

FUTURE PROOF

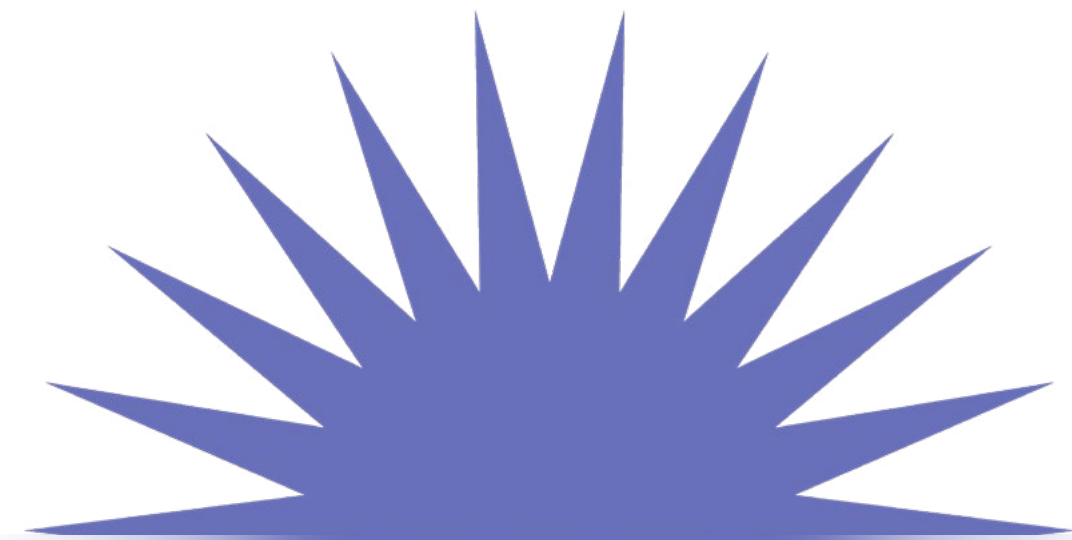
Explore ideas that will shape the brands of the future

Hyperphysical

Experiences



Content



Part 1

Setting the scene




Part 2

The three principles



Part 3

A case study



In this chaotic and over-digitised world,
there's a collective yearning for



real, human



**and tactile
experiences.**

Forward-thinking brands are responding with the next generation of spaces, we call these Hyperphysical Experiences.

Think **imaginative,**
awe-inducing, **unexpected,**
sensorial **and** **emotion-led**
rich
spaces

which invite you to 'live the story'.

In this report we will dive deeper into the principles behind
Hyperphysical Experiences and offer insights on how to

future proof your brand.

KEY SHIFTS

From

Monotonous sameness

Jaded & disconnected

Conventional stories

Passive interactions

Multi-sensory immersion

To

Non-conformity

**Feeling alive, striving
for euphoric states**


Unexpected narratives


Connection with presence

**Tech-powered
sensory engagement**

Principles of Hyperphysical Experiences

 Audacious
Stories

 Super
Sensory

 Emotional
States

Audacious Stories

|
According to Wunderman Thompson,

**61% of people say that brands aren't
doing anything *original* these days.**

Brands need to break away
from this repetitive loop of
monotonous sameness.

In Audacious Stories, we celebrate the rise of **unconventional and imaginative experiences**. These spaces are infused with creativity to underscore a brand's authenticity to the fullest. **Think supersaturated pop-up events, surreal installations, in unexpected and unique locations.**

SURREAL | IMAGINATIVE | UNCONVENTIONAL & UNEXPECTED | TOTAL IMMERSION

“**A space isn’t just a space, it’s a story.** Brands are leaning into this role of spatial storytelling. Guiding people through a story is a way of engaging them, and immersing them into your world.”

Ibby Njoya via Frameweb



Brides de Galaxy by Hermes in London, a supersaturated spatial experience, turning one of Hermes' classic silk scarf designs into a surreal setting celebrating the brand's creativity and self-expression. Its imaginative landscape takes the visitor on a journey to discover the story behind the Hermes scarf and fully escape and immerse into its world.

Take risks, be brave and thrive on the imaginative. Brands are rewarded for being unconventional, embracing their authenticity to the fullest.



Tiffany Wonder, Tokyo offers a journey through the jewellery house's rich history of craftsmanship through ten dream-like interconnected spaces. As visitors move through each room, the narrative gradually unfolds, uncovering surprising moments of discovery around each corner.



“Each space is a self-contained environment with distinct atmosphere, highlighting a specific aspect of Tiffany’s story, [...] this strengthens the relationship between visitor and display.”

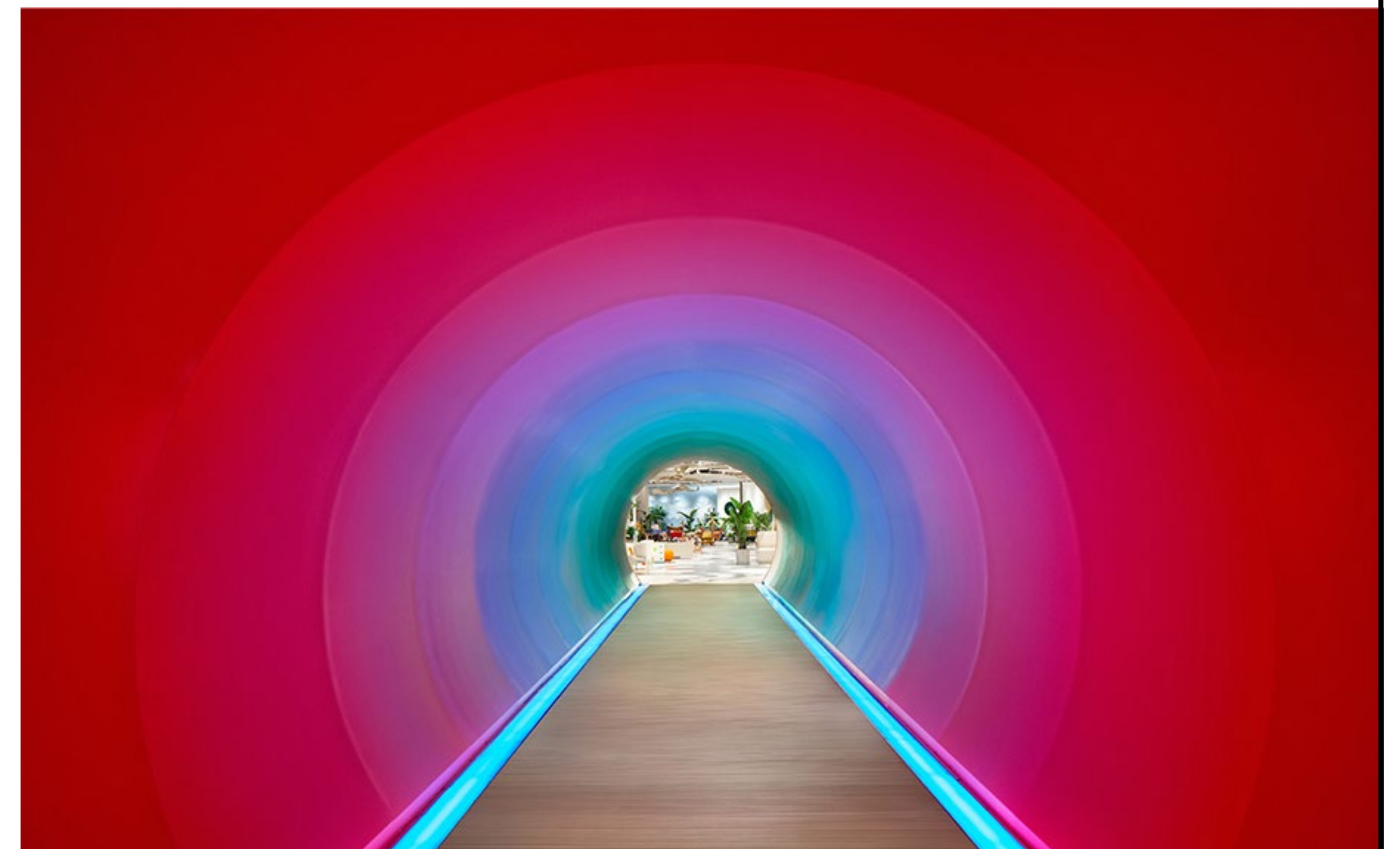
Ellen van Loon, OMA partner






SKP Chengdu, China is a next-gen luxury shopping complex fusing retail, hospitality, technology, experiences, and art. Featuring 33 unique landscapes and scenic spots, it redefines retail with its immersive, otherworldly design, encouraging endless exploration.

Challenge every expectation, standard or rule of luxury retailing in terms of craft, quality, innovation and entertainment to set new global standards.





“People are looking for a sense of discovery and escapism from the everyday, and they’re finding it in ‘spaces that transport them away’ and take them on an adventure.”

Torquil McIntosh and Simon Mitchell, co-founders of design agency Sybarite



Airbnb's Icons Programme offers up the chance to stay in rooms from pop culture blurring the boundaries between fantasy and reality. The house from Pixar's *Up*, suspended by a crane is an iconic highlight amongst the extraordinary rentals.

“It will feel like you’re stepping inside the movie. These experiences **capture people’s imagination** and allow them to **step into another world**. This is what Airbnb has always been about.”

Brian Chesky, co-founder of Airbnb



The North Face hosted a pop-up snowboarding challenge with a gigantic ski slope, including an inflatable colossal Himalayan explorer to launch their experiential space, Summit Club house in Shanghai Zhangyuan.

“Gen Z are seeking novelty, newness and experiences that deliver on the desire of unabashed experimentation.”

Vice Guide to Culture 2024



Brainstorms: A Great Gig in the Sky

Celebrating the 50th anniversary of Pink Floyd's 'The Dark Side of the Moon', the galleries of Frameless are awash with striking data visualisations of the human brain's response to hearing the album.

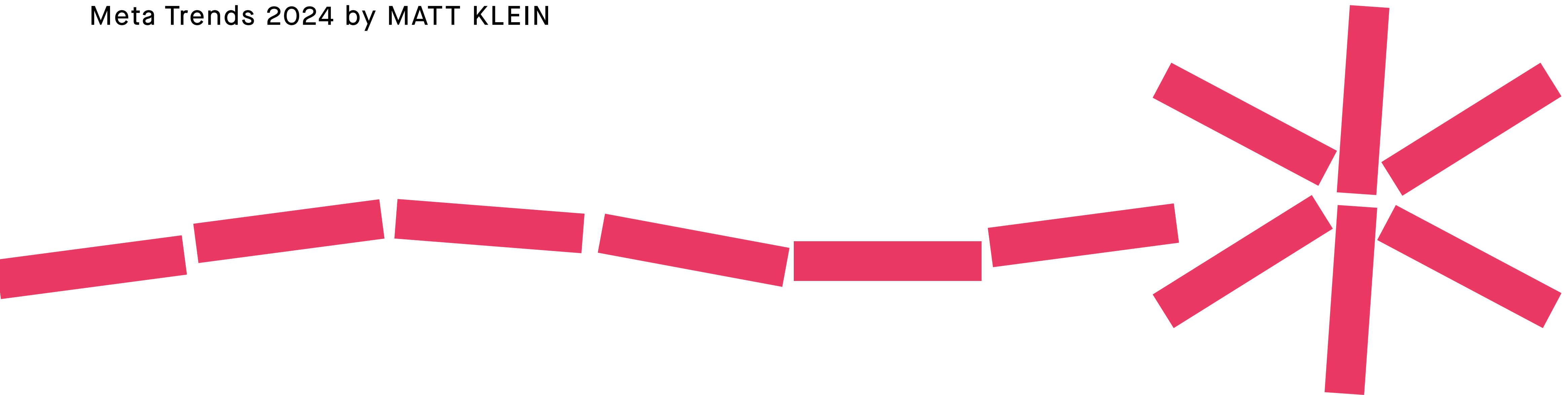


Translate heritage storytelling into innovative spatial experiences, where music, **art, technology and science collide** to immerse individuals like never before.



| **“We’ve lost sight of what it means to be brave.** It feels like our facilities for riskiness and imagination have atrophied. In an attempt to recalibrate, **future strategies are here to ignite audacity.** We need to set ourselves free from algorithmic-recommendations.”

Meta Trends 2024 by MATT KLEIN



How can you tell more audacious stories?

- **Be brave and take risks.**
Take an unconventional approach that is truly authentic to your brand. Attract and engage with newness and originality that stands out from the mundane.
- **Transport people away from reality.**
Invite your audience to escape the everyday and fully immerse themselves in the experience to become the main character and live the story.
- **Create a narrative that unfolds** like chapters in a book. Changes in scene reflect different moods and moments in your immersive storytelling, revealed one by one for maximum engagement.

Super Sensory

//

“63% of consumers want brands to provide them with multisensory experiences,

multisensory
multisensory
multisensory

many
many
many

and 72% say that they expect as many of their senses as possible to be engaged when experiencing something new.”

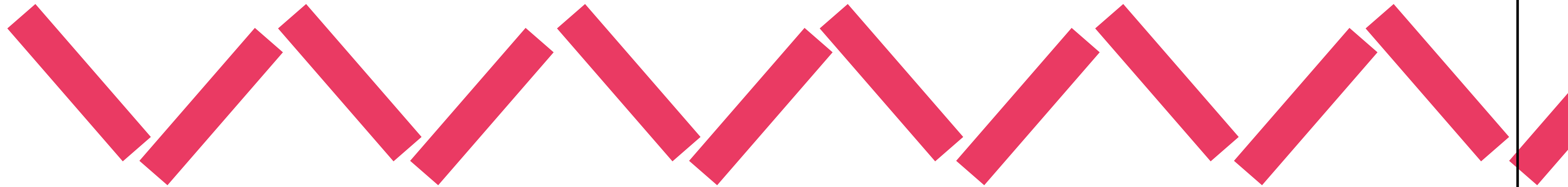
Neuroaesthetics - Design for the Mind, a cultural study by Design Hotels in collaboration with FSB and Kinda Studios



As we move to an increasingly digital world - **brands need to find ways for radical reconnection** with their customer. Sensory information improves awareness and presence, builds meaningful connection, evokes wonder and influences mood. The most successful brands will be those that can transform their brand into a feeling or vibe, **how does your brand feel, taste or sound?**



“Hyperphysical retail at its simplest is multisensory, leaning into the five senses of sight, sound, touch and even smell and taste.



That essentially **captures what it means to be human.**”

Vogue Business



|| Making Sense of Colour by Google

Building on its extensive study of neuroaesthetics, Google collaborated with Chromasonic for this exhibition at Milan Design Week. The installation is an exploration of colour through each of the senses, asking visitors: “What does colour, taste, smell, sound, look and feel like?” Connecting colour with other sensory input improves presence, deepens connection and evokes a sense of wonder.

“When we’re in spaces designed in a way that creates an enhancement of how we feel in the present, our senses are activated. **Our awareness becomes greater.**”

Chromasonic co-founder Johannes Girardoni



|| The Realms of You by Glossier to launch the Glossier You perfume. The installation draws inspiration from the scent, which famously smells different on everyone. The pop-up offers a unique experience through an ASMR-inspired journey that is guaranteed to awaken your senses.





“Scent is one of the most potent senses, evoking deep emotions and somatic memories. Scent can create a grounding feeling in a person when they enter a space.”

Design Hotels Neuroaesthetics
Design for the Mind cultural study by Kinda Studios

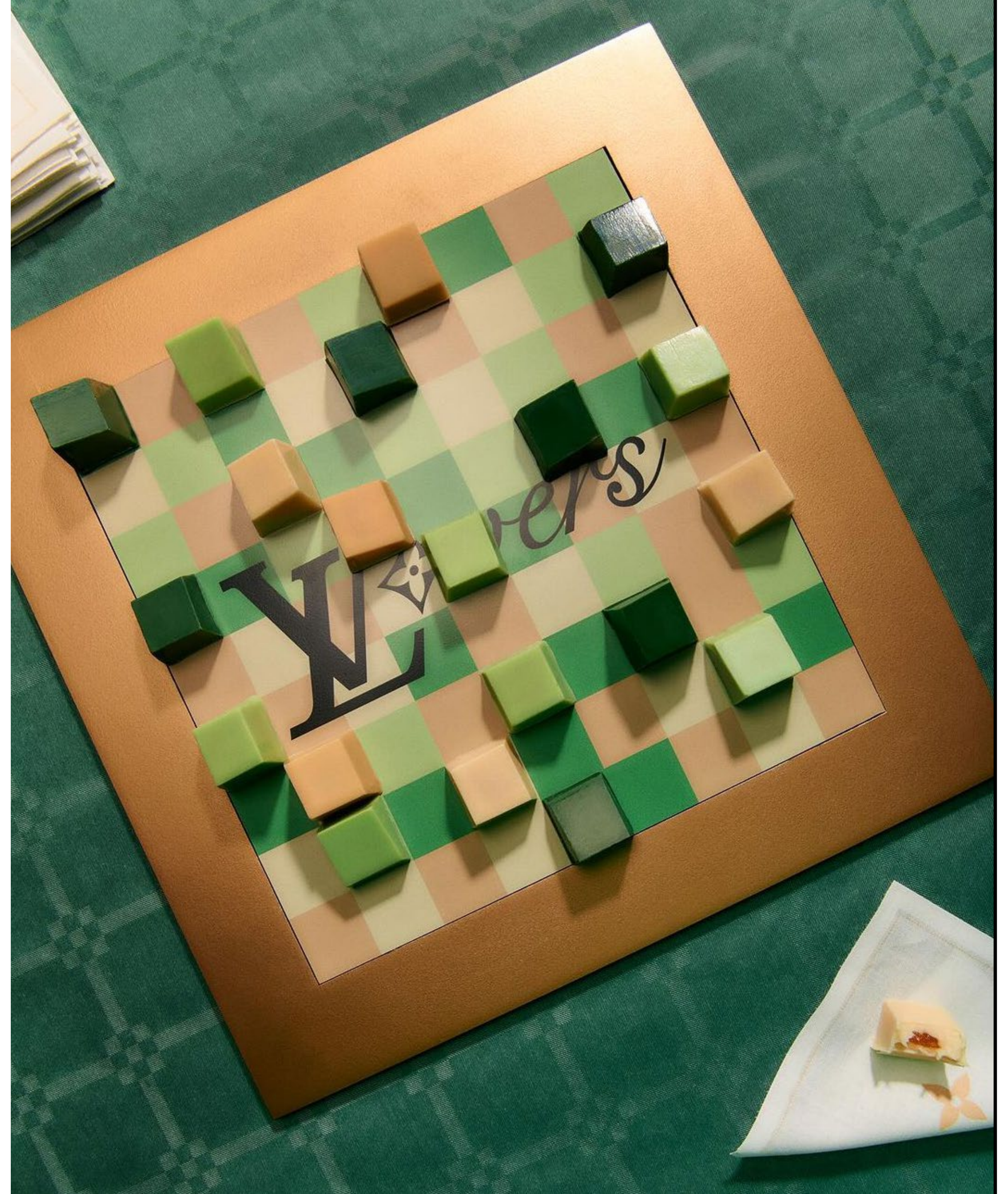


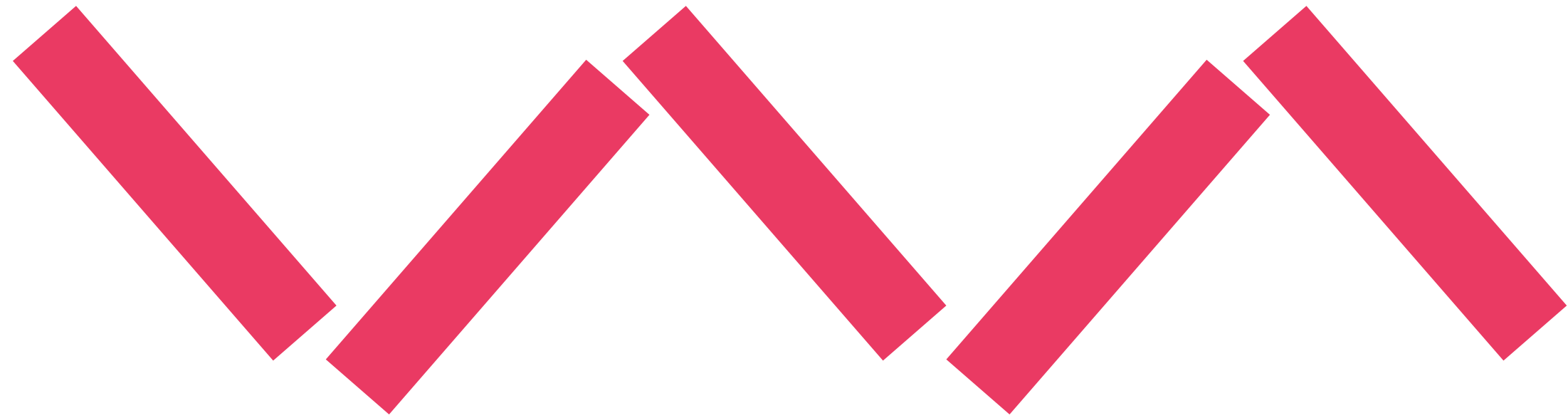
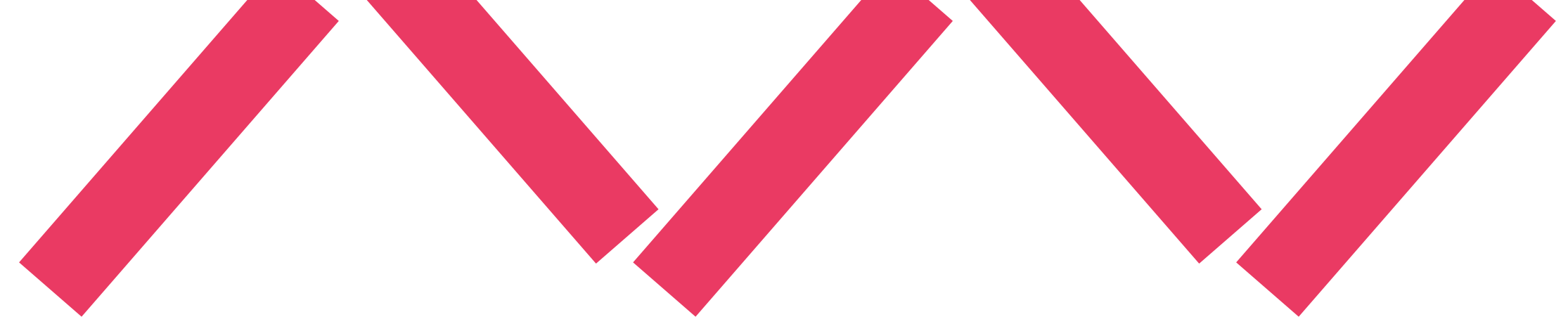
A synaesthesia chocolate truffle board game, created by **Balbosté for Louis Vuitton**



“Transforming an ephemeral pleasure of the senses into a **memorable souvenir.**”

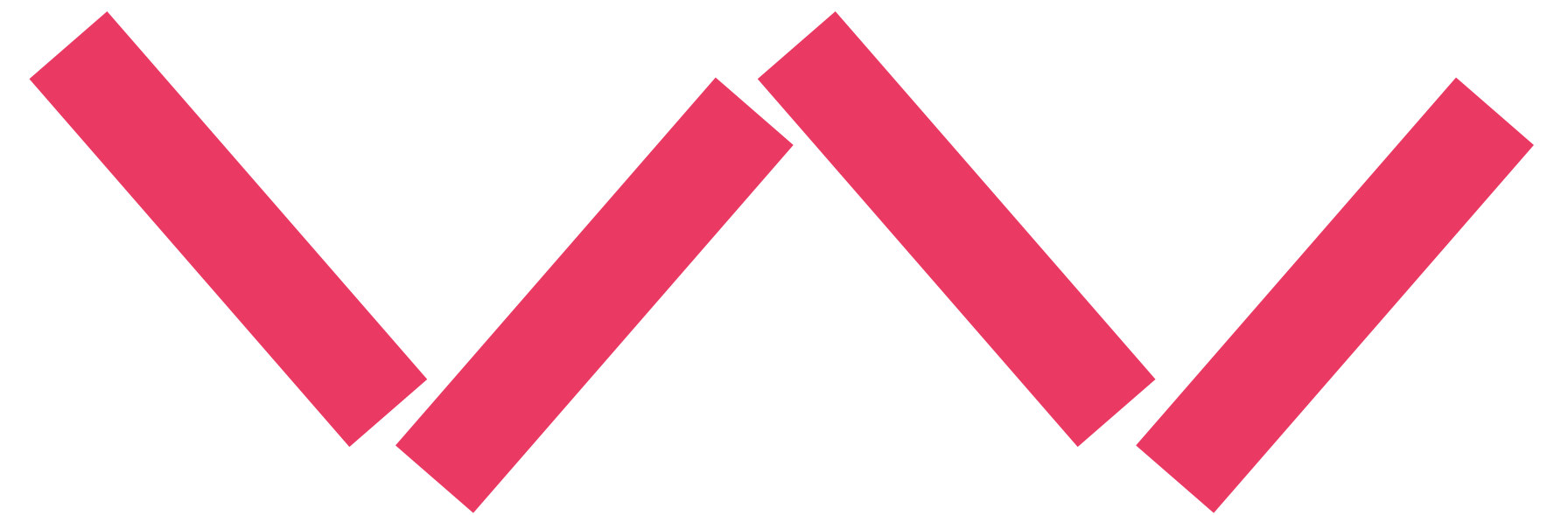
Balbosté





“The synaesthetic approach adds a **new layer of intrigue** to sensory experiences, both physical and digital.”

VML Intelligence’s ‘The Age of Reenchantment’ 2023 study





// The Future of Wellness at Al Waha

This 'sensory spa' features three types of therapies: Movement Therapy with fluid visuals and soundscapes, Feeling Therapy using ultrasonic haptics, light and binaural audio, and Connection Therapy, where guests hum to activate a symphony of light, scent, and sound. The museum emphasises the body's power to enhance sensory experiences and emotional connections.

A sensorial approach with intuitive responsive technology integrated into physical forms adds **a new layer of intrigue to experiences.**

Adopt synaesthetic principles

to give shape and colour to what we cannot see. A highly personalised moment of self-expression.



See yourself in sound by Bang & Olufsen

A campaign to celebrate the power of music as a tool for self-expression, Bang & Olufsen created their own digital platform that transforms user's listening history into an interactive 3D avatar — with each one being unique to a person's music taste — the look of the avatar is based on the mode, energy, and groove of a user's music taste.





4DSOUND by monom

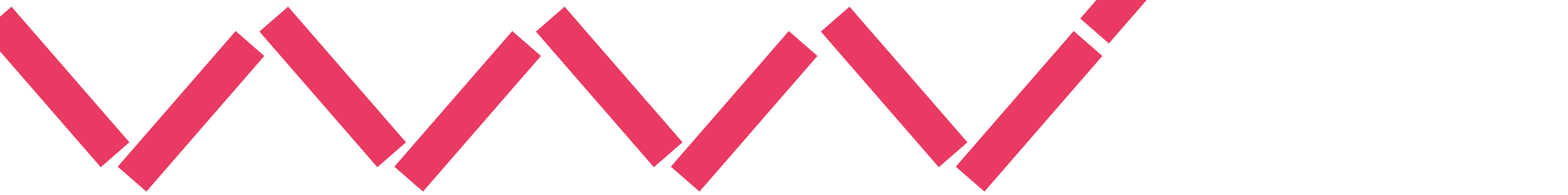
A moving sonic experience using sound holograms and sonic vibrations to change our brain-body listening experience from speakers to spatial.

A future where sound becomes visible, appearing in space with tangible depth and dimensionality, offers a new wave of experience.



“Innovation in **sensory engagement, led by technology**, can transcend the cliches of immersive retail to deliver exciting and engaging experiences.”

Frameweb



How do you connect through the super sensory?

- **Make the intangible tangible.**
Define how your brand feels, sounds, and smells. Intentional sensory experiences will deepen the brand connection.
- **Personalise sensory experiences.**
Co-create experiences and outputs that are unique for each individual to leave a lasting impression.
- **Embrace sensory innovation.**
Adopt intuitive tech-led sensory engagement, adding new unexpected layers of intrigue to experiences to improve presence and awareness.

Emotional States



At a time when people feel burned out,
disconnected and jaded,

**77% say they just want to
feel something**

according to VML Intelligence's 'The
Age of Reenchantment' 2023 study.



As brands redefine their metrics of success in a world yearning for re-enchantment, we have the power to **spark profound emotional connections by offering sensorial, transformative and awe-inspiring encounters.**



“Crafting experiences with emotional payback brings mutual reward:
consumers are more likely to spend on a brand that makes them feel, from joy to surprise, inspiration, and more.”

VML Intelligence’s ‘The Age of Reenchantment’ 2023 study

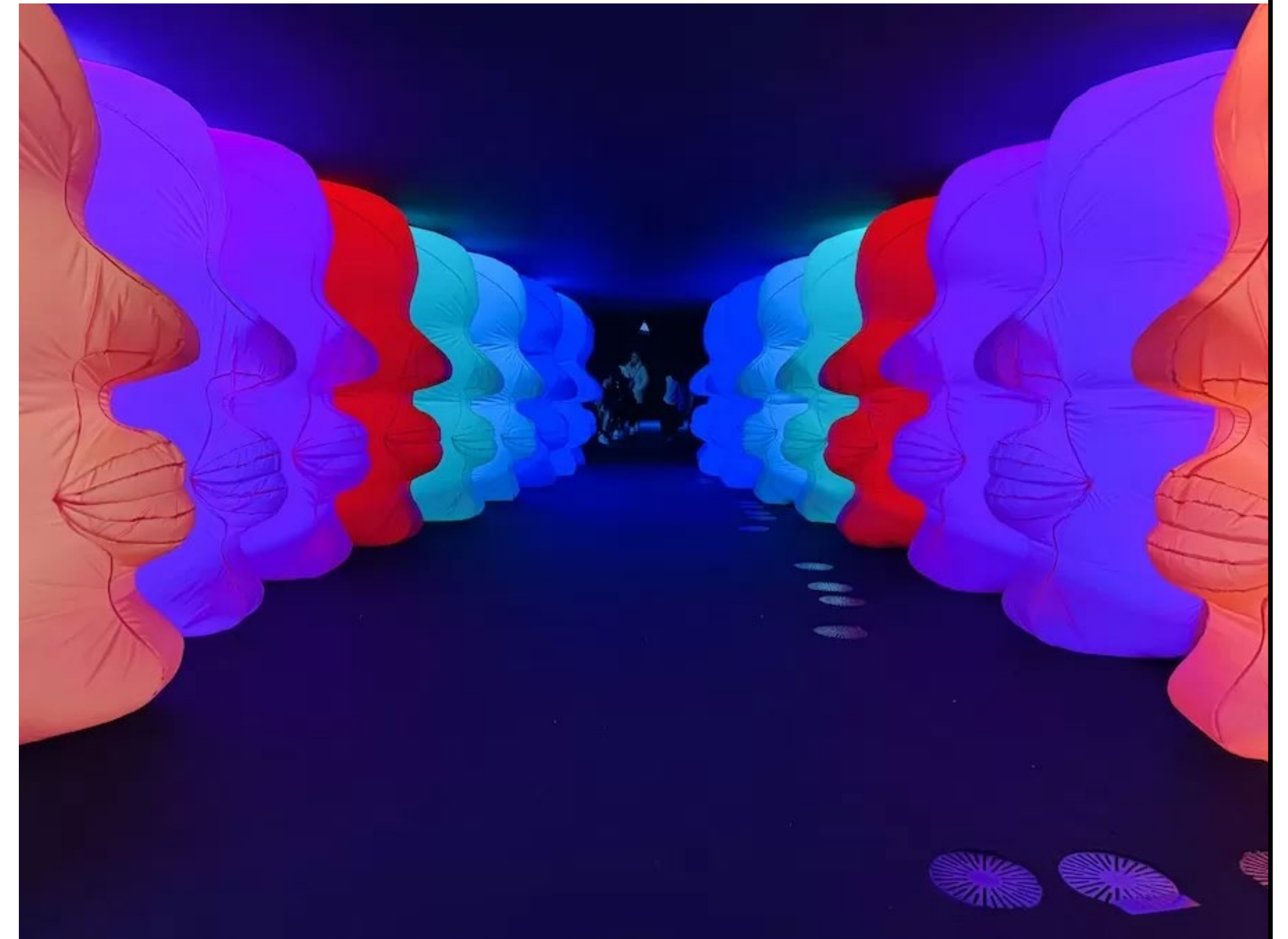


Emotion Air at The Balloon Museum London

The world's first inflatable museum Balloon Museum aims to explore the relationship between art and human emotions through giant inflatable art installations.

An ephemeral collective journey, inviting visitors to connect with each other by immersing themselves in experiences that **explore a range of feelings**, from ecstasy to fear.





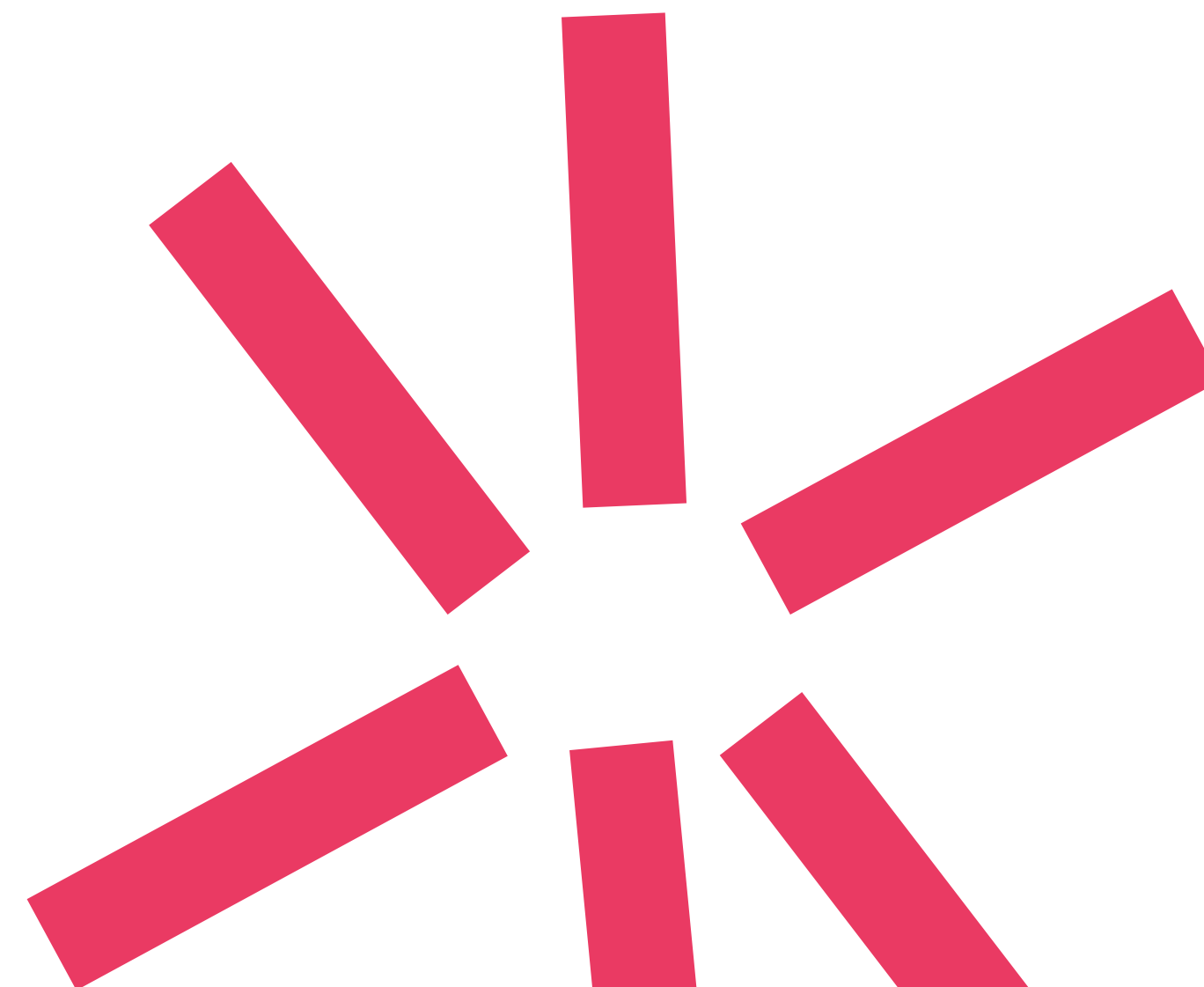
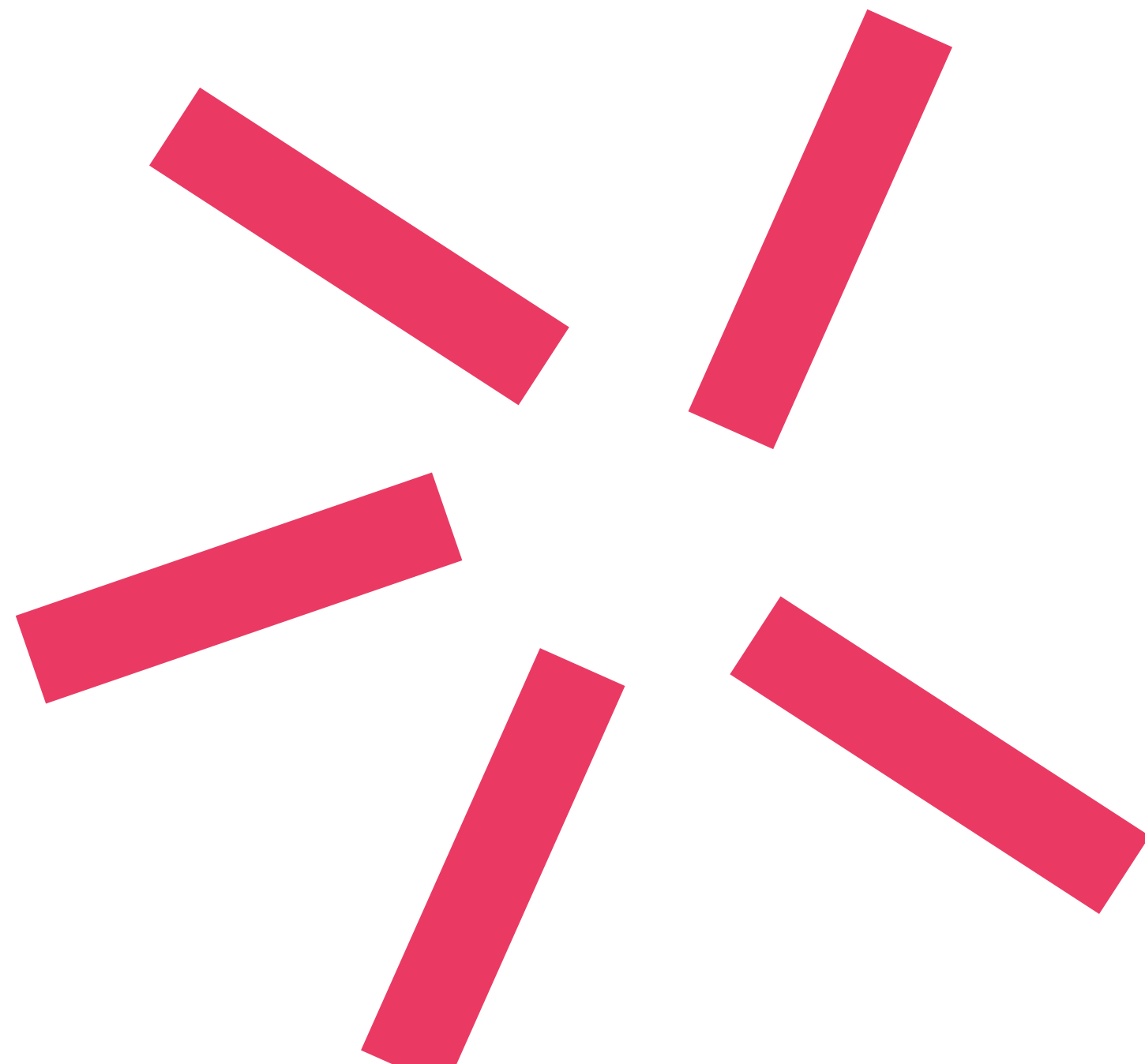
“Each piece is designed to stimulate an intimate dialogue with one’s feelings, providing a unique insight into the complexity of the human experience.”

The Balloon Museum



“Two-thirds of people globally say they **want brands to help them feel intense emotions.**”

VML Intelligence’s ‘The Age of Reenchantment’ 2023 study





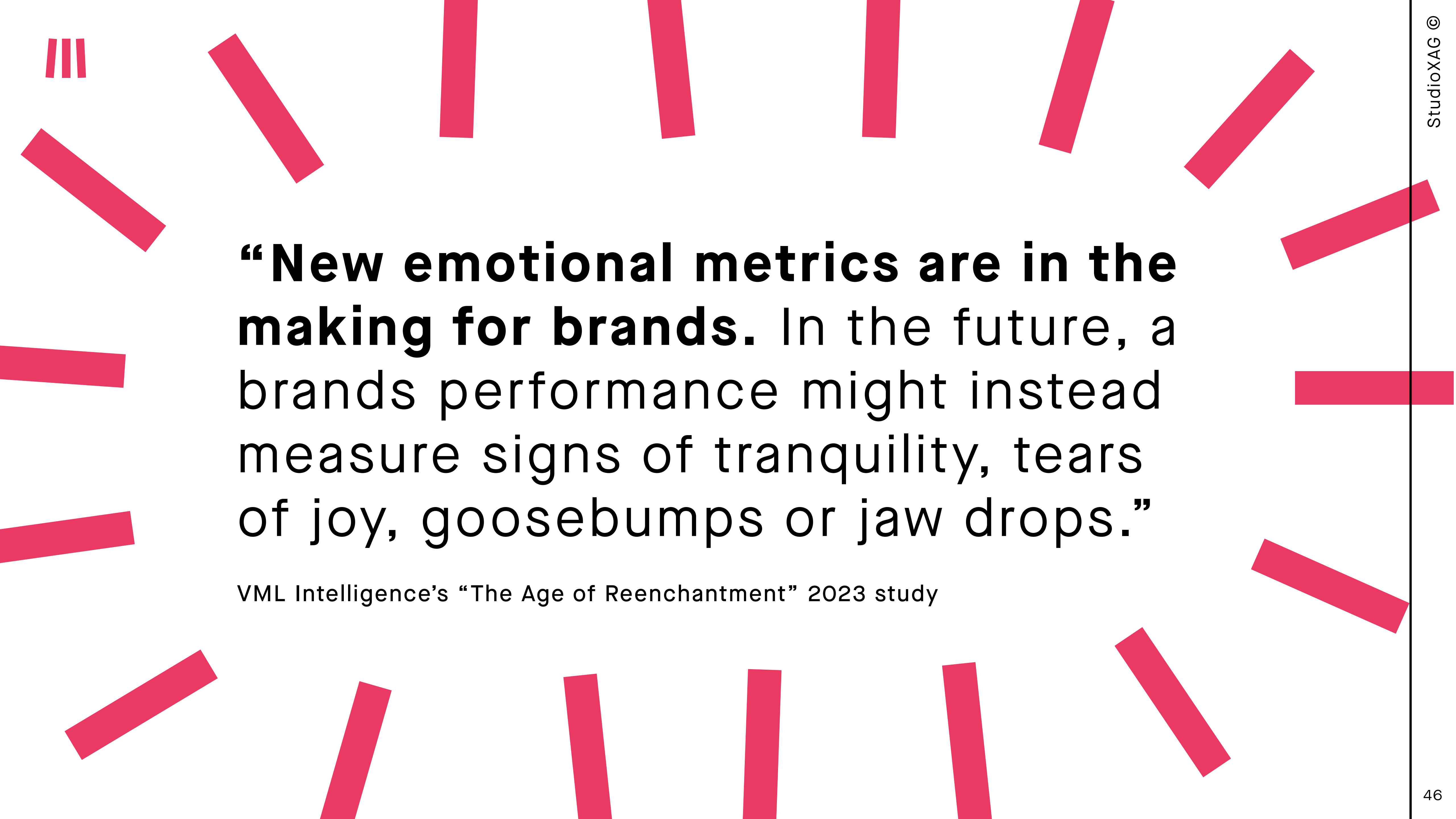
/// The Pollination Dance by Fernando Laposse for Maison Perrier-Jouet

This interactive installation, envisioned as a garden, aims to showcase “complex and harmonious” interactions between plants, insects and animals.



Visitors actively participate in the exhibition, offering **a calm moment of mindfulness** and reconnection with nature.





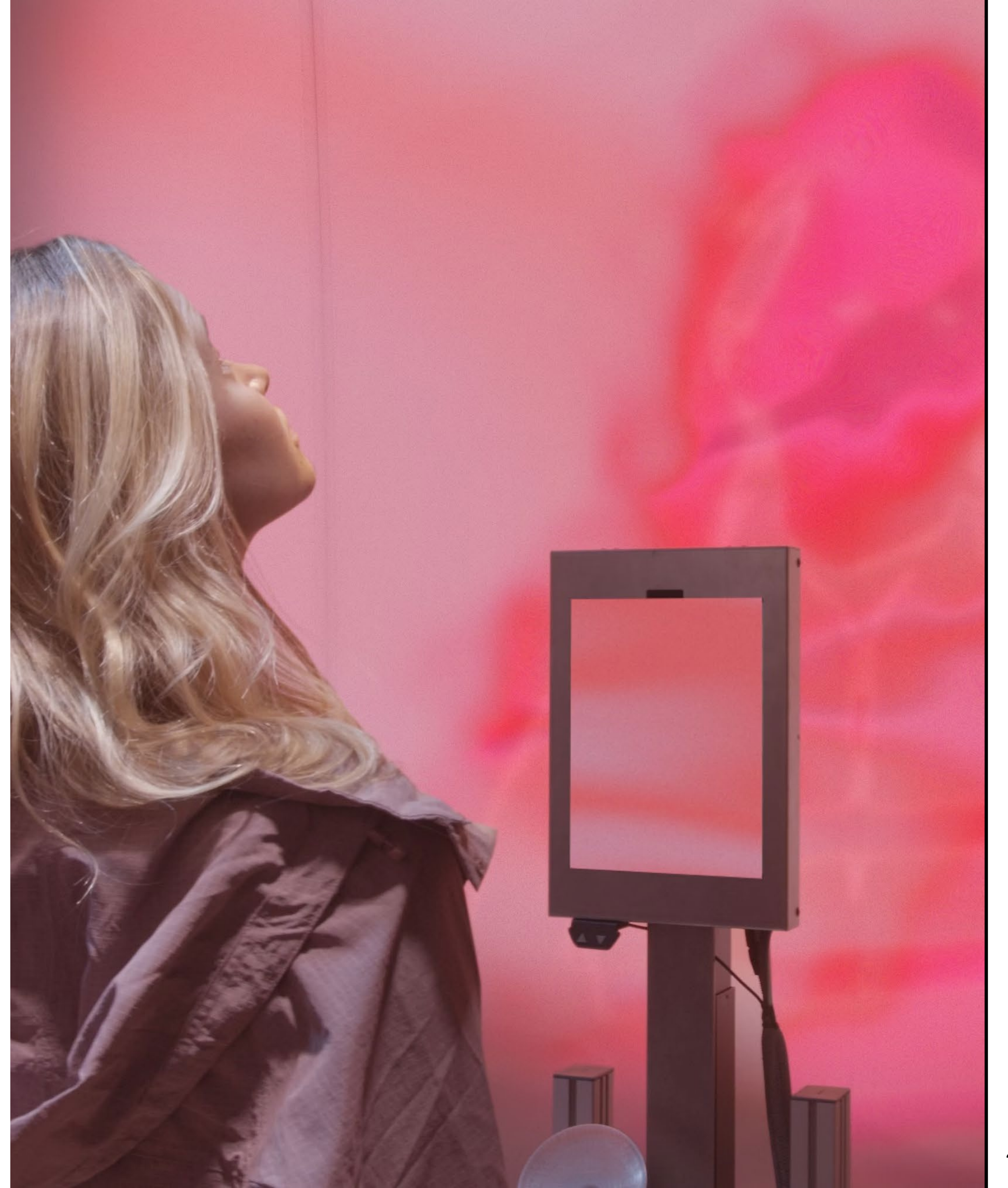
“New emotional metrics are in the making for brands. In the future, a brands performance might instead measure signs of tranquility, tears of joy, goosebumps or jaw drops.”

VML Intelligence’s “The Age of Reenchantment” 2023 study

A responsive AI-informed experience invites visitors **to engage through intuitive interactions**, creating a personalised spatial experience that forges deep emotional connections.



BreathLab at Nike House of Innovation, Paris
Visitors engage in guided breathwork exercises captured via a thermal camera that displays them as glowing 'Aura' portraits. These 'Auras' linger on the walls, creating a collective gradient throughout the day.





Next-gen experiences take sensory stimulation to new frontiers, with unforgettable immersive spectacles that happen inside each visitors head.



/// Dreammachine by Collective Act

An immersive installation and mindfulness experiment, taking emotive engagement to new frontiers. Unfolding entirely within the mind, participants experience a mind-bending light and sound show.

How can you connect with emotion?


- **Explore a depth of feelings,** from mindful, tranquil experiences to immersive show moments. Making your customer feel something is the new benchmark of success.
- **Embrace the power of the collective.** Communal experiences enhance empathy and emotional intelligence, building connections within your community and with your brand.
- **Engage with responsive experiences.** Rely on human participation to transform the look and feel of your spatial experience. Integrate intuitive tech for next-gen impact.

Hyperphysical Experiences are here to stay

In a world of chaos and instability - create immersive spaces which are unexpected, awe-inducing and emotionally resonant to **futureproof your brand.**

**How can you translate
the Principles of
Hyperphysical
Experiences to a
space successfully?**

 Audacious
Stories

 Super
Sensory

 Emotional
States

The Future of Fragrance

for Charlotte Tilbury



**Global Launch event
designed by Charlotte Tilbury
made real by StudioXAG**



**“Darlings, what if I told you,
you are about to embark on
the most ground-breaking,
revolutionary, incredible
fragrance journey of your life?”**

Charlotte Tilbury



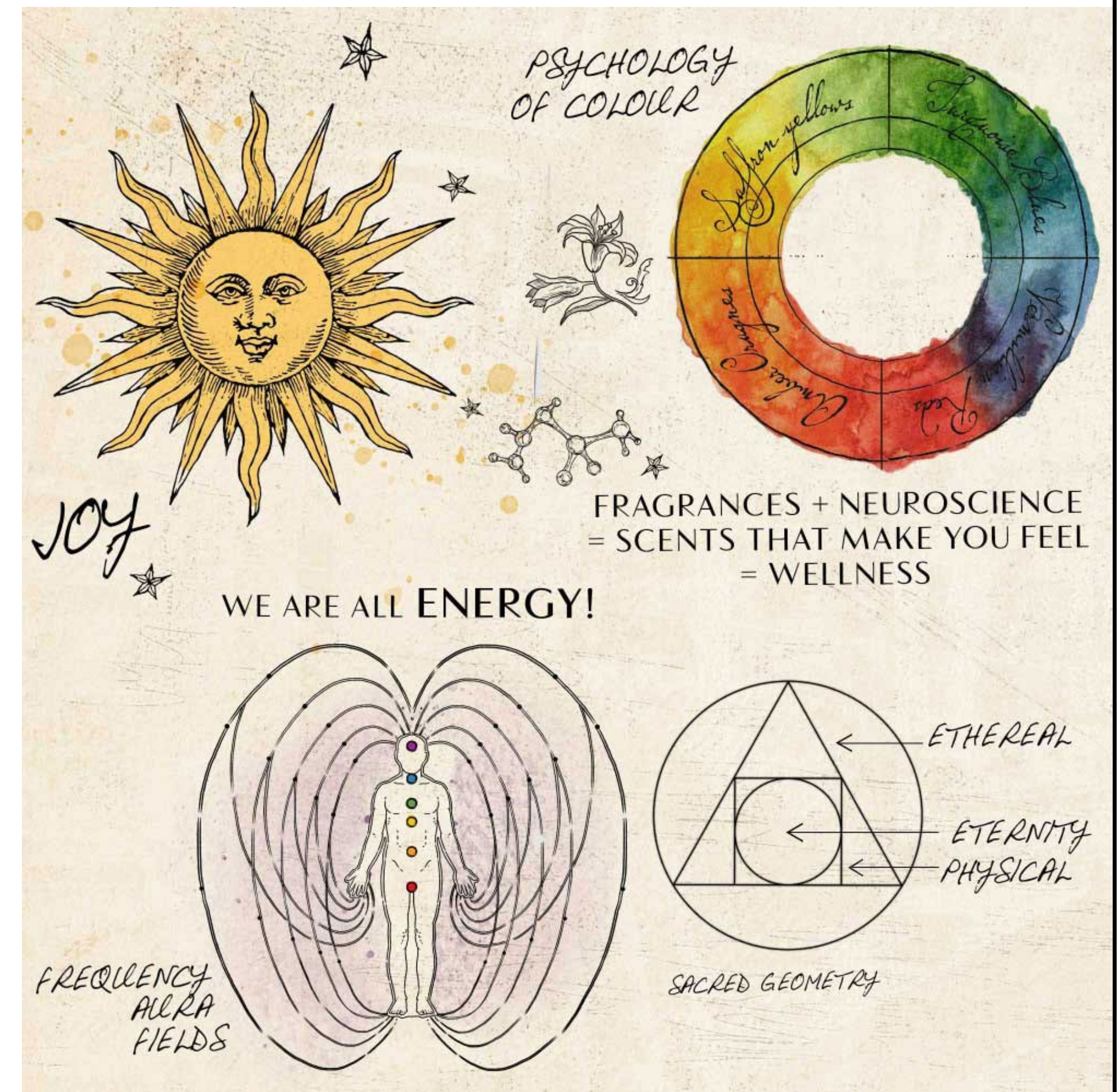
Emotional States

Introducing the Fragrance Collection of Emotions.

Six brand new scents powered by emotion-boosting molecules, backed by neuroscience and 40 years of research. Each fragrance is **specifically designed to boost your mood in a different way.**



Created in collaboration with master perfumers at the IFF, using an AI algorithm to identify ingredient combinations that synergistically boost different facets of emotion.



Emotional states



To launch this groundbreaking new fragrance, Charlotte asked

“How do you want to feel today?”

Inviting her audience on an olfactory journey into a world of discovery dedicated to each of the fragrances.

My Darlings

WHAT IF I TOLD YOU YOU ARE ABOUT TO EMBARK ON THE MOST GROUND-BREAKING, REVOLUTIONARY, INCREDIBLE FRAGRANCE JOURNEY OF YOUR LIFE?

FROM DREAMS, TO SCIENCE, TO INGREDIENTS, TO THE BOTTLE, YOU ARE STEPPING INTO THE FUTURE OF FRAGRANCE!!! THIS IS A SPECTACULAR, OLFACTIVE, REVOLUTION IN THE BEAUTY INDUSTRY.

LET ME INTRODUCE YOU TO THE FIRST EVER FRAGRANCE COLLECTION OF EMOTIONS BY CHARLOTTE TILBURY, WHICH IS POWERED BY GROUND-BREAKING INNOVATION!!!

MY FRAGRANCES ARE FOR EVERYONE AND ARE THE RESULT OF HARNESSING THE EXPERTISE OF WORLD-RENOUNDED PERFUMERS - SOME OF THE BEST NOSES IN THE WORLD - CUTTING-EDGE TECHNOLOGY, NEUROSCIENCE, 40 YEARS OF RESEARCH AND THE MOST EXTRAORDINARY OLFACTIVE SYMPHONY OF INGREDIENTS TO CREATE MY MOST INNOVATIVE FRAGRANCE COLLECTION EVER!!!

Charlotte Tilbury

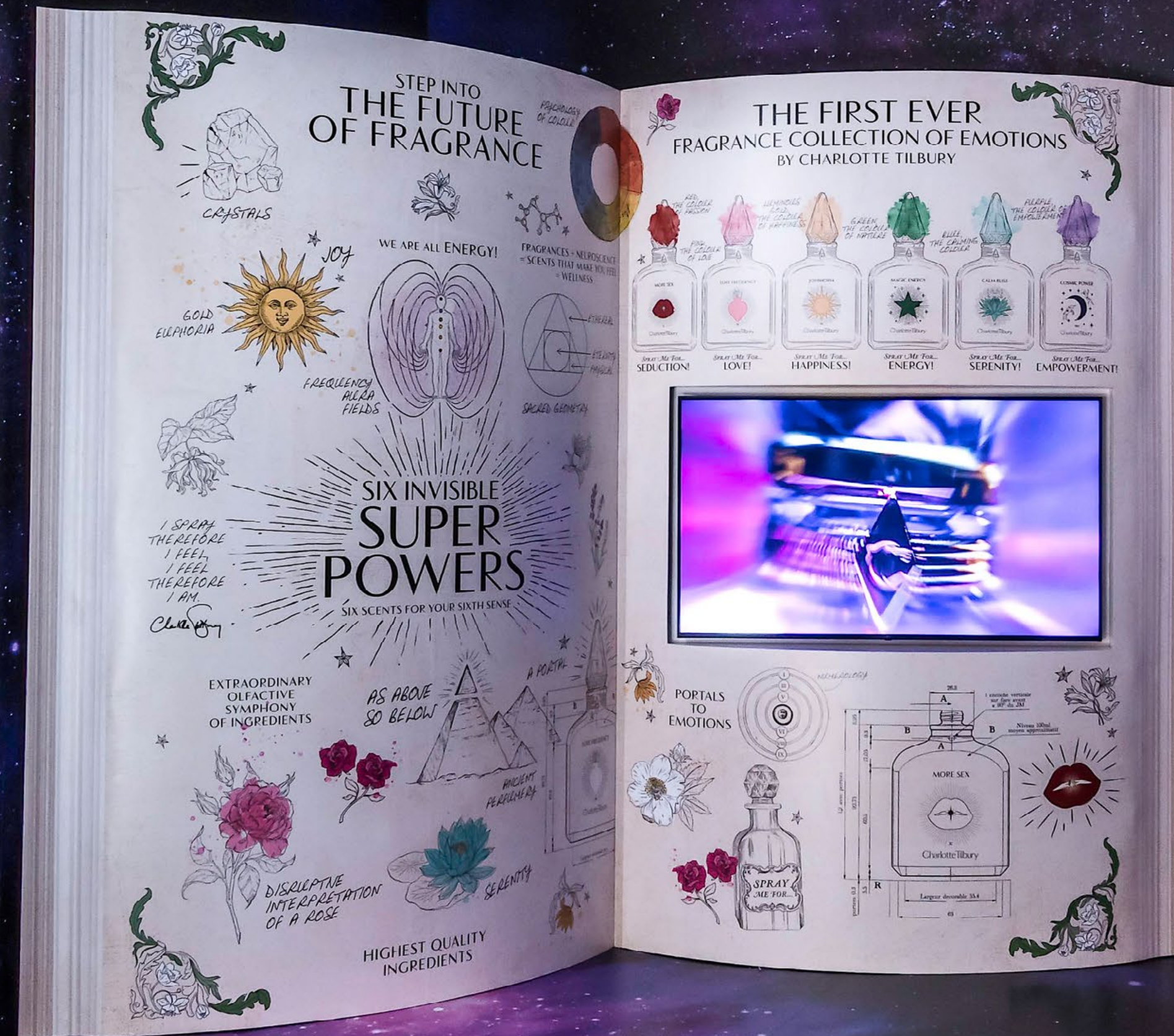
*Based on 2012 survey, over 2 weeks

THESE ARE MY SIX NEW FRAGRANCES AND THEY ARE YOUR SIX INVISIBLE SUPERPOWERS!!! IT'S PROVEN BY OUR USER TRIALS: THEY ARE SCENTS THAT MAKE YOU FEEL SPECIFIC EMOTIONS. MY FRAGRANCE COLLECTION CAN BOOST YOUR CHOSEN MOOD, ALLOWING YOU TO ARCHITECT YOUR DREAM DAY AND NIGHT, ELEVATING THE ART OF FRAGRANCE THROUGH NEUROSCIENCE AND EMOTION-BOOSTING MOLECULES!!!

MY LUXURY FRAGRANCES ARE CREATED WITH THE HIGHEST QUALITY INGREDIENTS FOR AN EXCEPTIONAL SCENT TRAIL LASTING UP TO 18 HOURS!!! THEY ARE DESIGNED TO SMELL INCREDIBLE ON EVERYONE AND MAKE THE PERFECT GIFTS FOR LOVED ONES. THEY ARE UNIVERSAL!!!

THESE FRAGRANCES ARE LIKE PORTALS TO EMOTIONS AND OTHER WORLDS, SO YOU WILL FEEL HOWEVER YOU WANT TO FEEL, AND BE WHOEVER YOU WANT TO BE. EMPOWERING YOU THROUGH THE MAGIC OF SCENT!!!

SO, MY DARLINGS, THE LAST INGREDIENT IS YOU!!! HOW DO YOU WANT TO FEEL TODAY?



DARLINGS,
FOLLOW ME THROUGH
THE MAGIC PORTAL AND STEP INTO
THE FUTURE OF FRAGRANCE



Supersized surreal storytelling - sets the scene.
A letter from Charlotte establishes the intention.



Step through the magical bottle portal to an **alternative dimension.**





Super Sensory

Mesmerising visuals combine with colour, scent, sound and lighting to **excite all of the senses**, amplifying the essence of each fragrance.

One room for each scent to fully immerse the visitor in each story, **bringing each emotion to life.**



|| Super Sensory





Super Sensory



Dynamic digital content fills each room. Mirrors create **an infinity effect immersing the visitor** in a space in constant flux.



Each immersive scent room offered a **deep dive into the ingredients** and mood-boosting effects of each fragrance, including results of scientific studies.



|| Scent and sound enhance the experience.
Charlotte's voice fills each room telling the story of each fragrance.

Super Sensory



Each fragrance's symbol was illuminated at the centre of the room, with **physical, tactile elements building on the spatial narrative.**

This space is all about making the visitor 'feel', with **multi-sensorial experiences that evoke different emotions** from tranquility and calm, to euphoria, and awe.



|| Super Sensory

|| Audacious Stories

Big, bold, **supersaturated**
and surreal storytelling
transports the visitor
away from reality and
into a dream-like space.





Unexpected narratives create **moments of surprise**, deepening engagement and emotional connection to the perfume.



Bold stories invite visitors to fully immerse themselves in the brand experience and **live the story.**



Audacious Stories

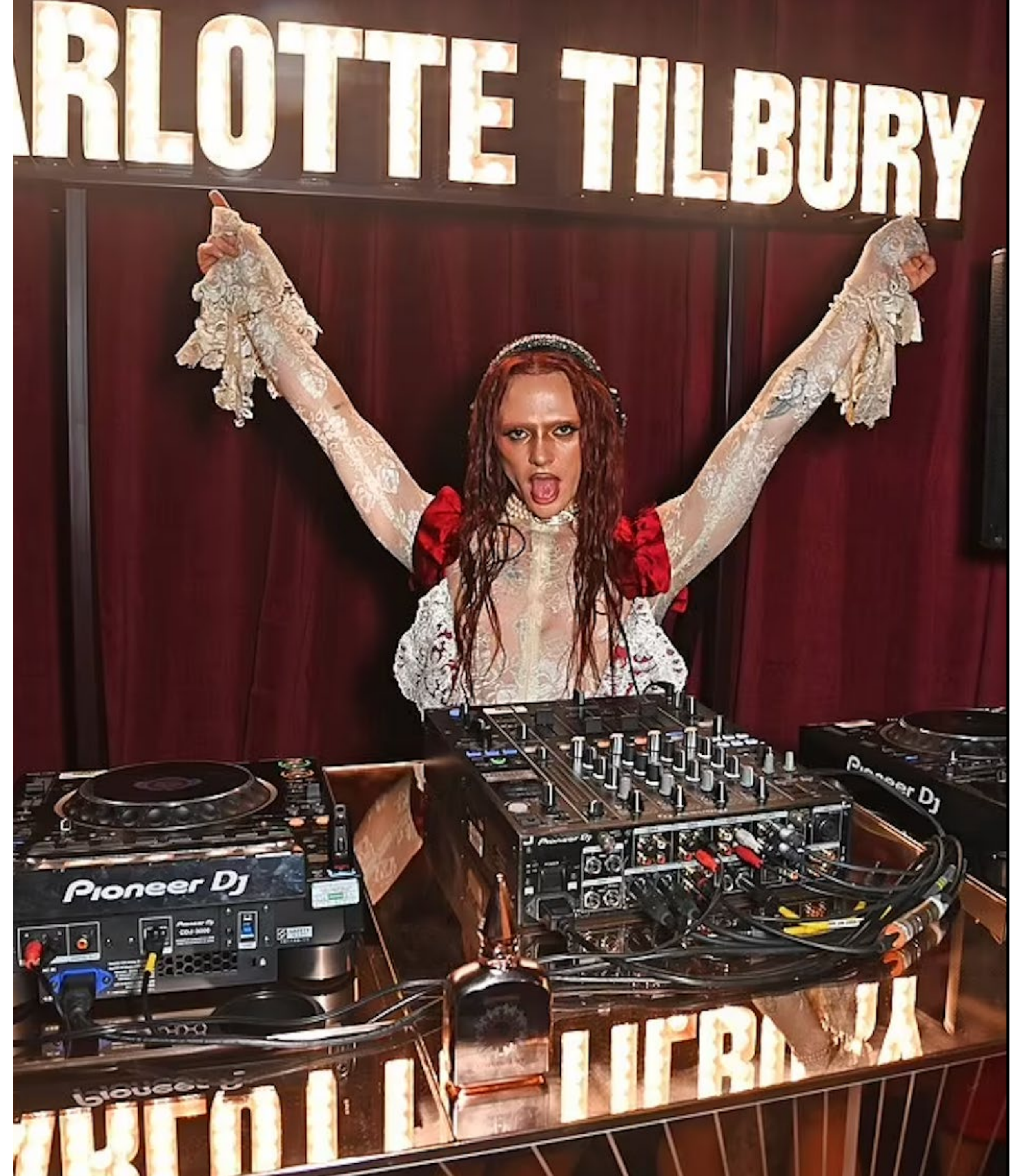
At the heart of it all, an oversized fragrance bottle transforms in colour across the scents, **a mesmerising icon** in the space.



Audacious Stories



To amplify the story further, Charlotte threw an **audacious, star-studded launch party.**





Daily masterclasses with Tilbury makeup artists offered unique insight on how to create **looks inspired by the mood and spirit of each fragrance.**



Audacious Stories

Visitors exit through the gift shop to **take home a piece of the magic.**



Audacious Stories

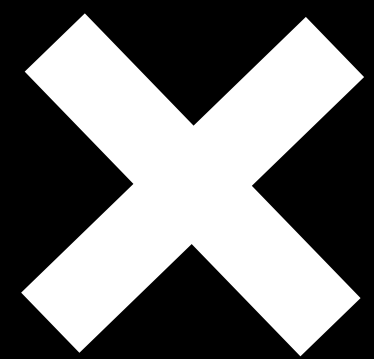
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Working with StudioXAG has been an incredibly seamless experience from start to finish.

All challenges were accommodated and handled with positivity, topped by the incredibly organised production team who **achieved the most amazing results we could have expected!**

Georgios Koumnas - Global Director of VM, Charlotte Tilbury

**StudioXAG create
bold spaces that
tell big stories**



An award-winning studio that creates
unforgettable immersive experiences
at a global scale.

 **MONTBLANC**

COACH

DIPTYQUE
PARIS

Christian
Louboutin

adidas

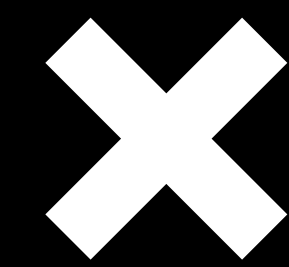
SELFRIDGES & CO

STELLA McCARTNEY

ANYA HINDMARCH

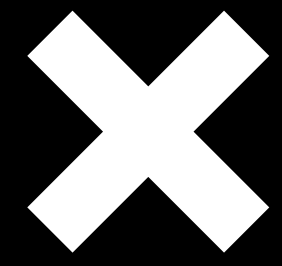
Acne Studios

Calvin Klein



Our clients
**attract new
audiences with
stand-out spaces**

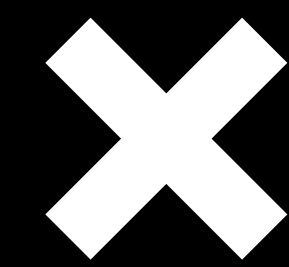
DIPTYQUE LE GRAND TOUR
SELFRIDGES CORNER SHOP
DESIGN + BUILD



Engage communities with unmissable experiences

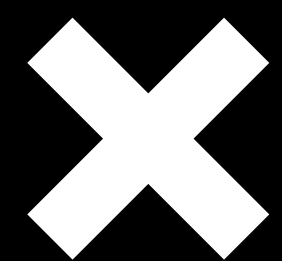
NAPAPIJRI UK BRAND LAUNCH
FLAGSHIP STORE CONCEPT





Launch new concepts and products with holistic creative that connects

CARA LOVES KARL
GLOBAL POP-UPS
CONCEPT + DESIGN + BUILD



Build brand loyalty with storytelling spaces that **spark emotion**

HERMES LIGHTNESS
NORTHERN EUROPE WINDOWS
CONCEPT + DESIGN





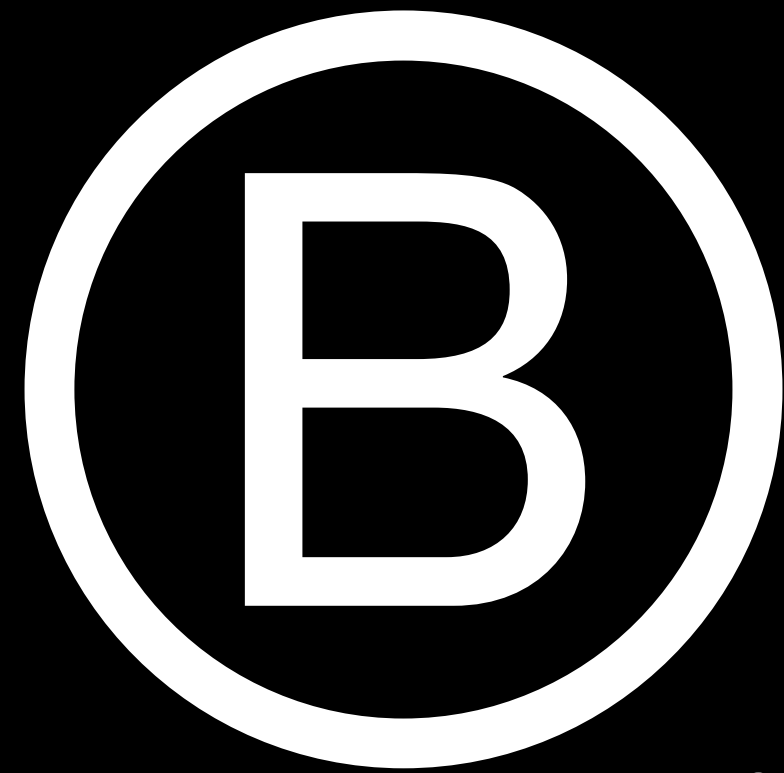
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Our clients call them **WOW moments**

Strategy, Concept, Design,
Production and beyond...

LIBERTY CHRISTMAS
ATRIUM + WINDOWS
DESIGN + BUILD

Certified



Corporation[®]

A team of **forward thinkers, designers & makers prioritizing people and planet** whilst shaking up the retail landscape.

“Business as a force for good” - B Lab



**We make
your brand**

stand out

Now is the time to be bold.

Let's get

Hyperspherical!

***Follow* _____ us
to futureproof
your brand**

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Thank you