

# Imagine Happiness

## Interior Experience Design for The Forestias Project

INTERACTION

Touch of Happiness

**Client** MQDC Limited

**Role** Concept Planning, Interaction Design, Storyboard

**Size** 1230 sqm

**Time** 2018

**Location** Forest Pavilion at The Forestias

**Target Audience** Open to the public

**Multimedia Production** BUG Studio

**Construction** Meinhardt Thailand

The Forestias (Thailand's largest property development project located in Bangkok) is a World-First sustainable ecosystem of Nature and Community, a place where humans, animals, and nature can live and evolve peacefully side by side.

**The project aims to create an innovative, multi-generational community to connect humans and nature in a harmonious environment, guiding visitors to raise awareness for sustainable living and happiness in life.**

We designed the interior experience inside the 'Forest Pavilion' to show the vision and concept of the project through human-centric interfaces.

I did the concept planning and interaction design with my colleagues, Jenny and Emma.

The Final Outcome of the project can be found here

[The Forestias - Imagine Happiness - VAVE Studio » VAVE Studio](#)

**QUALITY**

Quality materials, quality service, and quality living environment for people's well-being

**ACCESSIBILITY**

Accessible to all demographic, welcome and inclusive of anyone

**COMMUNITY**

Bring all generations, people together for a lively and friendly community

**SUSTAINABILITY**

A diverse community not just for humans, but also for animals, plants and sustainable ecosystem

**CONNECTION**

Connecting generations, connecting people, connecting human and nature, together to experience lifelong happiness

**HAPPINESS**

**Project Analysis  
WHAT IS FORESTIAS ABOUT?**

**Concept Approach  
WHAT IS HAPPINESS..?**

**REDEFINING HAPPINESS**

We set to take visitors on a journey of finding the true meaning of happiness, to change or broaden their perception, in the end hope to inspire them to find happiness.

Deeper understanding of happiness, and urge to pursue true happiness



Visit Forest Pavilion

**Design Principle  
AIDA**

**Awareness**



Build awareness of CP Group brand and the Museum via online and offline campaign

**Interest**



Stir up interest of the brand via interactive multi-media exhibits that encourages the visitors to know more

**Desire**



With curated immersive experience, it creates desire of finding the wisdom

**Action**



With that desire, we encourage visitors to take action and buy

**Pre-existing definition of happiness**

Happiness is such a broad concept. We surveyed our colleagues to see what happiness means to them.

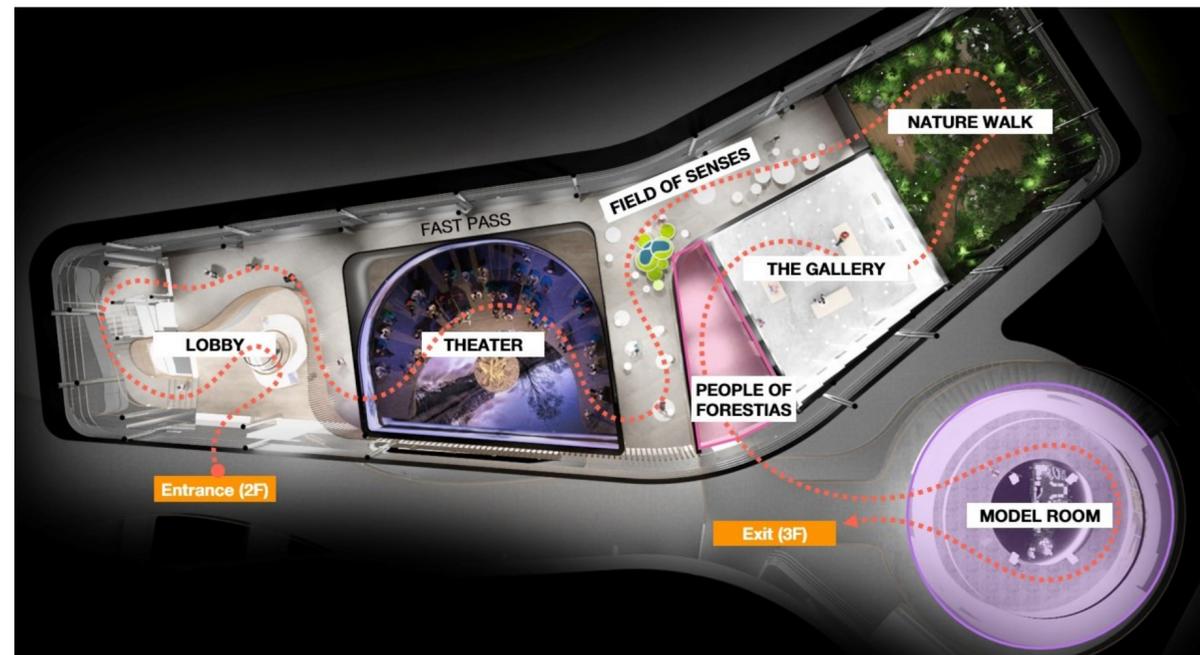
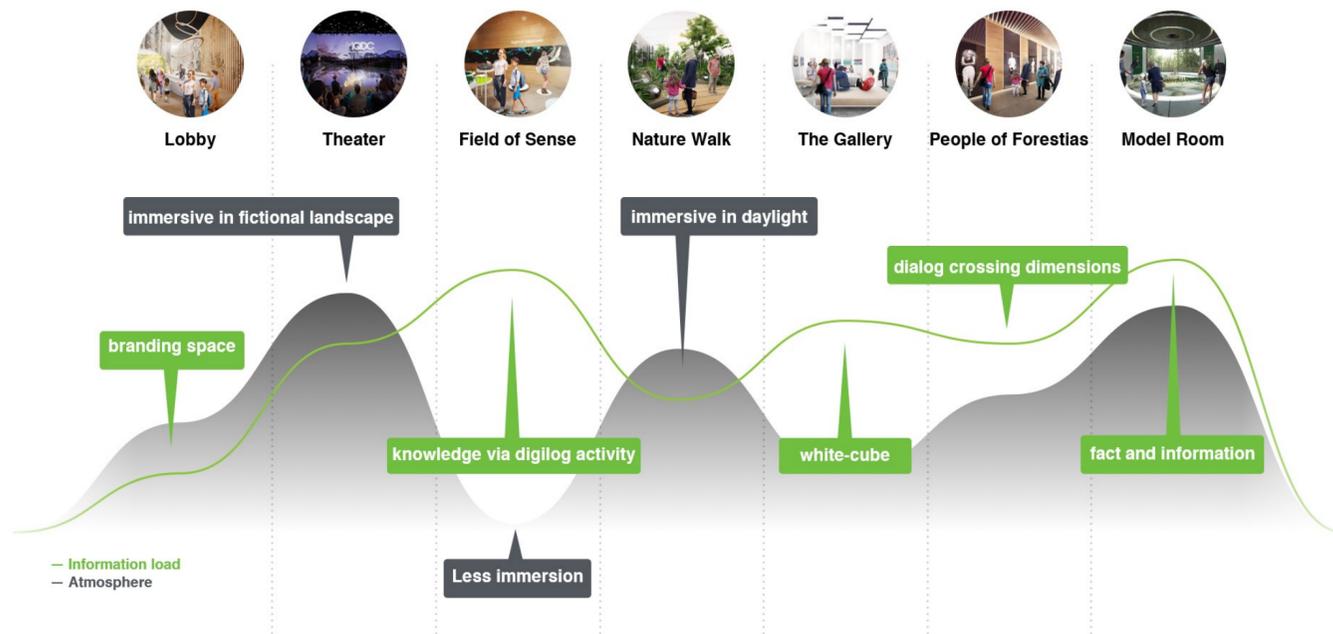
We found that different people have different ideas of happiness. Could there be a connection? Could there be an ultimate true happiness?

Happiness is connection with nature, family, people?



[Find the concept approach video here →](#)

## The Story & Experience Map

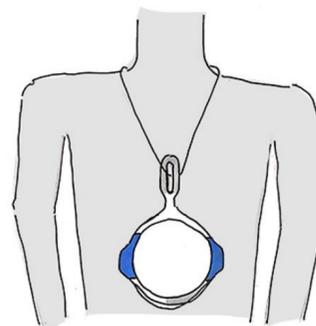


## The Key Experience Idea

Using a magnifier to explore the true happiness

We need the visitors to be more immersed in the quest to find true happiness, so we designed a device - a magnifier for people to explore throughout the pavilion. You can't see the contents with your eyes directly, the images and information are only visible by using the magnifiers, thus will help visitors to explore the true happiness throughout the pavilion.

When people wear it



LED lights that light up when 2 or more devices touch (hidden feature)

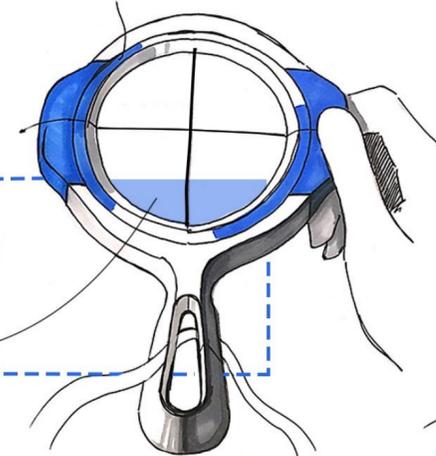
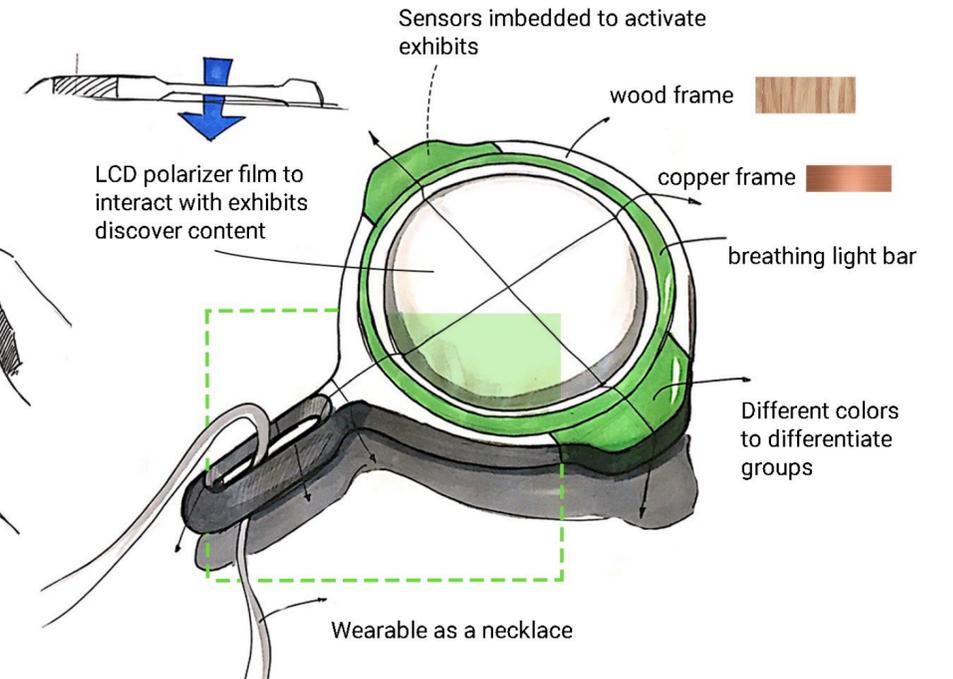
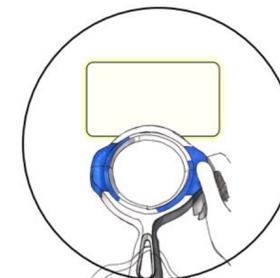


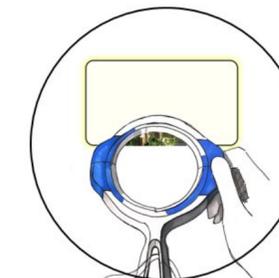
Exhibit content



Some sets of exhibits have one white screen without polarizing film, for people to explore and see



See screen with white lights



Use magnifier to see the content on the screen



Learn how to interact with the exhibits and more about the information



Lobby



Theater



Field of Sense



Nature Walk



The Gallery



People of Forestias



Model Room

immersive in fictional landscape

immersive in daylight

dialog crossing dimensions

branding space

knowledge via digilog activity

white-cube

fact and information

Less immersion

— Information load  
— Atmosphere

Graphic dramaturgy follows the flow of the space.

## Lobby Experience

### 1 - Reception

A magnifier will be handed out to every visitor when they arrive in the lobby. By using the magnifier, visitors can find out the hidden messages and explore the true happiness throughout the pavilion.



1. Use LINE to scan the QR code to follow the official account



2. Receive the magnifier from the receptionist



3. You can wear the magnifier as a necklace



4. Different colors means different groups



5. Relax and wait or experience the interactive exhibits



### 2 - What is happiness to you

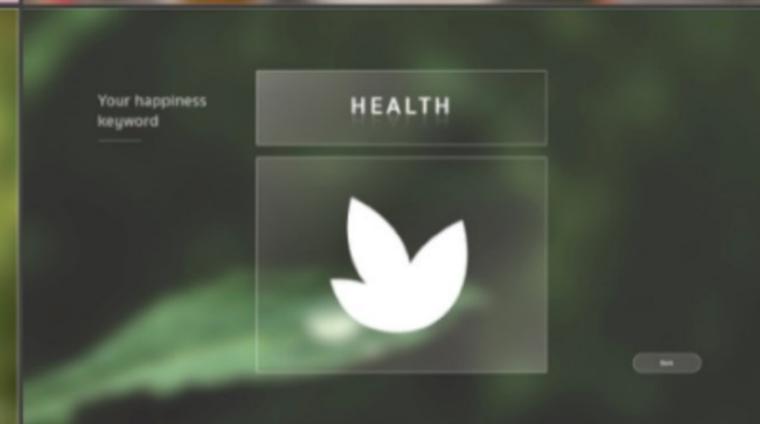
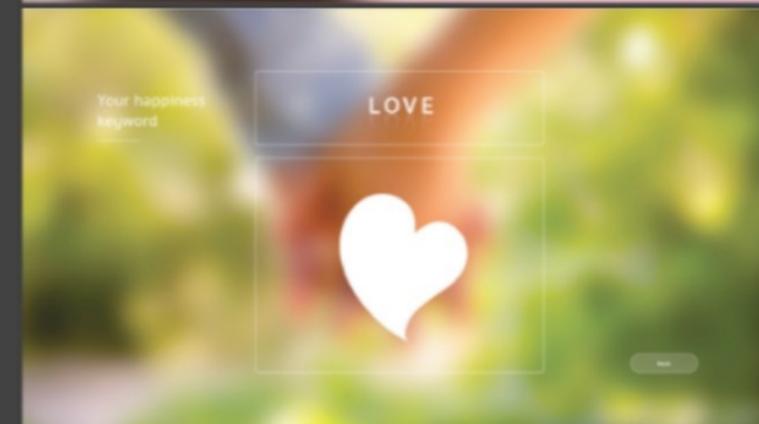
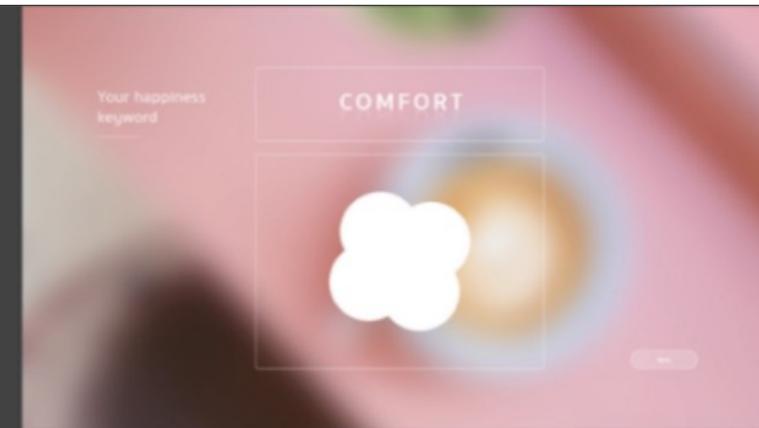
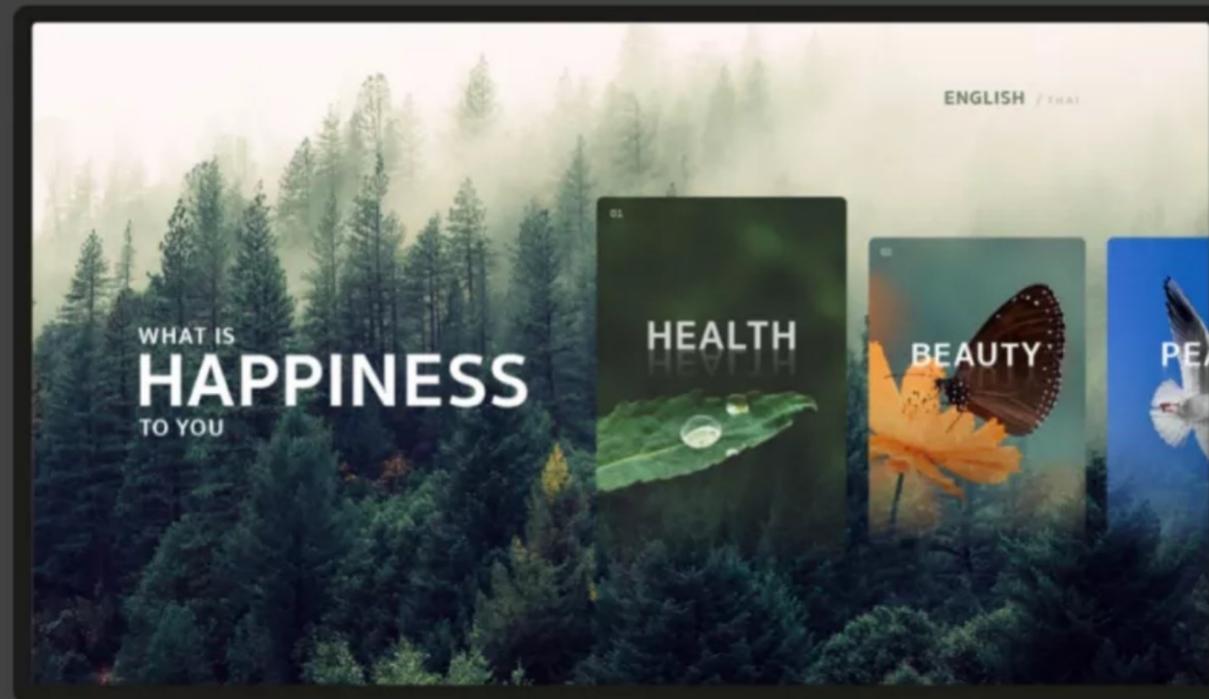
Visitors touch the screen to activate the exhibit. On the touch screen, visitors are encouraged to select their color and key words of happiness presented, each key word has its own imagery. The selected image will transform into related icon, and will show up in the LED panels in the lobby, forming a unique logo.



Touch Screen —  
Select your keyword

Graphic:  
Some moments and imageries remind of happiness.

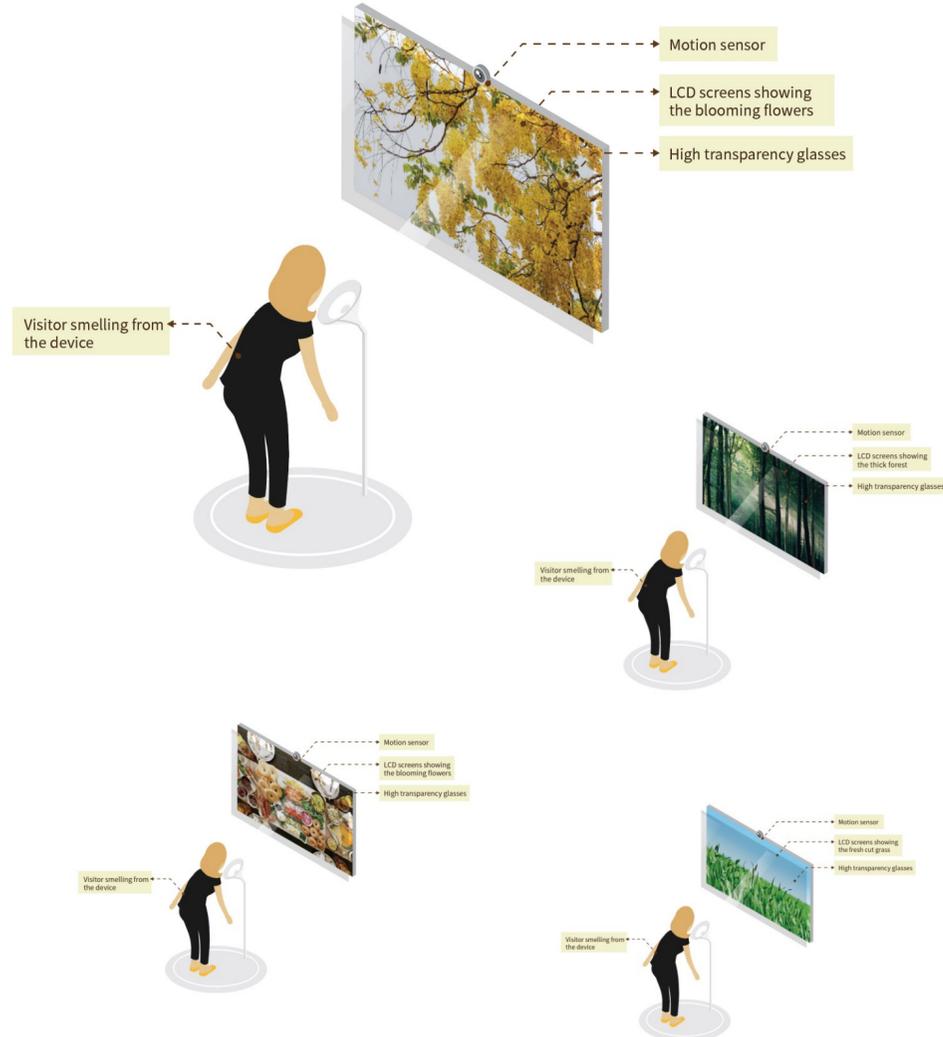
Motion:  
The background picture switches to the same as showing on the LED panel



## Field of Senses

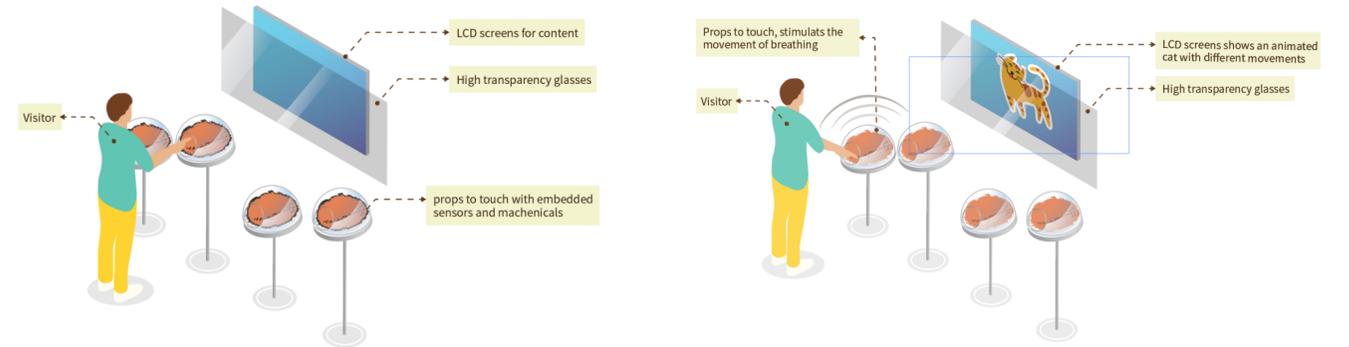
### - Smell of Happiness

- Smell of forest
- Smell of flowers
- Smell of fresh cut grass
- Smell of bedside breakfast



### - Touch of Happiness

- Feel the heartbeat
- Feel the breath
- Feel the warmth
- Feel the purring



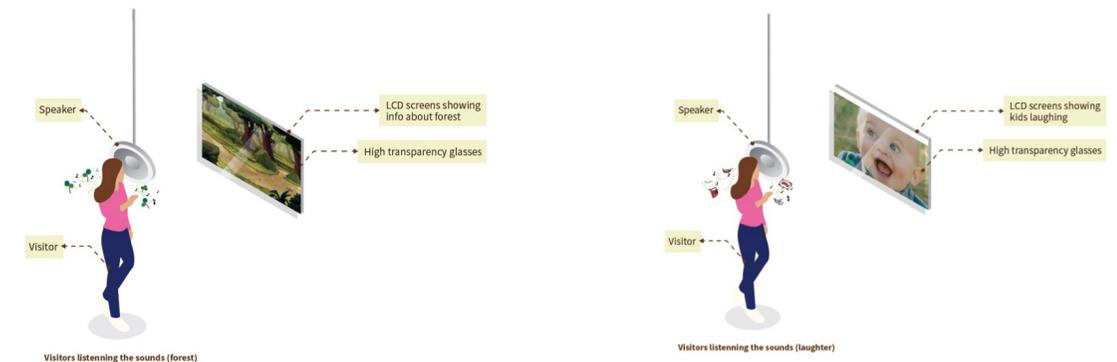
### - Sight of Happiness

- Feel Roaming the forest - variety of species inside The Forestias



### - Sound of Happiness

- Sound of birds
- Sound of animals
- Sound of laughter
- Sound of forest



### - Shape of Happiness

- Well considered living facilities inside The Forestias

