

Concept Design – Meeting 02 – 27 July 2021

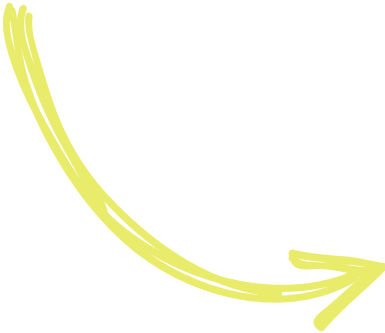
AIA VIBE

EXPERIENCE CHICAGO

Perkins&Will



AIA VIBE at the annual AIA Conference will be the premiere industry event that seeks to inspire innovation in the built environment; create meaningful, long-lasting connections; and invigorate participants for future engagement with people, products, and the profession.

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- Creating a sense of **mystery, curiosity,** and **anticipation.**
 - Providing a sense of arrival in the VIBE space while **enhancing a connection** to the greater conference.
 - Creating more opportunities for “**collisions,**” whether that be exhibitor interactions, mentoring, or chance meetings.
 - **Memorable experiences** should be central – engaging elements that **spark joy** and are **desired to be shared.**
 - Incorporation of **wellbeing** through biophilia, comfort, and respite.
 - Enhanced wayfinding with options allows for more **participant engagement.**

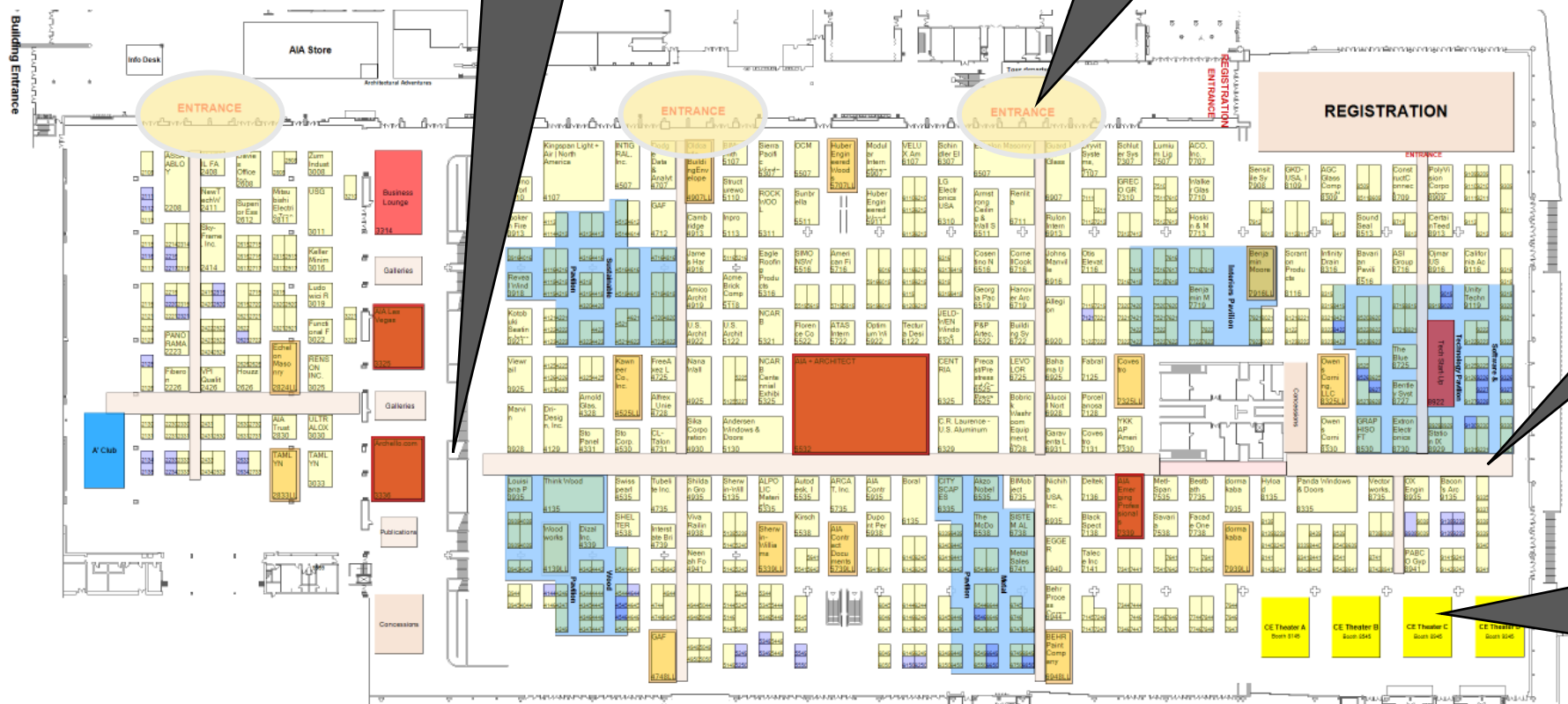
Looking at the Past

Main axis isn't continuous

Entrances provide direct access, but no sense of arrival or bearings

Main aisle helps break down the space, but no destination visible at either end

CEU Classrooms segregated helps with acoustics, but does not engage the rest of the floor



Drivers

- 1. Encourage meaningful engagements.**
- 2. Attendees should want to stay on the floor longer. Temptations to explore the city need to be tempered with experiencing the city at the event.**
- 3. The VIBE is hands-on learning. Interactive experiences are key.**
- 4. Integrate technology however possible.**



What if...?



What if the entry experience signified not just arrival but excitement, anticipation, and a focus on design?



What if aisles were transformed into boulevards, pocket parks, urban follies and even secret passages?



What if the expo hall worked its way into conference schedules with curated walks and timed experiences?



What if the conference app enhanced the VIBE experience using virtual wayfinding, heat-mapping, and suggested locations?

What if...?

And what if all of this occurred with an overlay of the host city itself, providing a true sense of place within a place? What if we are also vibe-ing with the city?



A black and white photograph of a city street scene. In the foreground, a man with curly hair and sunglasses, wearing a white shirt and suspenders, stands on a boat, speaking into a microphone and gesturing with his right hand. He is addressing a group of people whose backs are to the camera. The boat is on a river or canal. In the background, a large steel truss bridge spans the water. A sign on the bridge reads "LASALLE STREET". To the left, a building with a clock tower is visible. The sky is overcast. The overall scene suggests a guided tour or a public speaking event in an urban setting.

Unlike identities created solely to promote products or services, Placebranding celebrates the unique DNA, stories, and experiences of a particular connection to place.



Placebranding creates an emotional connection to a particular culture, community, and geography.

Today's audiences are driven by personal emotional connections that they make through experiences.

AIA VIBE 22 – Floor Plan



KEY

- 1 MAIN ENTRANCE
- 2 AIA BOOTH/ TOWNHALL
- 3 PUBLIC "PARK" - FOOD VENDERS/TRUCKS
- 4 MAIN STAGE (CEU)
- 5 NETWORKING COURTYARD
- 6 DEMONSTRATION AREA (CEU)
- 7 TOUR GROUP QUEUE SPACE

LEGEND

- | | |
|---|-------------------|
| BLOCK | POINT OF INTEREST |
| BOULEVARD | 10'X10' BOOTH |
| FOOD/BEVERAGES | 20'X20' BOOTH |
| MAIN AIA BOOTH OR TOWNHALL | 60'X60' BOOTH |
| PUBLIC EVENT, PROGRAM, OR GATHERING SPACE | |
| PUBLIC MEETING | |
| SEMI-PRIVATE MEETING/ NETWORKING SPACE | |
| SERVICE | |

TOTAL BOOTH COUNT

10'X10' : 770

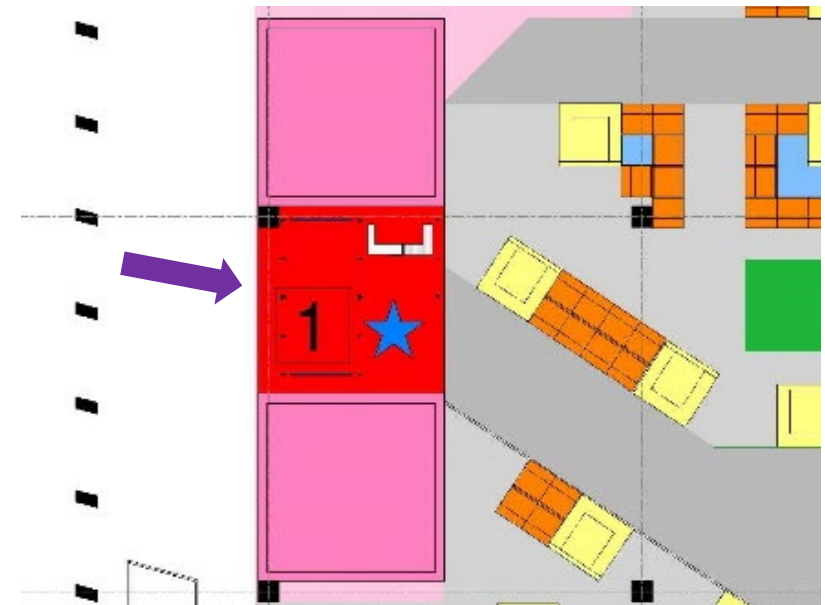
20'X20' : 120

60'X60' : 20

AIA VIBE 22 – User Experience



- Structured threshold
- Recalls local vernacular
- Introduces themed elements
- Concierge/info desk



AIA VIBE 22 – User Experience



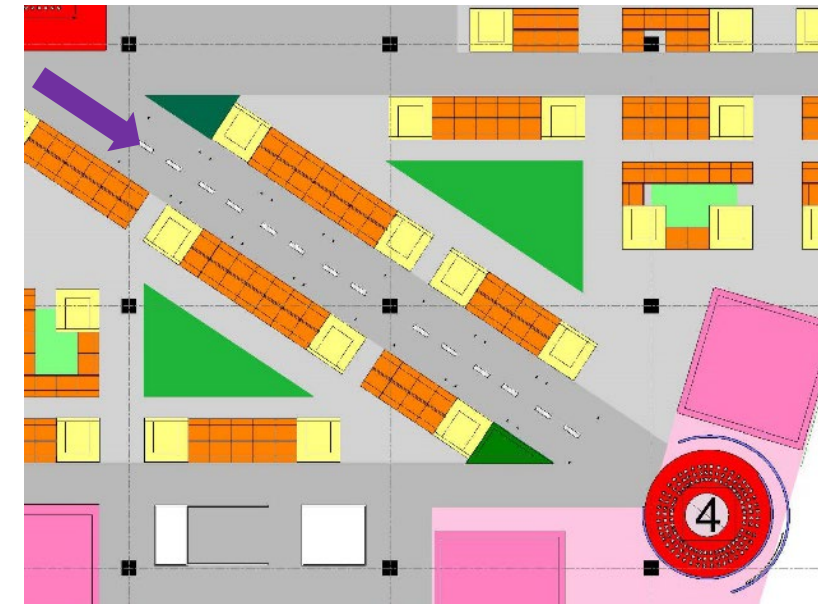
- Hanging scrims/screens recall billboards, can be used to theme the walkway with local elements, vendor logos, event graphics
- Height and perspective create a city view



AIA VIBE 22 – User Experience



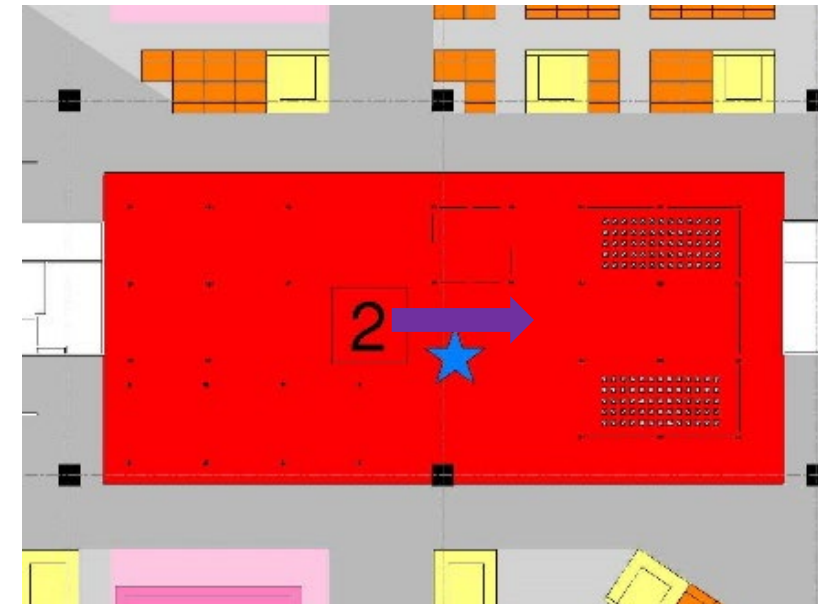
- Create a bustling city boulevard
- Linear screens used for projections to evoke streetscape
- Benches for respite



AIA VIBE 22 – User Experience



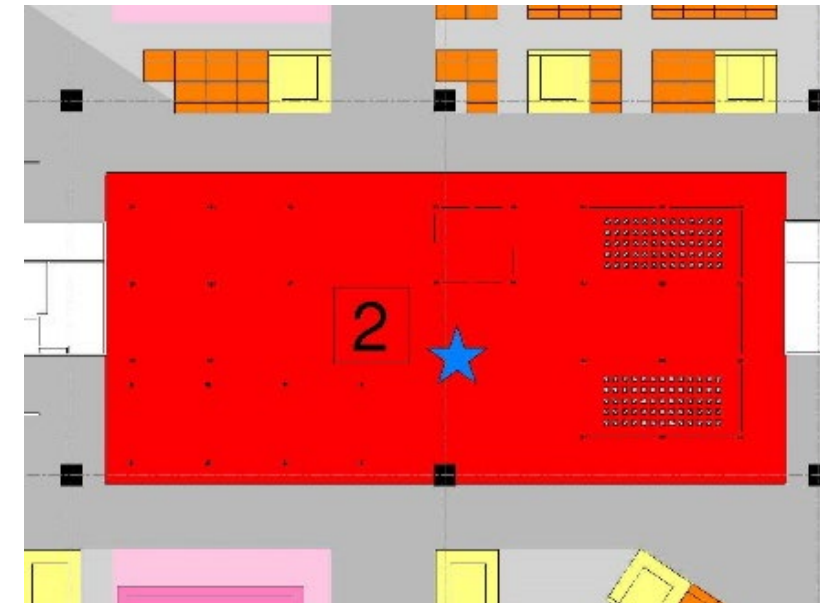
- Structures can be used to create rooms, delineate space, note hierarchy



AIA VIBE 22 – User Experience



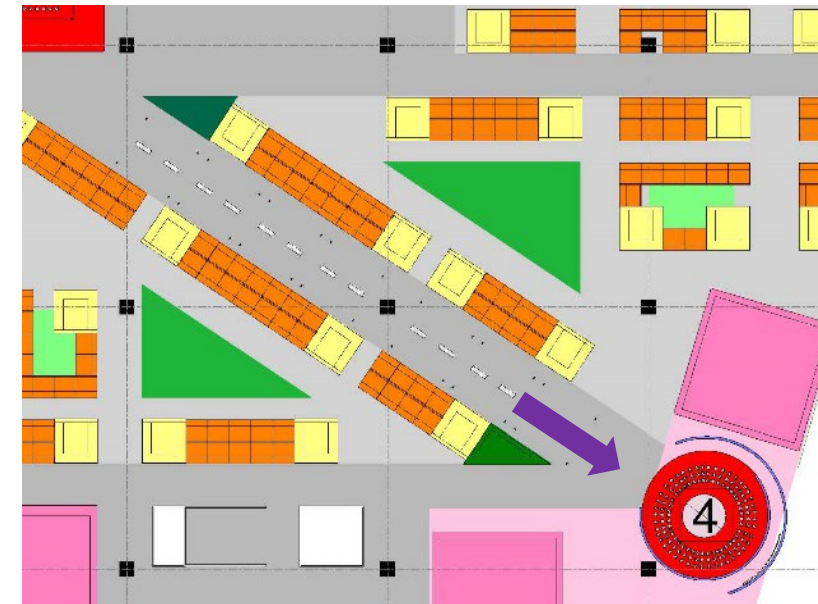
- Kit of parts approach – central space can be configured to support multiple activities



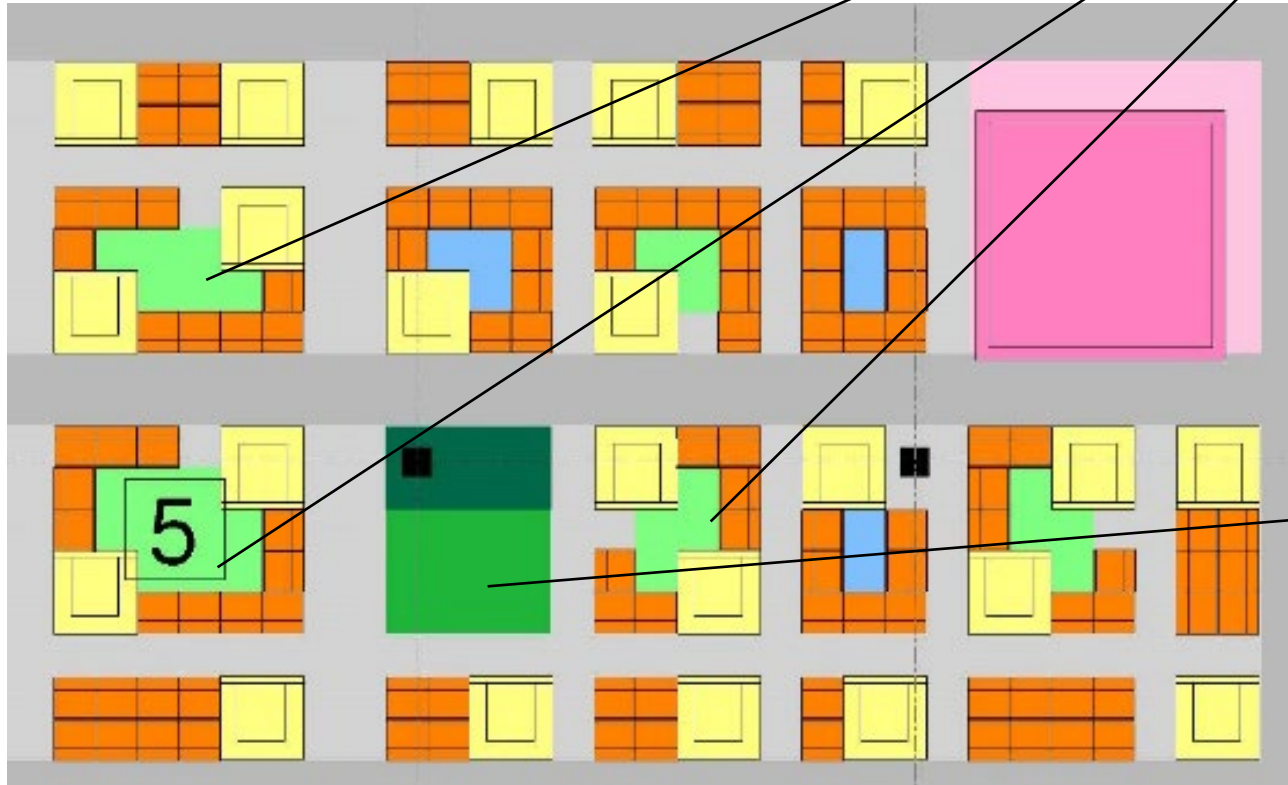
AIA VIBE 22 – User Experience



- Theatre for performance, demonstration, presentation
- Height draws the eye down the boulevard
- Theatre-in-the-round invites people in
- Walls can be used for projections



AIA VIBE 22 – User Experience



Networking Courtyard – Interactions, Conversations



Public “Park” – Greenery, seating, respite



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AI/VIBE/EXPERIENCE CHICAGO

Branded Environments

EXPERIENCE CHICAGO

HISTORY

CULTURE

ARCHITECTURE

EXPERIENCE



HISTORY

HISTORY

1837 Chicago incorporated as a city

1848 Galena and Chicago Union Railroad completed

1855 Street grade raised

1865 Union Stockyards completed

1871 The Great Fire

1900 Flow of the Chicago River reversed

1909 Burnham's Plan of Chicago

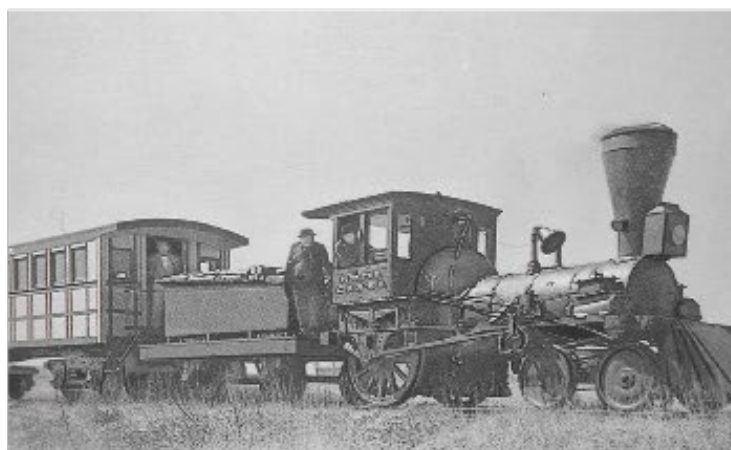
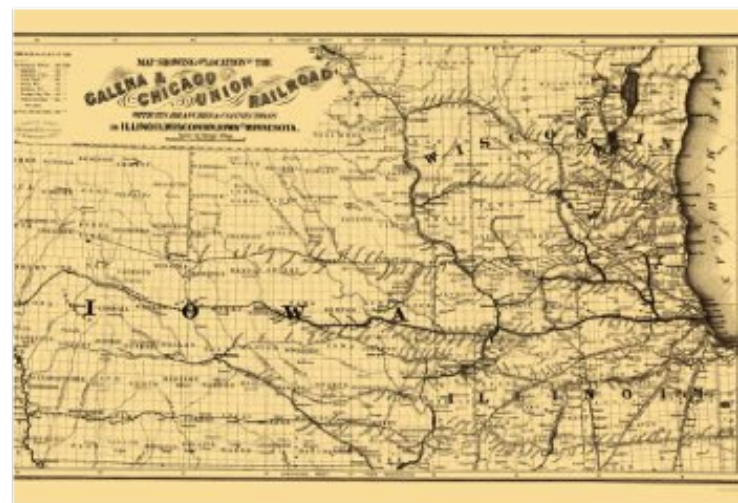
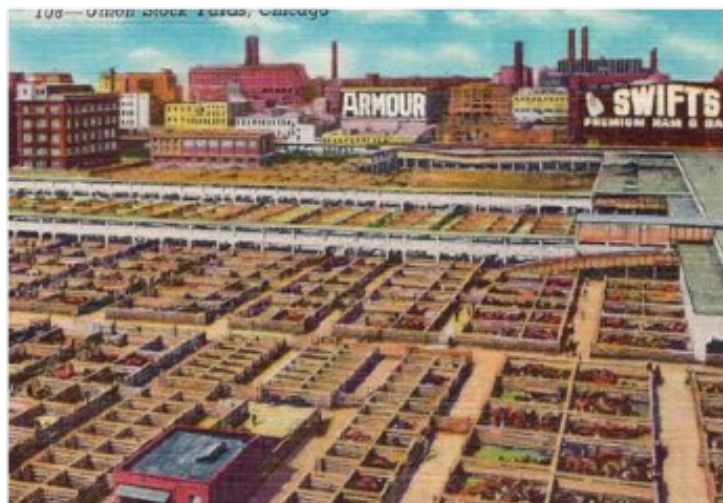
1914 Wrigley Field Opens

1932 Bears win NFL Championship

<https://www.chipublib.org/chicago-history-timeline/>

EXPERIENCE CHICAGO





What if...?



What if a timeline is integrated throughout the environment?

Done with projections, this could be easily renewed with each new location.



What if signage is used to honor Chicago's historic people and places?

This could be digital, or a curated route leading to spots all around the floor.



What if we can interact with Chicago's story?

Engage in new ways with the host chapter.

CULTURE

CULTURE

Chicago is the cultural, commercial, financial, technological, and innovative 'center' of the midwest.

Chicago is widely known for its waterfront location, diversity of neighborhoods, international cuisine, and nightlife. It is often referred to as 'the best sports city.'

Chicago is home to major record labels, film studios, theatres, museums, art galleries, and entertainment venues including the world-renowned Chicago Symphony Orchestra.

Chicago has invented and advanced several performing arts, including improv comedy, blues, house music, hip hop, gospel, jazz, and soul.

EXPERIENCE CHICAGO







What if...?



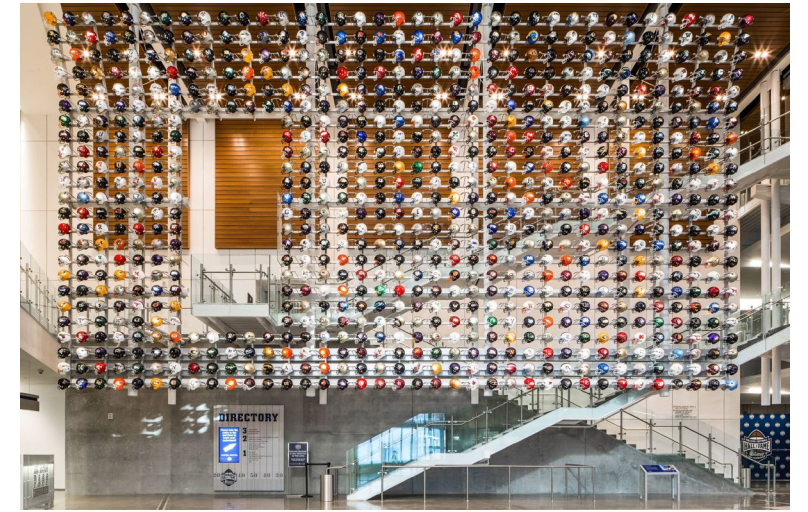
What if themed food carts are dispersed throughout the space to highlight Chicago's greatest cuisines?

Local food offerings may entice attendees to stay on the floor longer.



What if cultural banners are used as a tool for wayfinding and placemaking?

Use local elements to delineate paths, neighborhoods, or routes around the floor.



What if sports, entertainment, and the arts are all a part of the experiential DNA?

Highlight local craftsman or manufacturers on the floor. Include performances similar to street performers in the city.

ARCHITECTURE

ARCHITECTURE

Chicago's buildings and architecture reflect its rich history and multi-cultural heritage while influencing the history of American architecture.

Chicago features a variety of architectural styles by numerous influential architects including William Le Baron Jenney, Louis Sullivan, Ludwig Mies van der Rohe, Frank Lloyd Wright and 'the Chicago Seven.'

Chicago has been considered the birthplace of Prairie Style and Chicago School architecture as well as the modern skyscraper.

EXPERIENCE CHICAGO





What if...?



What if a gallery of Chicago's most admired places are on display throughout the space?

Done with projections, this could be easily renewed with each new location.



What if kiosks in the city grid are aesthetically inspired by Chicago's many architectural styles?

Potential new vendor sponsor offering.



What if central stages and platforms take the forms of actual buildings?

Engage the host chapter or local universities to design temporary structures.

EXPERIENCE

EXPERIENCE

'Chicago is my kind of town.'

The skyline is one of the world's most significant hosting 4 of the city's tallest skyscrapers.

The lakefront is 18.5 miles of shared use path for walking, jogging, skateboarding, and cycling.

26 miles of beachfront for swimming, sailing, sand volleyball, sun-bathing, and sight-seeing.

The heart of midwestern cuisine, Chicago offers a level of sophistication and diversity seldom seen across the country.

Chicago's plethora of sports teams make it a great place to be a fan.

EXPERIENCE CHICAGO





What if...?



What if Chicago's skyline is on display at an intimate scale?

Done with projections, this could be easily renewed with each new location.



What if Chicago's great outdoors are digitally integrated into the environment?

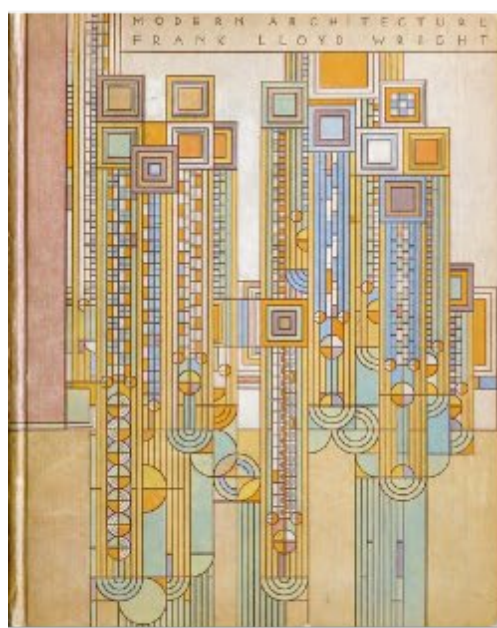
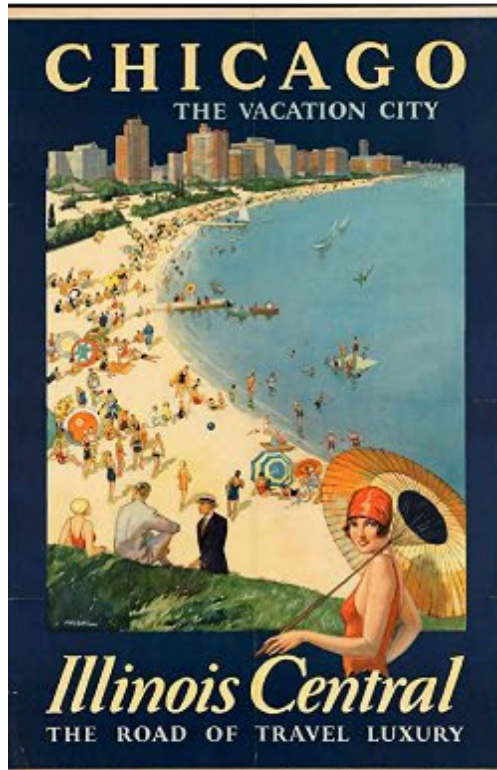
Digital projections, combined with actual vegetation, to create places for recharge.



What if booths and kiosks are designed to celebrate Chicago's diverse communities

Speak to the AIA's values – highlight diversity in the local community.

ART DIRECTION



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