

CASE STUDY – POD

Name of Project: POD
End client: NIVEA France
Client/concept: IW-5 Factory (France)
Place: Paris (France)

AKASHA's involvement

- Consultancy of technical aspects, options, solutions including implementation
- Choice of materials
- Adherence of concept / design
- Production of technical drawings
- Choice of 12 suppliers
- Management of production incl. follow-up

Challenge

Create 3 elements in 108 days.

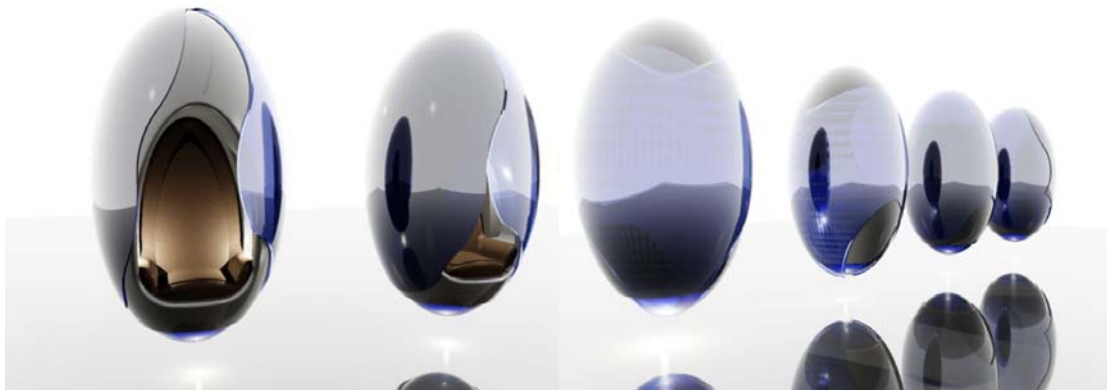
Project Description

Design seat in which the visitor can sit and experience a voyage through the senses (similar to a Jacobson balloon seat): smell (olfactive) via fragrance, sight via interactive video (requiring visitor input) and sound via a quality surround sound system 5.1. These are triggered automatically by sensors.

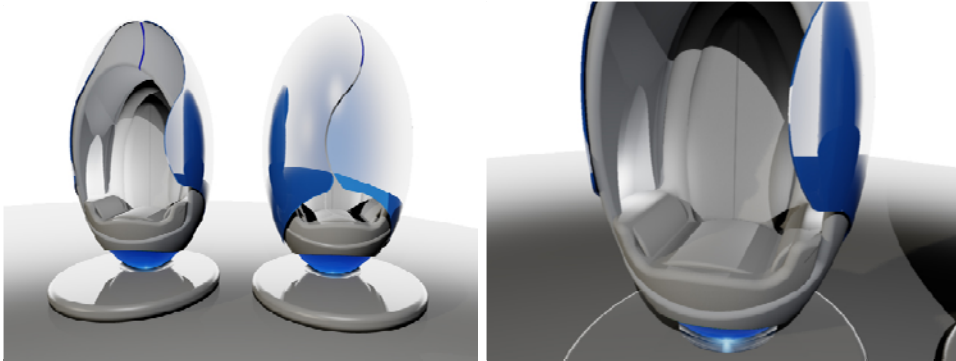
Offer a sensorial experience plus enabling the visitor to obtain relevant product information, downloadable on a USB stick.

This 'capsule' is able to be used in shops and tradeshow.

3D Visual Concept



Client's Wish (in 3D imagery)



The Making of

In keeping with the project plan :

- More than 1000 LEDs
- Automatic doors and screen (screen moved down once doors shut to be placed in front of the visitor's eyes)
- Electronic control of the following actions:
 - LED colour change and pulsing
 - Interactive welcome for the visitor
 - Movement of doors and screen
 - Olfaction
 - Interactive images
 - Surround sound 5.1





Colour was chosen to be in perfect harmony with the brand and product.

