the exhibition area.



Content can be updated regularly to match the changing exhibition themes being showcased in the museum or entertainment facility.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Yolanda Shiyuan
 Designer, Yahoo! Japan
 Graphic / Web Design

Now working for Yahoo! Japan, Yolanda previously majored in Design Thinking at Keio University, Tokyo, Japan where she enrolled on the 'Global Innovation Design' programme held by three renowned universities; Royal College of Art, Imperial College of London and Pratt Institute.

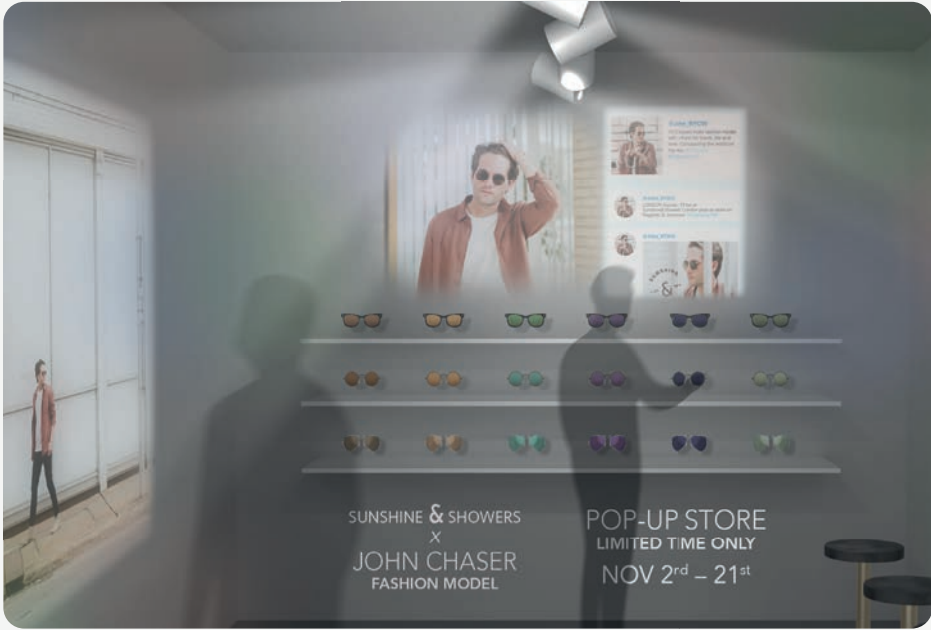
Concept - Bringing Influencer to Store

Store owners can digitise physical environments to enable flexibility and responsiveness. By combining their online and in-store experiences retailers can project a diverse range of goods in a limited space, creating instantaneous bespoke brand spaces utilising a common infrastructure.



In this concept:

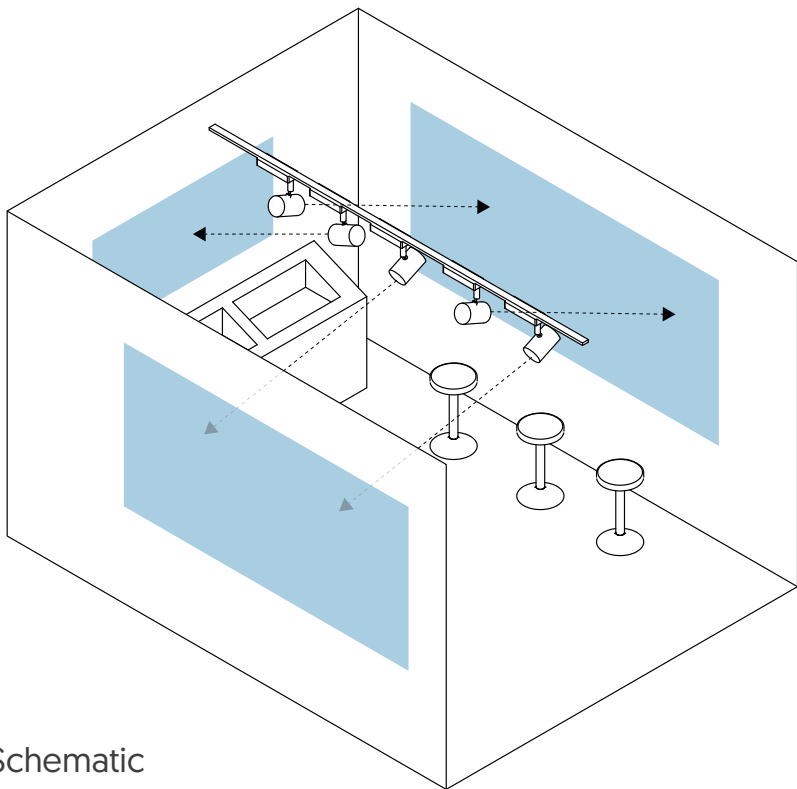
- Projection onto back wall displaying real-time social media feed from a well known online brand influencer.
- Projection onto wall showing video content of the product in-use.
- Projection onto wall displaying products available to purchase exclusively online.



Store layout can be quickly and easily changed by modifying projection angles and directions to create bespoke spaces utilising a common infrastructure.



Dynamic, real-time social media feed displays comments posted by store visitors – enhancing user interaction and blurring the boundaries between in-store and online customer interactions.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Kevin Lindberg

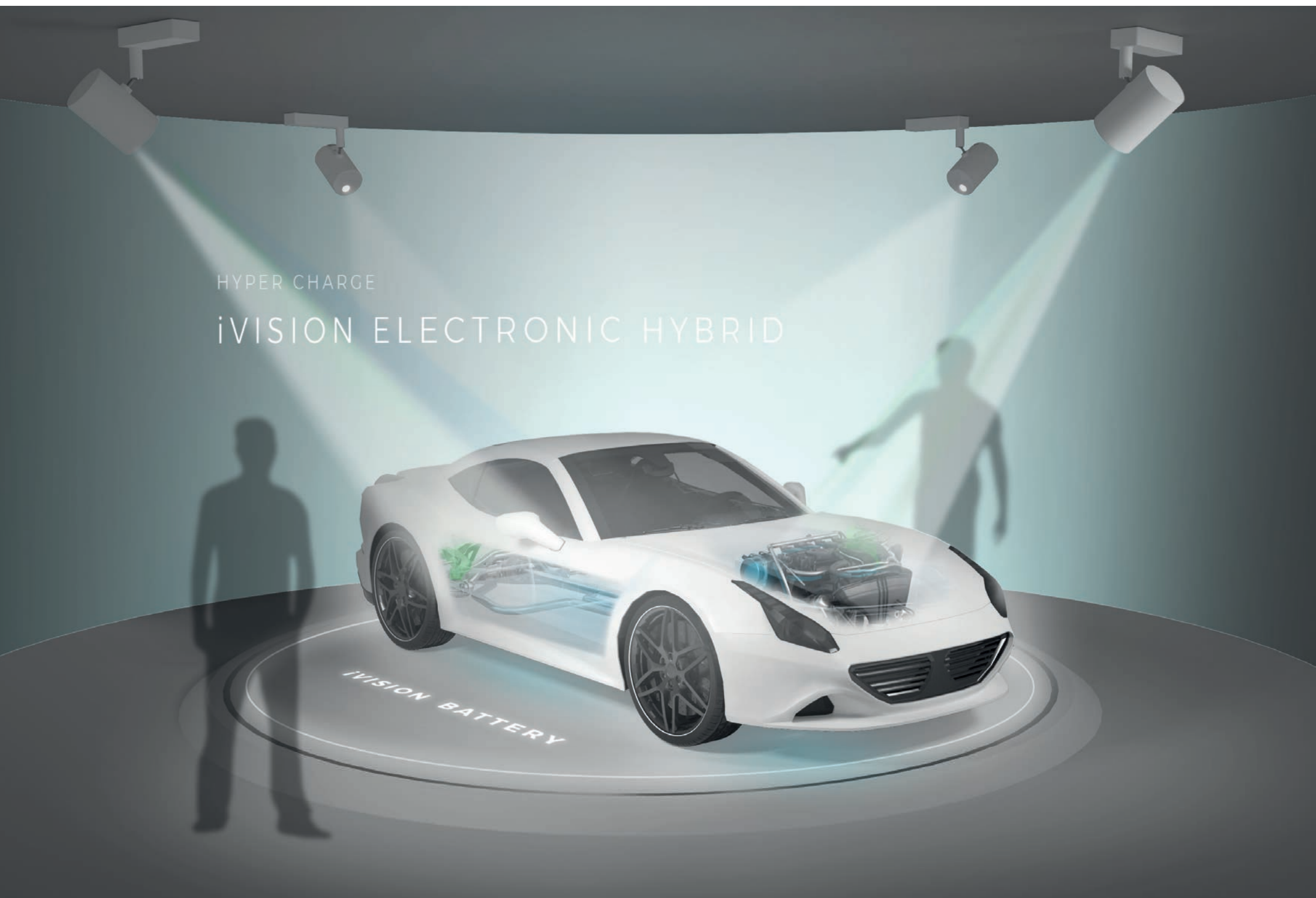
Creative Director, Sheridan&Co

Retail Design

Kevin joined Sheridan&Co in 2007 where he established the New York office creative department which he currently leads. Sheridan&Co are a retail design agency focused on creating innovative and compelling retail experiences for a large array of internationally recognised brands.

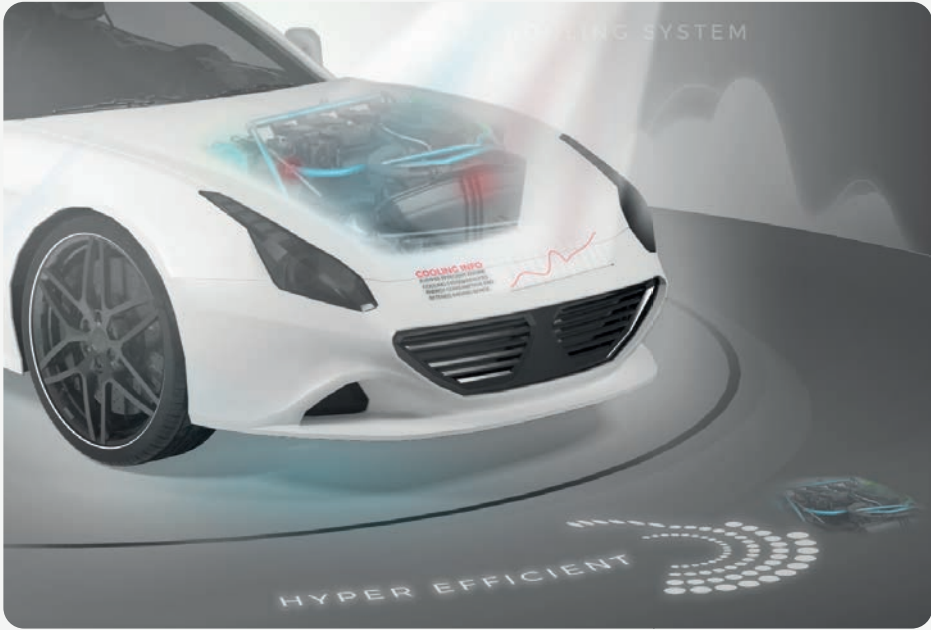
Concept - Mapping on Car

In this concept dynamic projection mapping onto the car body enables the car showroom experience to be digitally enhanced. Animated details such as engine and power distribution can be mapped onto the vehicle to provide a 360 degree visual spectacle that engages browsing customers.



In this concept:

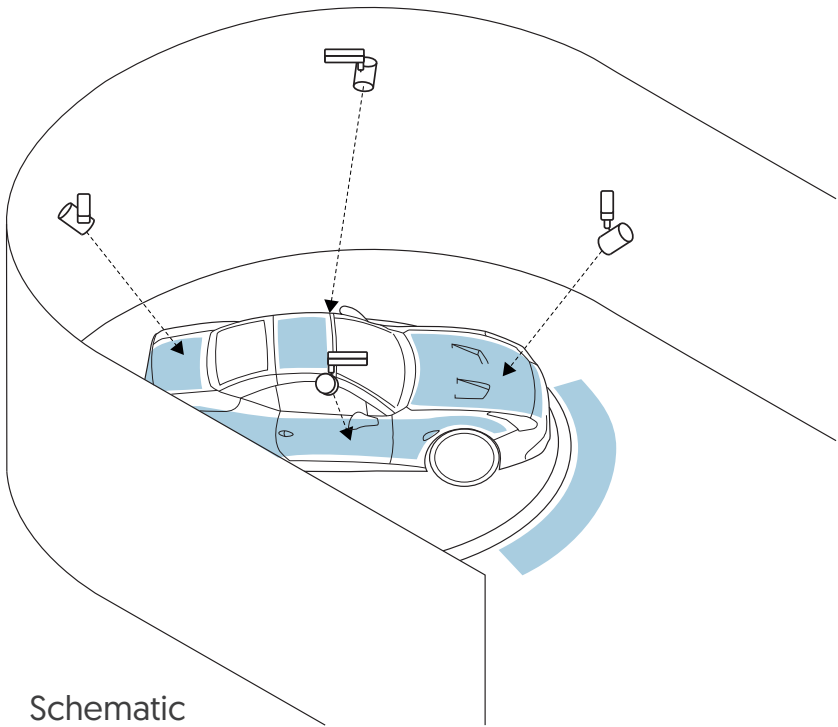
- Projectors can be used as spotlights to illuminate the vehicle when no customers are in close proximity.
- Projection mapping onto the car body to show enhanced and animated details of the engine and other internal parts.
- Projection onto floor to show additional information for the customer.



Projection mapping over the car allows for accurate and detailed information relating to the internals and car performance to be shown directly to the customer without the need for additional sales staff.



Projection content can be instantly changed to show a wide range of engaging visual content such as how the aerodynamics have been optimised to and increase air-flow and reduce drag.



Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Julian Goldman
 Founder, Julian Goldman Creative
 Designer

Julian is a trans-disciplinary designer, inventor, and entrepreneur based in Brooklyn. His work centres around where design and technology meet and effect society, with a focus on the utilization of new materials and manufacturing processes with a tactical execution of products and services.

Concept - Health Cave

Runners can be virtually transported to different locations through the projection of pre-recorded video footage of running trails onto the surfaces surrounding the treadmill. A virtual trainer is also projected to show the target speed. Modifying the incline will also modify the projected scene.



In this concept:

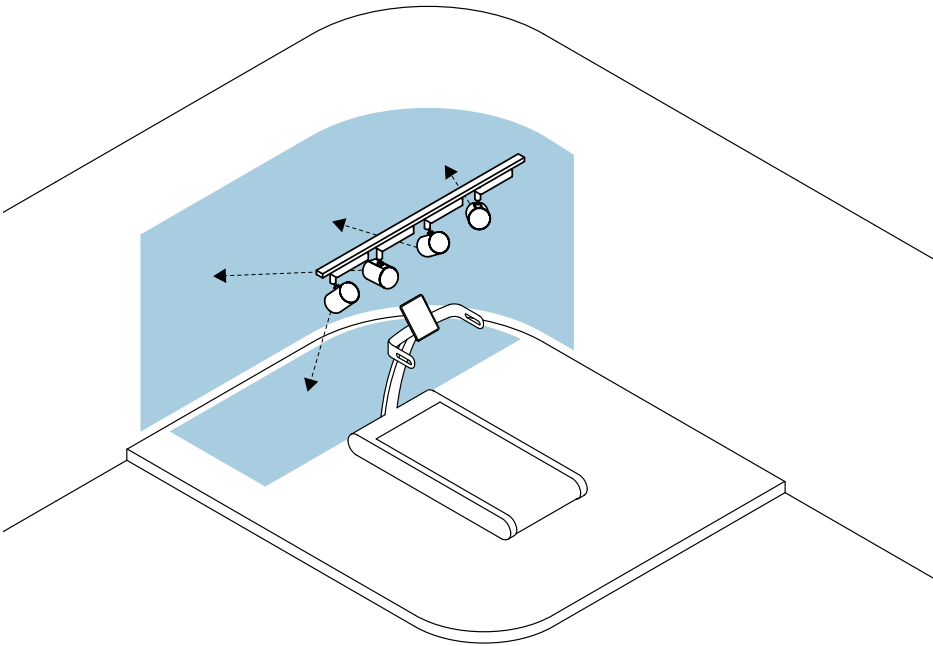
- Synchronised projection of selected running trail onto walls and floor.
- Projection of running distance, time and elevation onto wall.
- Virtual personal trainer projected onto pre-recorded running trail to set pace and visual the target speed.



The running trail footage can be changed to match the selected incline of the treadmill in order to enhance the user immersion. If the user selects a steep incline, then the footage projected will also show a steep incline.



The user can customise their running experience by selecting various locations from the pre-recorded trail options and picking their very own virtual personal trainer.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Shige Aoki
 Founder, Aoki Design Corporation
 Industrial Design

Since founding Aoki Design Corporation in 2003 Shige Aoki has won multiple design awards for their wide-range range of products which span across multiple categories from consumer electronics and furniture to laboratory equipment and industrial machinery.

Concept - Dynamic Campfire

This concept brings unassuming spaces to life through the projection of both ambient and informative content for an enhanced customer experience. Venue and menu information can be projected onto table tops, overlaying any obstacles. Way-finding can also be projected to direct customers around.



In this concept:

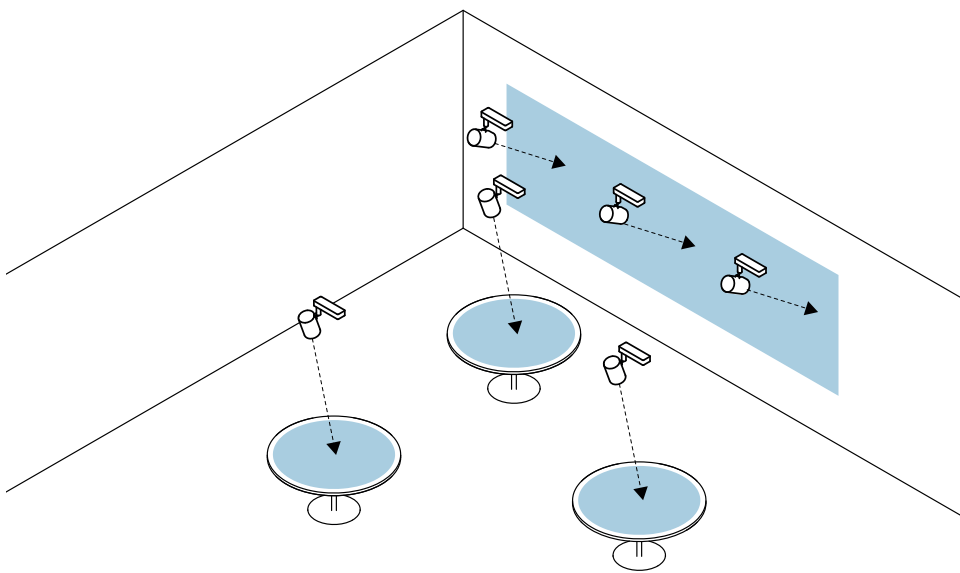
- Projection of menu information and special dishes onto table tops, with individual plates illuminated with spotlights.
- Information related to the event can be projected onto table tops and walls with personalised content and messages for guests.
- Wall projections synchronised with table top content to enhance the Version ambience of the room.
- Projection mapping of synchronised content onto wedding cake.



Synchronised wall and table-top content with event information for guests.



The projector has a dual usage, projecting the menu information onto the table and highlighting the guests individual plates.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



David Miller

Director & Principal Architect, David Miller Architects
Architecture

David has worked at the highest levels of design both in the UK and abroad and is passionate about emerging technology, progressive architecture and delivery excellence. Before setting up the practice, David worked for Norman Foster, Santiago Calatrava and Future Systems.

www.david-miller.co.uk

d.miller@david-miller.co.uk

[@DMA_Architects](https://twitter.com/DMA_Architects)

[@dma_architecture](https://www.instagram.com/dma_architecture)

Concept - Green Wall

This concept aims to bring diversity and choice to unassuming hotels and venues. Seasonal and event variations can be brought to life through vibrant and immersive projections on floor, wall and counter surfaces, where dual usage can be exploited for wayfinding or event/season specific information.



In this concept:

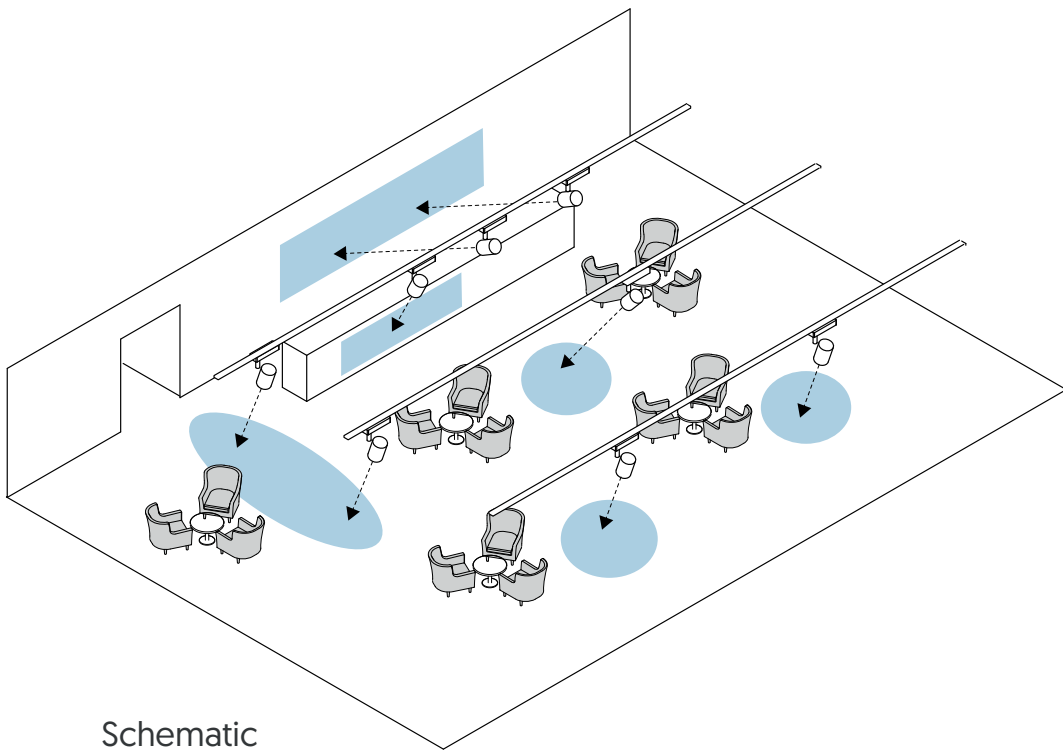
- Projection of seasonal/event specific imagery and information.
- Information related to the event can be projected onto floors, walls and counter surfaces.
- Complete synchronisation of projections build Version ambience of the room.



Seasonal variations can be brought to life through vibrant imagery and information display on walls, floors and surfaces.



The space can be transformed into a completely different scene by using the visual projected imagery, for example, an open hotel lobby could become a trendy evening sports bar.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



KLC Students

Interior Design Students, KLC School of Design
Design Students

Established in 1982, KLC School of Design was founded on the three core values of innovation, creativity and integrity. The school has grown and developed over the past three decades but the core values remain and have been infused into every aspect of their teaching and business practices

www.klc.co.uk

[@KLCSchool](https://twitter.com/KLCSchool)

[@klcschool](https://www.instagram.com/klcschool)

Concept - Individual Journey

This concept shows how immersive experiences can be built within the entrance of a resort hotel. Deeply captivating projections of locations or experience-specific environments are projected onto walls and floors, fully enclosing passers by in immersive visual displays.

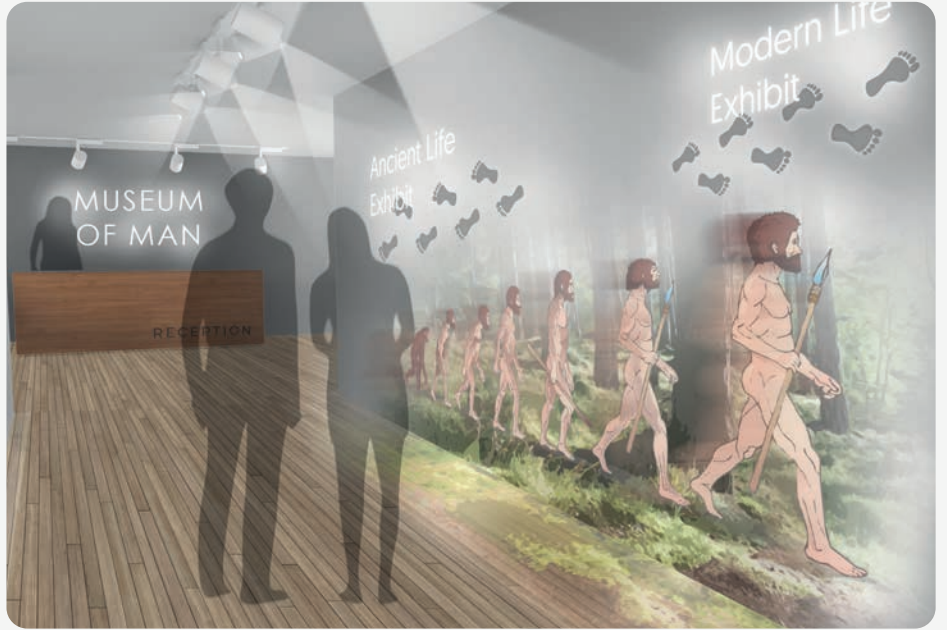


In this concept:

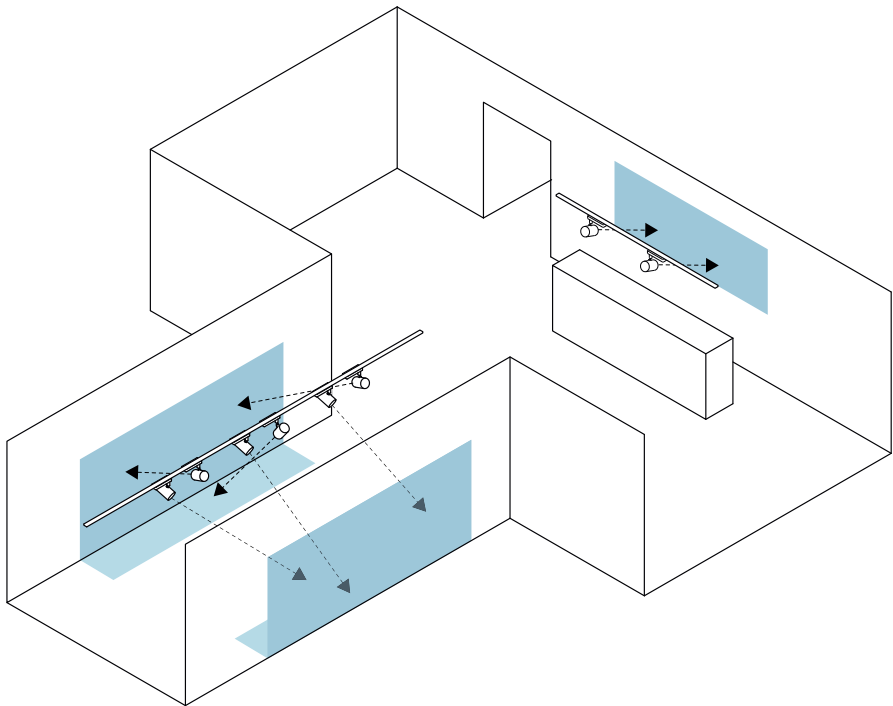
- Projection of location and resort-specific content, such as nearby attractions or experiences.
- Customary welcomes or semiotic displays can be used to enable wayfinding.
- Wall projections synchronised with floors to enclose passers by and transport them to alternating dynamic spaces.



Synchronised wall and floor content encloses customers within a dynamic space relevant to the resort. For example, maps and information projected onto the floor whilst other images are on the wall.



Projections can be easily changed to content or location/season-specific spaces and experiences.



Schematic

Market	Retail	Hotel	Entertainment
	Bar	Restaurant	Other

Value	Fit to Interior	Lighting Track	Variety of Visual
	Any Surface	On & Off	Dual Usage



Dai Fujiwara

DaiFujiwara & Company, CD & Founder

Fashion

Dai Fujiwara joined the Miyake Design Studio in 1994 upon graduating from the Dyeing and Weaving Course at Tama Art University. After working as a member of the Issey Miyake Collection design staff, he launched the A-POC project with Issey Miyake in 1998. He left in 2011 to start his own studio.

www.david-miller.co.uk

d.miller@david-miller.co.uk

[@DMA_Architects](https://twitter.com/DMA_Architects)

[@dma_architecture](https://www.instagram.com/dma_architecture)