



DIGITAL ENGAGEMENT

INGKA Centres

*Piazza Maravee undergoes a digital renovation.
The space goes multimedia.*



The spectacular installation in the Tiare Shopping Centre food court, which combines Digital Signage and Design, almost seems to defy the laws of physics.

EXECUTIVE SUMMARY

The renovation of Piazza Maravee, at the heart of the Tiare Shopping Centre, is the result of daring digital design. The development includes two opposing installations: the first is an extraordinary double-sided structure suspended from the central dome over the piazza, while the second rises up from the floor. The overall effect is completed by a long panel of screens that adopts a playful asymmetrical ribbon shape, hanging between the first and second floors of the food court, along with a third totem that rises from the gallery. M-Cube was responsible for every step in the design process: study and analysis of the location, conception, installation and activation.



PROBLEM

Tiare Shopping Centre in Villesse (Gorizia) is the first built in Italy by INGKA Centres, a company that designs and manages commercial structures that contain an Ikea store. Over 90,000 m² (of which 30,000 m² is occupied by Ikea), the Tiare concept is home to 175 international, national and local branded shops, a superstore, 26 bars and restaurants, and a cinema multiplex with 7 screens. The entire structure uses specific architecture to enable thousands of visitors to enjoy a quality shopping and entertainment experience.

INGKA Centres

ESTABLISHED: 2001

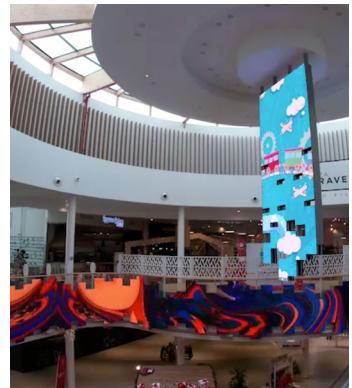
Sales points:

45 shopping centres in 14 regions across China, Russia and Europe.

Tiare Shopping

The first of two Italy-based INGKA Centres.

In this context, Piazza Maravee plays a decisive role in the equilibrium of the shopping centre. Inspired by the idea of the ancient agora, the shopping centre's food court has integrated galleries and extends over two floors: in addition to the food areas, communal spaces have been designed to encourage significant and positive experiences. In order to make the most of the available surfaces and simultaneously combine function and emotion, the management decided to redevelop the food court in late 2018. The aim? To use digital technologies to make the Tiare central piazza even more modern and appealing, while supporting different initiatives by the tenant mix.



THE SOLUTION

"We revolutionise the concept of the meeting place within our shopping centres, aiming to create spaces where people not only find what they need, but can grow, learn, connect, meet and have fun."

Giuliana Boiano
Meeting Place Manager
Tiare Shopping

Following in-depth analysis of the location, M-Cube designed a brand-new multimedia choreography focused around a challenging Digital Signage design.

The project, which lasted approximately two months, included multiple phases of development,

- **Location analysis and development of feasibility plan**

Not only did the design have to guarantee aesthetic results, it also had to fully comply with all safety regulations. Since the shopping centre is located in a seismic area, it was also necessary to consider resistance in order to ensure that the all structures were ductile and in conformity with anti-seismic regulations.

- **Development of the scenic design**

In addition to architectural, aesthetic and economic factors, the designers worked to conciliate and resolve more practical aspects relating to installation methods and structure maintenance in the medium to long-term.

- **Creating Digital Signage solutions**

Customisation is a key aspect of the project. Using Samsung LEDS, two opposing double-sided totems were created, one rising from the floor and the other suspended above (approx. 3 m x 7.5 m), as well as a curved LED panel structure around the court gallery (approx. 60 m x 2.5 m) with an additional totem of approximately 8 metres tall. This makes a total of 600 cabinets with 240 m² of video surface and 4K resolution. The LEDs have a 6 mm pixel pitch which guarantees the highest visual definition.

- **Installation by different teams**

Carefully selected and highly experienced personnel worked mostly during the night so as to cause minimum disruption to the operation of the shopping centre. M-Cube coordinated the various teams of carpenters, fitters, technical engineers, network experts and sound technicians who optimised the acoustics, using 12 Bose speakers. The hanging totem, suspended 15 metres high and weighing 3 tonnes, was anchored directly to the structure of the shopping centre. An aerial platform was used to remove part of the false ceiling and a frame was installed to prevent any oscillation.

- **Development of centralised control system**

In order to control the audio and video, a platform was developed to guarantee modular and efficient content distribution.



"Consumer expectations are evolving and consequently sales spaces must evolve too, guided by technology, urbanisation and sustainability. With these new installations, we have created an agora 4.0, adding value for both our clients and our commercial partners."

Giuliana Boiano
Meeting Place Manager
Tiare Shopping

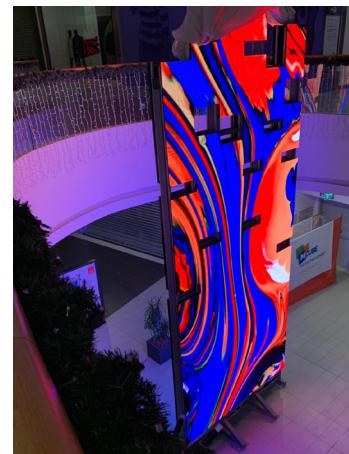
THE RESULTS

Today, Piazza Maravee is an agora of the future: more appealing and welcoming than ever before.

By modulating the two main double-sided totems (one rises from the floor and the other hangs from the ceiling) and the playful LED panelling anchored to the gallery, INGKA has created a powerful aesthetic impact as well as enhancing all communication services.

The original and cutting-edge infotainment installation offers highly immersive and contextual experiences. What is more, in addition to the 240 m² of video surface, M-Cube has installed 12 speakers in Piazza Maravee, so that visitors can listen to music, information and promotions.

Now retailers can take it in turns to rent one or part of the video surfaces to use for their own advertising initiatives. Given the success of the initiative, INGKA will repeat the project at the Elnos Shopping Centre in Roncadelle.



M-CUBE Digital Engagement

HEADQUARTER:

Via San Galdino 6 - 20154 Milano - ITALY

ADMIN HQ:

Corso Cavour 2/2d - 34132 Trieste - ITALY

LONDON - PARIS - AMSTERDAM

SHANGHAI - NEW YORK

www.mcubglobal.com

MAIL: mcube@mcubeglobal.com

TEL: +39 040 634364