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5 CONSIDERATIONS FOR POST LOCKDOWN EXPERIENTIAL

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#1 - SOCIAL DISTANCING IN PRODUCTION

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MODULAR DESIGN

Ensure key elements of the design can easily be:

- Constructed by 1 person
- Moved around the workshop
- Loaded by max 2 persons at 2m distance

Top Tip:
Before engaging a production house, ensure their workshop is big, has enough space to efficiently work safely and has correct policies in place to enable safe working distances for their employees, sub-contractors and visitors.

#2 - SOCIAL DISTANCING DURING INSTALLATION

VENUE BOOKING

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When booking a venue ensure the following key points can be met for installation teams:

- Space can enable a team to work at min. 2m distances
- Safe & clear access in/out of the venue – ideally a one way system in place
- Installation times can be extended
- Access to clean hygiene facilities at all times
- Constant airflow during works at all times

Top Tip:
Before booking somewhere, ensure the venue has enough space and correct policies already in place to enable safe working practices for their own employees, contractors and visitors.
Ask to see their management plan.

#3 - CREATE OPEN SPACES THAT ALLOW CIRCULATION OF AIR

SPATIAL DESIGN

Airflow is essential in keeping everyone safe.
Ensure the following key design elements are considered at concept stage:

- Create open spaces whenever possible
- Avoid narrow entrances/exits
- Ensure a one way, easy flow journey for the participants
- Design in a variety of openings for increased airflow throughout

Top Tip:
Consult with experienced spatial designers at concept stage, to ensure the best and safest use of space is key to the creative brief.

#4 – INCORPORATE EASE OF SANITISATION INTO THE DESIGN

DESIGN DETAILING

Hygiene and ease of sanitisation is now essential to everyday life.
Sanitisation does not have to be an awkward bolt-on but can be sensitively designed and incorporated into the detailing.

Simply consider designing in the following at concept stage:

- Hand sanitising stations & UV light check points
- Use of non-evasive technologies
- Alternatives to door handles with automatic door openers
- Motion activated interactive elements

Top Tip:
Consult with experienced experiential designers at concept stage, to ensure the design and branding of hygiene points are consistent throughout.

#5 - THE USE OF NON-INVASIVE IMMERSIVE TECHNOLOGIES

TOUCH-FREE IMMERSIVE TECHNOLOGIES

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Consider some alternatives:

- *Video Guides* - AR on phones = explore and "uncover" without the need for touch
- *VR* – Google cardboard could be offered as a free takeaway
- *Soundscapes* - positional audio to eliminate the need to share equipment
- *Interactive Elements* – foot activation mats, motion sensors or pressure pads negate the need for hand activated buttons or levers
- *Hashtag activation* – twitter mirrors enable participants to use their own phones to capture & print out branded interactions

Top Tip:
Consult with experienced AR & tech designers at concept stage, to ensure the interactive elements of the design are cutting edge.

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