

**GUCCI IMMERSIVE
SMELL EXPERIANCE
a dream**

PATH TO AFTERTIME

To loose the sense of reality using five senses



VIRTUAL BOTANICAL GARDEN

Interior Design BRICCHI

Rendering MARELLI

Production Technologises PORQUEDDU

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BRAND IDENTITY

FLORA
VIRTUAL BOTANICAL
GARDEN
a dream



EVOLVING INNOVATIVE BRAVE

FLORA VIRTUAL BOTANICAL GARDEN



Location, FLORENCE

The pop up store is located in Florence in front of the famous Uffizi Gallery. Florence, especially Uffizi gallery is one of the most historical places in Italy and world. I wanted to locate the pop up store in a place where there is much heritage and history behind. The pop up store is very futuristic and out of reality. I wanted to create the contrast between past and future. The historical and futuristic. Walking in the streets of Florence, one can feel see smell and experience the history in every possible way. I wanted to give a very extreme and sudden change in the environment when entered to the pop up store. The feeling will be transportation to another dimension.

TWISTED NATURE

INQUIRY ON THE LIMITS OF SENSES AND PERCEPTION



**FLORA
VIRTUAL BOTANICAL
GARDEN**

**An immersive
experience
Entegredated with
Gucci's identitiy
using
Generative art.**

**Digitally
distributed new
dimention of
experiance.**



FLORA VIRTUAL BOTANICAL GARDEN



This is a delicious potion of joy built around the gardenia flower blended with solar jasmine absolute, cheerful pear blossom accord, and sweet brown sugar accord. It is a signature floral scent for all free-spirited women full of positive energy.

CLIENT EXPERIANCE

PATH TO AFTERTIME



GUCCI IMMERSIVE SMELL EXPERIANCE

Clients will be able to also smell and live through the perfume to create an sensorial experience which is more effective in creating a lasting memory, with the help of visual effects, digital panels, sound effects and the sensorial of the perfume Flora. The capsule will be defused with the smell of Flora using the help of an automatic smell diffuser.

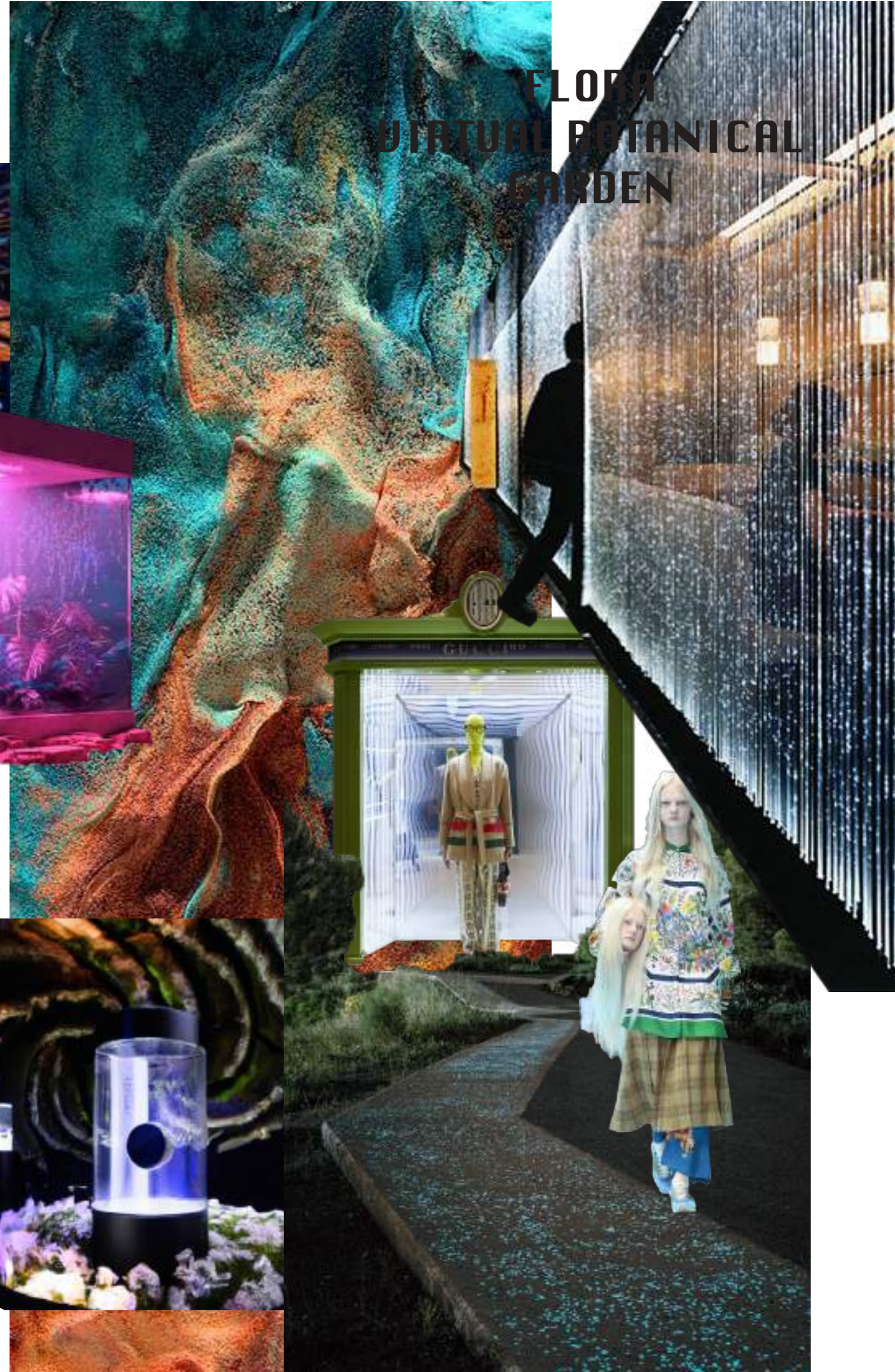
When entered to the space clients will be exported to a well sorted out commercial area, specific to bring out the emotional aspect of the Flora perfume.

Experiencing the perfume using more than one sense would be much more effective and beneficial for the commercial aspect and be imprinted on one's mind

SENSORIAL, SURPRISING, EXCITING
MERGE OF NATURE AND TECHNOLOGY

To lose the sense of reality

Integrate Gucci's identity with Generative art
digitally distributed new dimension of experience



MULTI SENSUAL SPECIAL EFFECTS

FLORA VIRTUAL BOTANICAL GARDEN

NEW STYLE OF EXPERIANCE

SMELL OF THE PARFUME GUCCI FLORA



FOG



IN ORDER TO USE FIVE SENSES
the pop up store will be

1. infused with the perfume 'Gucci FLO-
RA'
2. sound effects of a botanical garden
will be playing in the background mu-
sic
3. fog machine will help create a mys-
tic atmosphere

to make the client experiance the par-
fume visually and physically.

Combination between the fog, smell
of the perfume and the special sound
effects of a forest and botanical gar-
den will provide the visitors to have a
influential and recollective experiance
of the perfume.



SPECIAL SOUND EFFECTS of a botanical garden

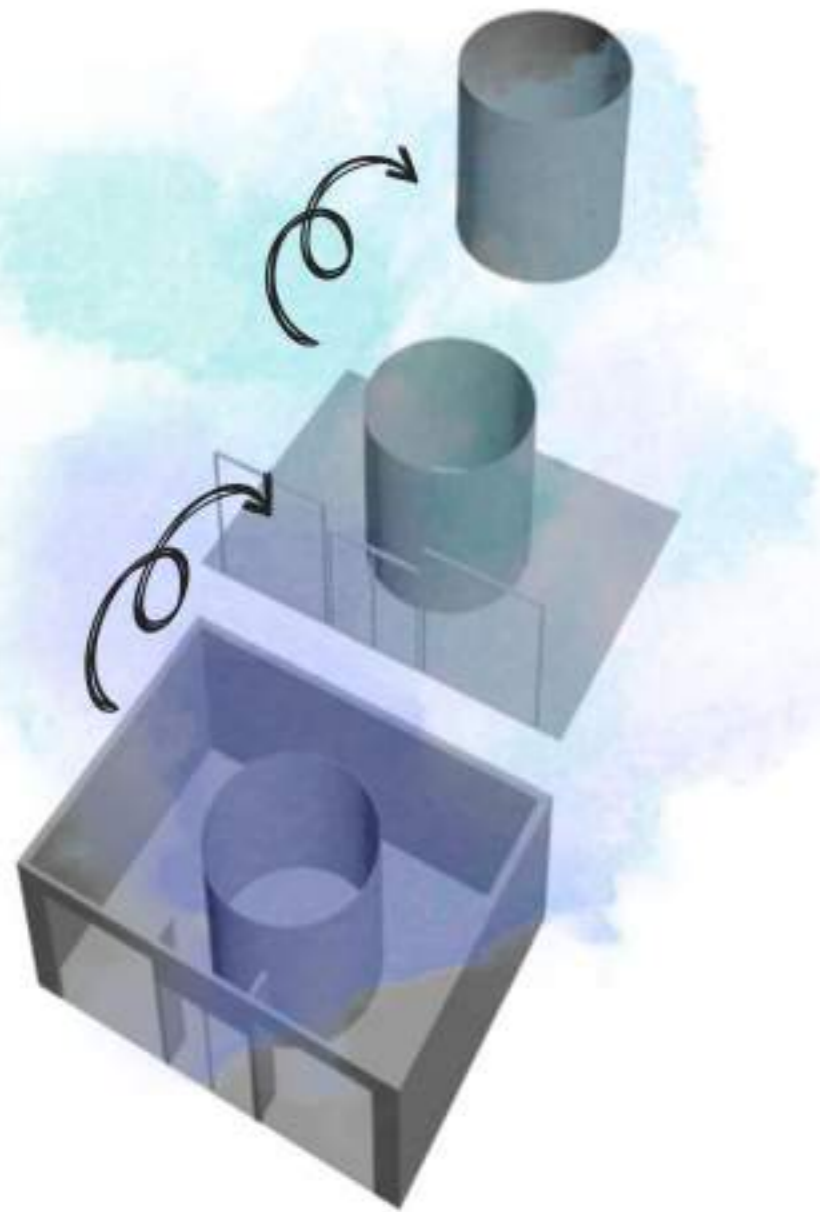
COLOR CHART

FLORA VIRTUAL BOTANICAL GARDEN



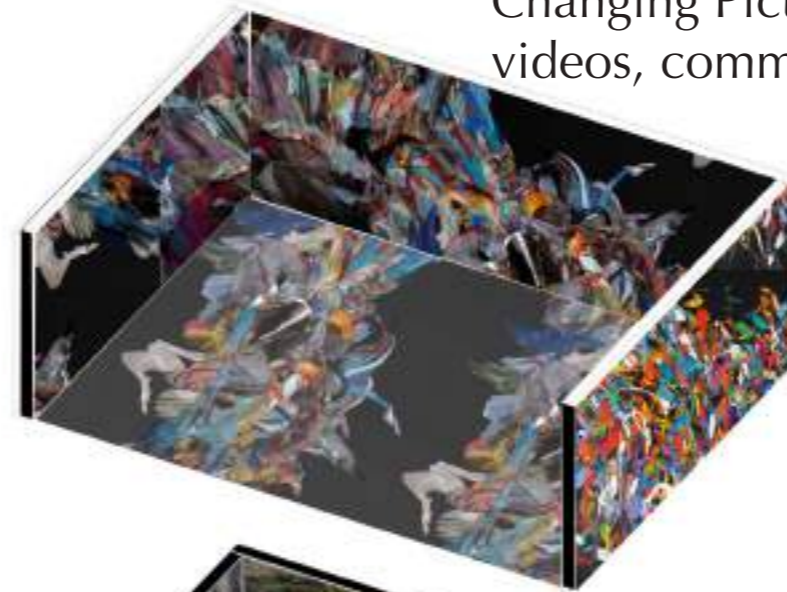
CONSEPT VISUALIZATION

FLORA VIRTUAL BOTANICAL GARDEN



Changing Pictures, gifs,
videos, commertial visuals

Three surrounding walls be digital panels
changing images



Glass Cylinder



Reflective Floor

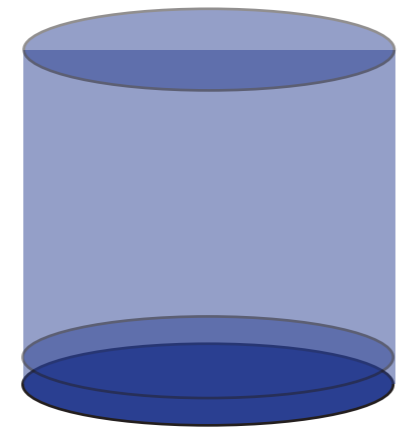
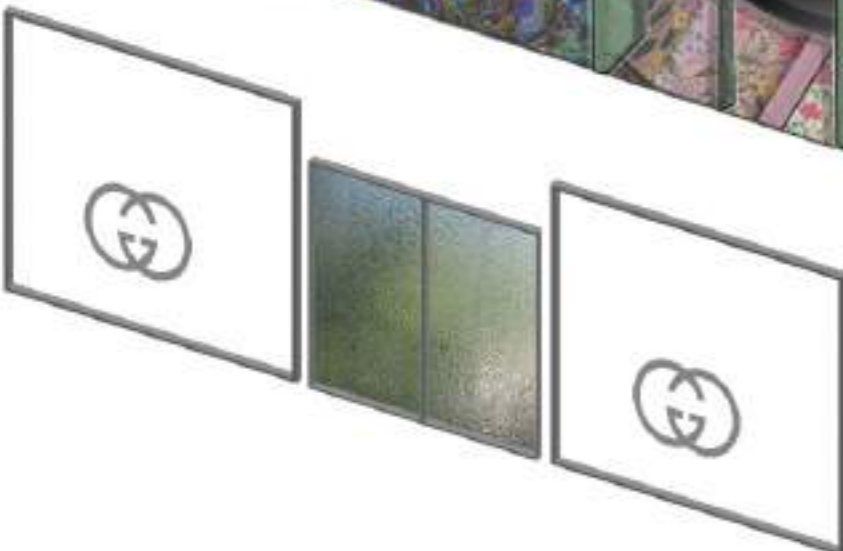


Hypervision System



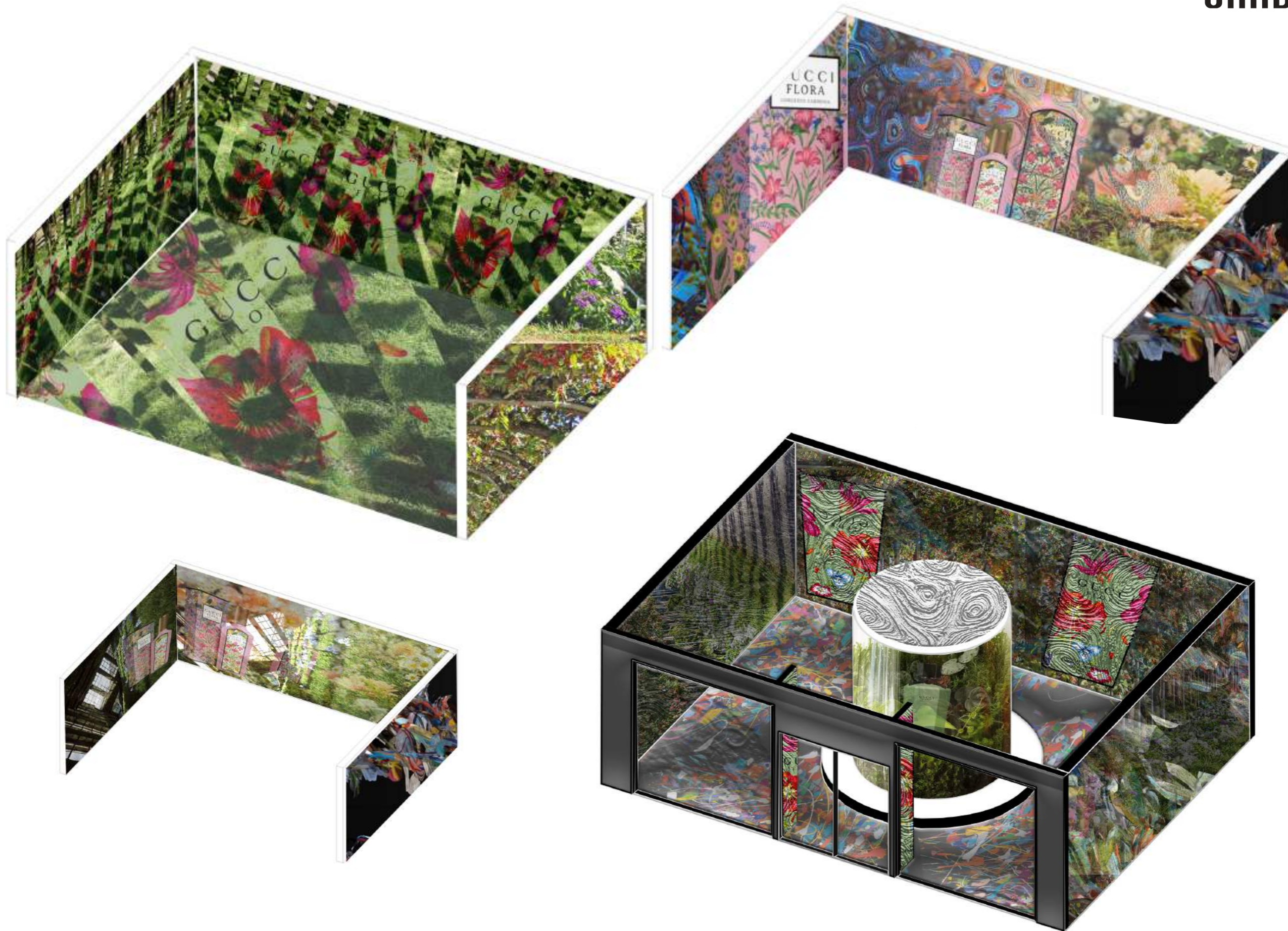
CONSEPT VISUALIZATION

FLORA VIRTUAL BOTANICAL GARDEN

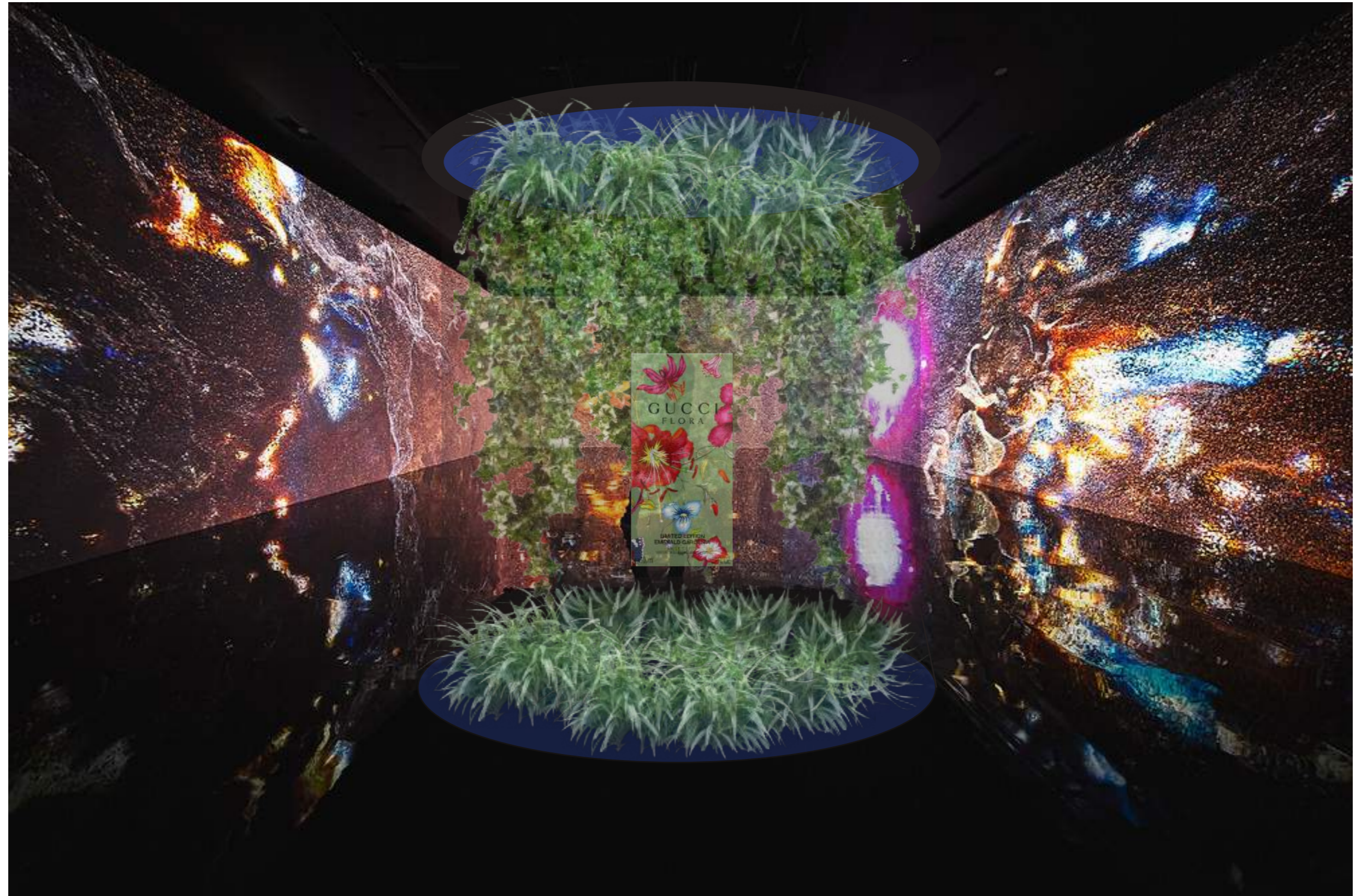


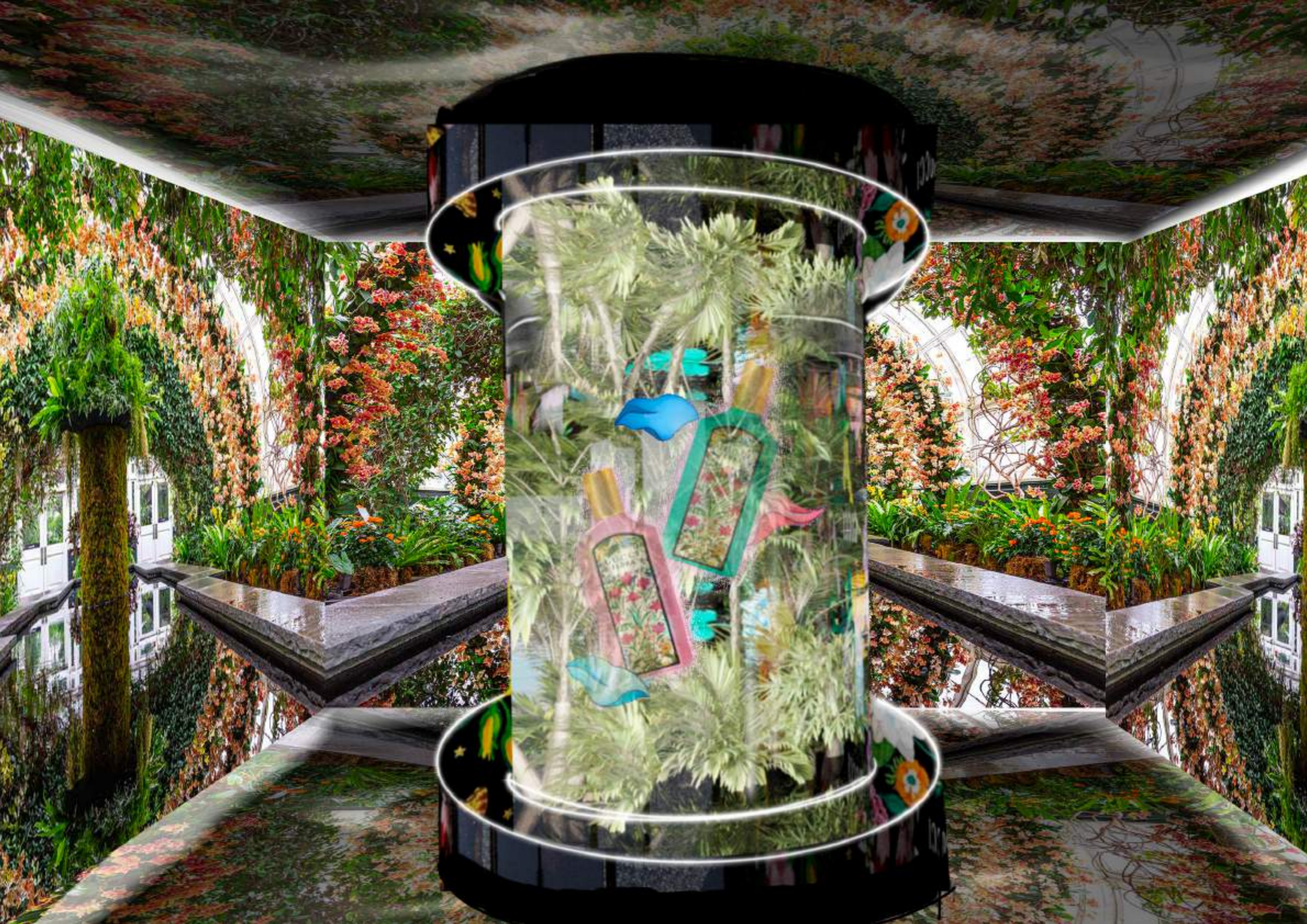
Inside the cylinder will be real plants and nature, hologram of the product Gucci Flora will be projected on to the natural elements.

FLORA VIRTUAL BOTANICAL GARDEN



FLORA VIRTUAL BOTANICAL GARDEN





FLORA VIRTUAL BOTANICAL GARDEN

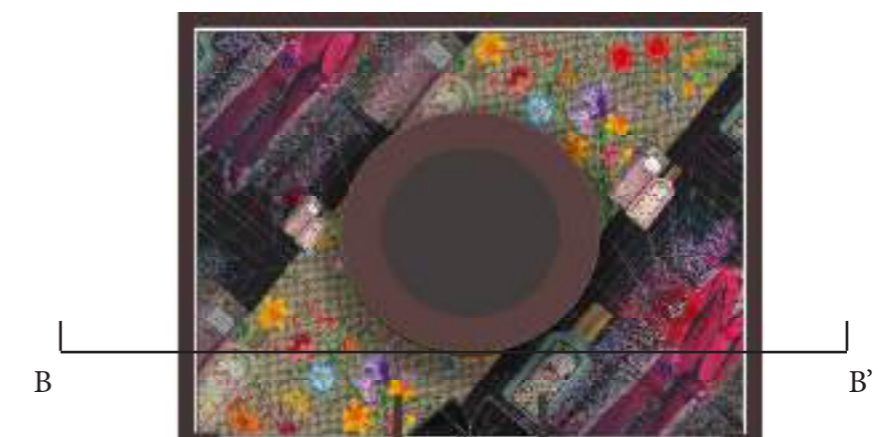
CHANGING PICTURES

In order to arrange and set the mood as intetioned, videos, gifs and pictures of the product can be selected and changing trough the experiance.

SMELL EXPERIANCE

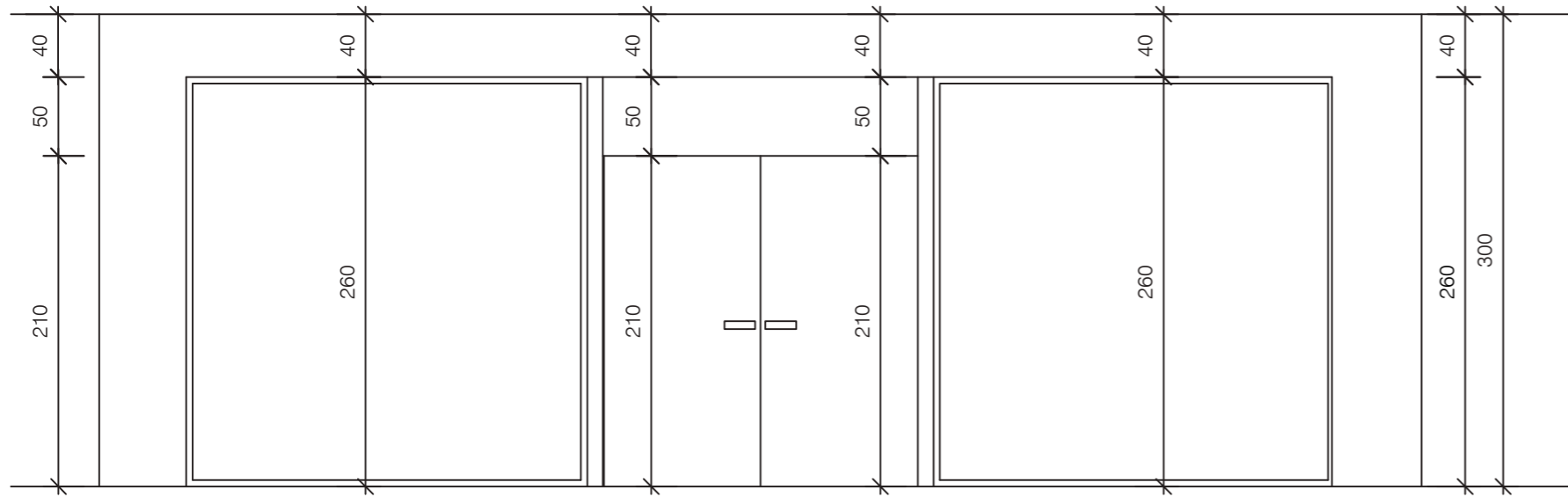
The room will be infused with the flora perfume to create a multi sensual experiance.

adding sense of smell and the visual effects of the hologramic view and the LED screen view, the experiances' aim will be to make the client feel the parfume with more than one sense.



COLORED SECTION

FLORA VIRTUAL BOTANICAL GARDEN



A colored section

LED LIGHTING

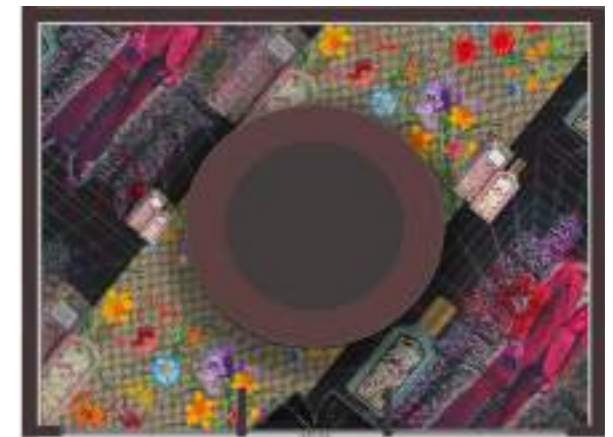


LED stripes are used in the entrance of the experience. It creates the sense of entering an another dimension, space. This will cause the visitors to transform their sense of the exterior space they are in into a whole new interior space experience.



A

A'

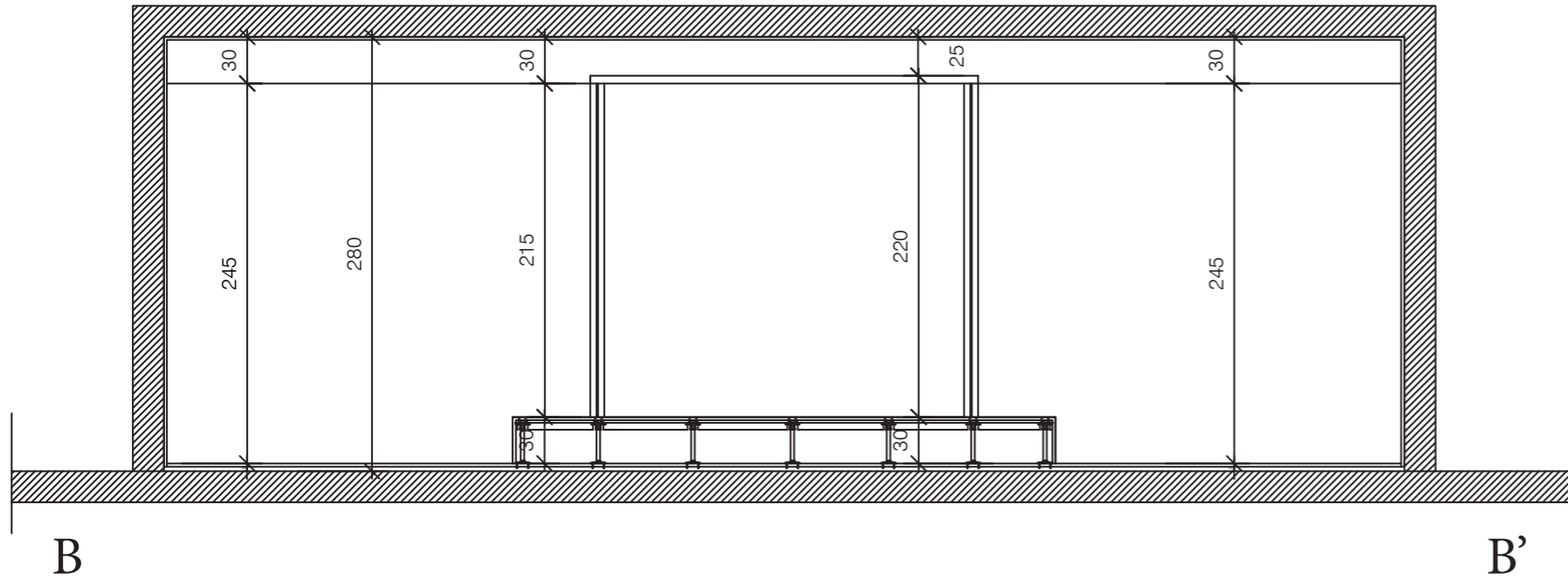


A

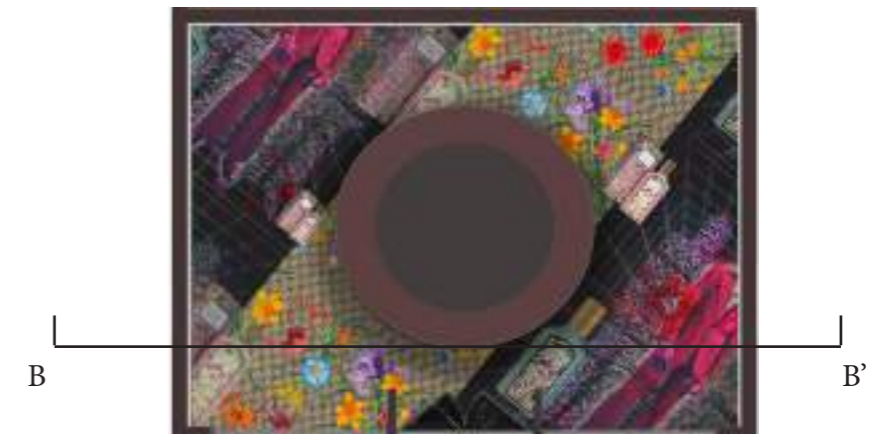
A'

COLORED SECTION

FLORA VIRTUAL BOTANICAL GARDEN



colored section





GU

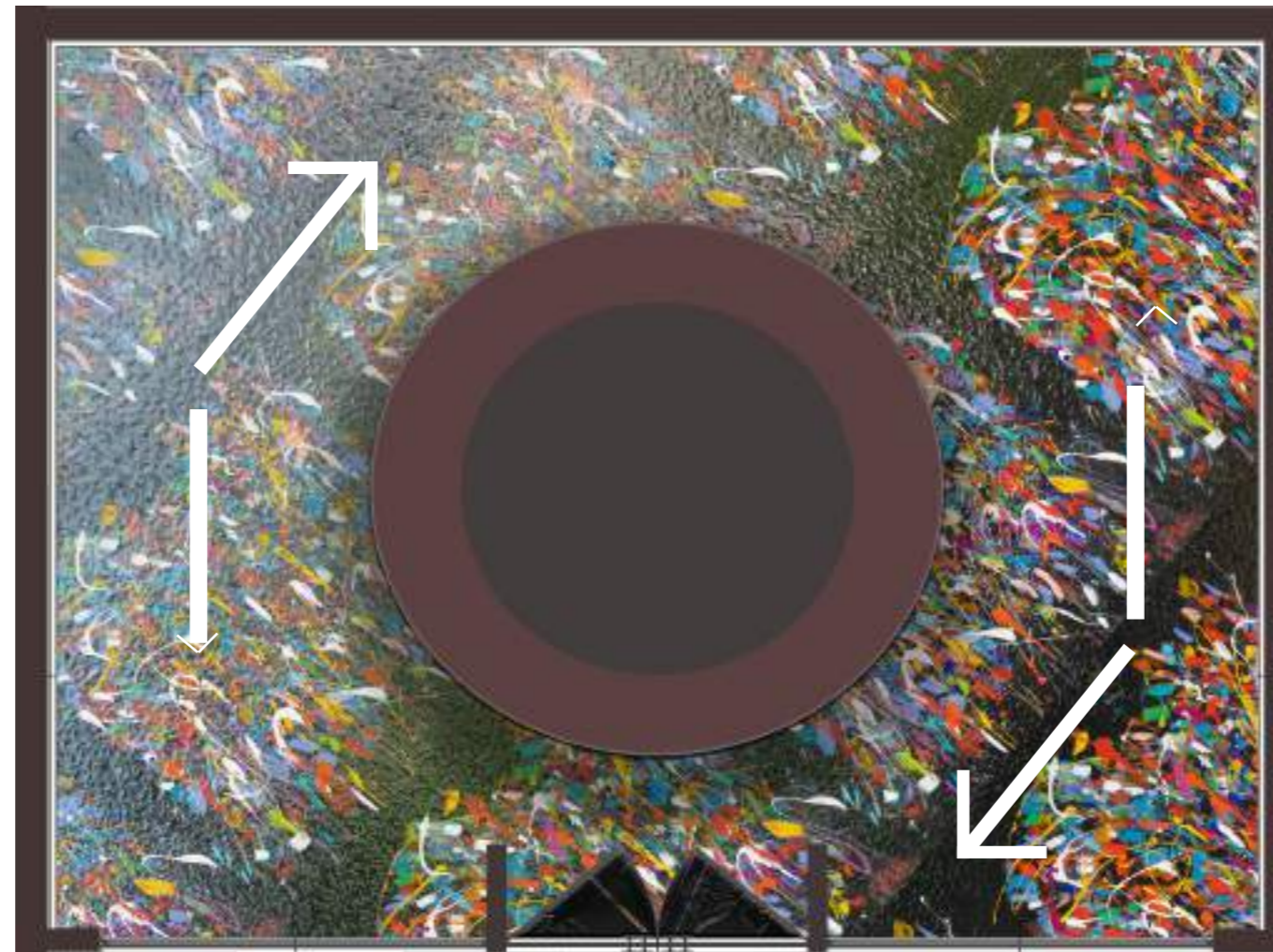
GUCCI

CI

GUCCI

CIRCULATION

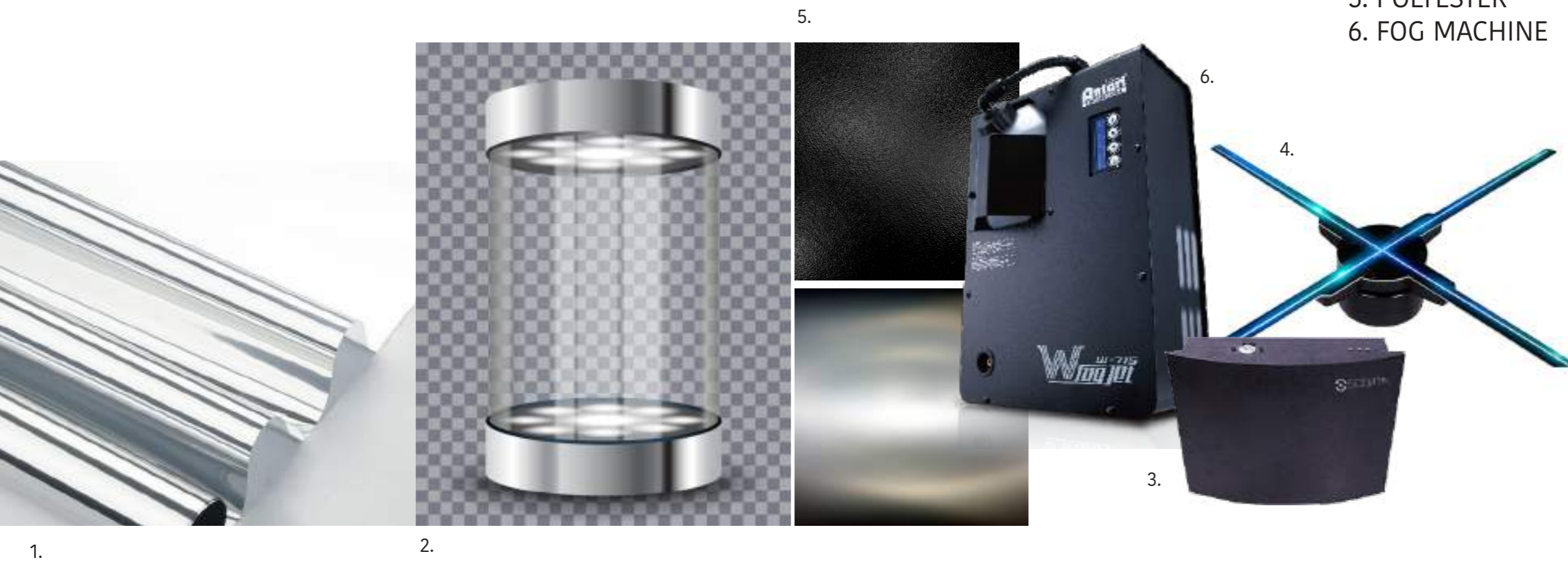
FLORA VIRTUAL BOTANICAL GARDEN



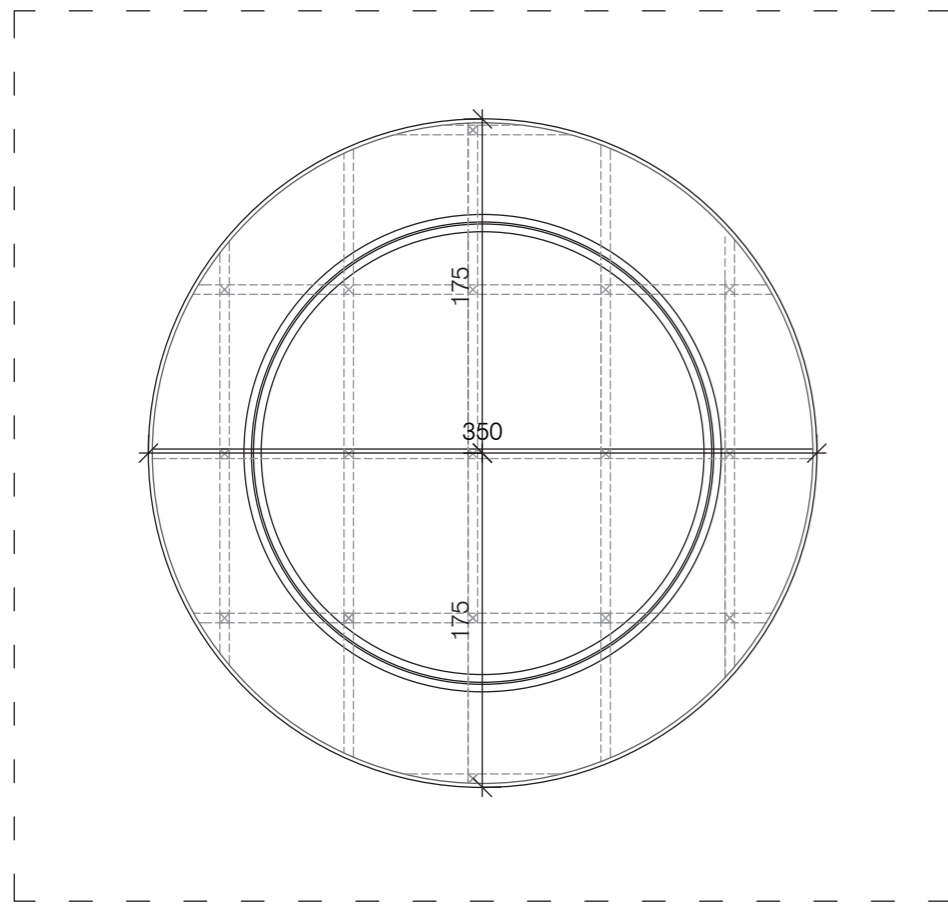
MATERIAL CHART

FLORA VIRTUAL BOTANICAL GARDEN

1. MIRROR FLOORING and CEILING
2. GLASS CYLINDER
3. SMELL DIFFUZER
4. HYPERVISION SYSTEM
5. POLYESTER
6. FOG MACHINE



INSIDE THE CYLINDER vegetation



3d led advertising fan hol-
ogram projector 3d holo-
graphic projector display
machine

SCREENING the parfume and
its advertismant



FLORA VIRTUAL BOTANICAL GARDEN



SPECIAL ITEMS

smell diffuser 1 liter capacity



reflective floor

FLORA VIRTUAL BOTANICAL GARDEN



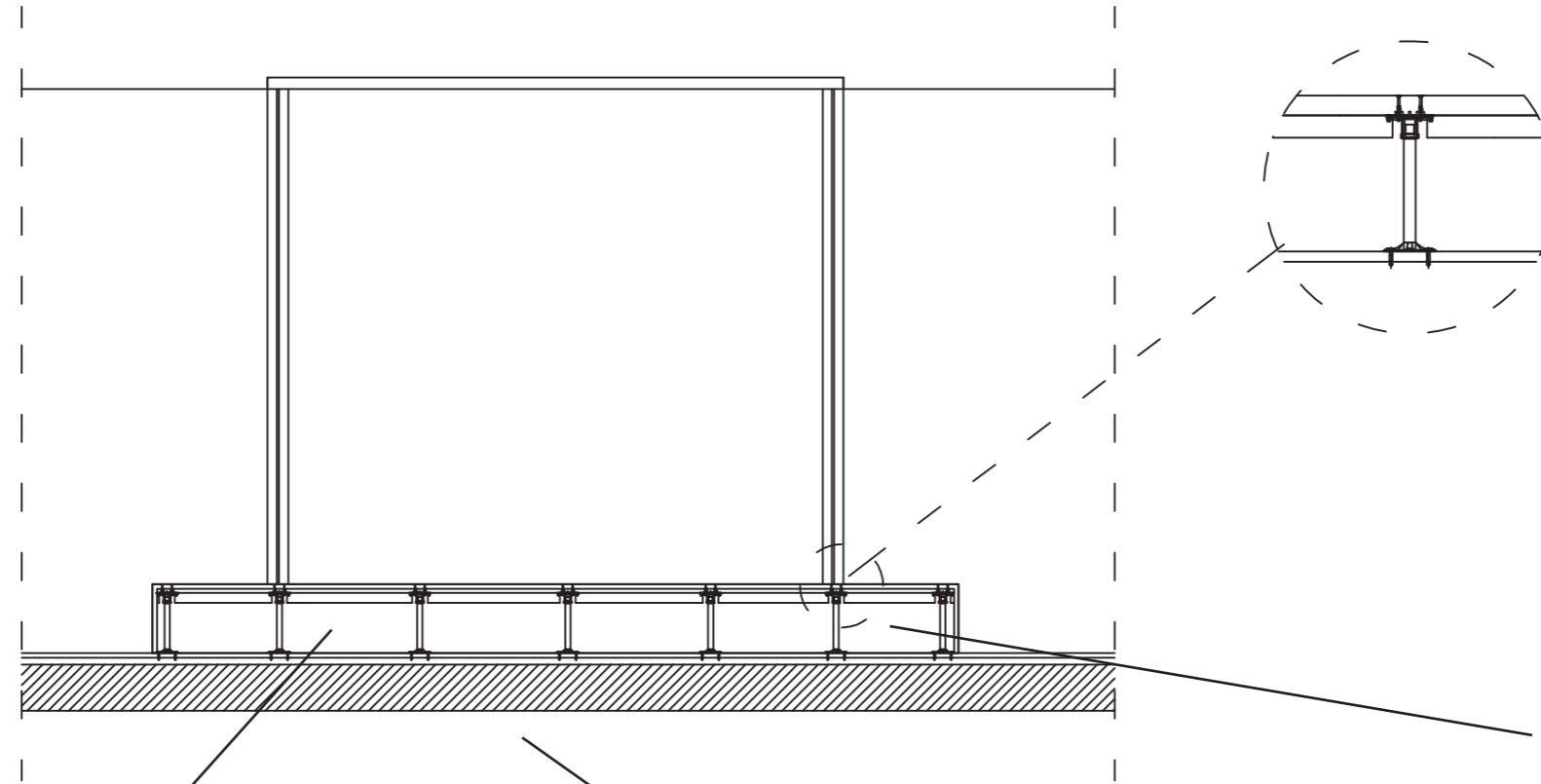
Planar DirectLight Ultra 0.6 LED Video Wall

Model Name	DLU-0.6
Pixel Pitch (mm)	0.625
LED Type	MicroLED 4-in-1
LED Drive Method	Common Cathode
Driver IC	27001 - 69 channel 16bit processing
Cabinet Size (W x H x D)	23.6" x 13.3" x 2.7" (600 x 337.5 x 69 mm)
Cabinet Diagonal	27.1" (688.4mm)
Mounted Depth	95.2mm (3.75in) nominal. ADA Compliant
Cabinet Resolution	960 x 540
Pixel Density / sq m	2,560,000
Modules/Cabinet (W x H)	4 x 2
Module Resolution	240x270
Module Size (W x H)	150 x 168.75 mm
Power Consumption, Maximum (watts)	140w



SPECIAL ITEMS

FLORA VIRTUAL BOTANICAL GARDEN



SMELL DIFFUSER

HYPERSVISION



black glossy finish
POLYESTER

THANK YOU!

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