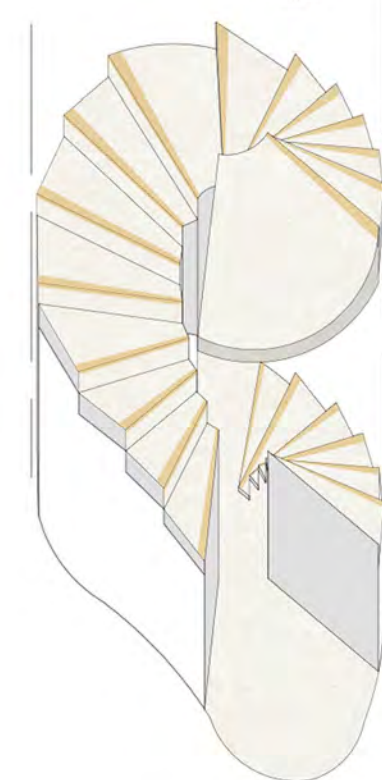
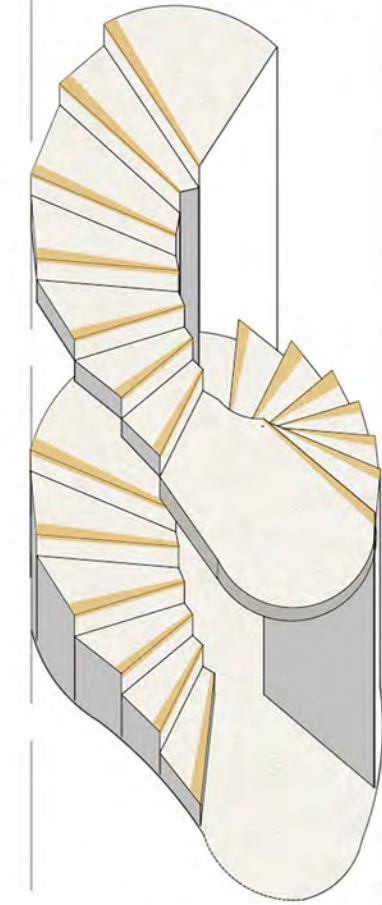
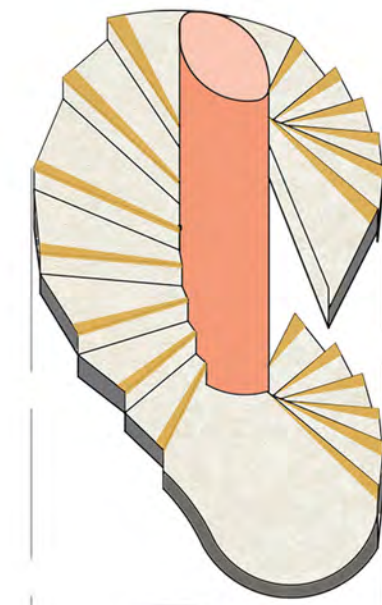




Concept - 'Inner workings of the ear'

The concept for Echo is based around the 'Inner workings of the ear'. The ear has three main working parts - The outer ear, middle ear and inner ear. These parts of the ear will be represented as each floor. To drive the concept further it will also focus on sound waves and how they travel through the ear, translating this into the visual language of the space. Curves and fluidity will play a strong role throughout the design with a sense of delicacy, the curves will determine how all the floors connect together.

The staircase plays a big part in the concept as it represents how the sound waves travel through the space. This large centrepiece is seen as the circulation of the sound throughout the space



Staircase circulation

The staircase is the main circulation point throughout the whole space and also represents the ear canal in which all the sound on site travels through.



Ground Floor - Digital screens, 3D printers, Pick-up point and Display



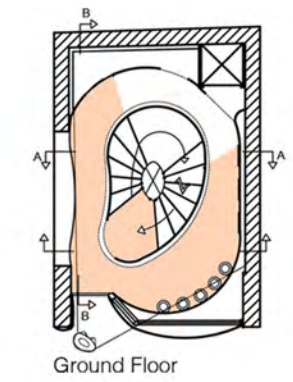
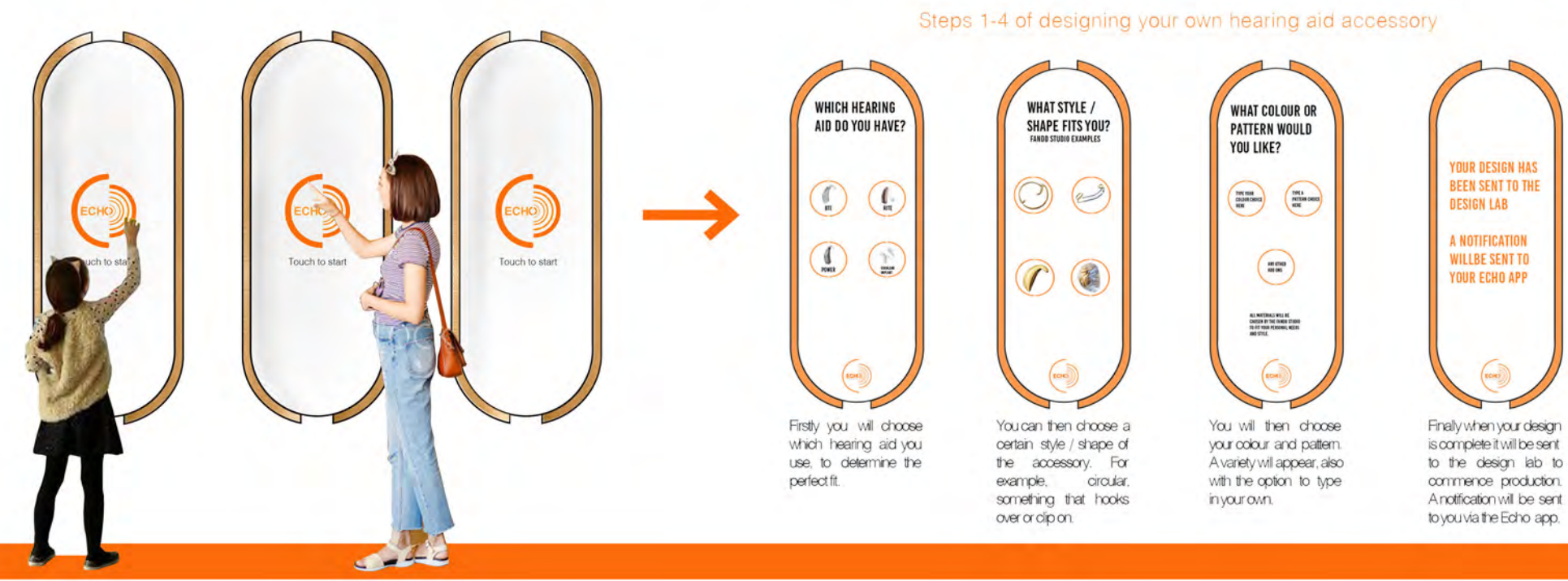
Echo shopping bag made from recycled card / paper.



All staff will be wearing clear face masks to allow for hearing impaired people to lip read. They will also be encouraged to know / learn sign language.

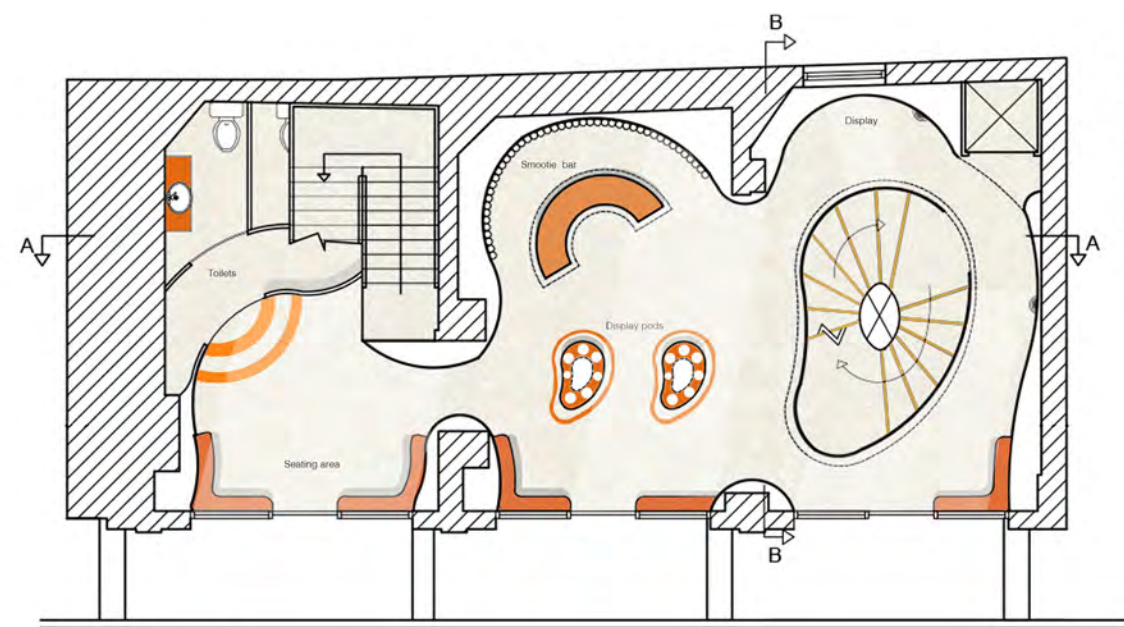


Customers will be encouraged to download the Echo app to get updates on their hearing aid designs and to book audiology appointments.





First floor - Smoothie bar and Display pods

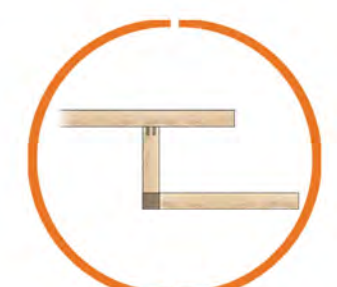


First floor plan

The plans have strong visual language of the concept, with curves and fluidity around the walls and the use of the ear shape for the staircase and display areas.

The refrigerated tubes have circular openings at the bottom to allow access to the fruit and veg. The openings are operated with sliding doors, the tubes will have to stay closed when not in use to keep the fruit and veg fresh.

Behind the counter are fridges which will hold juice and other necessities that need to be cool. The rest of the storage behind the counter will hold smoothie cups, straws and other equipment.



Counter recess detail



Counter shelf detail



Back elevation



A reusable hard plastic cup will be available to buy at the smoothie bar counter. When people buy these cups they can re-use them instore and receive money off their smoothie.



This is a general recyclable paper cup that will be used for smoothies. Made from 100% recycled paper, it is completely environmentally friendly.



Visual communication will be a big part of the smoothie bar as hearing people in cafe / bar settings can be challenging for people in the hearing impaired community. People will be given an order number and this will be clearly displayed on screen, not spoken aloud.

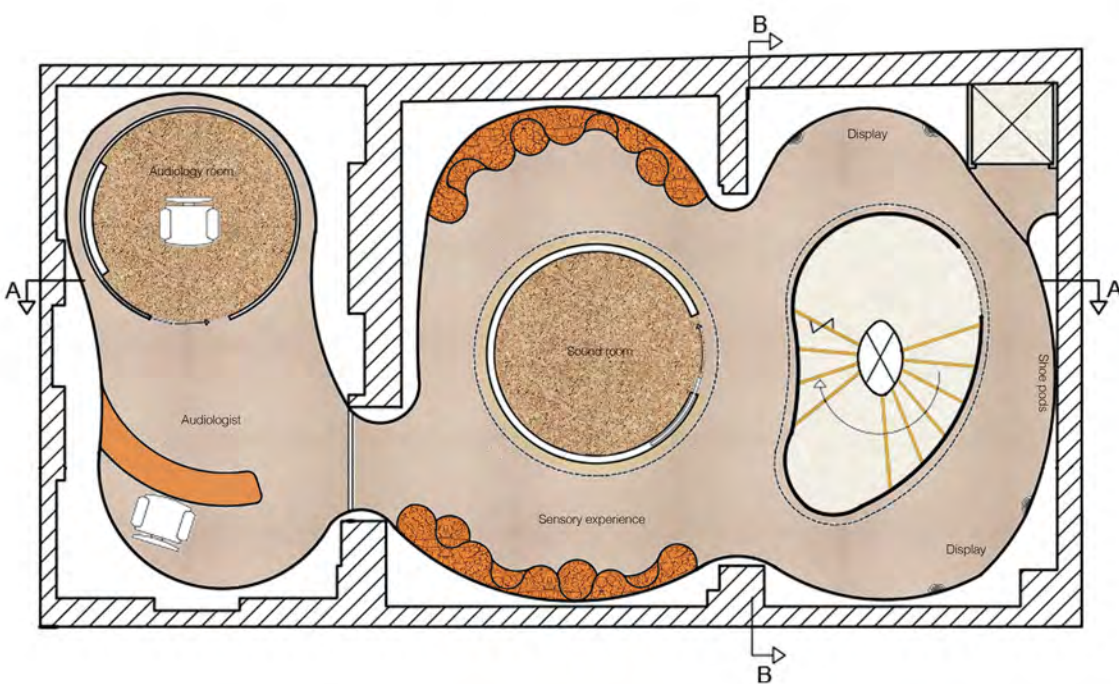


Smoothie bar construction detail



### Basement - Audiologist and Audiology room

The audiologist can programme your hearing aids and conduct hearing tests in the audiology room. The audiologist can conduct various procedures and help customers determine their hearing loss severity and type of hearing loss.



The Basement flooring is darker to indicate that it's the inner ear, the darkest part of the space. The basement is where the majority of the sensory experience will occur.

The sound room is where people can learn what it's like hearing with a hearing aid. They will be surrounded with speakers playing small everyday sounds e.g. birds, wind, car doors. All sounds not usually heard by a hearing impaired person. The entire basement will be sound proof and silent, making the walk in to the sound room more impactful. The rooms entire purpose is to educate people on how big an impact hearing aids can be for such small noises.

### Interactive Screen:

This screen is wrapped around the sound room exterior and has movement sensed lights in it to mimic peoples movements. This feature enhances the sensory experience with a different way of heightening the sight sense and also making it a more interactive experience.



### Bespoke sensory seating:

The basement has sensory seating, it is upholstered in orange teddy fur to enhance the touch sense. The seating has been designed at different heights to make it more interactive, people can lay, sit and stand on it.



### Shoe pod design

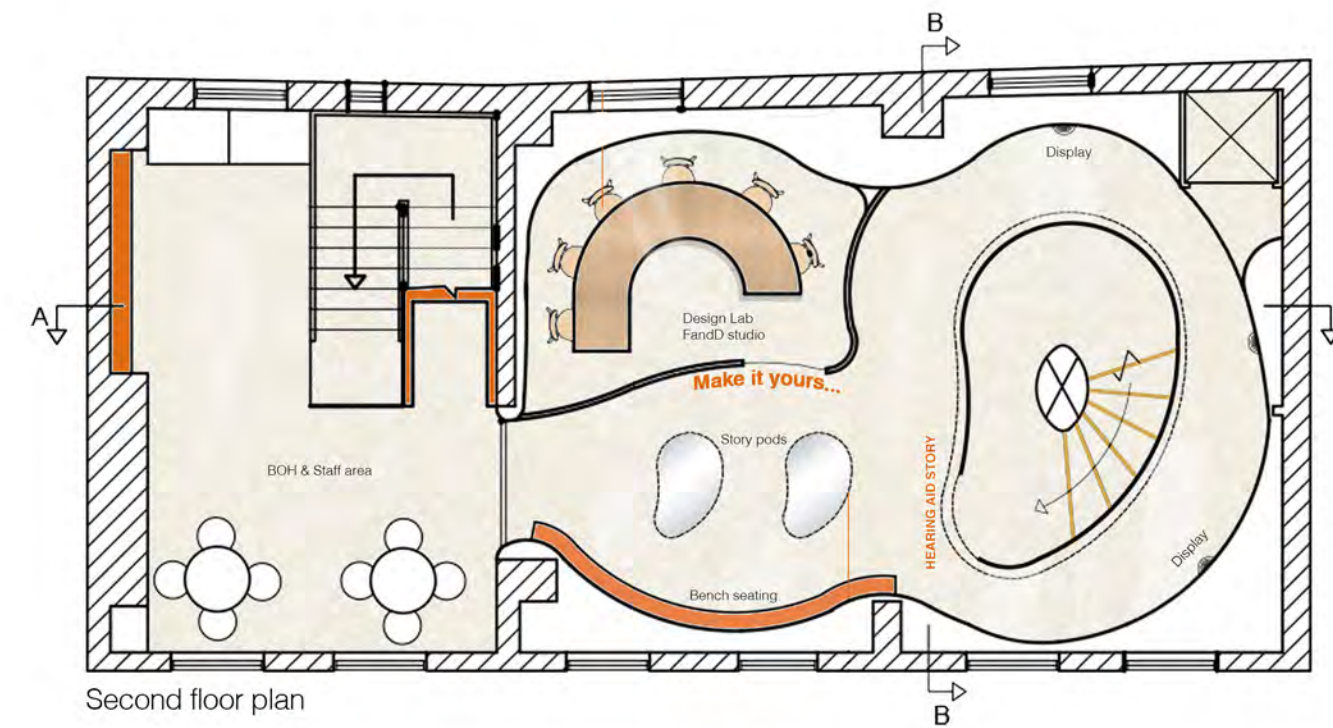


Upon entry into the basement, customers will be greeted with these shoe pods where they can have the option to take their shoes off to get the full sensory experience, they can feel the leather flooring texture and this will also keep the floor more clean. They can place their shoes in these circular pods which light up when occupied.



Second floor - Design Lab

**Design Lab:**  
The design lab accommodates in-house designers FandD studio. Here they handcraft the hearing aid accessories designed by customers via the digital screens on ground floor.



Second floor plan

Story pod interiors

The second pod shows the future of hearing aid designs, what the future can look like for them, e.g. bluetooth, design.

The first pod shows the hearing aid design evolution, showing hearing aid designs throughout history.

Design Lab storyboard

**1** Entrance to design lab - The design lab is the home of FandD studio the clients/collaboration for Echo. This is where the hearing aid accessory is made and customers can see the process of the production, making the experience special and personal to them.

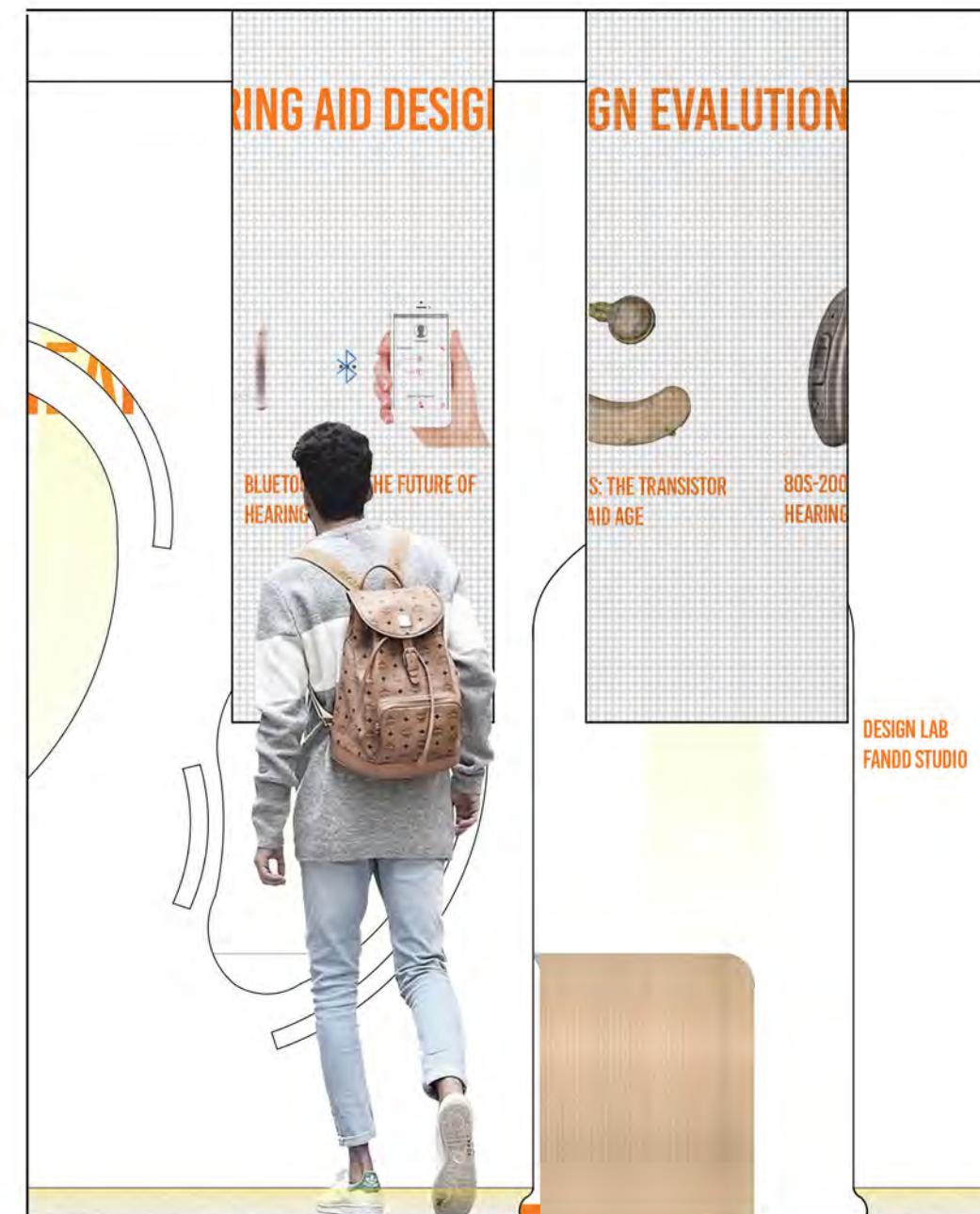
**2** Upon entry you can see the three stations of the lab. Each play a vital part in production, all stations can be viewed closely allowing customers to learn the process and watch their personally designed product be constructed from start to finish.

**3** Station One - The process starts when the customers designs come through onto a tablet from the screens and the designers can start making the accessory to fit perfectly to their hearing aid. Here, the materials that will be used are sorted. To the left is an industry level oven to melt and bend materials when necessary. All precautions are taken for this equipment with heatproof mats under it and around for the materials, as well as heatproof gloves.

**4** Station Two - At this station the handcrafted accessory pieces are fit together by welding or soldering to complete the one-off design.

**5** Station Three - The final station, each product is carefully checked to make sure everything is at the highest quality and that it's durable as it is a personal product that will be worn everyday by the owner.

**6** Finally, when the accessory is ready the customer will be alerted on their phone to go try on the piece and make sure everything fits and looks to expectation. It will then be taken down to the pick-up point on GF to be paid for. This design lab experience is something special to each individual person as it is something they have designed specially and is a product that will be worn everyday for a long period of time.



Section BB

