



Balancing Physical Design & AV Integration to Create Memorable Experiences.

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Hello, we're OpenEye Global

The Experience Design Agency

At OEG we are focused on driving digital engagement in built environments, with specialities including interactive development, digital storytelling and integrated brand experiences. Since 2001 we have enjoyed creating unique experiences for numerous high-profile global brands.

The Santander logo, featuring a red flame icon and the word "Santander" in red.

The Hershey logo, featuring the word "HERSHEY" in a bold, black, serif font with a small Hershey's Kiss icon.

The Adidas logo, featuring the three stripes and the word "adidas" in a bold, black, sans-serif font.

The Sony logo, featuring the word "SONY" in a bold, black, sans-serif font.

The Merlin Entertainments logo, featuring a stylized blue 'M' with a yellow starburst and the words "MERLIN ENTERTAINMENTS" below it.

The Kravet logo, featuring the word "kravet" in a lowercase, black, sans-serif font.

The Talking Stick Resort logo, featuring a stylized blue and green icon and the words "TALKING STICK RESORT" below it.

The Honeywell logo, featuring the word "Honeywell" in a bold, black, sans-serif font.

The Westfield logo, featuring the word "Westfield" in a red, cursive font.



Physical Experiences

Physical Experiences have a unique way of defining a brand and creating a connection with their audience.

Objective

Design

Placement

Technical



Objective

Defining the objective of an experience is critical. What is the purpose? What problem(s) are you looking to solve? What challenges is the audience or consumer experiencing? More importantly, what are you looking to have someone take away, or what are you asking them to do?



Designing the Best Experience

What's the role of the installation or display?

Branding

**Influential /
Promotional**

**Storytelling /
Educational**

**Energy /
Ambiance**

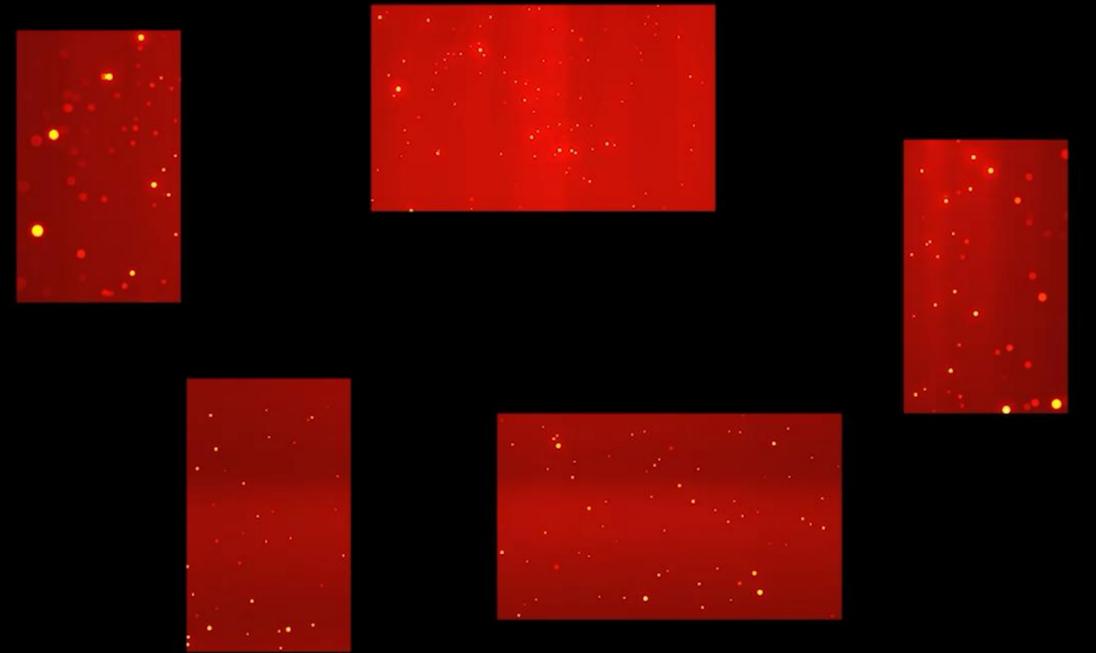
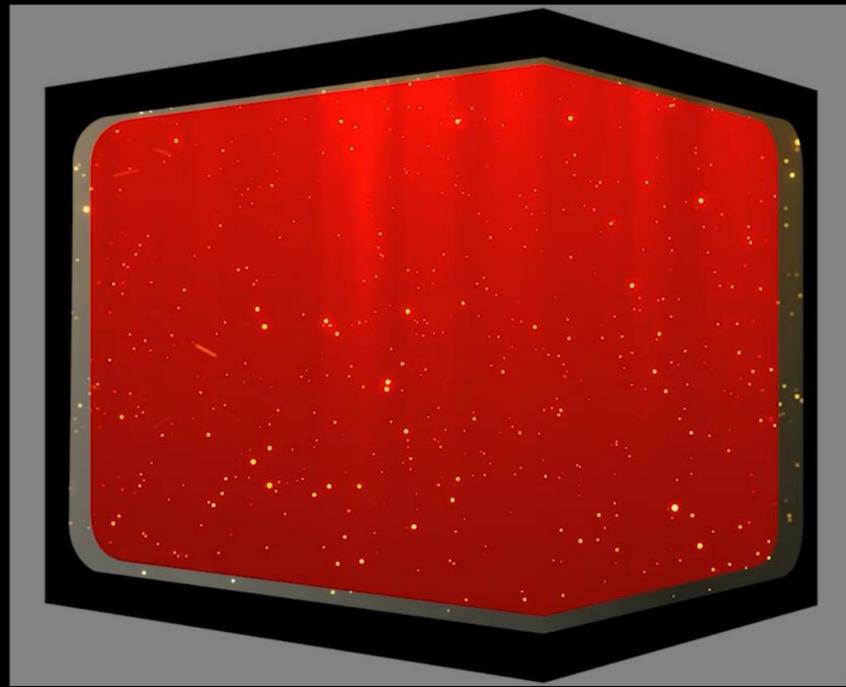
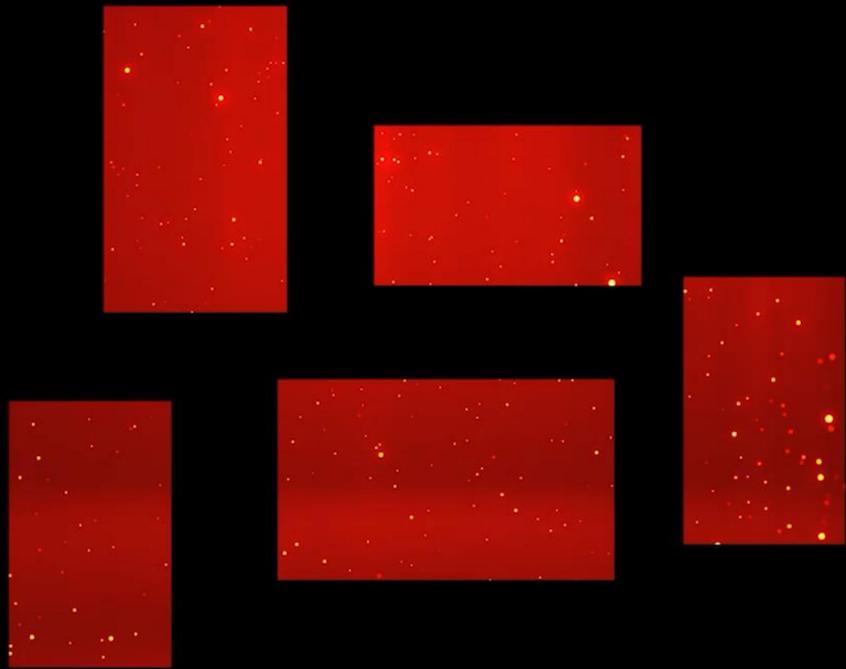


*Berlin
wir lieben dich*

Madame Tussauds
BERLIN









Design

We often put more value on technology than we do design. Content drives value, and a well-designed experience captures the user's attention. How can we utilize technology to challenge the boundaries of design?



Stages of Design Thinking

- Empathize: Research Your Users' Needs
- Define: State Your Users' Needs and Problems
- Ideate: Challenge Theories and Create Ideas
- Prototype: Start to Create Solutions
- Test: Try Your Solutions Out



Placement

The collaboration between designers and AV Integrators is critical in helping to define the placement of visual or interactive technology in any environment. What works best? How can it be integrated into the space and be supported in the long term?



Establishing A Visual Balance

Balancing digital in a environment involves arranging both positive elements and negative space in such a way that no one area of the design overpowers other areas.

Establish an axis as an understood reference point as the basis for balancing and organizing the space.

Everything needs to work together and fit together which creates opportunities for interaction between visitors and their environment.

When appropriately used, digital integration enhances the visitor experience and transforms physical spaces into multi-layered branded experiences.



OUTSIDE THE BOX



THE SHADE STORE



ARTISAN VELVETS
kravet couture

Calvin Klein
SLATE
Calvin Klein
kravet couture

kravet couture



Technical

How will the experience, driven by technology, help to augment the design of the physical experience?

How is the system designed to accommodate the experience and performance?



Collaboration is Key

We're all thirsting for these unique one-of-a-kind experiences that combine creativity, design, and technology with being successful.

Visual Design

- Content Design
- UI/UX Design & Strategy
- Brand Strategy
- Interactive Design

Audio Visual

- Installation / Systems Integration
- System Design & Recommendations
- Show Control Programming
- Support

Physical Design

- Environmental Design
- Fixture Design / Fabrication
- Architectural Integration
- Journey Mapping

Check-In

Concierge





Concierge

Hotel Check





Thank You!

We always love the opportunity to meet new friends and create world-class experiences.

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