



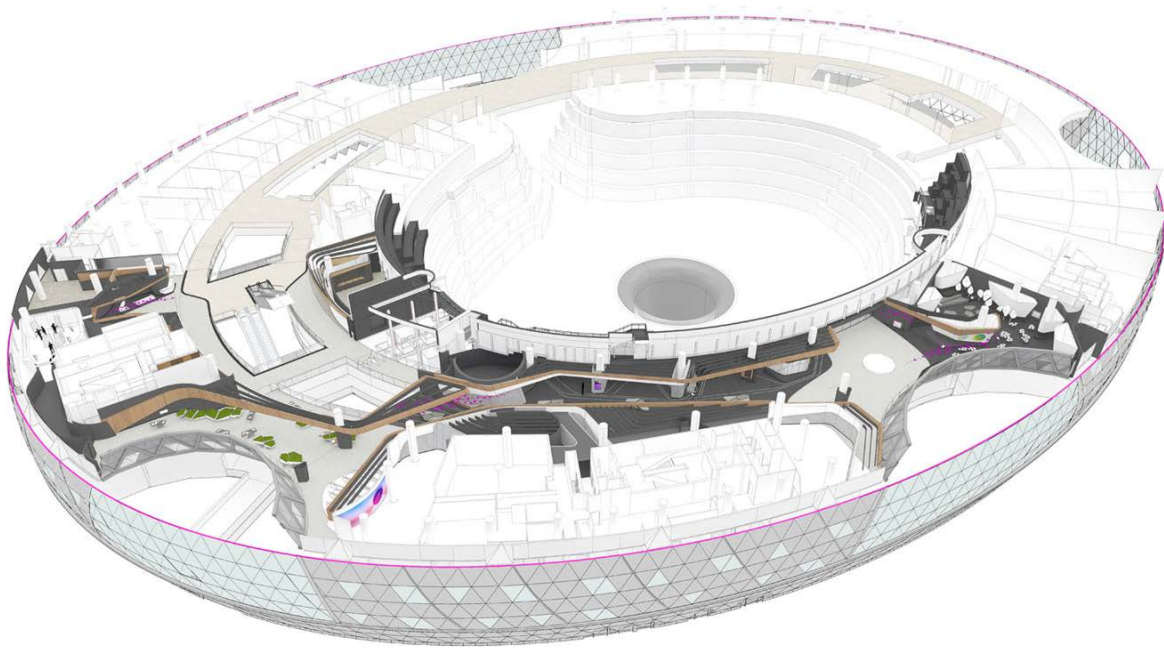
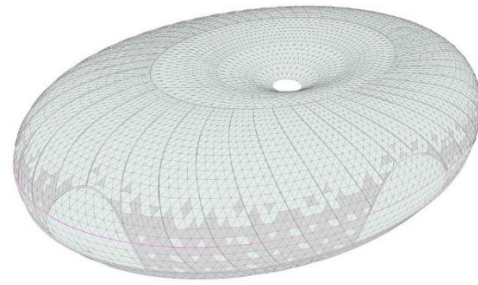
The Sky Deck

The Changi Experience Studio

The Changi Experience Studio is a new addition to Singapore's sophisticated design landscape. Situated at Level 4 of Jewel Changi Airport, Singapore's newest lifestyle destination, and a first-of-its-kind in Singapore, it was conceived and developed to be a space that tells interesting stories of Changi Airport through interactive games, projection storytelling, immersive shows and gallery exhibits. The Changi Experience Studio covers over 3.000 sqm and offers a sequence of numerous interconnected subspaces. It opens up a completely new way of engaging with customers and telling a brand story: By using the superelevated leitmotif of a journey, a seamless visitor experience was designed to let visitors explore the company's DNA and its core messages and so strengthen the community's ties with Changi Airport.

Spatial Concept

Following the iconic, elliptical architectural plan of Jewel, the exhibition's fluid spatial design is conclusive and functional while providing spaces full of surprise and discovery. The consistent dynamic architectural language supports the exhibition's approach of „gentle guidance“: Walls alternately embrace the circulation areas to boost the feeling of immersion, then widen to provide pockets of interactive content slowing the visitors pace and extending their sojourn time. The visitor flow hereby resembles the meandering course of a stream, where the speed at the center of the current is fast whilst slowing down at its banks or even pausing in bays. Meticulously designed touchpoints for multimedia content tempt visitors to stop and delve into the stories. Be it the choice of form or material - all the architectural and interior design measures for the Changi Experience Studio serve one purpose: To create a harmonic symbiosis of space and content making true encounters possible!

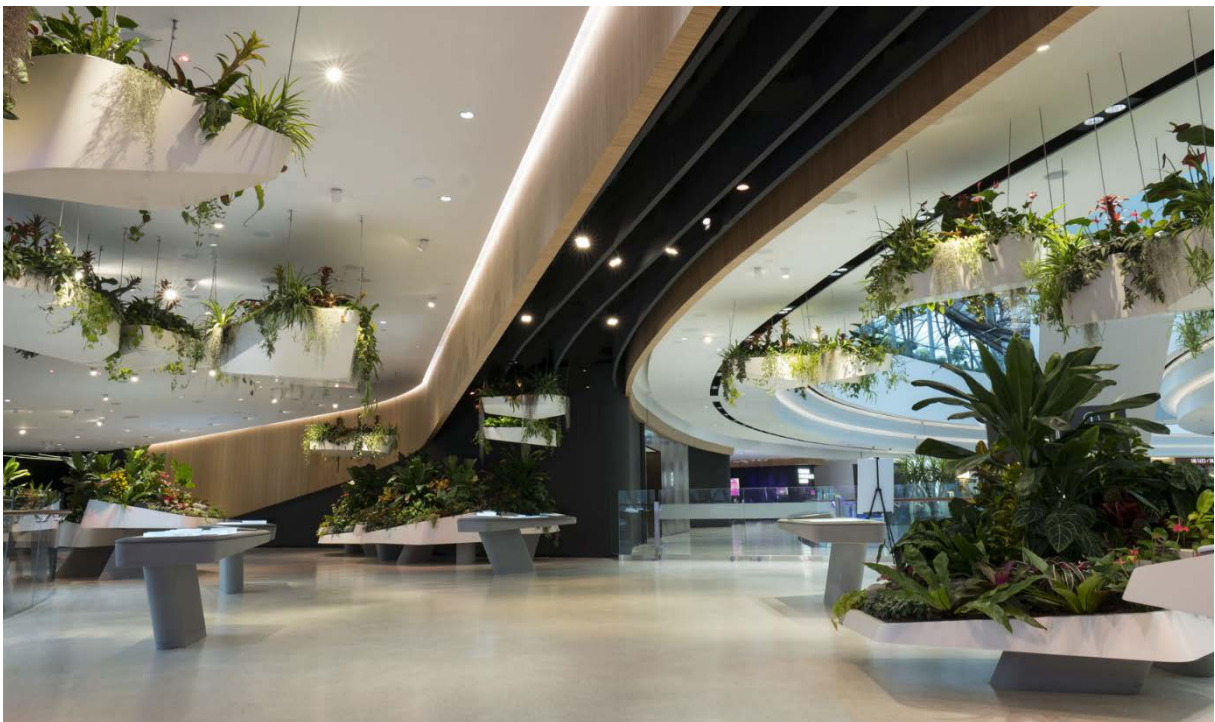


Gentle guidance through interior design and scenography

Adapting to the complex structural and service requirements of the elliptical architectural plan, a curvilinear interior layout blends the sequence of spaces, adding to a holistic and encompassing experience. An ensemble of gently curved forms was developed to further reference the dynamic environment of international aviation. The continuous sequence of spaces enhances the main exhibition concept of “gentle guidance” while responding to the individual requirements of the exhibition spaces: the walls narrow in the circulation zones, with linear exhibits for concise content, then widen to allow pockets of interactive content to mediate the pace of visitors and extend residing time in these areas. This gentle guiding of people flow is comparable to the meandering course of a river, in which the water runs faster at the center of the current, whilst slowing down towards its banks or even pausing in coves and eddies. The interior architecture appears to adjust itself naturally to the flow of visitors, guiding them along the fluent and curvaceous walls and into the exhibition itself.



Circulation Area



The Hanging Garden

The second measure used to subtly lead visitors through the space is scenographic. Flocks of butterflies live in Changi Airport's very own Butterfly Garden. They served as an inspiration, as symbol for the communal feeling of togetherness at Changi. Magically illuminated glass butterflies come together with their digital counterparts, analog merges with digital to create a seamless cross medial storytelling experience. All the material butterflies' glass surfaces have a fascinating, bi-color layer application that transforms these sculptures into intriguing light installations whilst their virtual fellows flutter all around. Tracing the behavior of their natural counterparts, the amazingly realistic 3D generated butterflies are projected onto the surrounding walls, floors and Travel Guides. Travelers are gently guided through the freeflow exhibition simply by following the butterflies.



Just follow the butterflies!



Up in the Cloud

Technology

Visitors find themselves in a playful brand world offering numerous ways to explore the key messages whilst revelling in a massive responsive environment. The Changi Experience Studio is not only special in scope and its consistent cross-medial storytelling - each component uses current interaction technology and didactics: The entire range of analog, digital, haptic and mixed reality is applied.

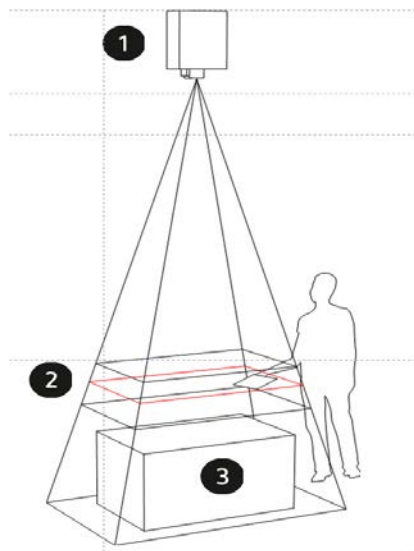
Upon entering the exhibition, all visitors receive their very own personalised device - the Travel Guide. This is just a piece of cardboard. The Travel Guide is based on Milla & Partners very own software framework invention. It is a further development of the award-winning SeedBoard. Due to the implementation of RFID technology, now it can not only provide information in the exhibition, but also collect the individual data and provide it to the visitors at the end of their journey for further contemplation.

This cutting-edge technology transforms objects of daily use into interactive media surfaces - creating a palpable digital world. The interaction is not controlled by two-dimensional gestures, such as with smartphones, but by spatial movements, which are adjusted individually to each scenario and allow a maximum of intuitive control. This seemingly magical interaction is possible by using light: via infrared markers, the system detects the position and motion of the object in hand. To strive for a seamless multimedia experience, it was essential from the very beginning to orchestrate the interplay of software and hardware and make the technology invisible.

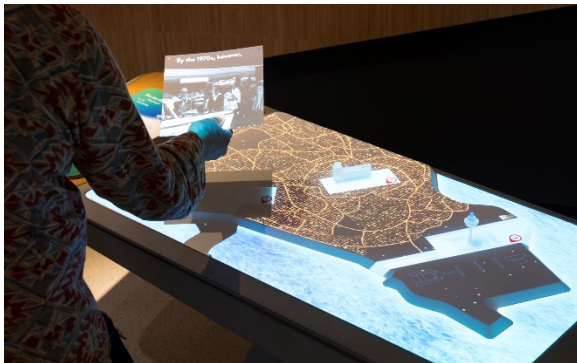
The technology in the Travel Guides enables visitors to explore numerous touchpoints and collect their individual data. It is the embodiment of the exhibition experience leitmotif: To capture instagrammable moments and memories and post them straight onto social media – the Travel Guide turns visitors into true brand ambassadors. The elaborate technology is not in the Travel Guides, but hangs on the ceiling. Therefore it is safe from damage, easy to maintain and update. Due to its clear, simple analog design, the Travel Guide is open to technology and design changes and is not as quickly outdated as high-tech devices.



The Travel Guide in use in the Serious Gaming Zone



1. Ceiling mounted hardware components
2. Interaction space
3. Touchpoint furniture incl. built-in hardware components



Travel Guide in use at one of the Touchpoints



A quick walk through the exhibition

Beginning at the Prequel, visitors gain their first insight into the fascinating, interactive exhibition and the magical experiences that await them by exploring the interactive floor plan. Learning how to use the Travel Guide as the personal key to many of the attractions prepares everyone to fully enjoy the experience inside the exhibition.

Up in the sky is where the journey begins: Welcome to the Cloud!

An extraordinary encounter occurs on the Travel Guide: Each visitor experiences the subtle touch of a virtual butterfly. They are the companions that will gently guide their fellow travelers through an unforgettable, compelling experience which takes them through time and space to discover the origins and secrets of Changi Airport. Simply by following the butterflies!

Take a stroll through the lush foliage of the Hanging Garden.

What makes Changi such a special place and why is it not just an airport, but a destination in itself? Visitors can find answers to these questions at several Travel Guide touchpoints whilst meandering through the stunning indoor greenery with its hanging plants. Time to catch a breath - History & Future, Behind the Scenes and Changi's greenery are just a few of the topics visitors can explore whilst gently decelerating their journey.

Exploring direct flights from and to an airport: Enter the Sky Deck!

An interweaving network of flight paths on a global radar: visitors find themselves in an immersive 360 degree video installation incorporating more than 40 synchronized screens to display the mesmerizing traces of international flight routes to and from the airport. By exploring the numerous destinations around the globe at the Travel Guide touchpoints, it becomes obvious how Changi Airport truly connects the world!

Playful content: The Efficiency Game challenge and the serious gaming zone of the Arena.

Keeping an airport running smoothly, dispatching arriving planes, handling luggage or finding fingerprint matches: visitors can take a glimpse behind the scenes of one of the world's major aviation hubs by using their Travel Guide. The gamification of various behind-the-scene-processes at the airport simulates the challenges of Changi Airport's staff. Why is it not just an airport, but a lifestyle destination in itself? Would I succeed as a staff member? The serious gaming zone in the Changi Experience Studio explores these questions and calls for playful public participation - a fun way to increase motivation, knowledge transfer and retention with the visitors.

The final show: A joint interactive sound installation. Resonating with the brand in the Garden of Harmony!

Highlight of the journey through the Changi Experience Studio in Singapore is the Garden of Harmony. Inspired by Changi Airport's very own Butterfly Garden, this space is a massive responsive environment with a joint interactive sound installation. Here, visitors actively become part of the show – as musicians in the ONE Changi Symphony.

The Travel Guide, the key interactive tool visitors previously used to explore the exhibition touchpoints now becomes their individual instrument. Designated touchpoints offer various instruments, such as a Piano, a Marimba or a Tingklik. They are played by moving the Travel Guides, according to their vertical positions the melody changes its tone. The installation's software then magically harmonizes the generated music with the surrounding sound.

The interactive symphony has a built-in countdown that finally kicks off the actual show. As everyone interacts with each other, the butterfly companions and the magical habitat surrounding them, the energy of emotional resonance becomes palpable in a final emotional crescendo – everything becomes connected, not just with each other, but also with the brand community space through the ONE Changi symphony.



The Garden of Harmony



The Travel Guide in use as a musical instrument