



Barilla – Alixir Temporary Shop, Italy

2008

:: The Project

In 2008 Barilla S.p.A. launched Alixir, a new brand that produces and sells food and beverages improved for health. It consists of four product lines each benefiting a specific area: heart, cellular youth, intestines and the immunity system. In collaboration with three companies, Network Comunicazione, Rota Design studio and Simple TV, we have developed the creative concepts of the **first interactive Temporary Shop to ever be realized in Italy**. Experiential Design Lab designed, engineered and produced all the experiential touch points of it.

The Alixir Temporary shop allows people to live the **‘Next Food Experience’**, where they can **learn** more about the link that exists between happiness and food and **where they dive in and are educated about the new lifestyle and diet** that Alixir proposes, step by step.

Visitors also participated in a **national scale research** that aims to understand and prove if there is any scientific evidence of such a link between happiness and food (called Qx).



:: Corridor of secrets

It is the shop's entrance corridor, where visitors can hear voices of other people speaking about their secrets of living better. These secrets were previously collected interviewing various people on the street.

The voices are projected in controlled sound spots thus engulfing the visitor in sound only when he is in the projected sound beam, as if such **secrets were actually whispered in their ears.**

This area clearly sets up the context, referring to a huge set of values in a short span of time.



:: Experiential video wall

After the first introductory experience, the visitor would find a choral and **evocative interactive video wall**. A multitude of faces represent different lifestyles to which the visitor can relate to.

When the visitor touches one of the faces the video wall changes and shows short movies that project the **feelings and values** that represent that particular lifestyle as well as one of the four Alixir product lines.



:: Holographic hosts

After being briefly introduced to Alixir in terms of context, knowledge and values, the visitor finds four **interactive holographic hosts**, that he could touch to interact and relate with.

The four 'hosts' can be used to **explore more in depth** the four Alixir benefit areas, entering details of the various products.



:: Qx/NFE totems

Experiential Design Lab developed the installation comprising of the hardware as well as the software that **supports the Qx scientific research** being held on a national scale.

These totems also allow the visitor to take an **adaptive short test** that assigns a **custom made menu for his needs and tastes**.



:: Next Food Experience

After taking the NFE test, the visitor can visit the shop restaurant where the chef, thanks to a card tagged by the Qx/NFE totems, **recognizes the visitor and prepares his custom made menu.**

A custom made menu is a menu for breakfast, lunch or dinner, where ingredients and Alixir products are mixed proportionately to compensate and develop the four areas of health for the client.

This step is the culmination of the whole experience, where **the chef** speaks, entertains and inform the visitor **targeting his particular needs**, tastes and interests, and where the visitor **more or less consciously takes his first informed and aware step into a new lifestyle and everyday diet** that Alixir proposes.



:: Highlights

3000 square feet of experience zone presenting the brand, values and various brand activities to the visitors through **informative and multi-sensory memorable and meaningful experiences.**

Successful culture initiation - where within a product launch the visitor was introduced, informed and made purchase decisions.

Approximately **6000 footfall in 15 day period**, of quality contacts. In target with expectations and request.

Database **gathering** food and food-related-lifestyle **preferences** of approximately **3000 target consumers.**

Documented and promoted by agencies like Global Design Resources (UK), Ninja marketing (Italy), and **repeatedly referred as the first interactive Temporary Shop in Italy** in the press.

WOMM - successful **repeat visits** as evident from database.

Fundamental **touch point** for the Qx scientific **research data gathering.**

It has been the first project where we implemented our **successful analytics tool**, to record, analyze and report about interactive spaces performances.



About Experiential Design Lab

:: 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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