



Titan Experience Zone

The Hosur World of Titan Flagship store experiential zone, where visitors can experience and explore time better.

Experiential Design Lab

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The TEZ is the center of the Hosur World of Titan Flagship store, where visitors can experience, explore and learn about Titan products, philosophy, values, history, innovations, communication and more. It is not only a store, but also an experience space. It is about Titan, but not just about it alone.

TEZ is a unique physical and qualitative synthesis of the Titans world-class approach and values. It has been designed to allow Titan to introduce itself and speak in a very distinctive way to its visitors, to communicate more effectively and affectively.

This space engages its visitors with a wonderful and memorable journey, which starts very emotionally and develops adaptively offering more and more information as the visitor explores more of the space, rigorously clock-wise. The beginning of the journey is also the end. It is a cyclic looping journey, just as time is. The more rounds the visitor goes through, the more experience and awareness he reaches. TEZ also serves the surrounding shop, where visitors can buy products.

By visiting the Titan Experience Zone, the visitor will attain more knowledge and understanding about Titan, about watch manufacturing and about time in a wider sense. TEZ offers a very intimate after-experience, which is all around us. It is time to be explored, to be questioned, to allow it to reveal things to us, allowing the visitor to craft his own experience. It speaks in a different and inimitable manner to every individual.

Project webpage: http://www.experiential-lab.com/eng/portfolio_015.htm

Credits

Commissioning	Titan
Overall concept	Experiential Design Lab with Titan Global Design
Context research, analysis and strategic design	Experiential Design Lab with Titan Global Design
Art Direction	Experiential Design Lab with Titan Global Design
Visual Communication	Experiential Design Lab with Titan Global Design
Architecture	Experiential Design Lab with Electra
Motion graphics, short movie and animations	Experiential Design Lab with Monkeytalkie
Interactive hardware and software	Experiential Design Lab
Production management and coordination	Experiential Design Lab

Project details

The Experiences

The TEZ space is meant to be visited only clock-wise. This clockwise path takes a visitor through different stages of an exploration – immerse, reflect, engage, discuss and deliver.

Immerse

As the visitor enters finds the first area to visit, (Immerse), located in the center of the TEZ. The Immersion experience is a pure plunge into the context of time. It is designed as an emotion-rich initiation into the TEZ, where the visitor experiences Time in many attributes and scales. It is a passive interaction, where the visitor is immersed in a continually evolving visual spectrum. Here the visitor can emotionally experience some hidden beauties of common everyday life, using time as a revealing tool. The beauty in the seemingly ordinary rainfall, a thunderstorm or the passage of clouds on an ordinary day. The many months of growing flowers seen in seconds or drops of rain falling on a leaf. Time only reveals the scale at which the ordinary is revealed with surprisingly extra-ordinary beauty.

The space activates as the visitors walks in, and consists of an **immersive movie** projected over an enclosing projection surface, that embraces the visitors and shows him hidden beauties through a short clip.

Reflect

Proceeding on, the visitor reaches the second area, (Reflect). The Reflections experience offers the first direct glimpse into Titan. The idiom of reflections is realized with ‘magic’ mirrors becoming the means of delivering the experience. Milestone watches, each holding a rich story about itself within, **wake up on being touched, and release their ‘souls’** from their physical reflection in the story-telling mirror behind them. These souls then present stories about the watch. These stories are about innovation, deep design, and key achievements over Titan’s history.

The visitor, after the initial surprise and fascination, can actively explore and learn about the different watches, exploring autonomously as he likes, without being enforced to ask the representatives. This type of interaction is proven to drive visitors to attain more information rather than ‘tedious or seemingly inconvenient’ ways such as asking verbally or reading off booklets.

Engage

The third area (Engage) follows ‘Reflect’. Engagement experience expands on the innovation stories of the reflection installation, and turns its focus on the aspect of technology in terms of precision. As an interaction, the presentation disengages from the mixed reality genre and becomes more personally engaging. Hence, the first installation in the Engagement experience is dedicated solely to the Titan Edge, thereby reinforcing the innovation aspect as well. The watch is physically presented in an **augmented hologram**, and reveals its inner self in an animated blow-up virtually, disintegrating

into its various minute components **as people approaches** the watch, and re-assembling when people leaves. The Edge experience is re-enforced by an actual layered presentation of its various components, physically presented as an inset of the static graphics. The other key aspect of Engagement is offered as a viewing experience with a **physical microscope**, where the visitor gets to experience the precision capabilities of Titan firsthand. The interaction is again simple, involving him to just turn a dial-like holder under the microscope, where each compartment holds a precision-crafted part. The visual experience is augmented by static graphic/ text/ audio information about the parts on display. Audio-visual content about Titan's quality control aspects, factories and work environment also offers a chance for the visitor to engage deeper at his discretion with the installation.

Discuss

This is followed by the fourth area, (Discuss). The discussion experience is a warm, enriching interface with the people who define Titan or have a relationship with Titan - the visionaries, the designers, the workers, the ambassadors, the users and the visitors. It is a language of sharing thoughts, of getting insights into the human aspect of Titan, and, for an escorted visitor, a medium of leaving meaningful messages to connect. The conversations emanate from the various portraits presented in the space, who **talk to the visitor when he touches them**. The conversations range from visions and achievements, to social and humane stories told by the beneficiaries of Titan. A special visitor can also **leave a meaningful conversation with Titan in this space, and hear the ones that were left by visitors** who interacted with this space before him.

This experience is augmented with a **virtually presented visitor guest book**, where he can read various impressions on Titan as inked by important visitors over time.

Deliver/summit

The fifth area (Deliver) is the culmination experience of this exploration. This is a space which is largely static, and presents a summation of impressions that a visitor can absorb at his own pace, and for as long as he desires. It is an experience where he gets a canvas-view of Titan and its persona, presented in a stimulatingly engaging visual format. Various facts and figure stories highlight Titan's capabilities and strengths, its Visions and it's connect with people, without getting overtly sermonizing. The visuals are layered to introduce an intriguing play between surfaces as one walks by, and are augmented by displays which showcase Titan's advertisement and Logo evolutions, along with a presentation of its signature tune.

Here any visitor can also leave their impressions about the experience in a visitor book.

{Loop}

The sixth area is the first one. Coming back here will offer the visitor more to see.

At every visit of the TEZ, the visitor will notice more details and more content, attaining more knowledge, more understanding, and being stimulated in more thoughts.

All around the TEZ there are **the store** product displays and desks where the visitor can purchase watches.

Process

The TEZ work is the result of an extensive and detailed work, which comprehended:

- Context immersion and research: company and management core values and characteristics analysis, WOT stores ethnographic research; research, analysis and mapping of visitors; competitors stores benchmarking and analysis.
- Comprehensive analysis of context immersion, and subsequent mapping, synthesis, representation.
- Strategic project for the TEZ platform.
- Concept ideation, design and engineering for the experiences, visual communication, architecture, motion graphics and content.
- Experiential systems prototyping, testing and debugging.
- Implementation management and coordination.

General experience, concept and design challenges

The **two types of visitors** TEZ mainly addresses, being one VIP Titan's visitors and the second one the regular shop customers, are very different in needs, knowledge, time available and interest. In order to properly address both of them the space has been designed and implemented to flexibly adapt to them. The various areas with the experiences and content they present, allow the user to explore actively and decide what and how to explore.

TEZ is designed to also adapt **to a third type of user**, the shop managers. The various areas of the TEZ and its experiential systems allow easy replacement for the content and products presented, making them easy to be updated or re-purposed. The whole space is designed to wake itself up and shut itself down as per a pre-decided schedule. The store manager can even further control the operation with a single power source. Remote assistance, troubleshooting documentation and after-sale support is given.

Architecture

The TEZ occupies a central island space inside the Hosur store.

Spatially organized around an elliptical plan, the layout intends to impart a non-intrusive feel to the space, in the context of both its surrounds and the experience housed within. Therefore, the layout is punctured at all four sides to allow visual as well as accessible openness to the space. The delineation of the TEZ as a separate space is intended just as a raised floor, which is a step-up from the normal store floor level, thereby making the transition and boundary between the two spaces more experientially figurative than physical. The inner spatial layout defines the exploration path as a sequence of individual installation spaces dedicated to the five interactions of Immersion, Reflection, Engagement, Conversation and Delivery.

The immersion space is central to the floor plan, with the other four taking up floor space clockwise around it. As dictated by the elliptical form of the space, the four installations conform to the overall shape and therefore emanate as arced layouts, with vertical backdrops rising up to door height. As a result, the space becomes intuitively easy to relate to and walk in, and each of the five experiential zones gets enough individual landscape. Installations take up vertical planes in some zones, while they are largely horizontal in others. In the entire space, focusing on keywords high tech + warm, the architecture uses a clean and understated palette of largely white along with various augmentations steel, projections and colored lights. The white even augments the dynamic and static visuals and interfaces that are the centers of the experience, be it graphics, videos, animations, milestone watch-cases, hologram unit etc. The walls and floor are rendered largely in whites, their forms being very simple and repetitive - interpretations of a simple curve both in the central space and in the four installations by each column.

The entire layout is tied together by a continually evolving spatial element, which appears as an architectural metaphor for the 'path of exploration' for a visitor. The only architectural element to don a warm, deep colour, this 'path' appears at some places as the surface that enables interactions, only to disappear into the ground and rise back up to form a warm seating place at another and another place it appears to join spaces and become a functional lighting element, and at yet another, it becomes the holder of things of art, changing form effortlessly to adapt to the needs, and defining the whole space as one in the process. In essence, this element embodies the spirit of Titan, like an explorer, taking seamless journeys across the space, imparting warmth, enabling experiences, guiding visitors, showing them ways. (Warmth elsewhere is reassured using non-architectural elements like graphics, videos, interfaces etc)

The space is also enriched by introducing textures such as wood at key places, while the larger parts remain true to high reflective and high gloss surfaces. These textures are introduced on selected elements such as mirror frames, photo frames etc, in order to provide a sense of warmth, even though the colour palette of these textures is muted to conform to the understated spatial palette. There is even a wall suggested to place a small exhibition of photography that utilizes time as an element for example, long exposure photography etc.

A great challenge of the space was to find the equilibrium point between information, multimedia and interactive content, decorative elements and all the various elements of the TEZ, in a space that needs to resonate to various people.

Interactive software and hardware

TEZ is the first realization of Experiential Design Lab that benefits from a series of hardware and software modules that we have developed through years of experience. These modules allow great flexibility and adapt to many solutions. These modules furthermore are developed to stand the stress of permanent realizations, without constraining creativity.

Various innovative technologies available in the market (off the shelf systems) have been blended with custom made solutions and Experiential Design Lab modules (experiential systems). Some off the shelf systems have been borrowed from various contexts and creatively being re-purposed.

Who we are

Experiential Design Lab is a bi-national design consultancy firm specialized in experience design, implementation and strategic innovation.

With a presence in Milan, Italy and New Delhi, India, Experiential Design Lab's central objective is to design meaningful and innovative user experiences. The design processes we use are people centered and our tools focus on targeting the various senses in rhythm, to achieve wholesome and meaningful results.

Experiential Design Lab is specialized in turnkey solutions. From complete brand experience and consumer experience strategies to products, places and services we design, swinging between functional, immersive and multi-sensory user participation.

The company has a combined experience of over 10 years in the world of interactive experiences and has successfully implemented projects in the realms of events, exhibitions, museums, retail, products and service segments, working for clients such as Telecom Italia, Nokia India, Barilla, Suzlon, Saatchi&Saatchi, British Council India and more.

Experiential Design Lab is supported by a wide, highly qualified and recognized network of partners, ranging from architecture, product engineering, electronics engineering and production, design-research, software design and engineering, video making and motion graphics, business analysis.

Experiential Design Lab founder members have quite a solid track record. The two company ideators, Giovanni Cannata and Anurag Sehgal, have exhibited their work internationally, such as Index Exhibition Copenhagen, Salone del Mobile Milano, presented at various conferences such as SIGCHI and the FICCI Design Conclave, and are award winning, such as Coram Design Award and first price for Creative Enterprise of Milan. The third founder member, Mustafa Siddiqi, chief technologist of the company, has been responsible for the co-ordination and engineering of projects such as the Crossing Project, an award winning interactive and multimedia collection of visionary projects (Xerox PARC), and the interactive museum 'Eternal Gandhi' in New Delhi.

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