



TDM Space

RETAIL RESPITE

For smart home technology store EE Studio's flagship in London's Westfield White City shopping centre, YourStudio and Dalziel & Pow collaborated to create a digital and physical immersive experience. Entering the store, customers are greeted by an interactive digital storefront with a playful avatar introducing the store's concept. Cube-shaped digital screens stream programmed content throughout the space, which is divided into curated room sets. Visitors can use their own devices to engage with AR activations, which give advice on how to use the technology in their own home setting. The sensorial experience is complemented by a Digital Spa space, which helps visitors to unwind by participating in guided meditations in an immersive sensory room.

