



# Sound Cave

A multi sensorially activated cafe experience for Sonos  
SENSORIAL DESIGN | BRAND EXPERIENCE | SYNESTHESIA

September, 2021 - December, 2021  
ArtCenter College of Design, Term 1 (Fall)

# Project Brief

**How can design extend a brand's presence to include a cafe experience?**

**How might dimensional storytelling immerse your brand's audience in a multi-layered engagement, ranging from drinks to food, from experience to awareness.** How might design story, sequence and innovative programs create a journey? How might it help amplify the reach and depth of message broadcast by creative brands?

There is an **opportunity for brands to reimagine the future of the in-store experience.** Physical retail stores are poised for innovation: to draw people away from their screens, into unique branded experiences with the potential to build community; or even to create rich hybrids that integrate the digital tools with experiential space. With more and more brands offering online options, **customers seek brick and mortar experiences that are immersive, multi-layered, multi-use and a delight to the sense.**



*Understanding the brand*

# SONOS

**Brand Essence:** Extending the users' sensorial interaction with sound, beyond just listening. Giving you the opportunity to "touch" and "feel" sound through the S2 application that gives you complete control over the sound that you play.

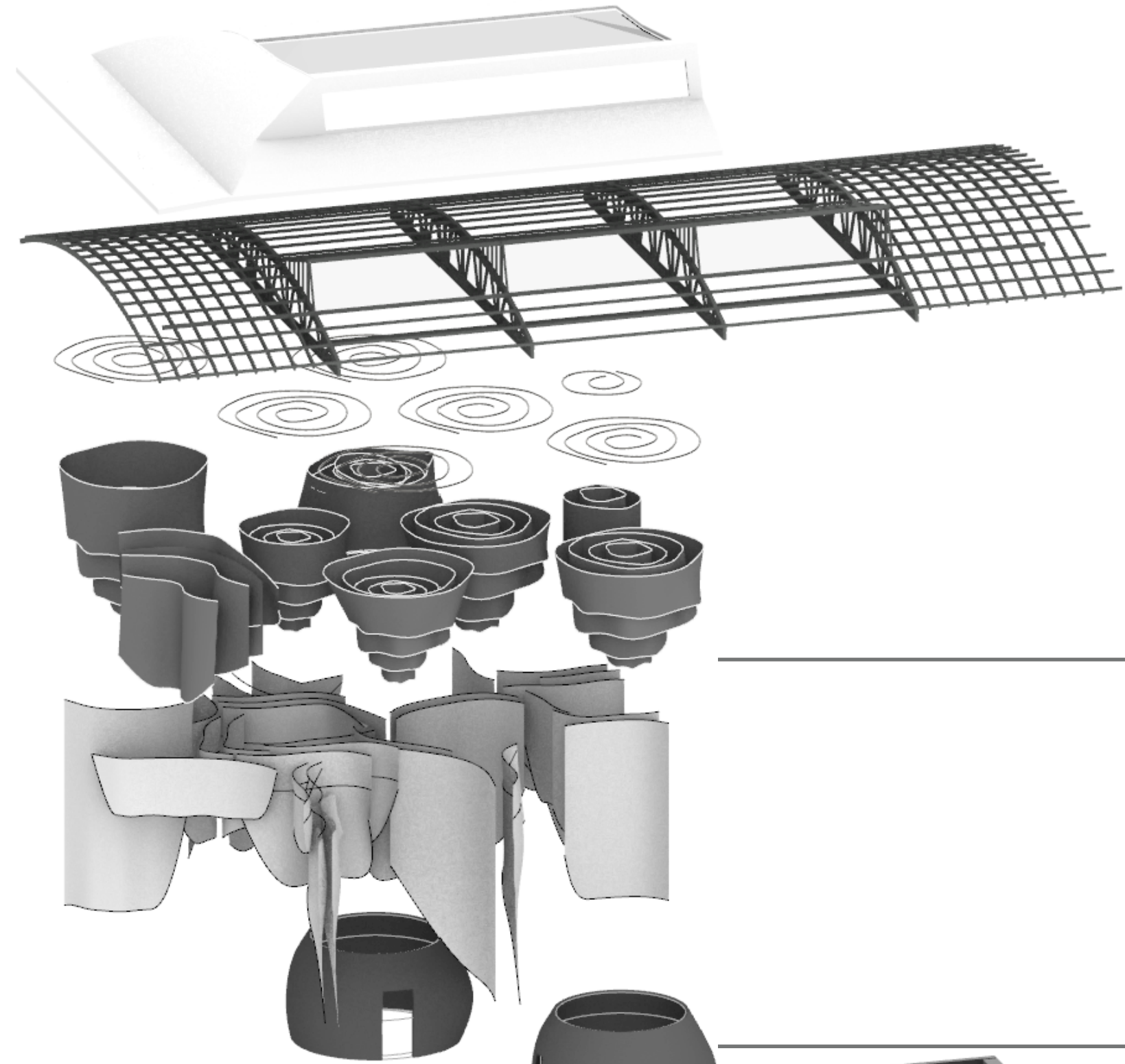
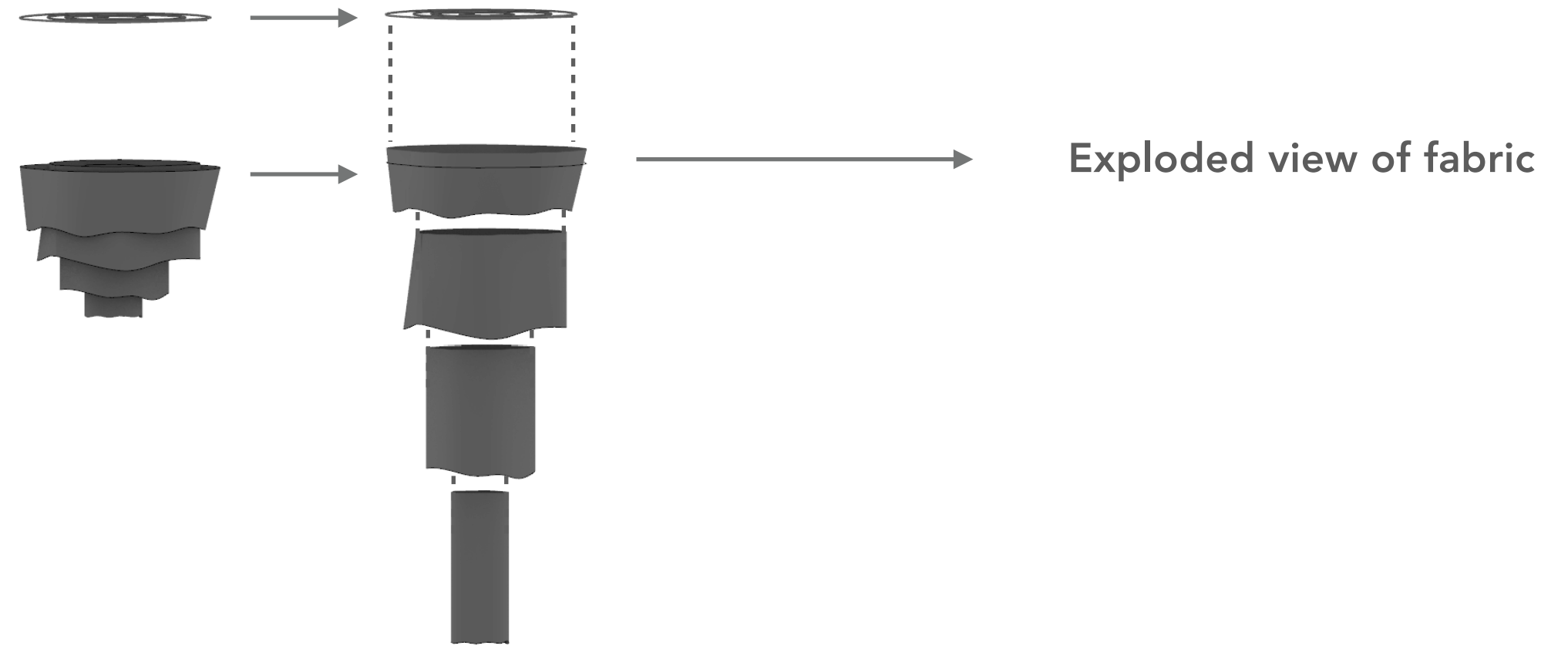
**Brand Campaign:** "Feel more with Sonos" - Speaks about how the simplest things in your day to day life can feel better if you do it the Sonos way.

**Brand Opportunities:** Majority of the brands' consumers are home owners and well settled families. Through existing products like "Roam" and "Move" and by introducing options of color, the brand can open up to a much younger demographic.

**Brand DNA:** Black and White products with rounded edges. Minimalistic aesthetic, designed to blend into any home setting.

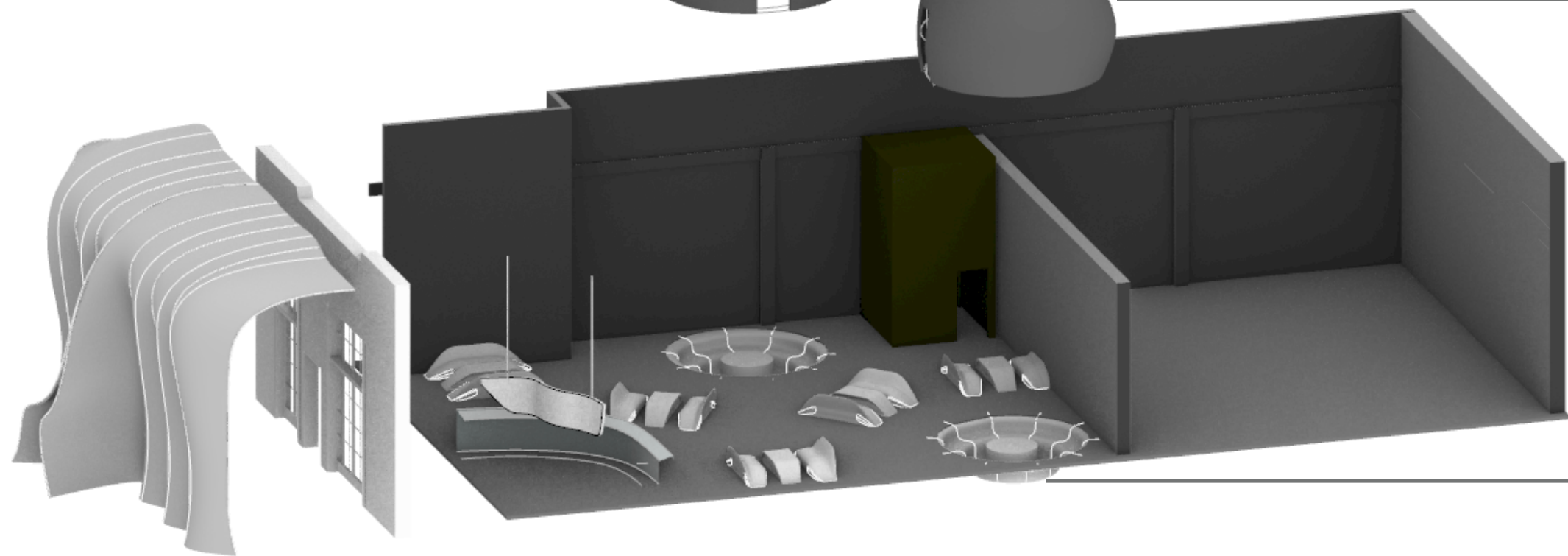
**The Sonos Way:** The Sonos way of celebrating sound is to listen to any sound, in any room.

# Curating the space



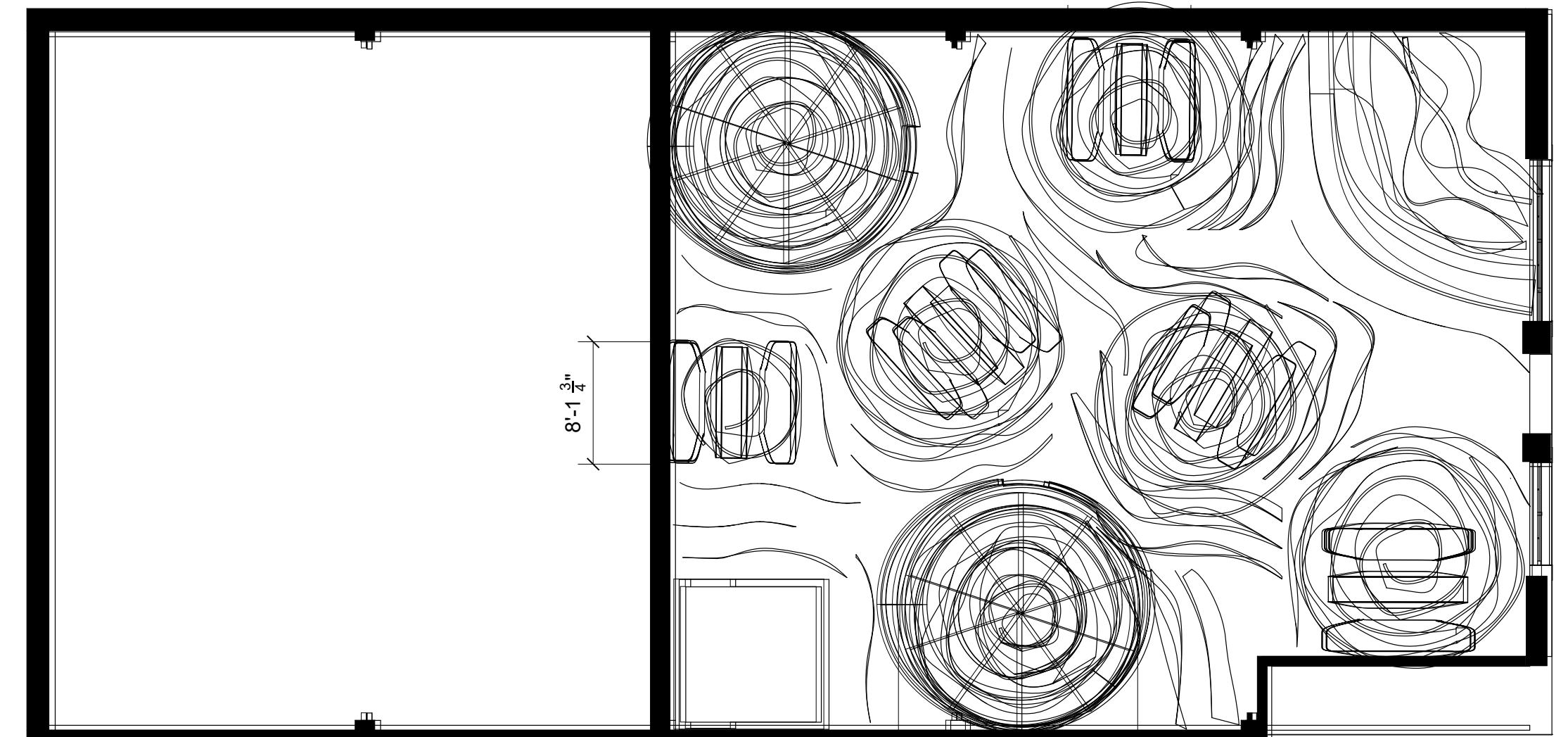
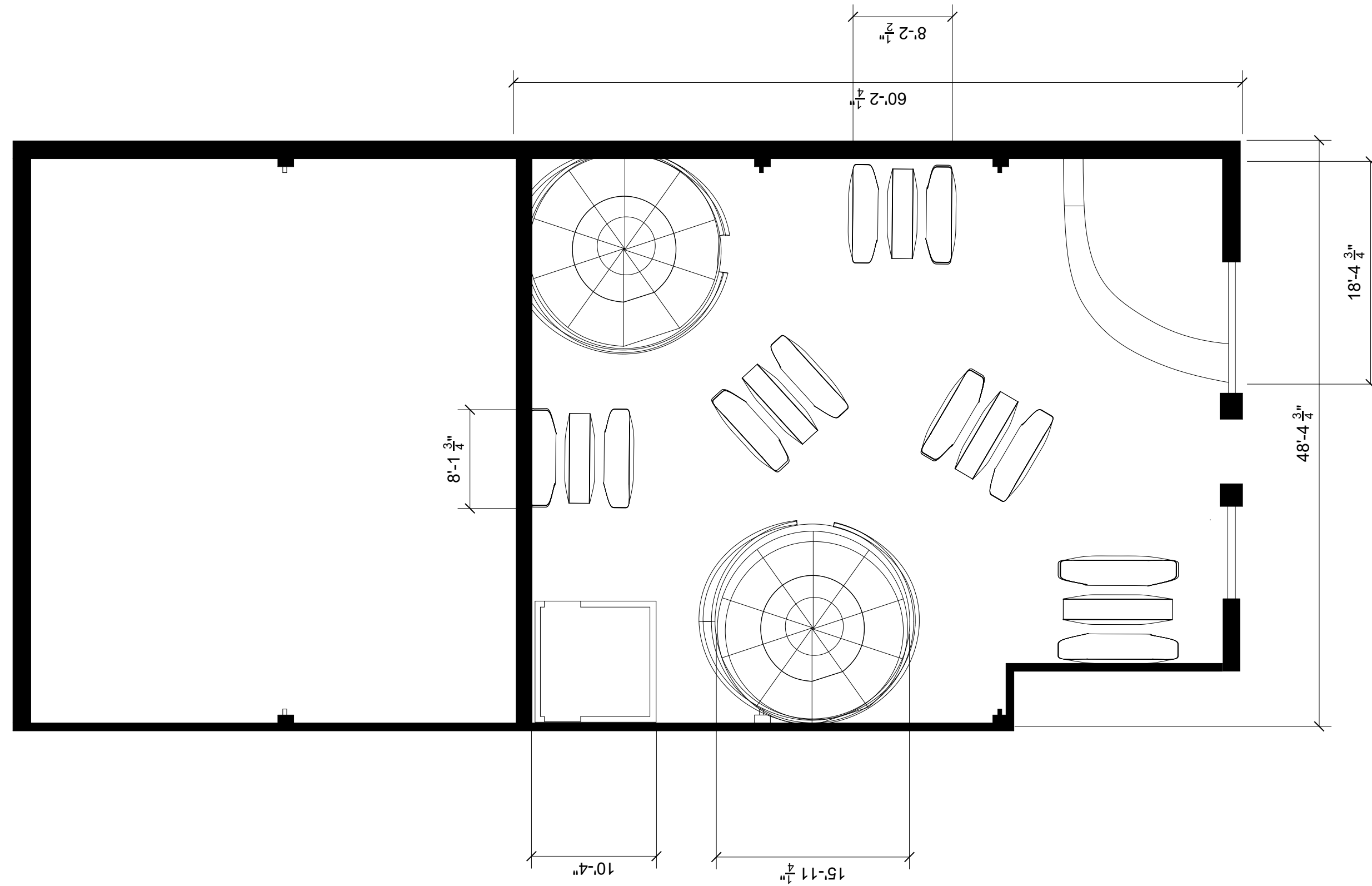
Two formats of using fabric in the space

Sound Pods



Different levels of flooring

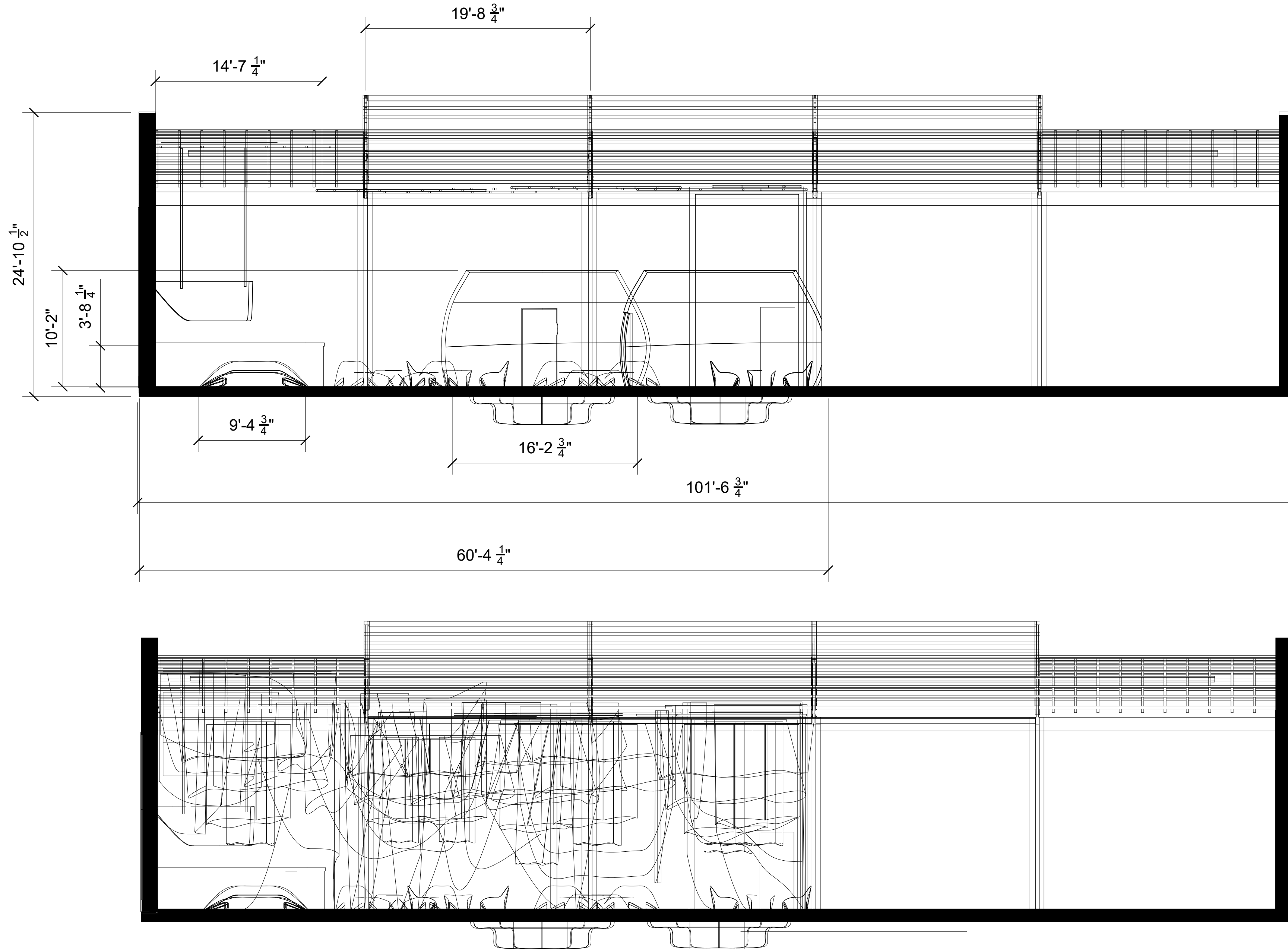
# Plan Drawings



Floor plan without the fabric v/s with fabric

A representation of how these fabrics make the spatial layout of Sound Cave

# Section view

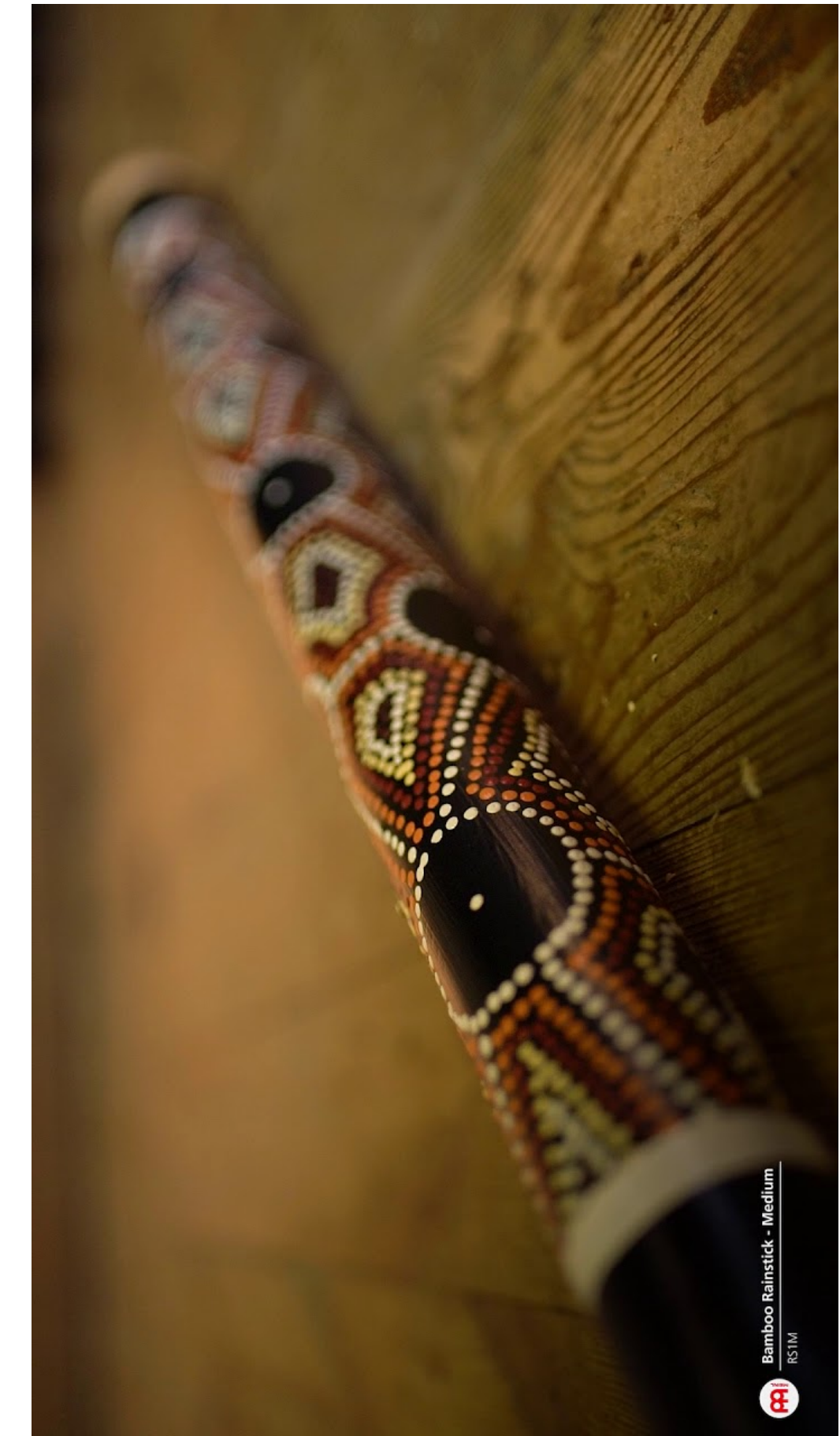




# Brand Token



*A way for the users to take a little bit of the experience back home with them. A straw that's filled with tea flavouring beads that make the sound of rain when shaken. This way users can add to the sounds in the room.*



*The inspiration was a combination of a childhood memory of **magic milk straws** that flavoured my milk (I used to hate drinking milk), and of the **African Rain Stick**.*



Scan for the magic to begin

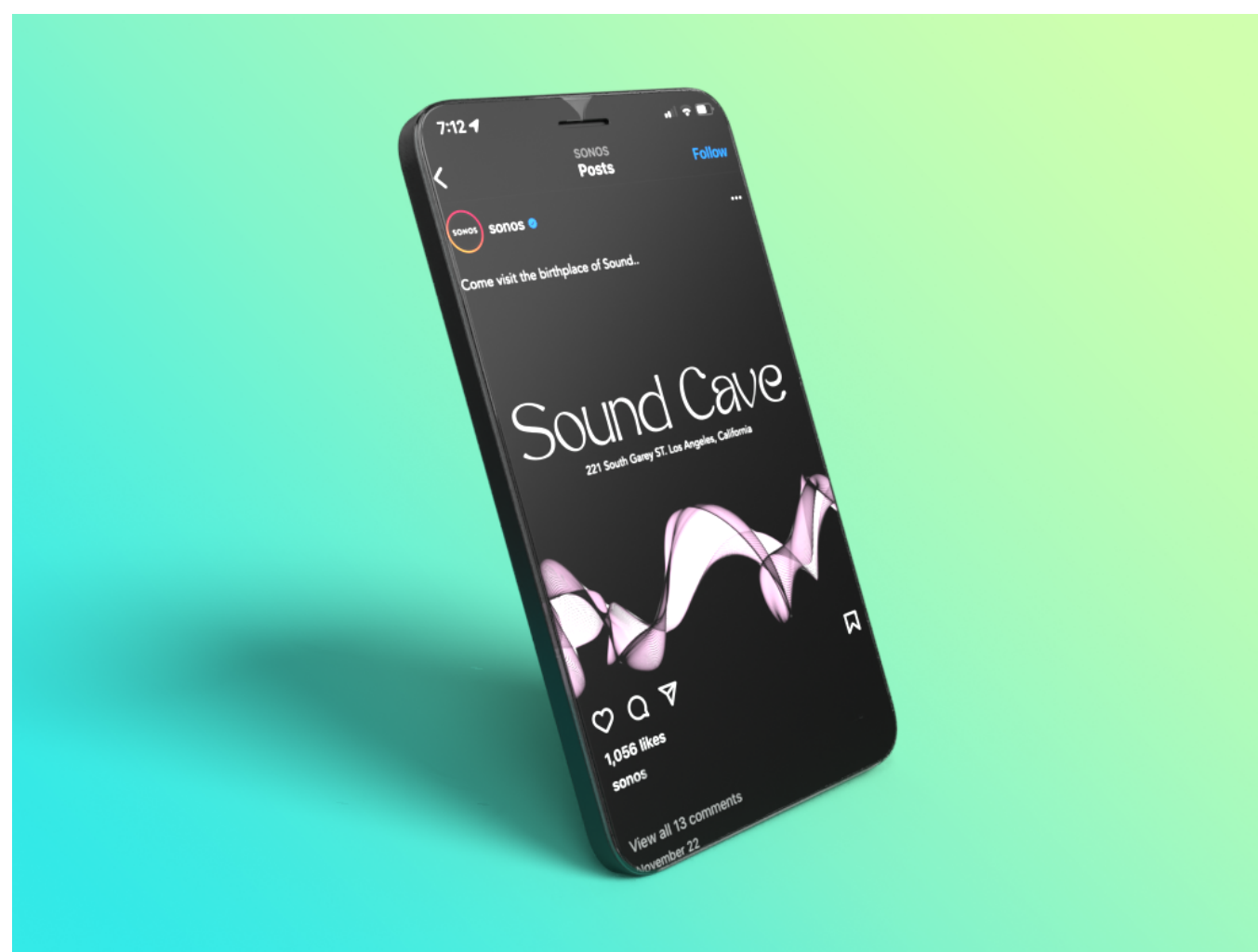


**SONOS**

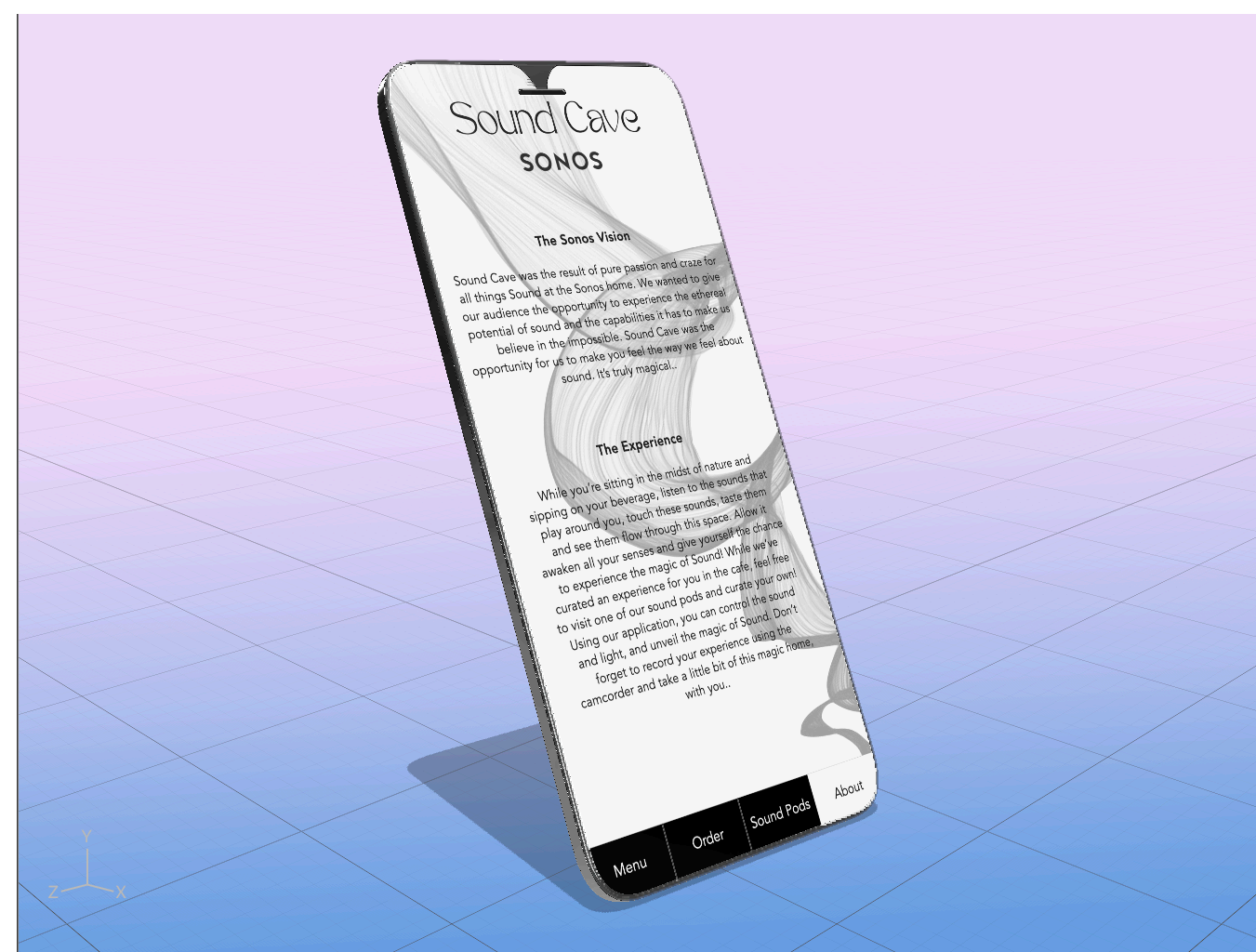
#thesoundcave



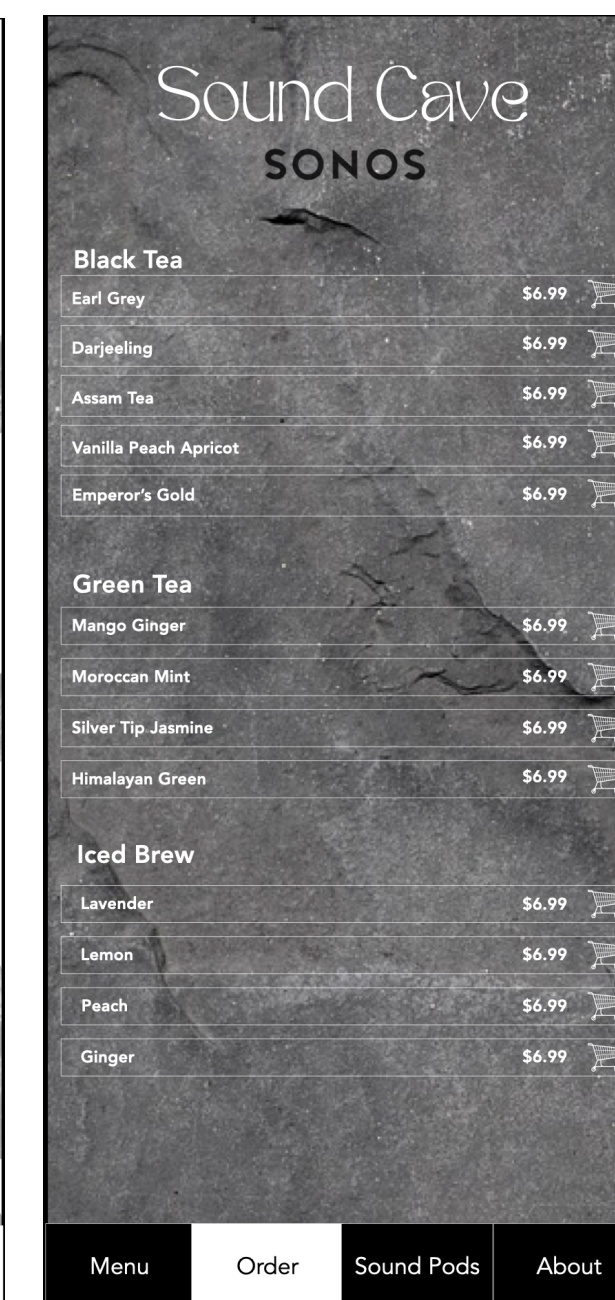
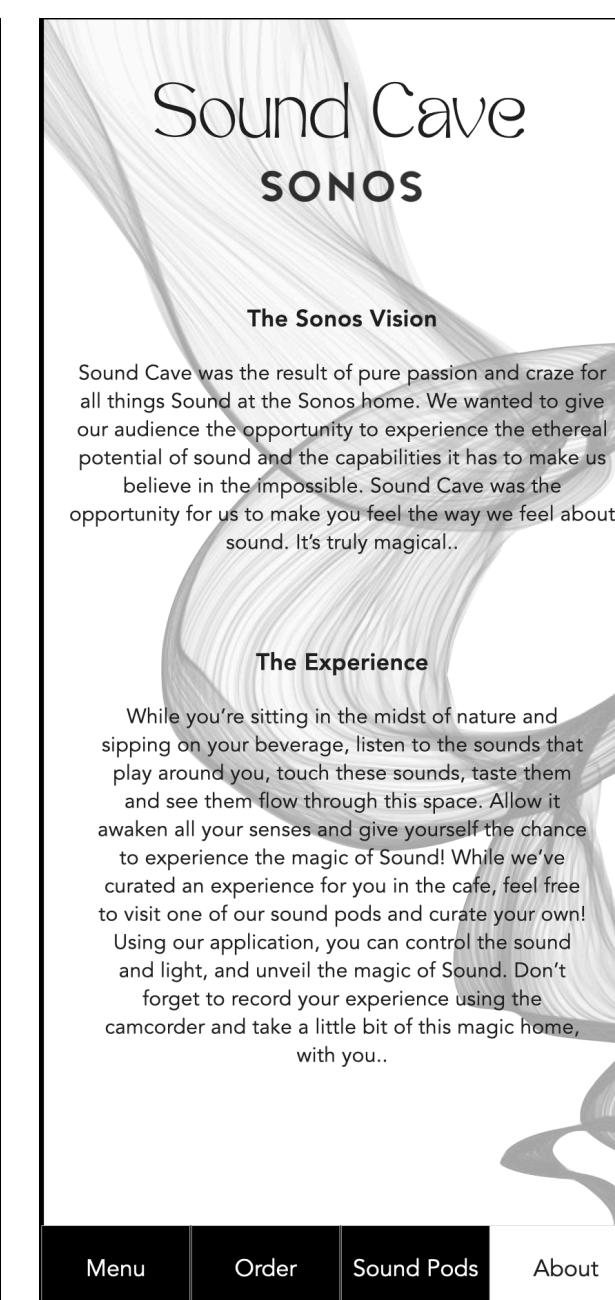
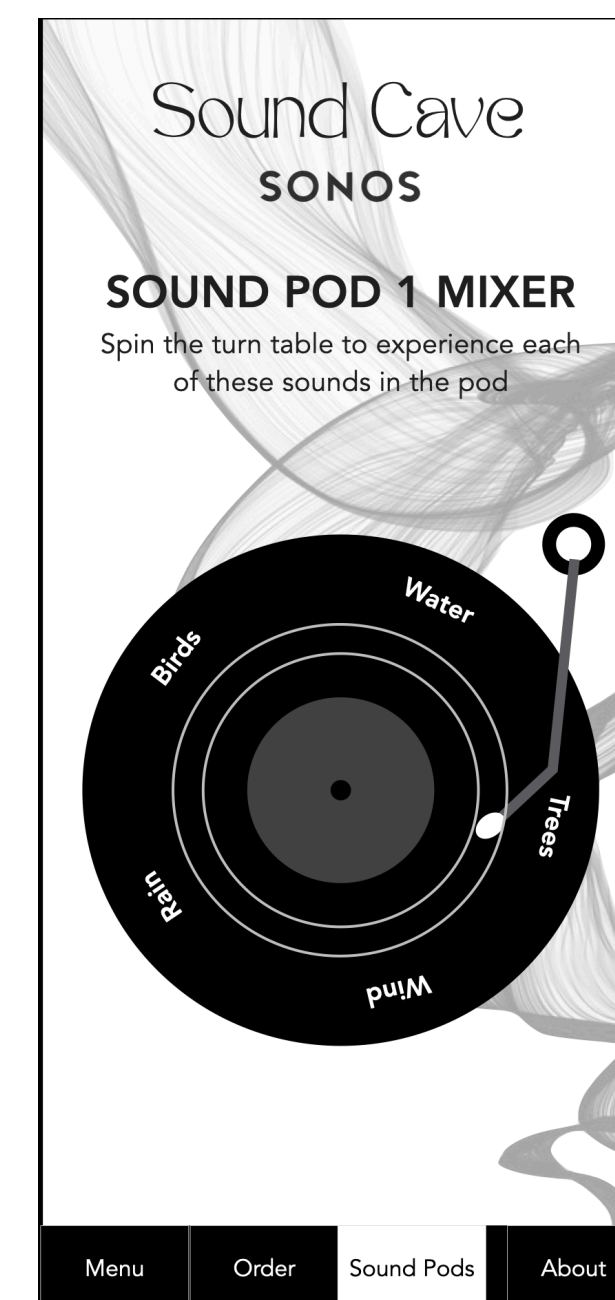
How you scan to gain access to the application



Instagram advertisement by Sonos



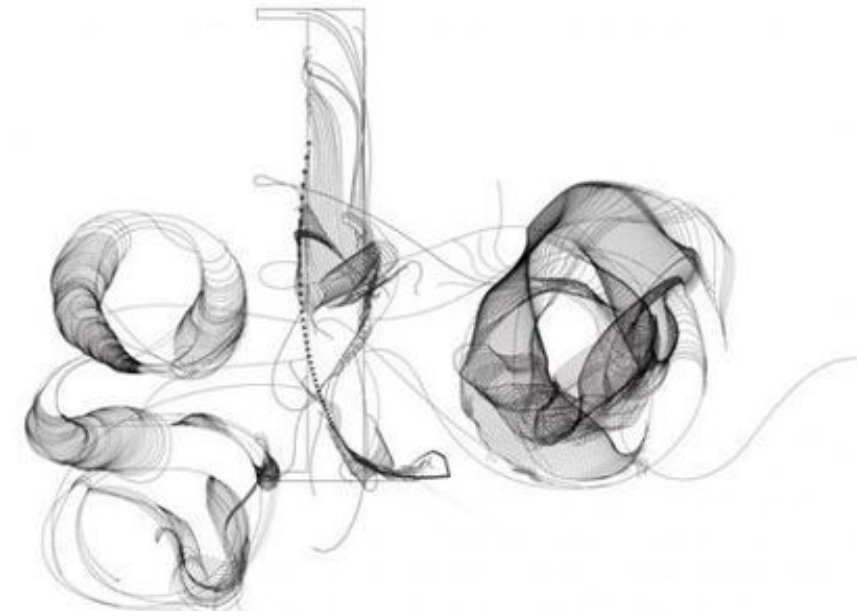
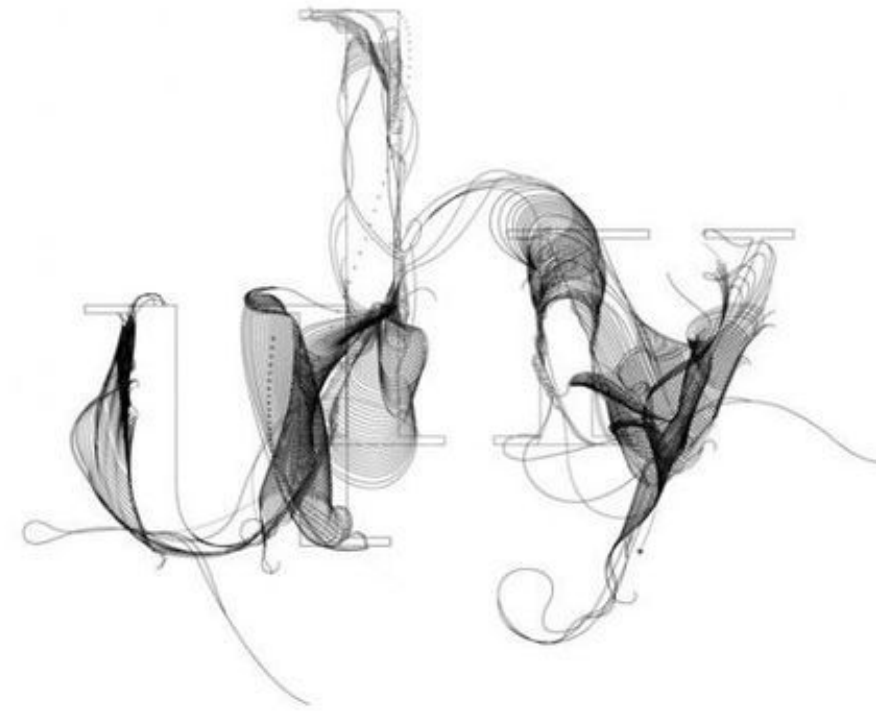
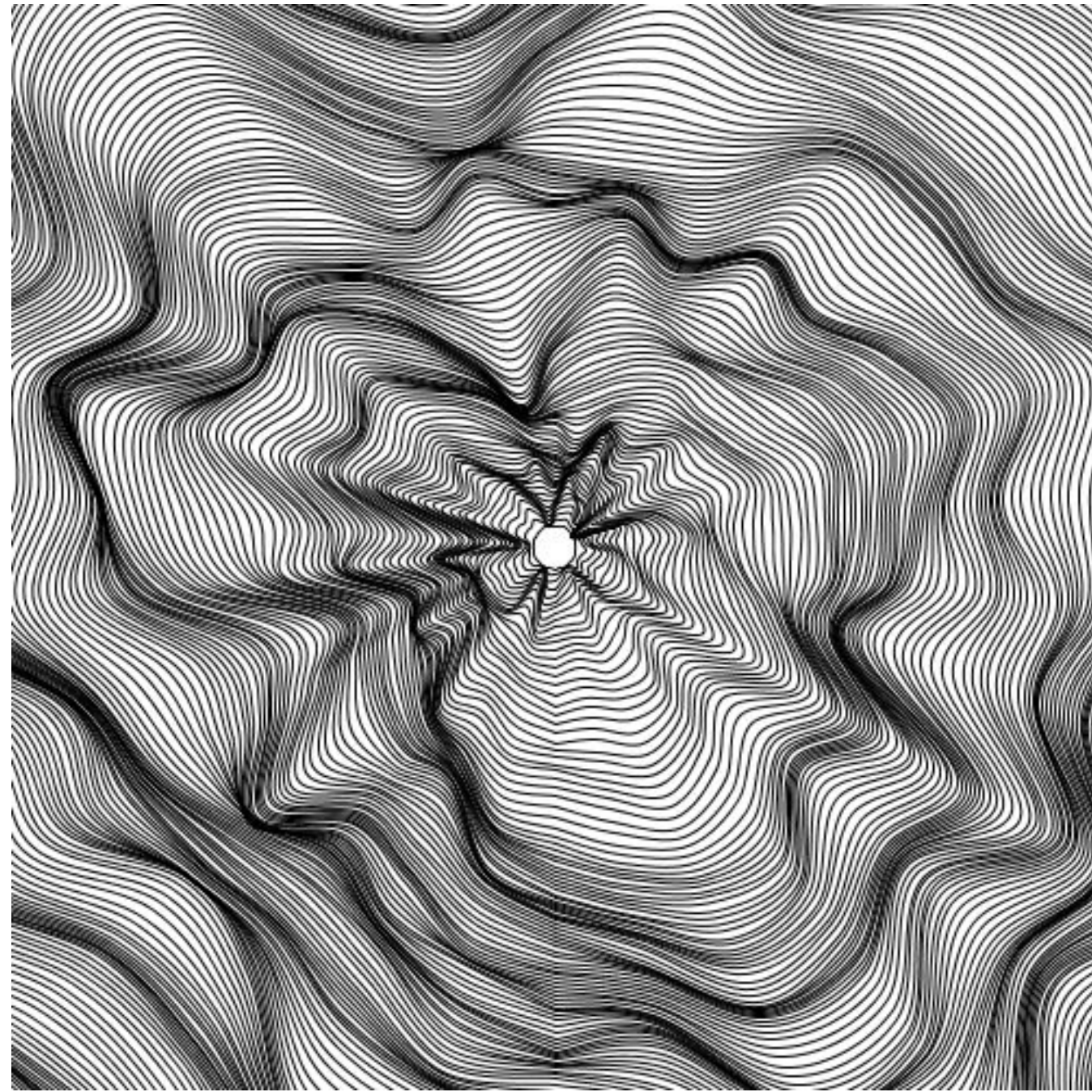
The application on your phone



Tabs of the application

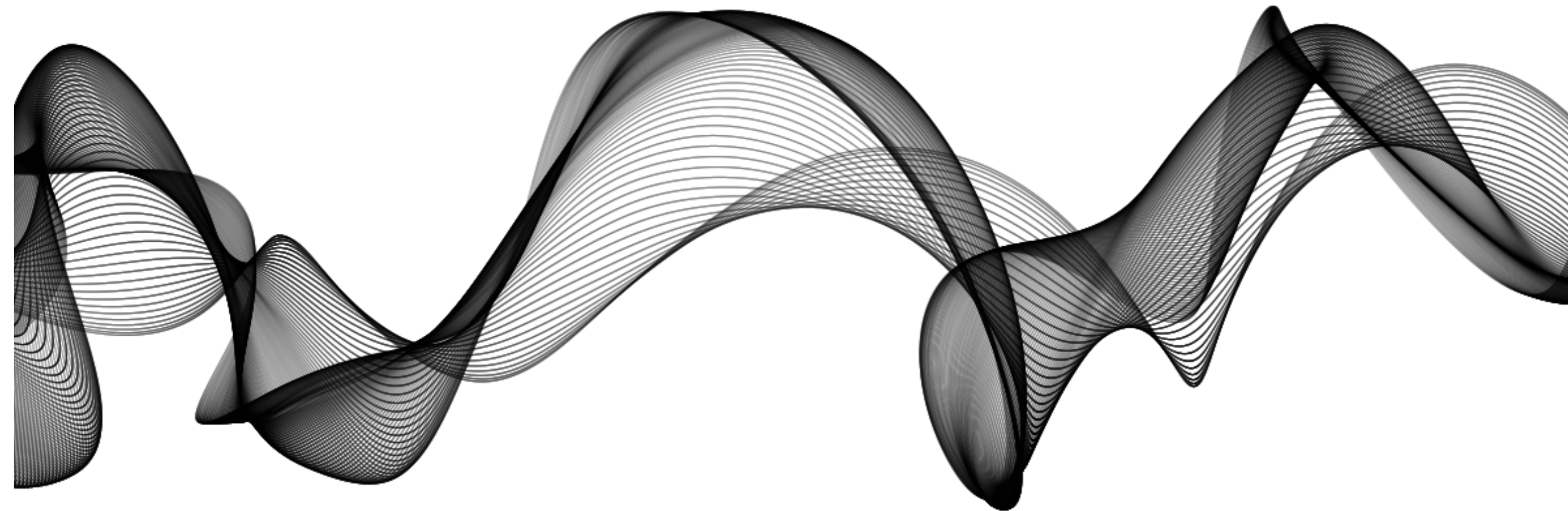


# Graphic Strategy



<b>Aa</b>	Light / Oblique 120 pt	Aa	Aa
	Book / Oblique 120 pt	Aa	Aa
	Roman / Oblique 120 pt	Aa	Aa
	Medium / Oblique 120 pt	Aa	Aa
	Heavy / Oblique 120 pt	Aa	Aa
	Black / Oblique 120 pt	Aa	Aa
Designer	Adrian Frutiger		
Foundry	Linotype		
Category	Sans-Serif		
Classification	Geometric		
Released	1988		
Weights	6		
Styles	12		
Format	OpenType		
Product ID	LIV126012		
Material #	287126012		

Eggalie





# Unfolding the experience

## Seating Layout

The seating layout within the space needed to allow for movement and add to the natural flow of the experience. The form and layout of the seating were inspired by sound waves in the space and how they took shape within the room.

## Synesthesia of Sound

The concept of Synesthesia is best described as an orchestra of your senses, where one awakens the other. The Sound Cave experience works on the same lines. Where Sound is the activator that awakens all other senses and creates interactions amongst them.

## Spatial layout through fabric

The space needed to create a sense of movement and flow. By using fabrics to set the layout of the space and create movement, the experience of being in Sound Cave also becomes tangible. Where movements might include brushing past these fabrics that hang at different heights and formations. They also bring in excellent acoustic quality to the space and create a sense that there are no dead ends in the room.

## Controlling the sound

There are pods in the space that give guests complete control of the sound in the Pod. This is enabled through the Sonos S2 application that Sonos users already have, and new users would be introduced to, by scanning a QR code. The application also allows you to record this experience, enabling you to take a little bit of your experience back home with you.



# Material Palette

The materials used in this space were meant to bring in unexpected textures and stimulating sensorial qualities in the space. They are activated by light and shadow and bring in a sense of layered dimension to the experience.

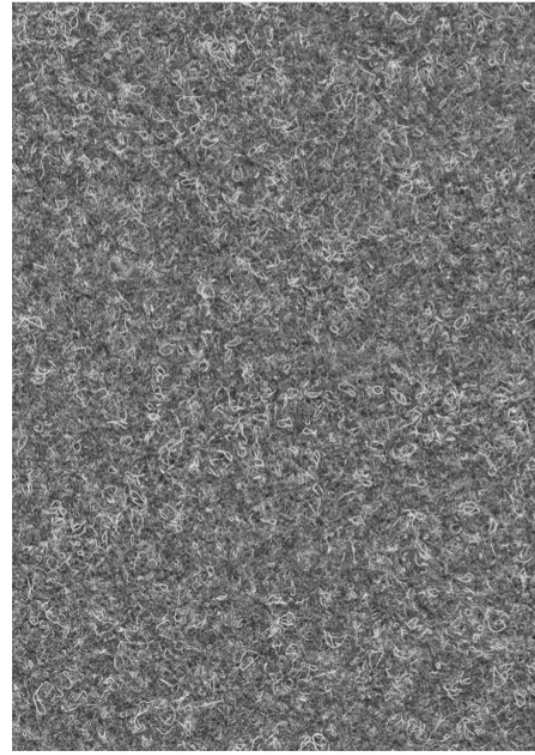




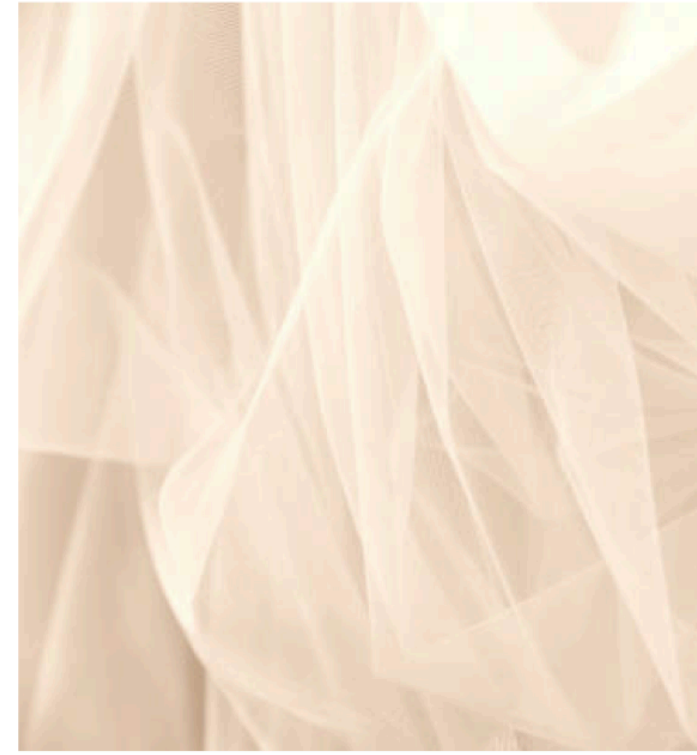
# Material Attributes

## Effortless

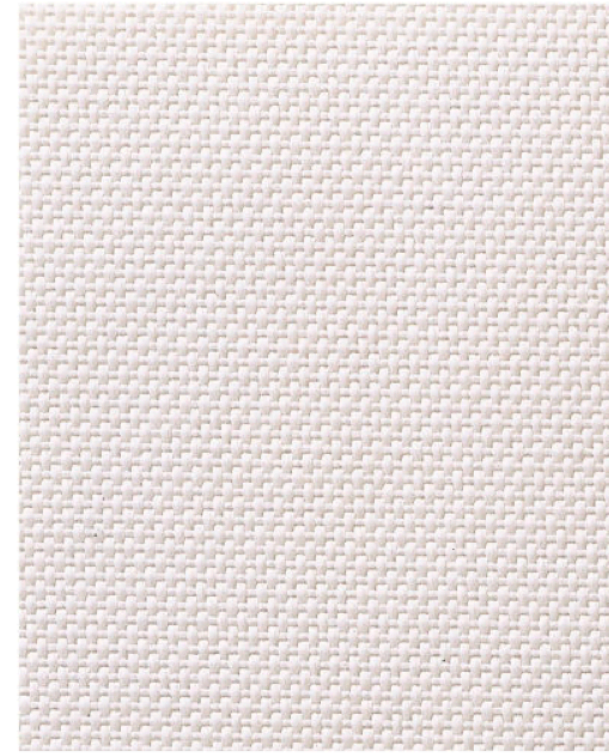
An attribute that allows you to 'feel' the space..



Felt



Chiffon



Tensile Fabric

Effortless materials are meant to feel simple, delicate and easy to perceive. They need to possess characteristics that add an element of seamless flow to the space, making it easy for senses to traverse through and for you to feel light. Using such materials will create the perception of slowing down, taking the mind and body away from everyday life and into a space that feels like time has paused.

## Sensorial

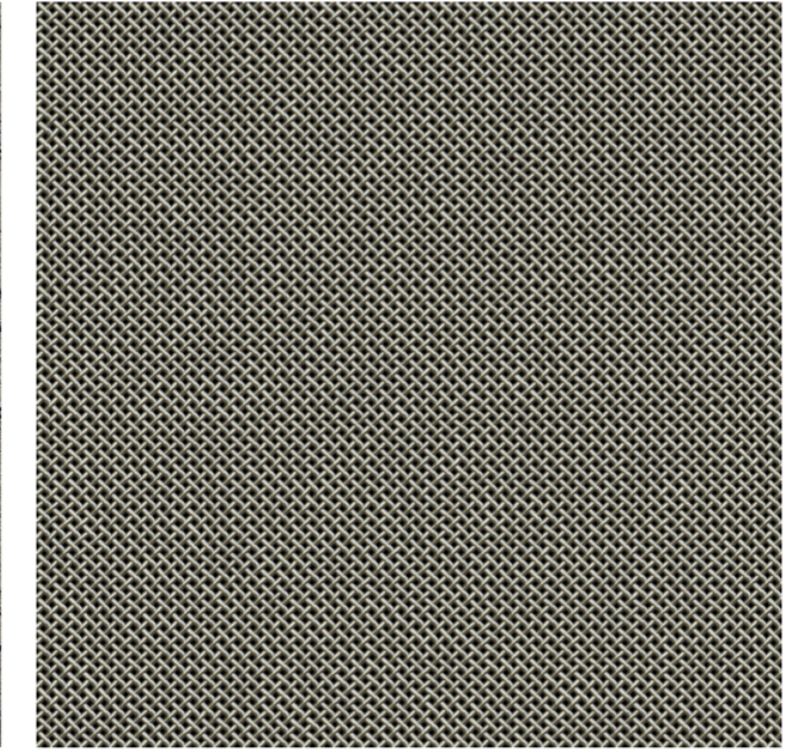
An attribute that enhances you interaction with the space..



Indoor Ivy



Plaster



Woven Steel Mesh

These materials are sensorial and are meant to activate all your senses while deepening your connection with the space. Sensorial materials need to possess qualities that are meditative, teleporting and somatic in nature. They not only need to be visually perceived but bodily perceived as well. Through these materials, there exists the opportunity to create pleasant spatial experiences and moments of discovery that enhance the human experience of the space.

## Fluid

An attribute that creates the interface of the space..



Cheesecloth Cotton



Water

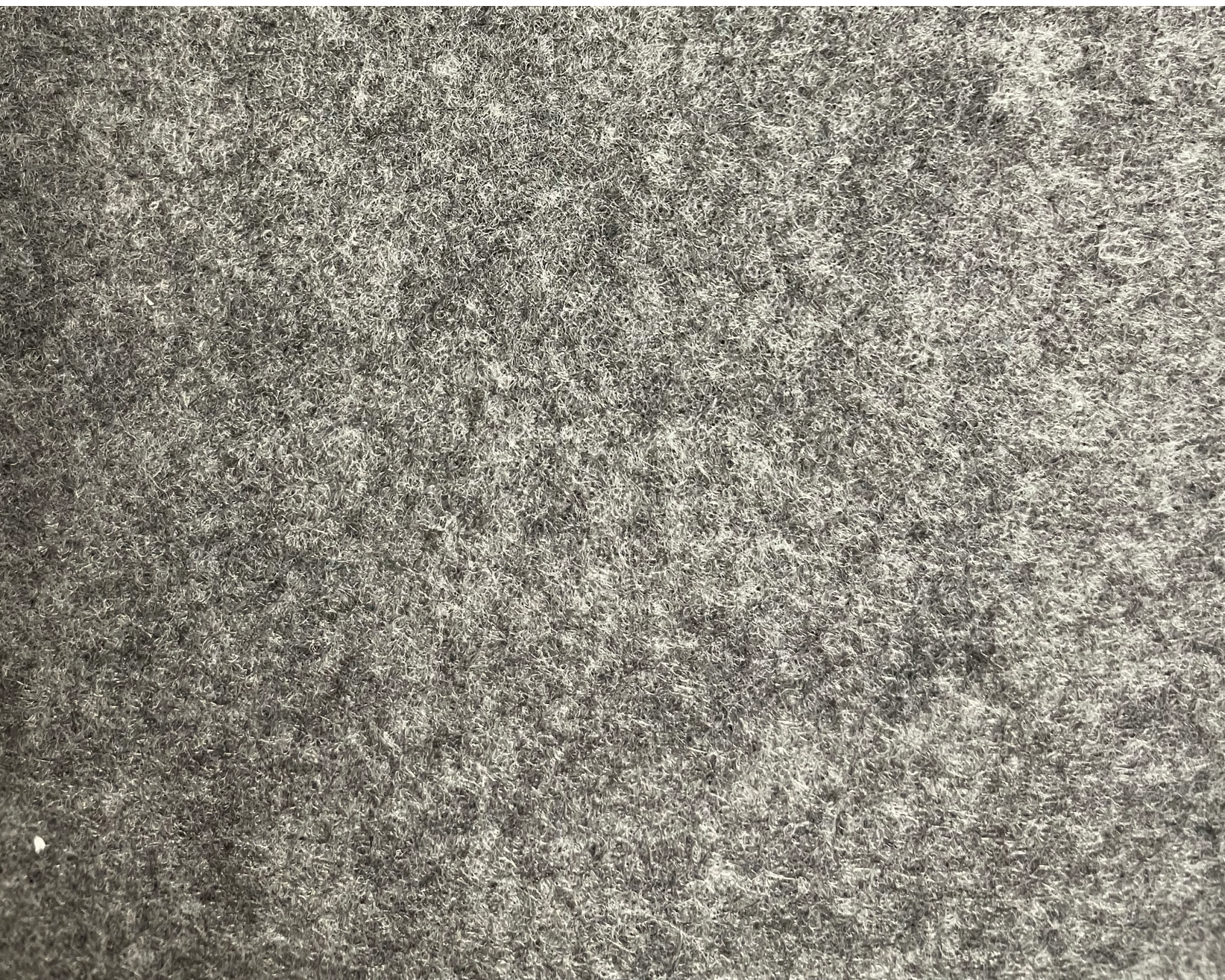


Stretched Cotton Threads

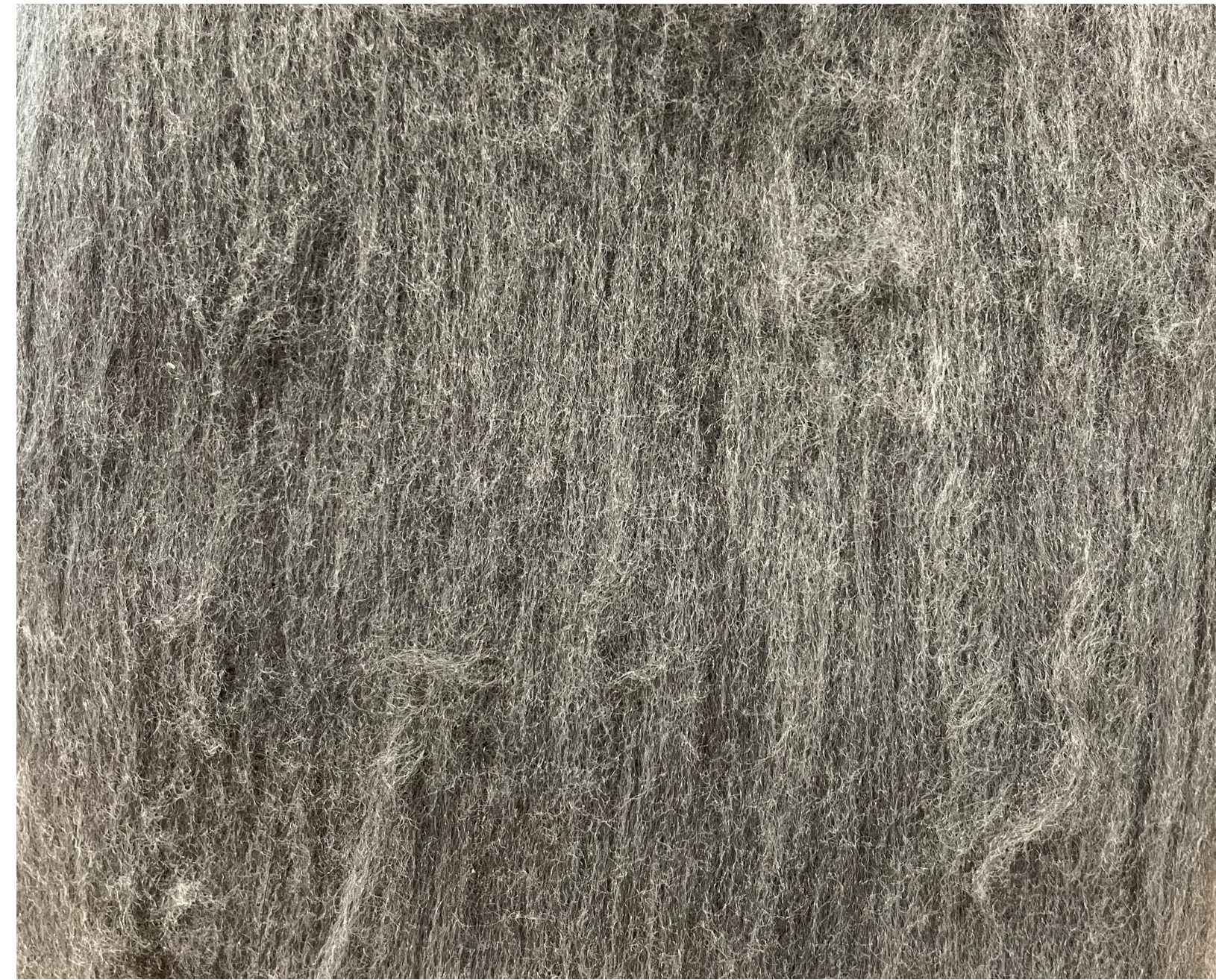
Fluid materials need to have soothing interactive qualities that strengthen and support sensory experiences of a space. These materials need to be soft, subtle and create a calming environment. This defines the interface of the space and pave the way for spatial programming of the concept.



# Experimenting with materials



Regular Felt Swatch



Textured Felt Swatch



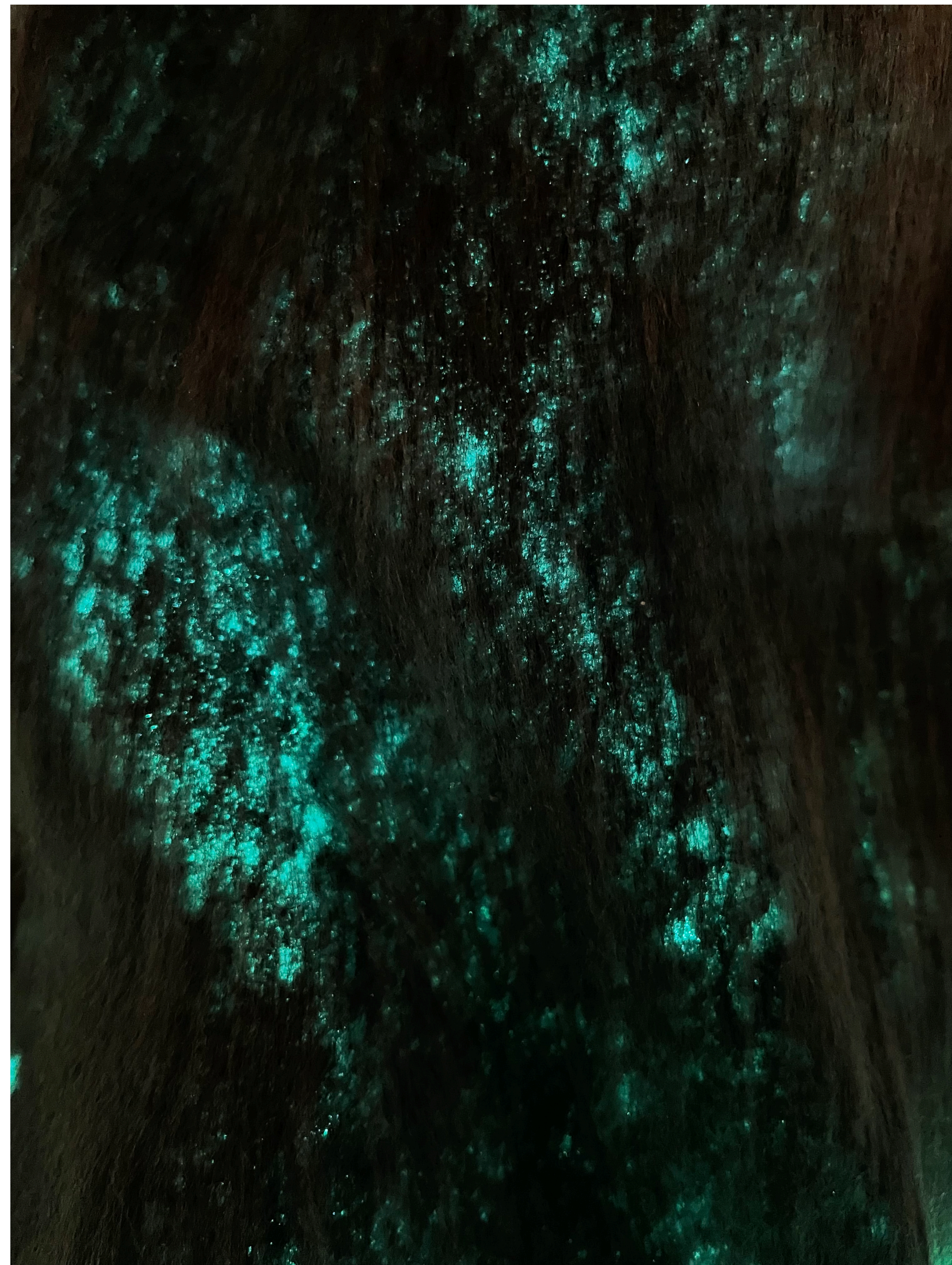
Textured + Moulded Felt Swatch

v/s

v/s

**Felt was the primary material used in the space**, as it has excellent acoustic qualities and blended well with the colour scheme. In terms of its tangible quality, Felt brings in a very limited experience. **Materials used in this space needed to sensorially activate the space**, allowing guests to brush past them, feeling stimulated. Using a tool as simple as a metal brush, I added **texture and dimension to the material**, making it much softer and intriguing to touch. This material was then used for the seating and the sound pods in the space.





Using LED tape light to activate the material, texture and give it dimension.



# Colour palette and Strategy

This space is located in Arts District, in Downtown LA. The colours of this area are fast paced, energetic and loud. With pops of colours like red, green, orange, yellow and blue. The aura of this site is characterised by its' hustle and bustle. The idea is to create the feeling of **total disconnect** from the environment, representing a much **slower , paused state of being**. The colour strategy for this space is curated to be on the opposite spectrum of Arts District, with a blend of **cold neutral and light tones**. The space is meant to be **very obviously different from its' surrounding**. The colours in the space need to support and **enhance the lighting**. Being here should feel like time is at a standstill and every movement is slow and diffused .

