

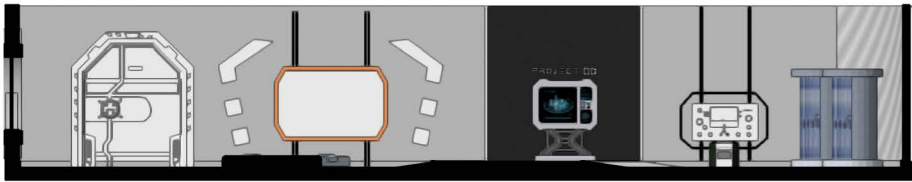
Project 00: Retro Exhibiton



Exhibition view 1

Welcome to Project 00, a reimagined future for jaguar. Step into our spaceship themed retro Jaguar exhibition, get inspired by our favourite models and learn about the impact of publicity and celebrity influence that contributed to the success of the company. We are here to delete ordinary and Just as our founder, Sir William Lyons stated, "a Jaguar should be a copy of nothing" this experience seeks to be the first of its kind.

Rendered section: West wall @1:200



Our engine diplays have been bespoke made for the exhibition as we aspire to create a fully immersive adventure for everyone. The idea for the displays sprouted from research into the space age where the science fiction industry was booming.

Rendered section:North wall @1:200



Engine display cases

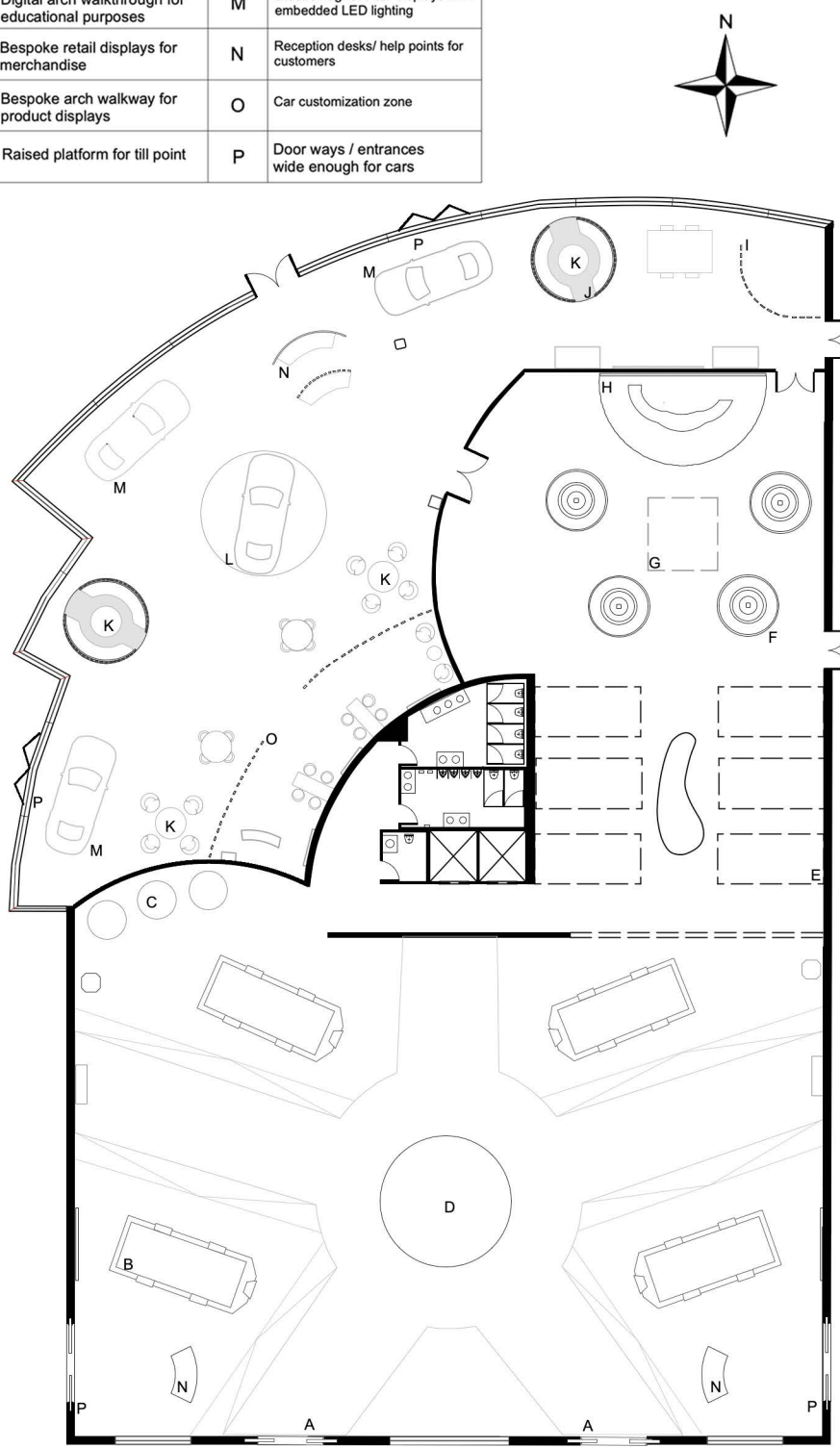
Experience the thrill of the Type 00 concept car that is placed at the heart of the space as the walkway guides you around the rotating display giving you a sense of what lies ahead for Jaguar

Exhibition view 2



Floorplan Legend:

A	Pocket door entrances to Retro Exhibition	I	Acoustic partition for manager's office
B	Electromagnetic car displays	J	Sunken seating areas with partitions made from storm varia
C	Bespoke cryogenic chamber inspired Engine display cases	K	Bespoke coffee tables made from the rebranded Jaguar logo
D	Electromagnetic concept car display	L	Rotating car display to showcase "Star" Cars
E	Digital arch walkthrough for educational purposes	M	Electromagnetic car displays with embedded LED lighting
F	Bespoke retail displays for merchandise	N	Reception desks/ help points for customers
G	Bespoke arch walkway for product displays	O	Car customization zone
H	Raised platform for till point	P	Door ways / entrances wide enough for cars



Ground floor plan overview @1:300



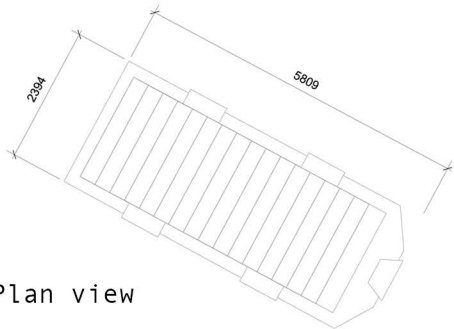
# Project 00: Retro Exhibition



Retro exhibition view 3

Continuing your journey through the retro exhibition, you can experience the charm of classic cars. Our bespoke electromagnetic displays create a futuristic atmosphere and allow the cars to appear floating. Information points are located at the front of each stand and respond to interaction.

Bespoke element technical drawings:



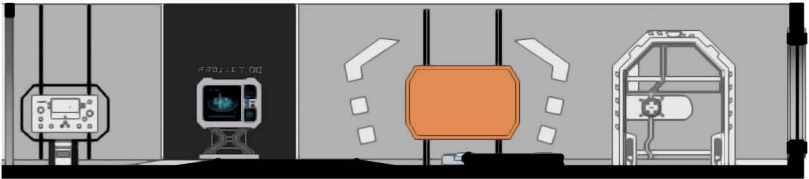
Plan view

There are controls that change the direction the car is angled towards



Side view

Rendered sections: East wall @1:200



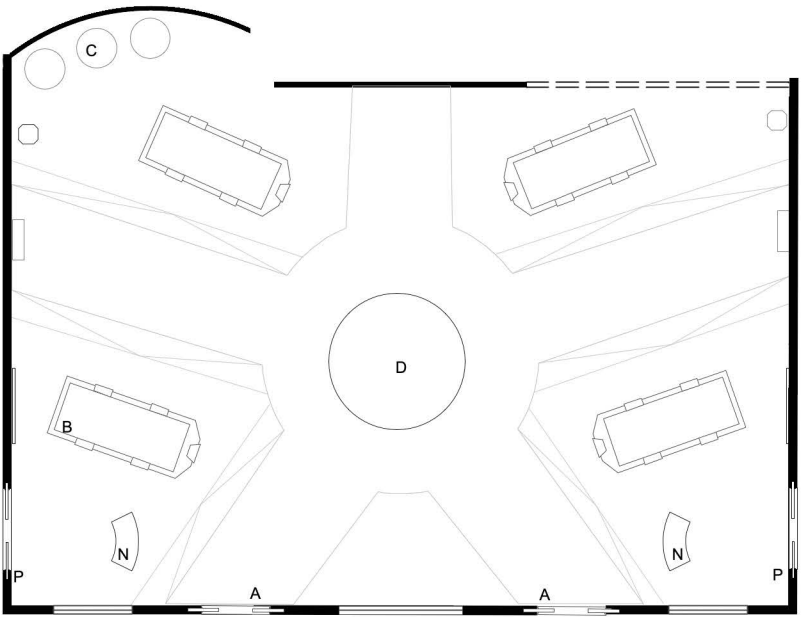
South wall @1:200



Retro exhibition view 5



Retro Exhibition floorplan @1:200



Floorplan Legend:

A	Pocket door entrances to Retro Exhibition
B	Electromagnetic car displays
C	Bespoke cryogenic chamber inspired Engine display cases
D	Electromagnetic concept car display
N	Reception desks/ help points for customers
P	Door ways / entrances wide enough for cars

The floorplan is inspired by the shape of the Type 00 concept car wheel. The electromagnetic stands have been strategically placed around the walkway in order to get people to use the central space as well as the displays on the walls.



# Project 00: Car Showroom



Showroom view 1

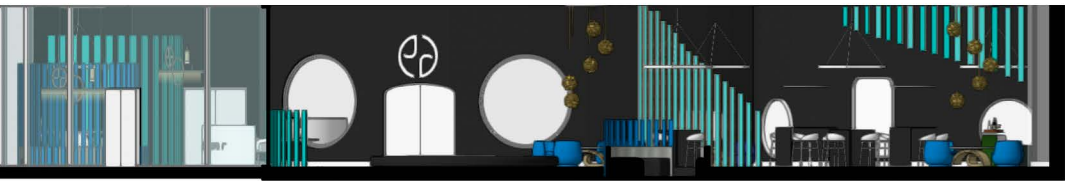
Step into the future at the all-new Jaguar 'Infinity Dealership', a showroom experience inspired by the boundless wonder of space.

From the moment you walk through the doors, you're transported into another dimension. The interior design is sleek, immersive, and echoes the exclusivity and sophistication of the Jaguar brand.

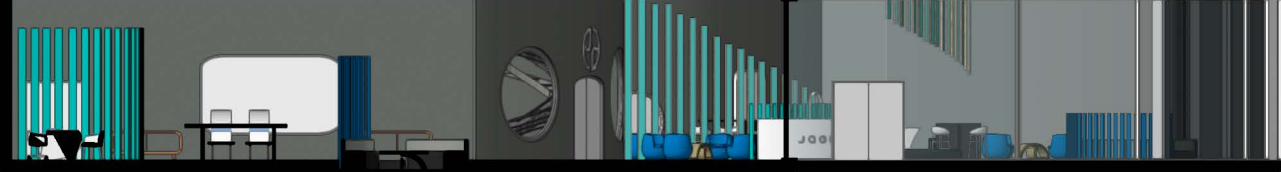
The Infinity Showroom isn't just visually stunning, it's a fully functional space designed to elevate every aspect of the customer journey. Cutting-edge electromagnetic displays create an interactive, high-tech environment that brings each vehicle to life in thrilling new ways. And for those ready to feel the power firsthand, select models are available for test drives right on the dealership forecourt.

Rendered sections:

East wall @1:200



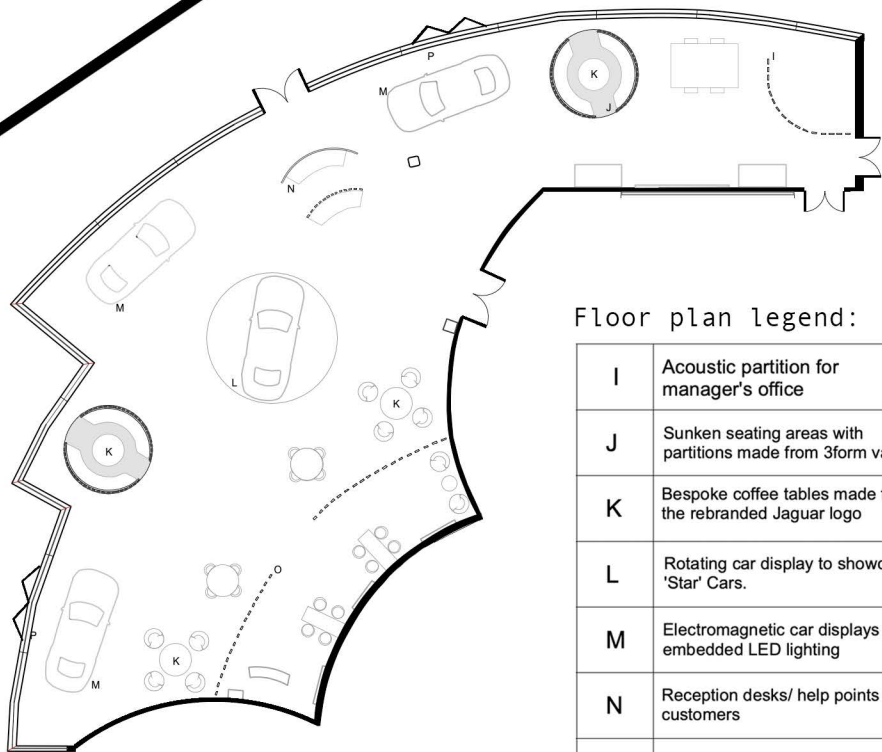
South wall @1:200



Showroom view 2

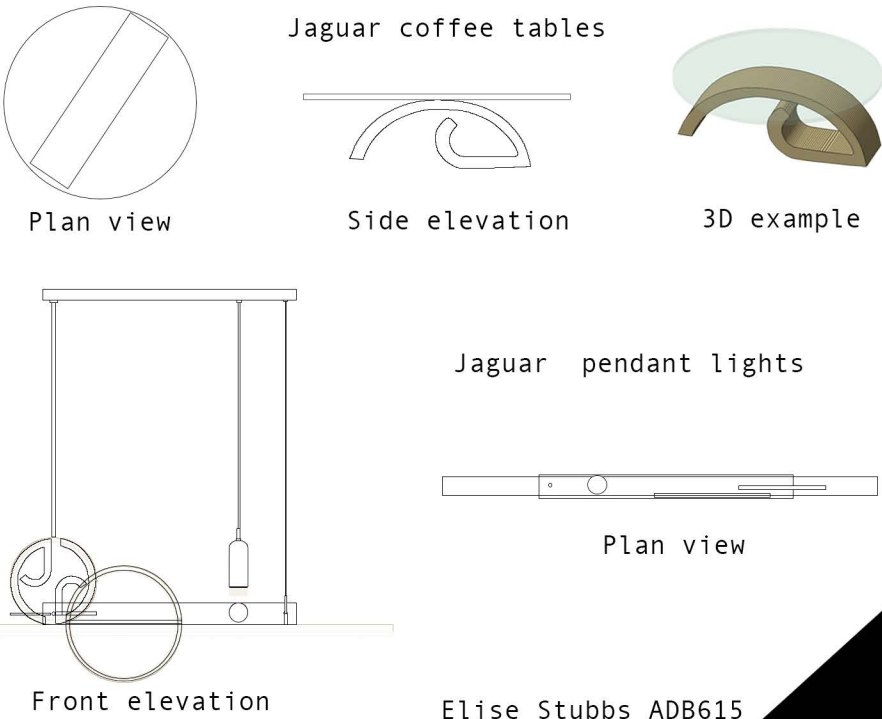


Dealership plan @1:300



Floor plan legend:	
I	Acoustic partition for manager's office
J	Sunken seating areas with partitions made from 3form varia
K	Bespoke coffee tables made from the rebranded Jaguar logo
L	Rotating car display to showcase 'Star' Cars.
M	Electromagnetic car displays with embedded LED lighting
N	Reception desks/ help points for customers
O	Car customization zone
P	Door ways / entrances wide enough for cars

Bespoke element technical drawings @1:50





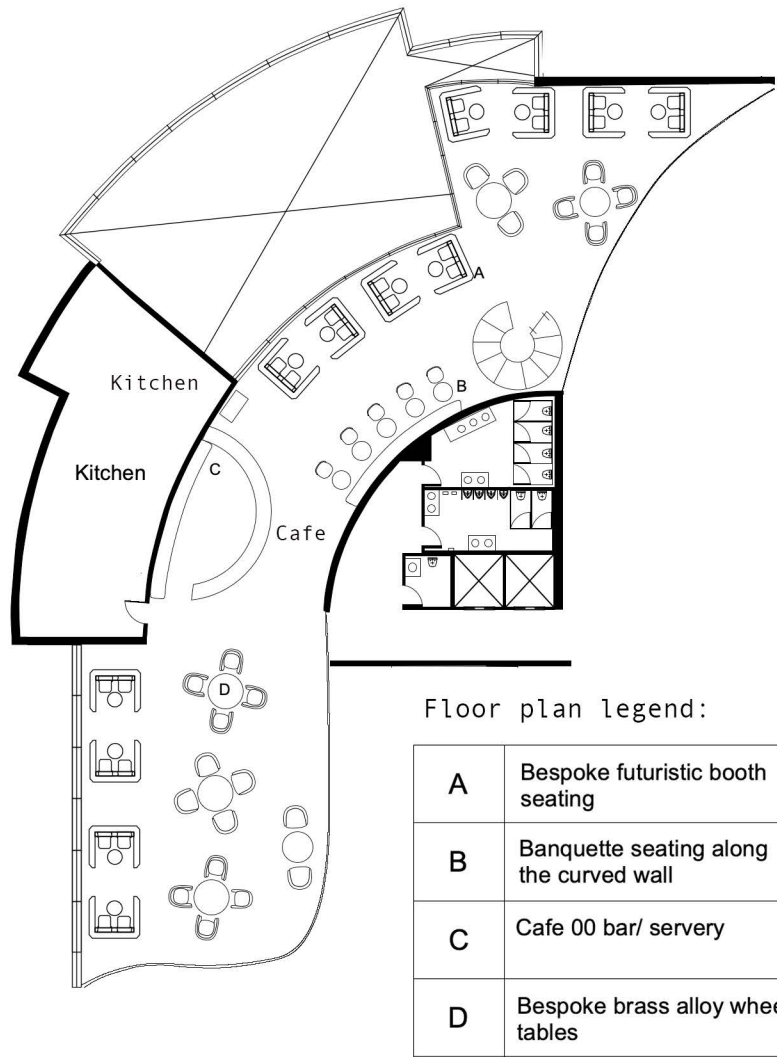
# Project 00: Cafe 004



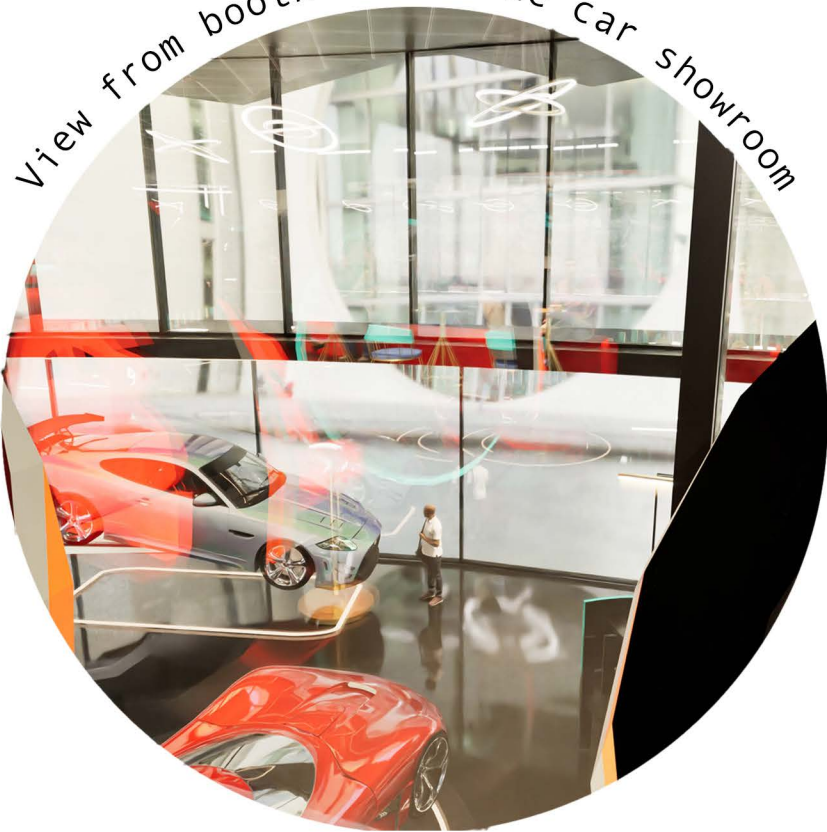
Cafe 00 view 1

Sit back, relax, and immerse yourself in the atmosphere of Café 004, a bold new vision in hospitality. Step into a dark, moody interior where vibrant red and electric blue seating contrasts dramatically with ambient lighting, setting the tone for an unforgettable experience. Sleek, futuristic booths invite conversation and curiosity, making Café 004 not just a place to dine, but a destination to discover.

Cafe floor plan @1:300



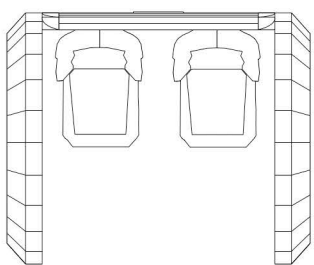
View from booths into the car showroom



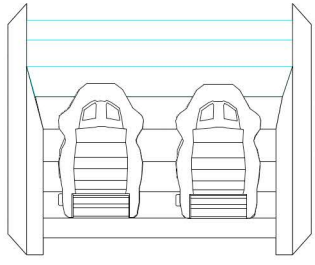
Cafe 00 view 2



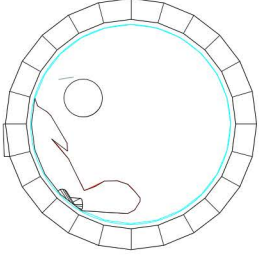
Futuristic booth technical Drawings @1:50



Plan view



Front elevation



Side elevation

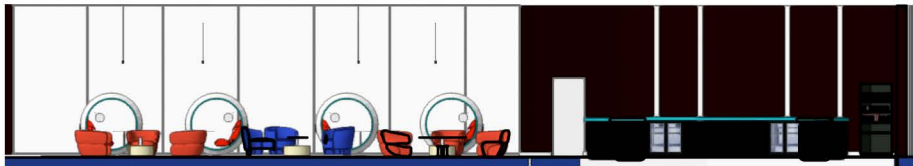
Our futuristic booths create an unexpected experience. Re-purposed bucket seats upholstered in aqua performance fabrics theatre red velvet for ultimate luxury.

Rendered sections:

Cafe North wall @1:200



Cafe West wall @1:200



Bar view with bespoke pendant





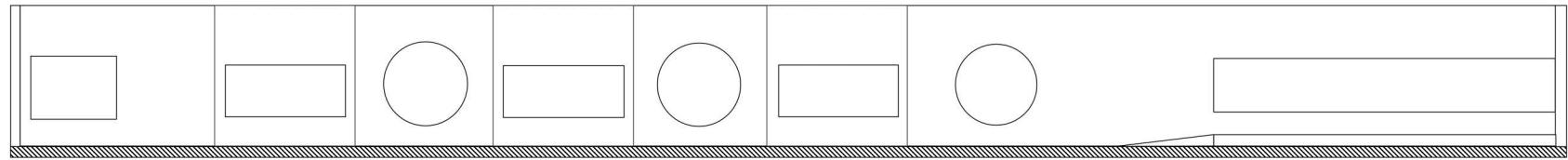
# Project 00: Education Space



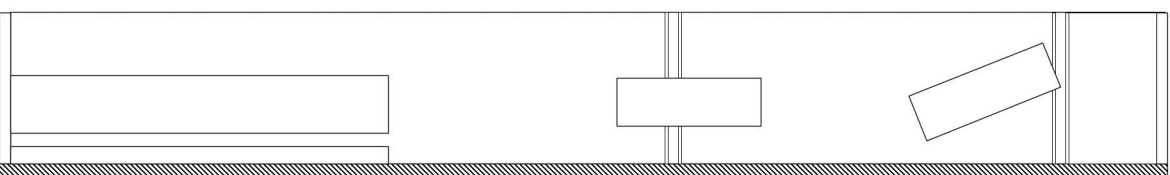
Education space View 1

Experience the essence of futuristic technology. Our education space has been designed to create a memorable experience, there is a multitude of interactive elements including hologram screens and tables created to stimulate your brain and get you thinking about the future of Jaguar and the electric car market.

East wall elevation @1:200



South wall elevation @1:200



Floorplan Legend:

A	Bespoke futuristic booth seating	G	Electromagnetic display stands for wheels
B	Banquette seating along the curved wall	H	Virtual reality racing experience
C	Cafe 00 bar/ servery	I	Interactive, spinning hologram pods
D	Bespoke brass alloy wheel tables	J	Interactive curved screens for educational purposes
E	Formula E racing car stands	K	digital wall - interactive from floor to ceiling
F	Interactive hologram tables	L	Accessible ramp up to the virtual reality space



Hologram table view



Education space View 2

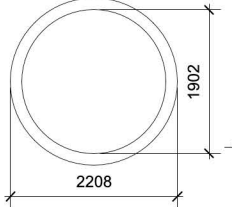


Interactive Hologram pods

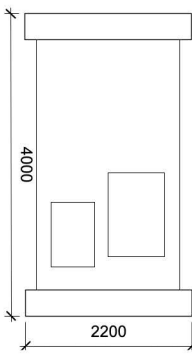


Hologram pod technical drawings @1:100

Photorefractive crystal display unit

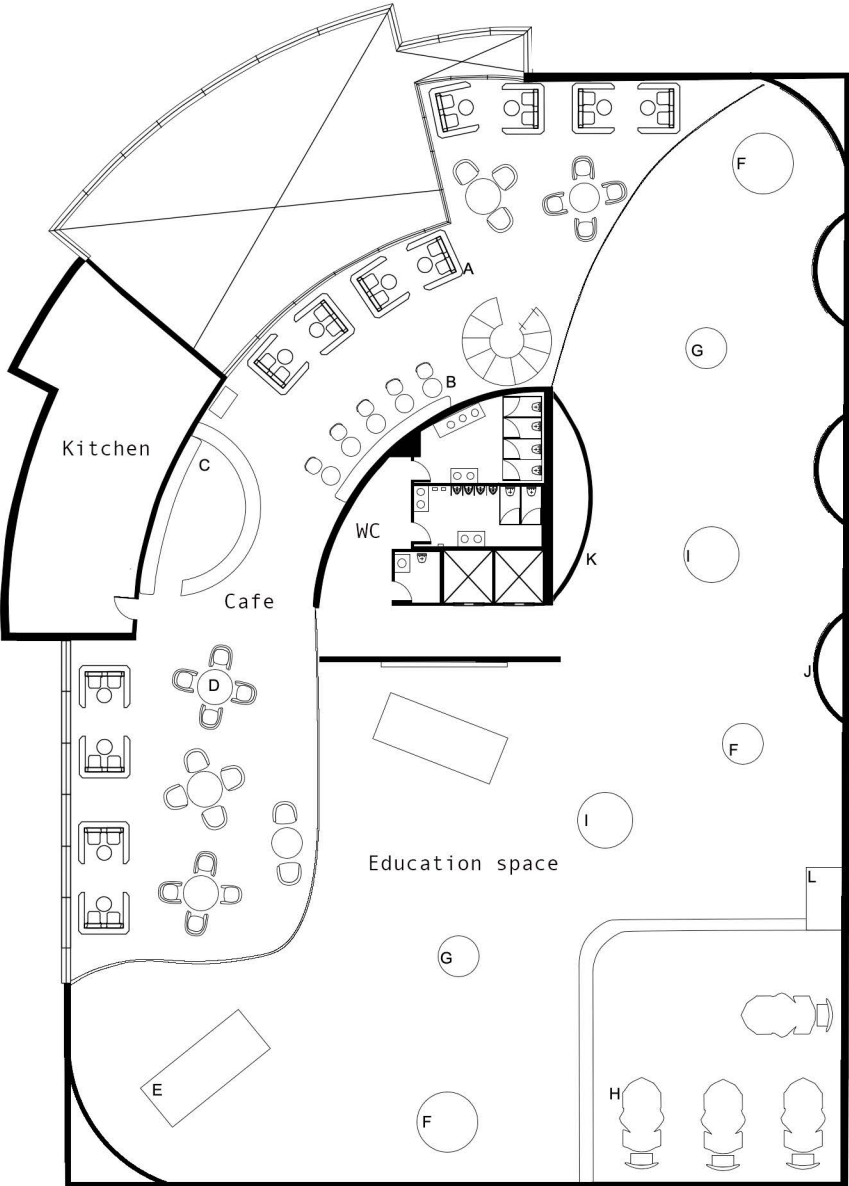


Plan view



Side elevation

Glass casing for people to interact with



First floor plan overview @1:300



# Project 00: Education Space

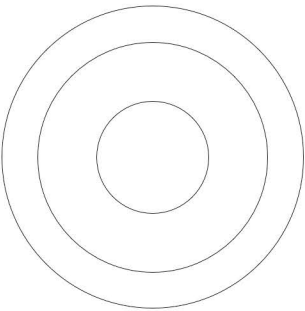


Education space view 3

As part of our rebrand, we pride ourselves on the incorporation of cutting edge technology at Project 00. So if VR experiences do not appeal to you, you can learn about everything performance related in the Formula E exhibition through interactive hologram tables and pods that are placed around the education space.

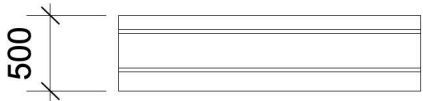


Hologram table technical drawings @1:50



Plan view

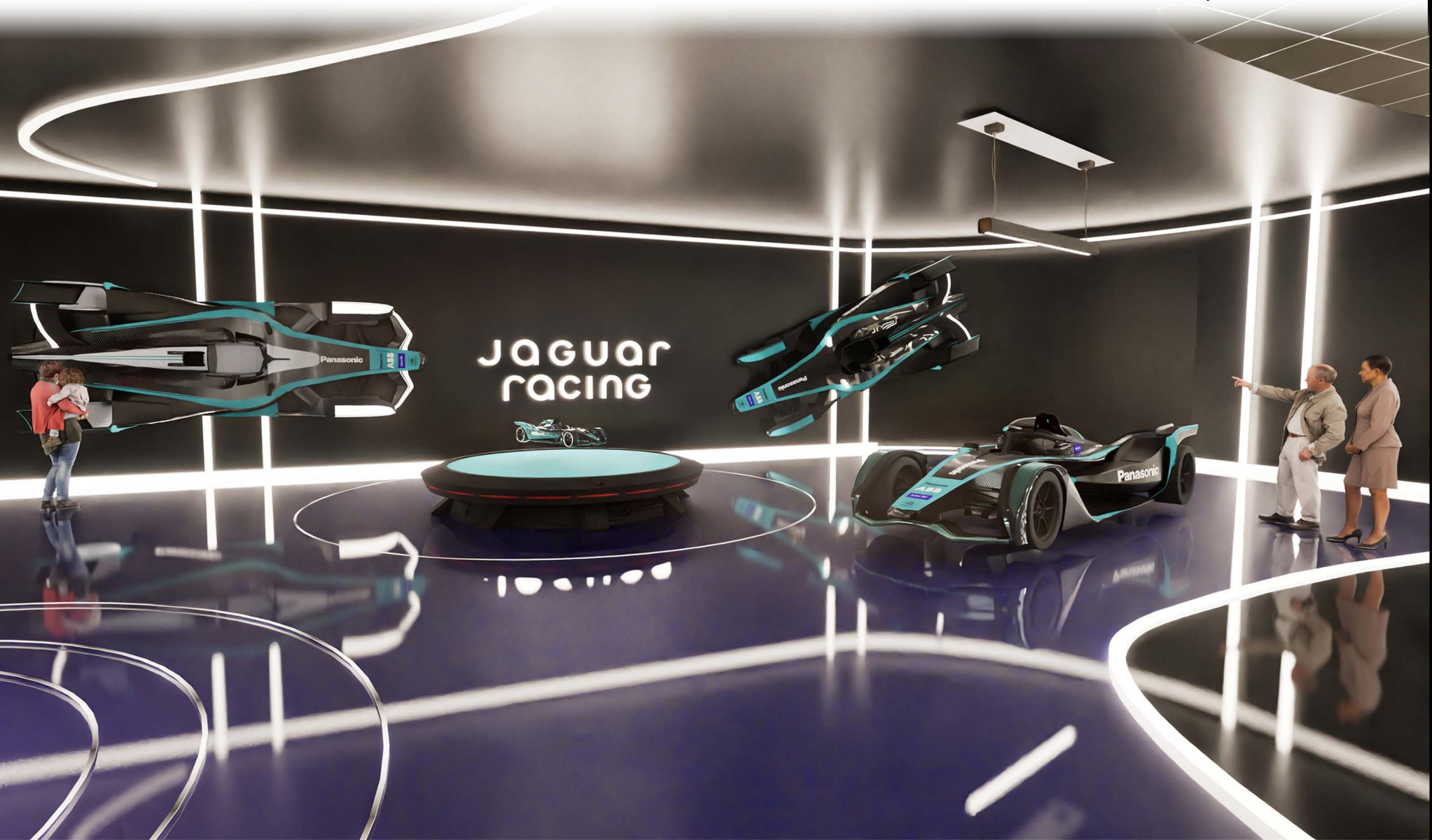
Photorefractive crystals, that make new ways of transporting light and mechanical heat create the hologram projection that is emitted from the tables.



Side elevation

The Jaguar Formula E exhibition showcases I-Type models, presenting cutting edge progress that has been made in relation to the electric car racing industry. The exhibition highlights Jaguar TCS Racing's innovations in electric mobility, sustainability, and motorsport engineering. Visitors can explore Jaguar's transition to an all-electric future, discover behind-the-scenes insights through interacting with the bespoke hologram table located next to the race car displays.

Education space view 4



Education space floor plan @1:300

Floor plan legend:

E	Formula E racing car stands
F	Interactive hologram tables
G	Electromagnetic display stands for wheels
H	Virtual reality racing experience
I	Interactive, spinning hologram pods
J	Interactive curved screens for educational purposes
K	digital wall - interactive from floor to ceiling
L	Accessible ramp up to the virtual reality space

