

CASE STUDY – CHANEL

Name of Project: Multi-sensorial Expo Stand
End client: Chanel (Luxotica)
Client/concept: By-Volta
Place: Milan (Italy)

AKASHA's involvement

- Consultancy of technical aspects, options, solutions including implementation
- Choice of materials
- Adherence of concept / design
- Integration of virtual technologies
- Production of technical drawings
- Choice of suppliers and management of production incl. follow-up
- On-site set-up & implementation management, On-site pack-out

Project Description

Create a space to showcase Chanel's latest eyewear collection and where virtual reality is key. Everything about the expo stand space was based on optical illusion, including the collection itself as there were no tangible spectacles to be touched and tried in the stand! Modern technology enabled visitors to try on their favourite spectacles, without even trying them on!

The key sensorial elements were:

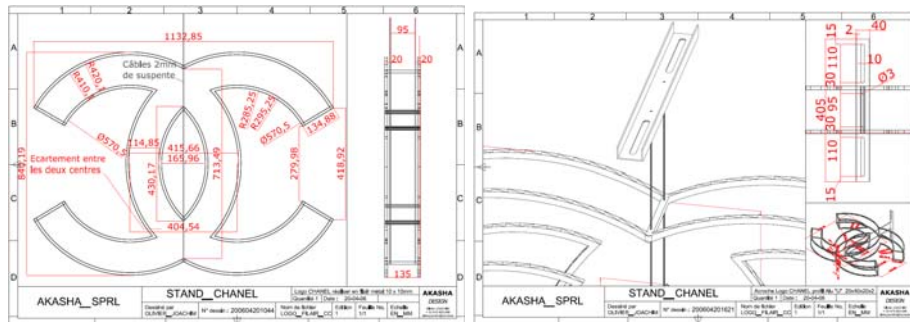
- The Chanel Sculpture
- Interactive floor
- Magic Mirror

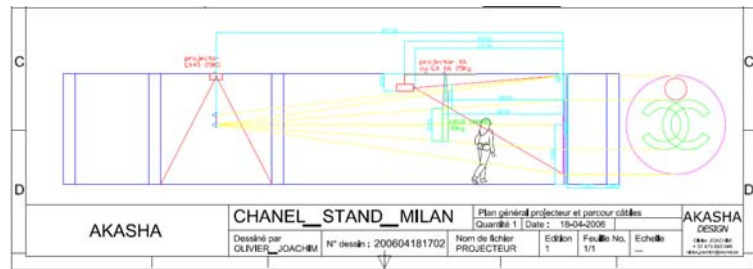
Chanel Sculpture

Creation and implementation of a graceful and beautiful sculpture representing the Chanel brand, positioned at the centre of the space.

Optical illusion between the sculpture and the wall projection made up a circular image of a Chanel fashion show.

Plans We Drew Up





The Making of



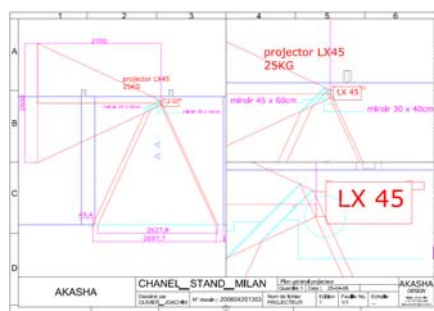
Interactive floor

Objective & Description

Attract visitors attention when entering the Chanel stand and start creating in their minds a 'new world of illusion and beauty'.

Plans We Drew Up

- Projector and points of attachment
- Vertical projection via laser mirror → precision essential to determine the size of the projected image

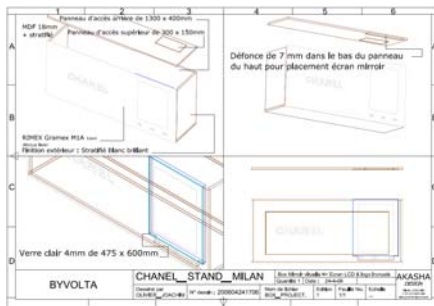


Magic Mirror (Interactive box to view eyewear)

Objectives and Description

To enable visitors to try on the new Chanel eyewear collection in an interactive way without having actual tangible spectacles! This worked using sensors and an optical illusion using mirrors.

Plans We Drew Up



The Making of

