

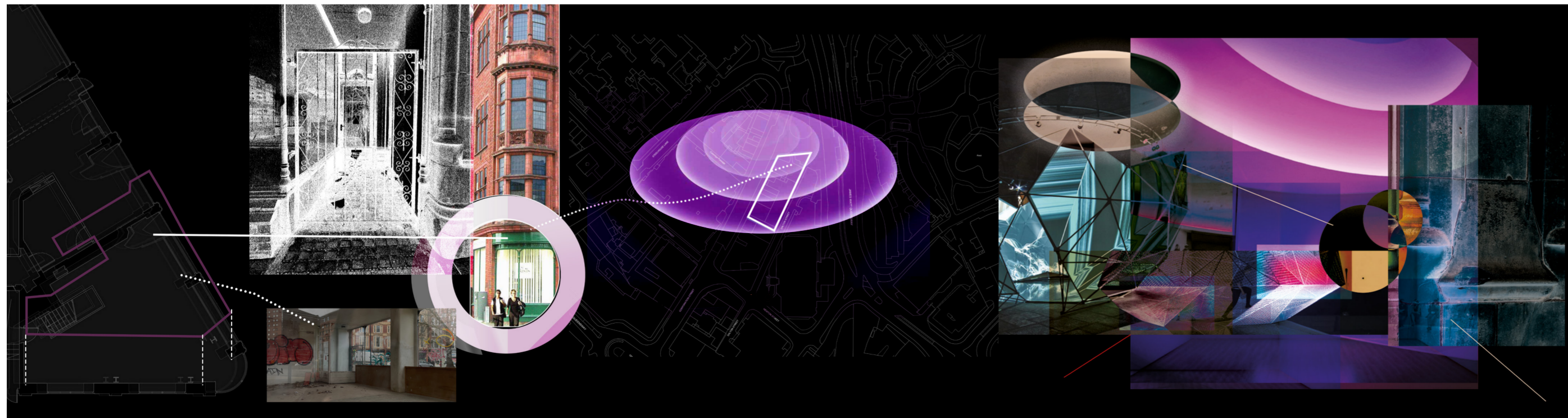
ABYSS

IN COLLABORATION WITH PHILIPS AND COLORKINETICS

AN EXPERIENCE IMMERSING ONESELF INTO A NEW REALITY; NEW ESCAPE
TRANSFORMATION WITHIN CENTRAL HALL



IMMERSIVE VIDEO

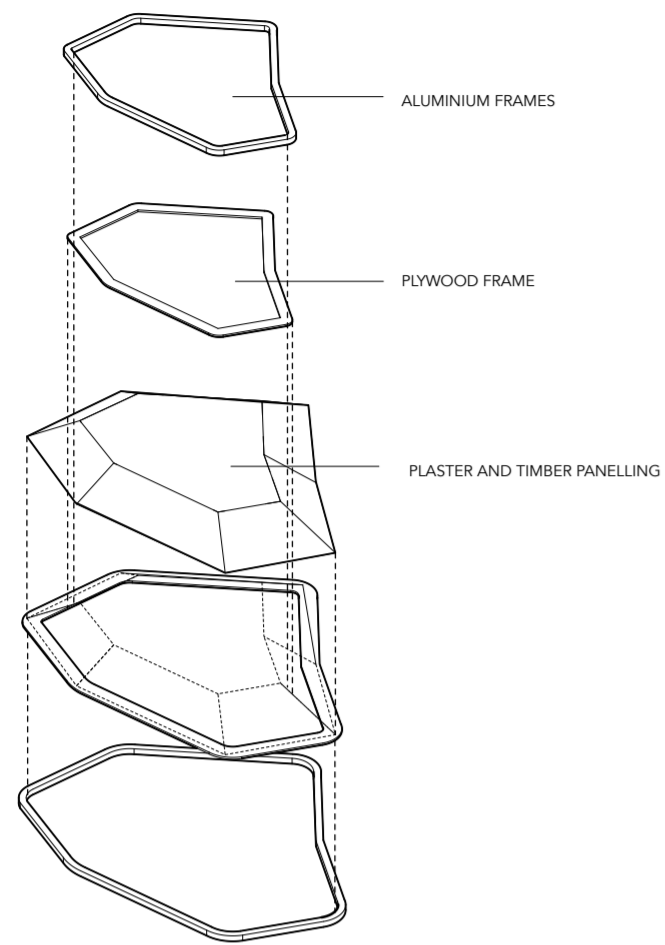


SITE AND PRECEDENT ANALYSIS SHOWING A COLLISION TOWARDS A FUTURE OF LIVING BETWEEN THE OLD AND THE NEW; SHOWCASING TWO WORLDS COLLIDING BETWEEN REALITY AND A VIRTUAL ESCAPE.



PERSPECTIVE VISUAL OF IMMERSIVE TUNNEL

RABHIA BEGUM



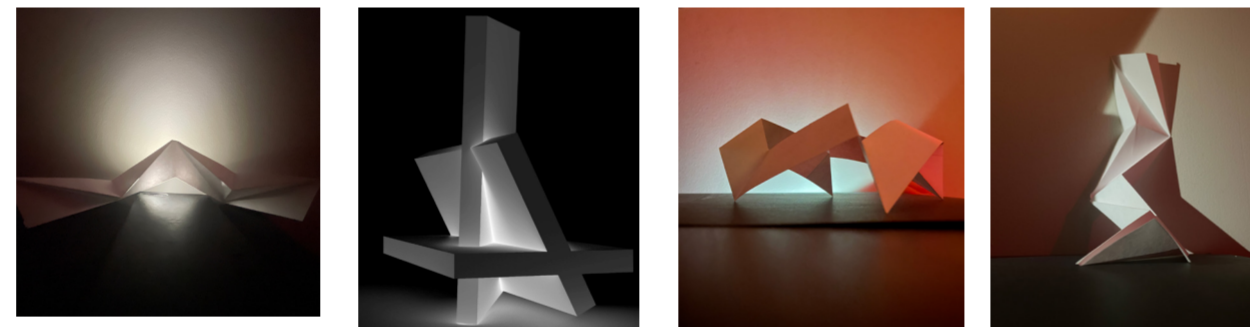
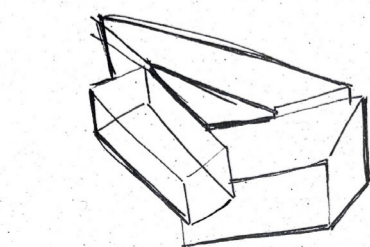
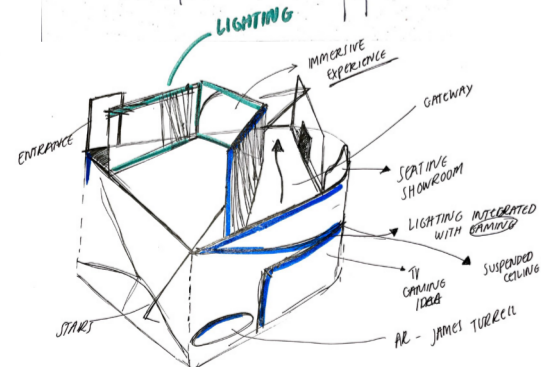
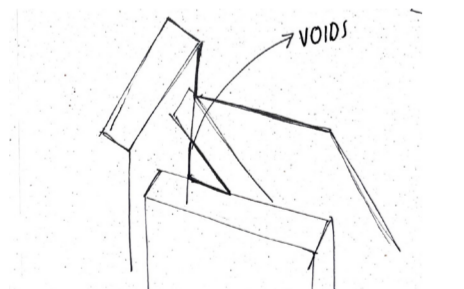
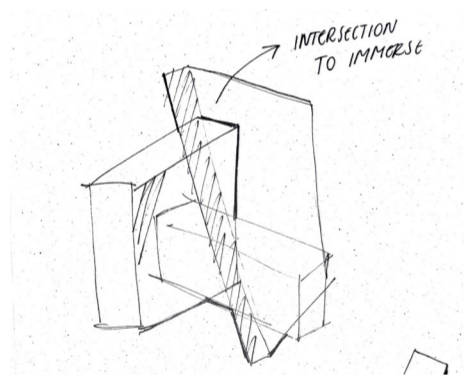
LIGHTING FEATURE DIAGRAM



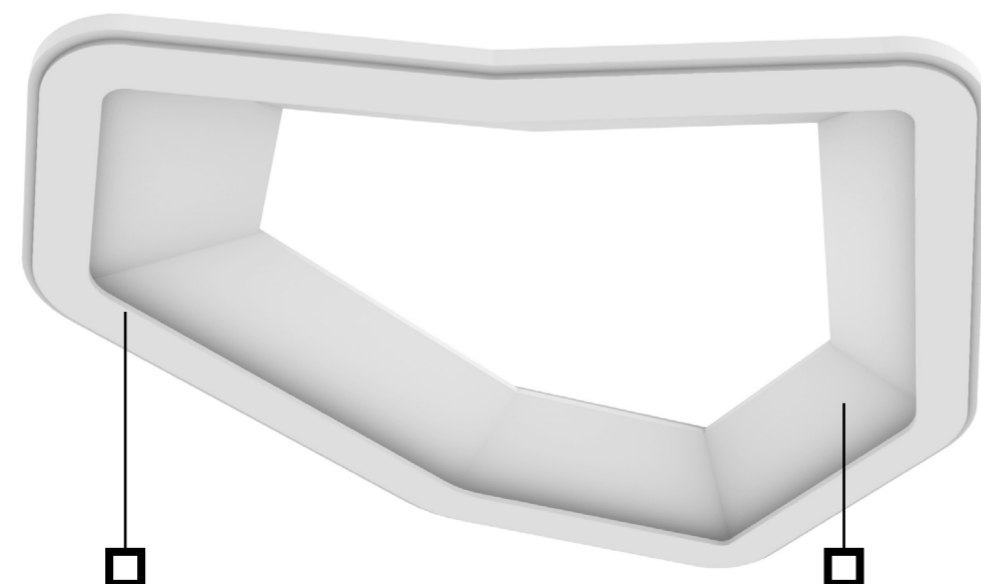
PHYSICAL MODEL 1:10



PHYSICAL MODEL 1:50

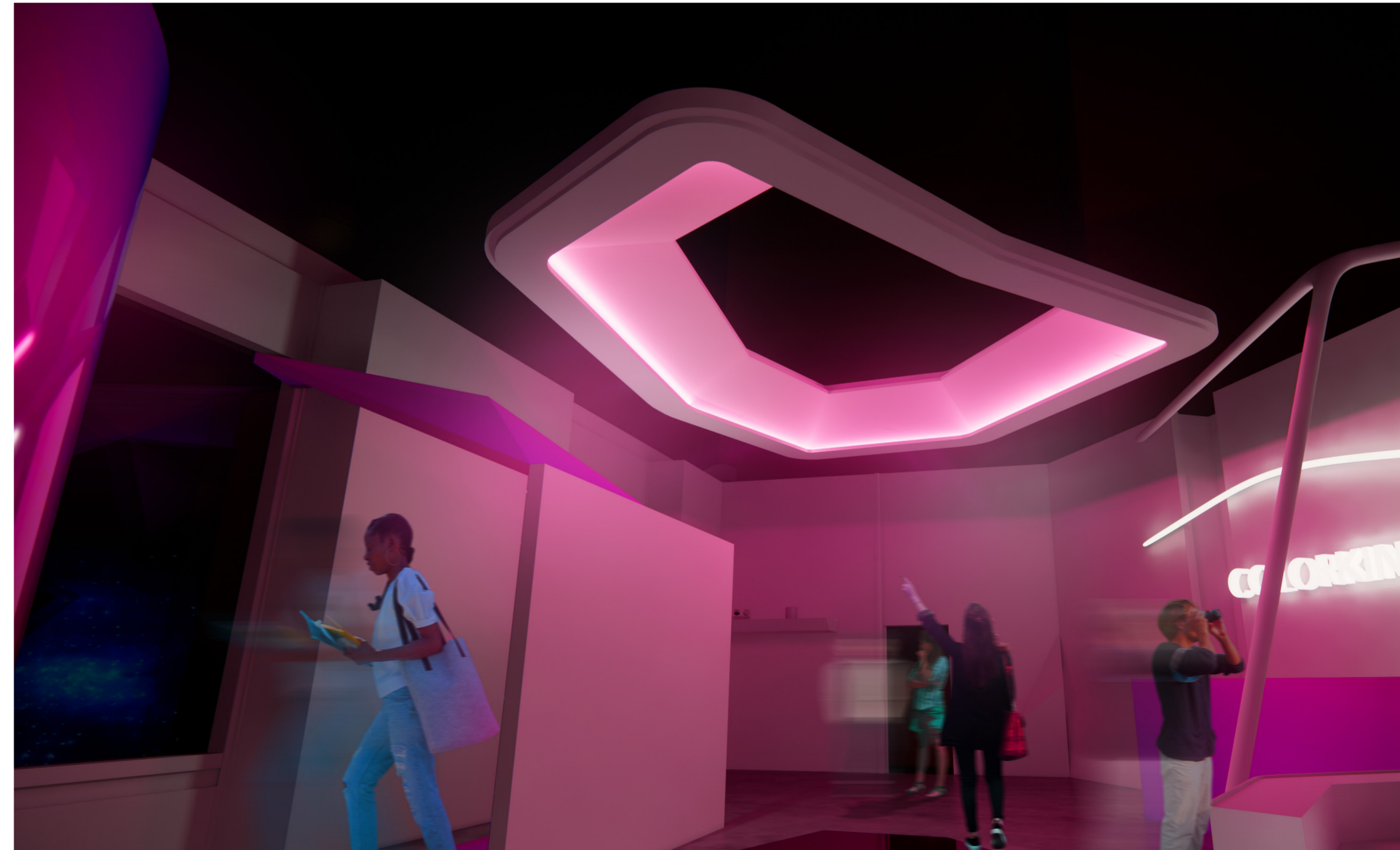


CONCEPT SKETCHES AND MODELS SHOWING SOLID AND VOIDS; HOW LIGHTING AFFECTS THESE STRUCTURES FROM 2D TO 3D ORIENTATIONS.

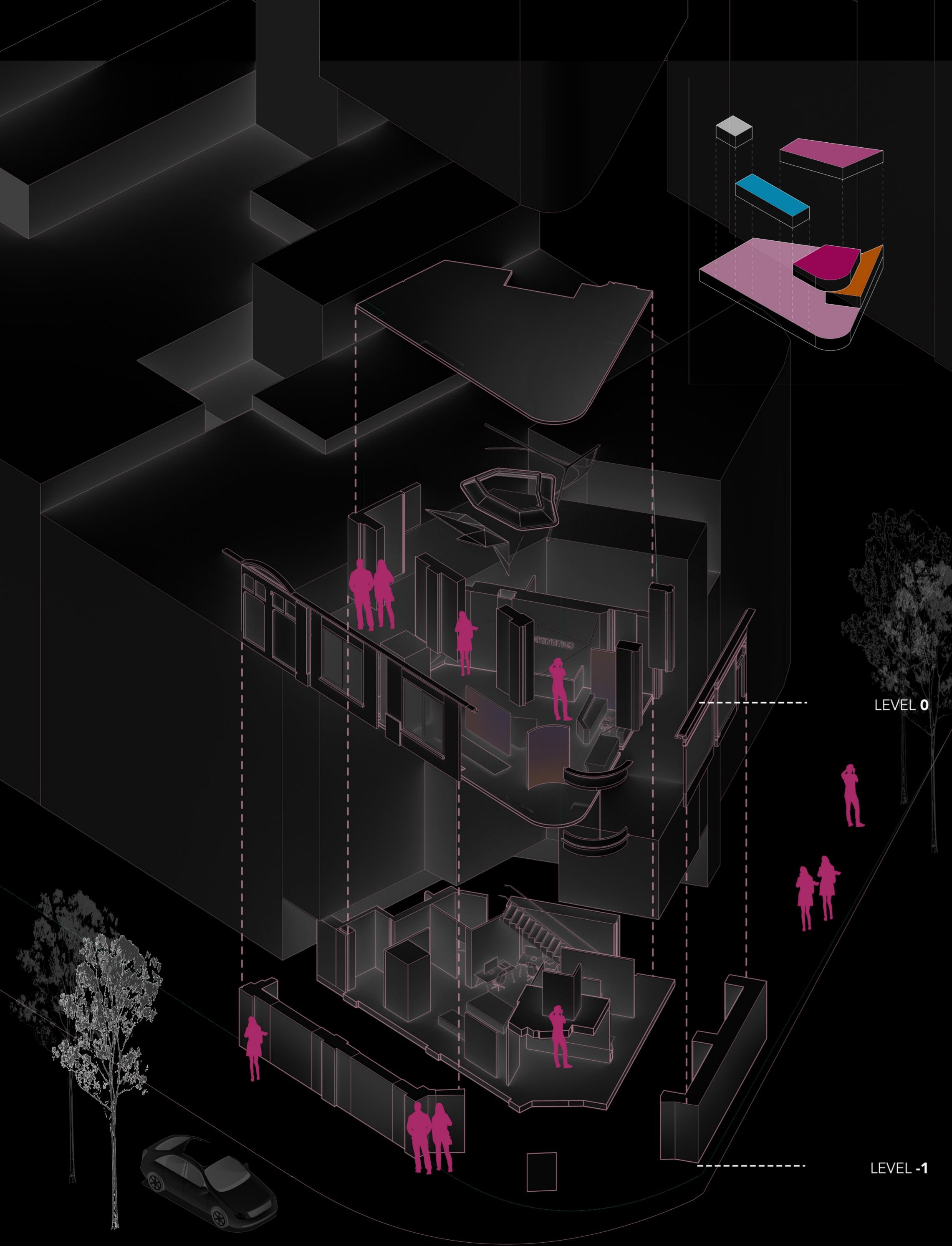


STEEL FRAMES

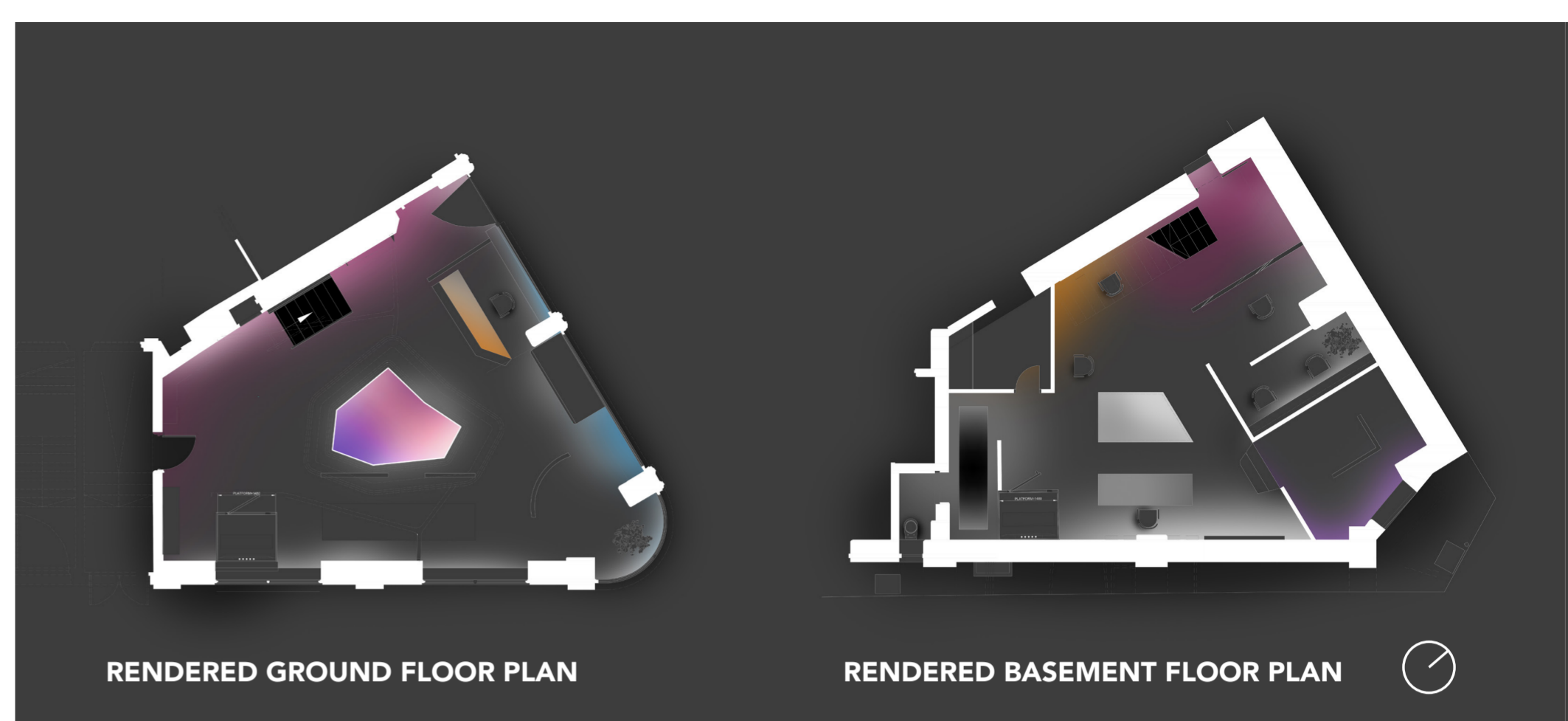
PVC SCRIMS



INTERIOR VISUAL SHOWING THE ABYSS LIGHTING FEATURE AND THE EXPERIENCE OF THE MAIN SPACE.



AXONOMETRIC VISUAL



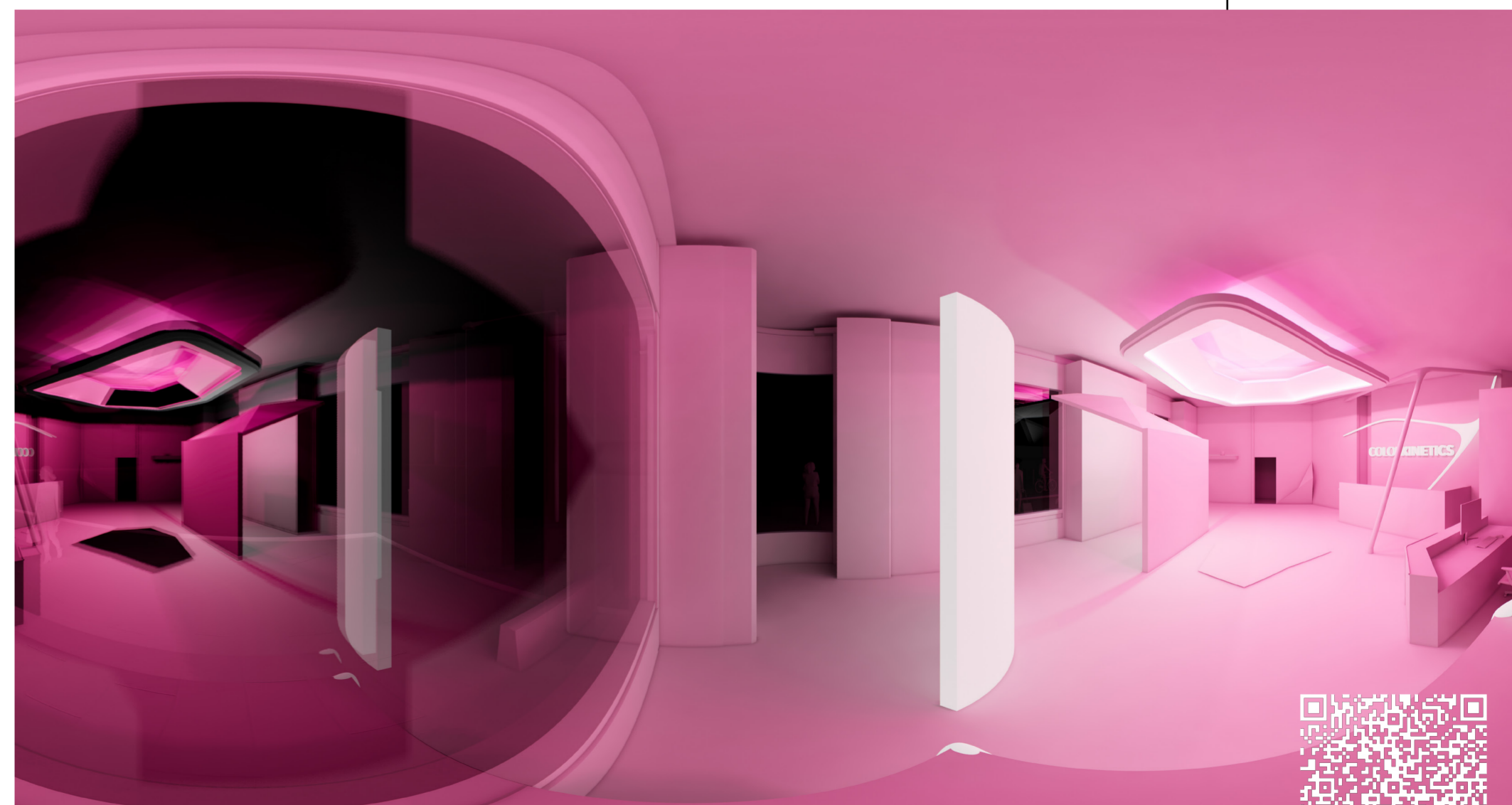
RENDERED GROUND FLOOR PLAN

RENDERED BASEMENT FLOOR PLAN

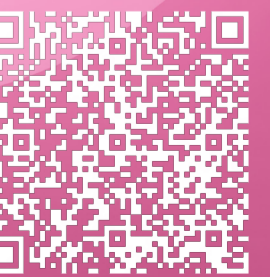
AXONOMETRIC DRAWING SHOWCASING DIFFERENT VR/AR PODS FOUND WITHIN THE SPACE TO IMMERSE USERS INTO THE SPACE.

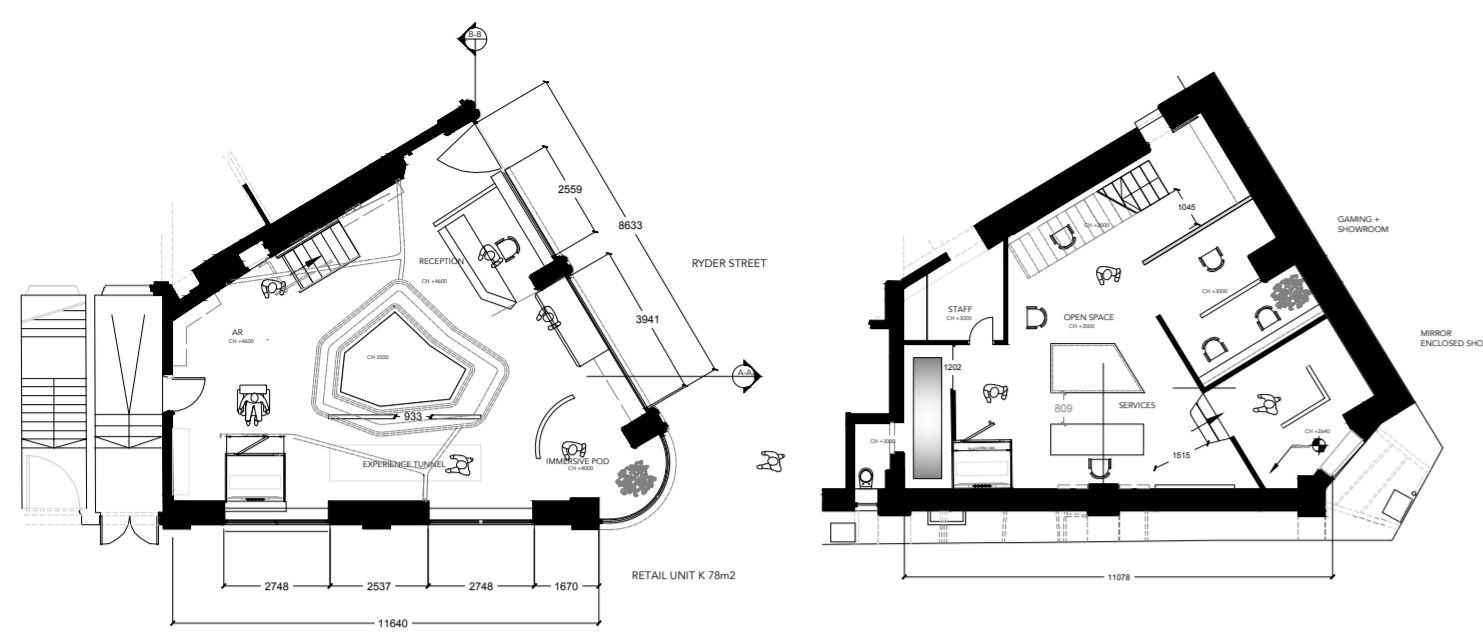
RENDERED FLOOR PLANS SHOWING LIGHTING IMMERSED INTO A NEW EXPERIENCE OF RETAIL AND SHOPPING

PANORAMIC VIEW SHOWCASING THE ABYSS TRANSFORMED USING A VR/AR EXPERIENCE.



ATMOSPHERIC VISUAL





GENERAL ARRANGEMENT PLANS



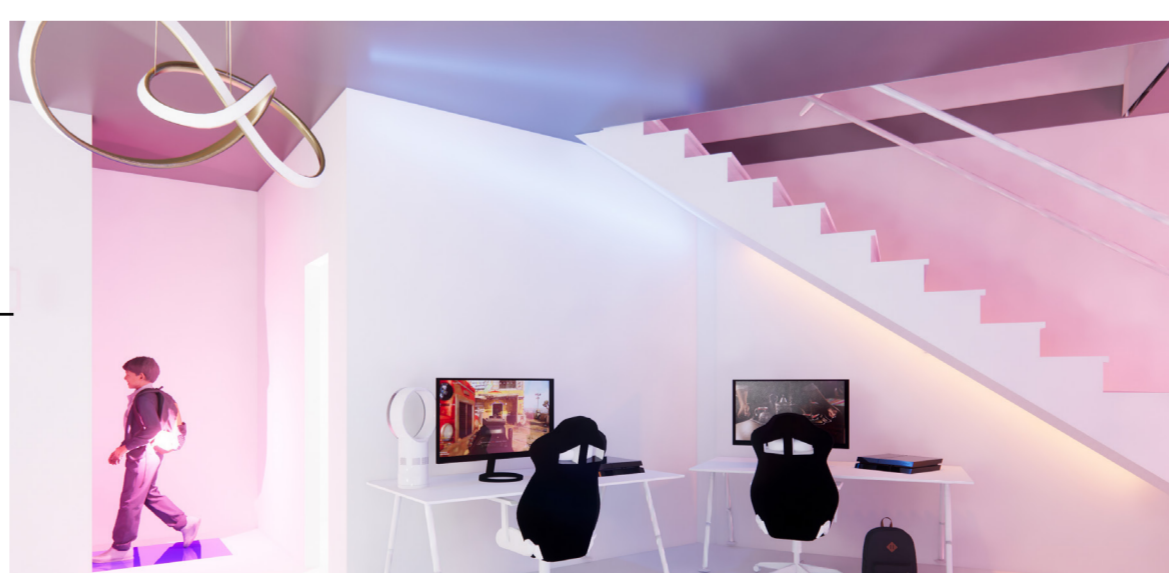
PERSPECTIVE VISUALS SHOWCASING GROUND FLOOR



PERSPECTIVE SECTION A-A



PERSPECTIVE SECTION B-B



GAMING STATIONS



MIRROR SHOWROOM



CONSUMER SALES SPACE AND SHOWROOM

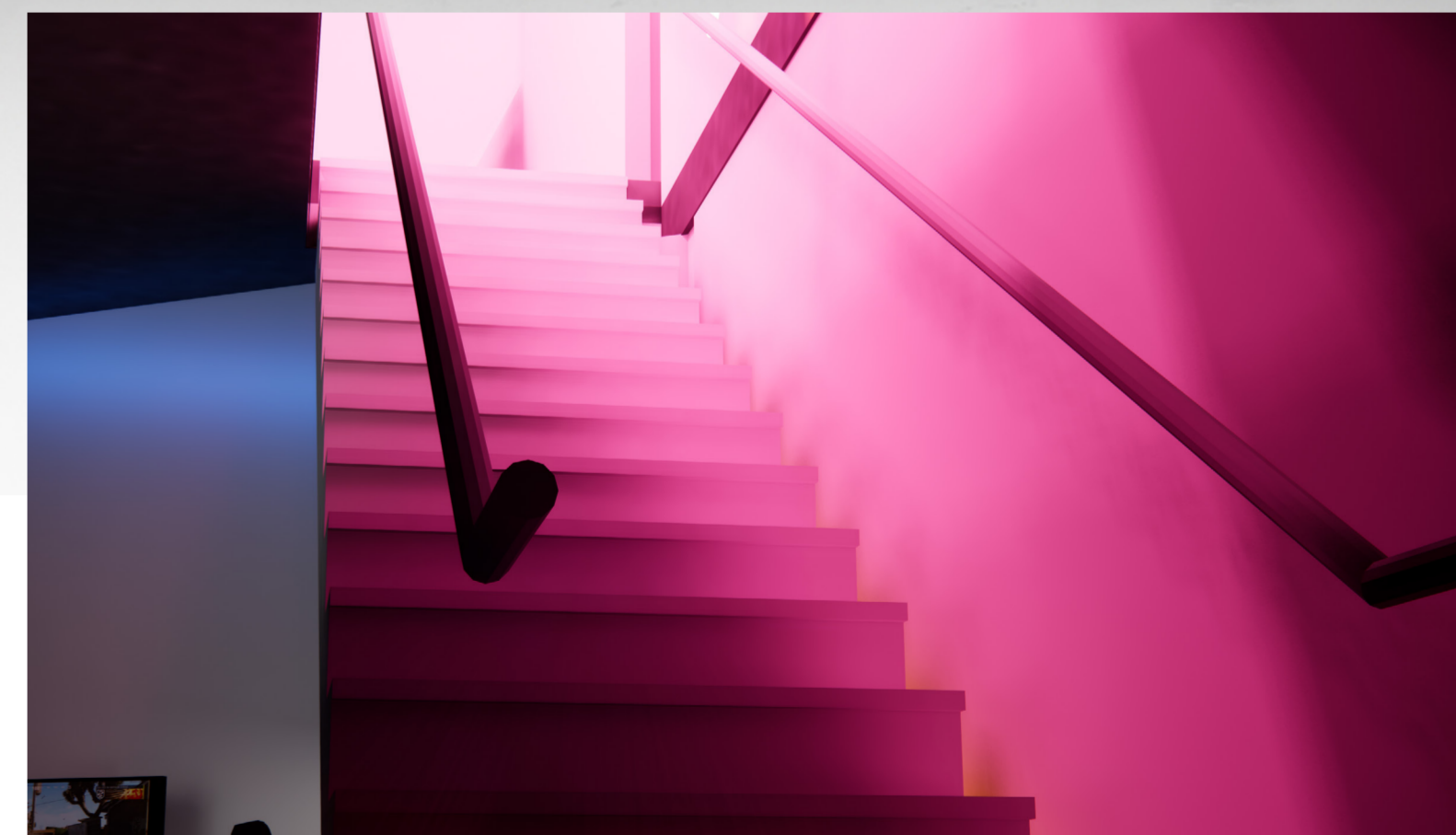
RENDERED SECTION



GAMING STATIONS



CONSUMER SALES AREA



EXPERIENCE STAIRCASE

