



FJORD EXPERIENCE

A **Sarner** Concept Proposal - September 2018

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INTRODUCTION

Thank you for asking Sarnier International for some design concepts for a new Fjord Experience in Fjaerland, Norway.

Included in this document, we have presented our interpretation of the project brief, which we would love the opportunity to expand on further.

We hope you like what we have to offer and we are happy to answer any further questions you may have.

Sarnier International Ltd.
September 2018

RESPONSE TO THE BRIEF

An exciting opportunity to create a dramatic new visitor attraction The Fjord Experience, which by using fully immersive techniques blurs the physical reality with the attraction.

Fjaerland is situated along a branch of the main Sognefjord, the largest and deepest fjord in the world.

A beautiful location for the Fjord Experience.



ATTRACTION CONTENTS

The Fjord Experience will introduce a number of themes and topics to the visitor.

The images represented here give a snapshot of some of the topics the attraction could include.

Geology / Fjord Circulation / Fjord Formation
Avalanches / Energy / Greenland Shark
Fjord Ecosystems / Fjaerland / Fjord History
Fish Farming



THE EXPERIENCE

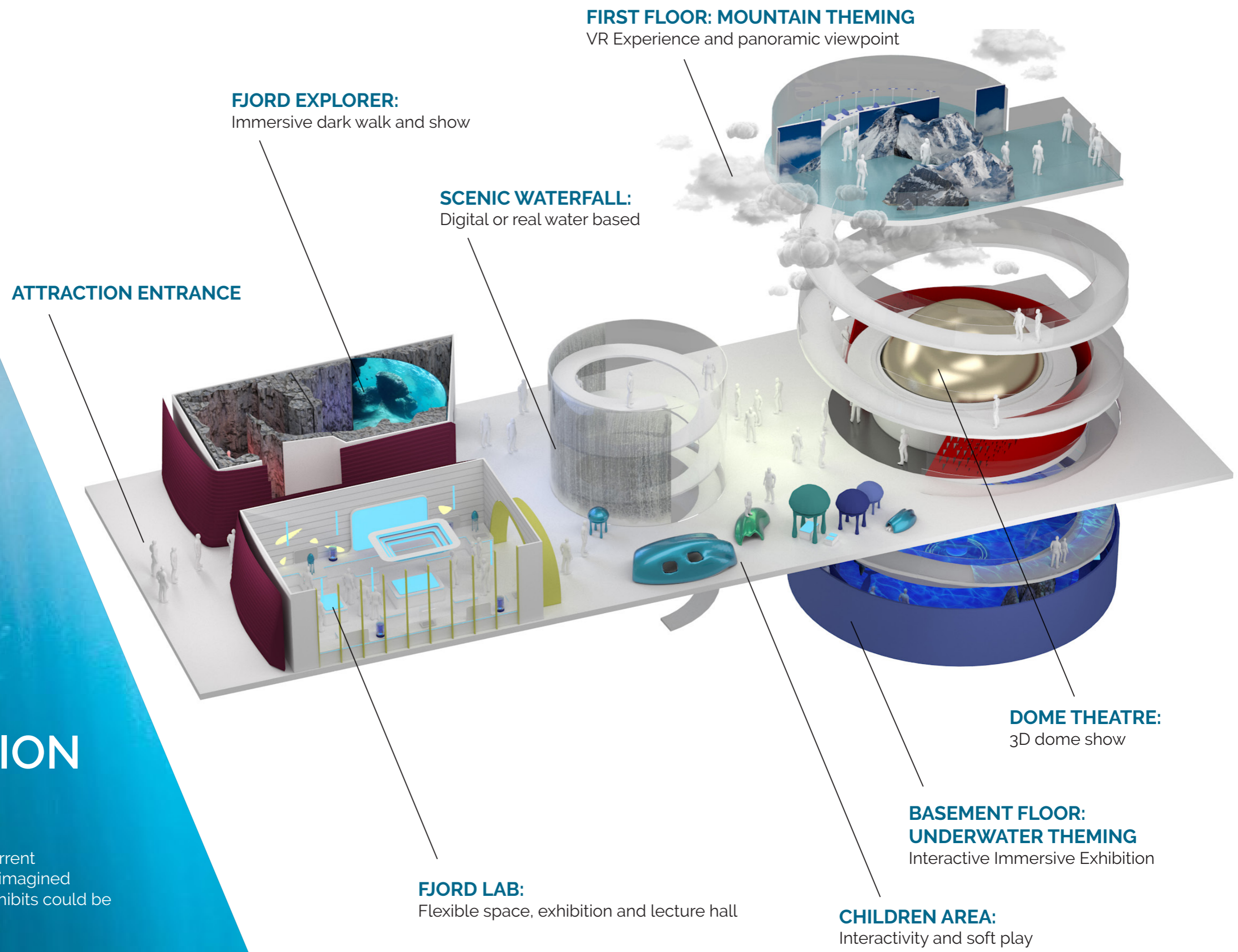
To create a truly unique visitor experience that immerses the visitor in the beauty and wonder of Norway's fjords, we have taken inspiration from art installations, immersive environments, virtual and augmented realities and interactive technologies.

All of the above will be delivered in a strongly tactile and theatrical way, typical of Sarnier's design practice.



ATTRACTION LAYOUT

We have worked on the current architectural proposal and imagined how a different range of exhibits could be housed in the building.



VISITOR JOURNEY (1)

We propose a mostly free flow attraction where people can decide which areas to visit without being obliged to follow a pre-determined order. This would allow the attraction to absorb large numbers of visitors arriving at the same time.

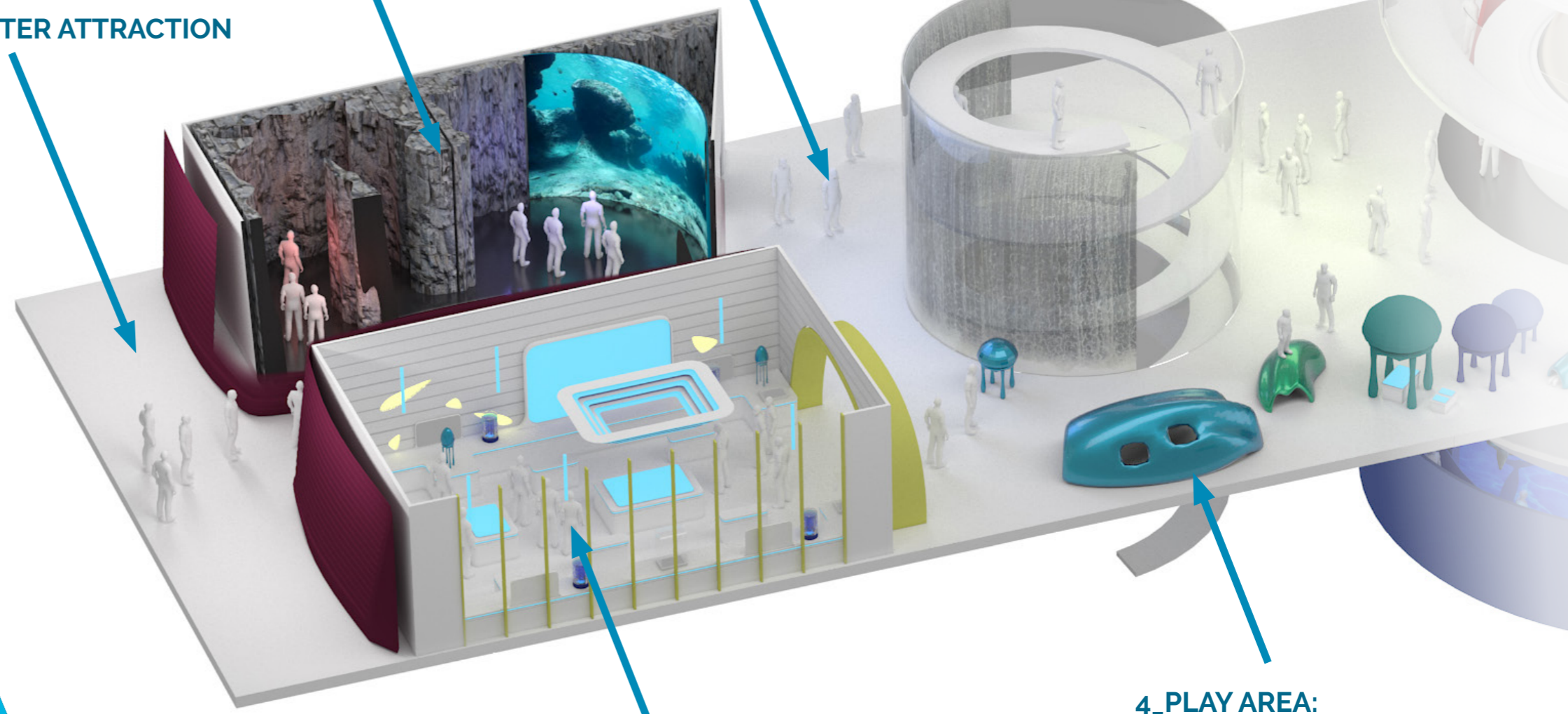
1_VISITORS ENTER ATTRACTION

2_FJORD EXPLORER:

On the left, a timed dark walk experience takes the visitors on an introductory journey, travelling back in time to the creation of the fjords: changes in temperature and scenic rock work culminate in an immersive show where the visitors emerge from the depths of a fjord's waters.

3_EXIT FROM FJORD EXPLORER:

Visitors get close to the centrepiece of the attraction, a waterfall that wraps around a spiralling ramp allowing access to the building roof and to the water below.



5_FJORD LAB:

Designed in a more traditional interactive-exhibition fashion. Science orientated and futuristic looking, the Fjord Lab doubles up as a lecture Hall thanks to its flexibility.

4_PLAY AREA:

Children can play and learn in a dedicated underwater play-area which offers physical activities as well as simple interactivity.

VISITOR JOURNEY (2)

At the far end of the museum, a spectacular ramp allows visitors to walk underwater or several meters up to enjoy breathtaking views. We have interpreted this architectural feat by placing three key exhibits in the centre of the ramp.

6_ FORCE OF NATURE 3D DOME SHOW

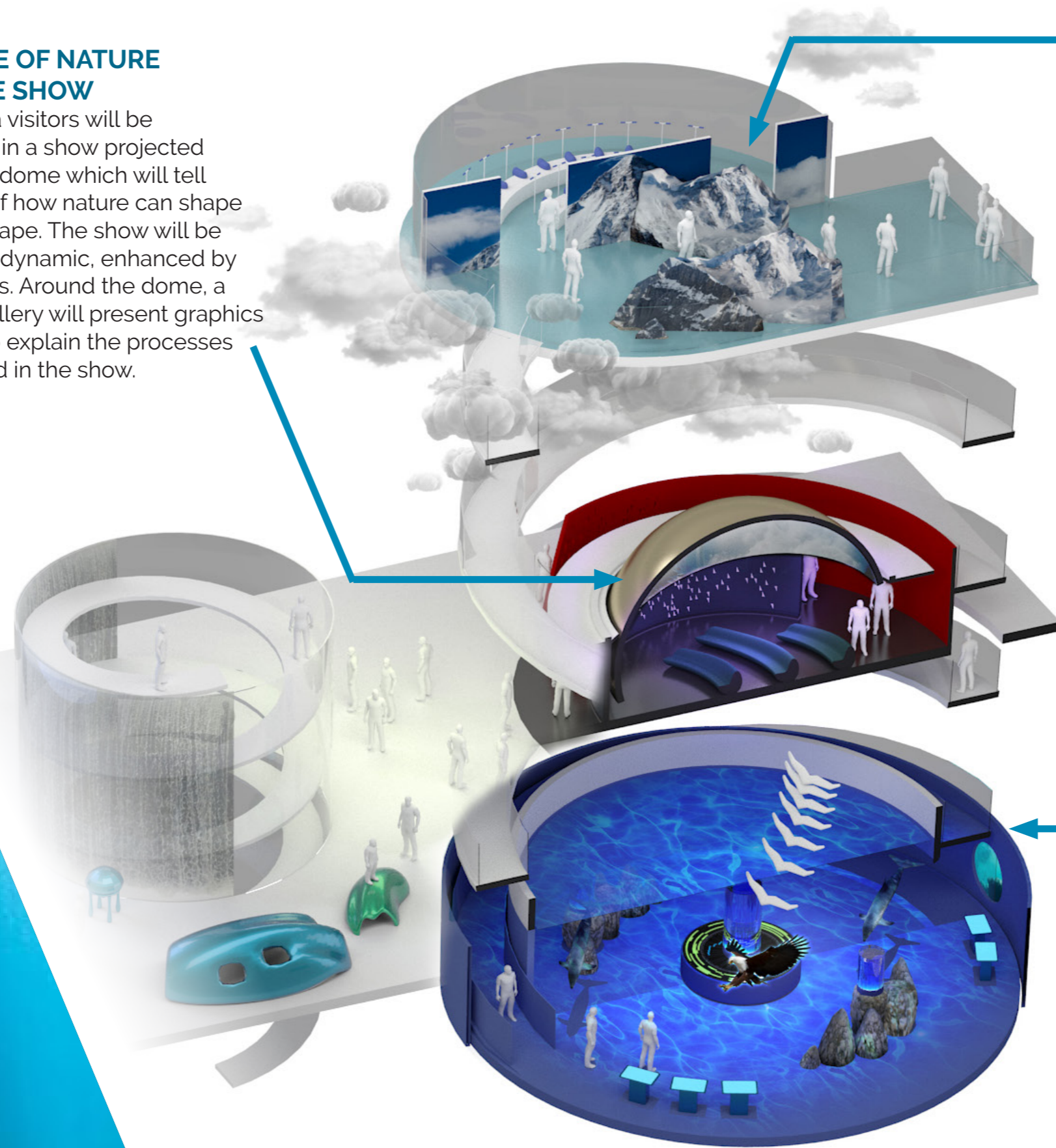
In this area visitors will be immersed in a show projected on a large dome which will tell the story of how nature can shape the landscape. The show will be visual and dynamic, enhanced by 3D goggles. Around the dome, a circular gallery will present graphics and text to explain the processes showcased in the show.

7_VR EXPERIENCE: FLY LIKE AN EAGLE

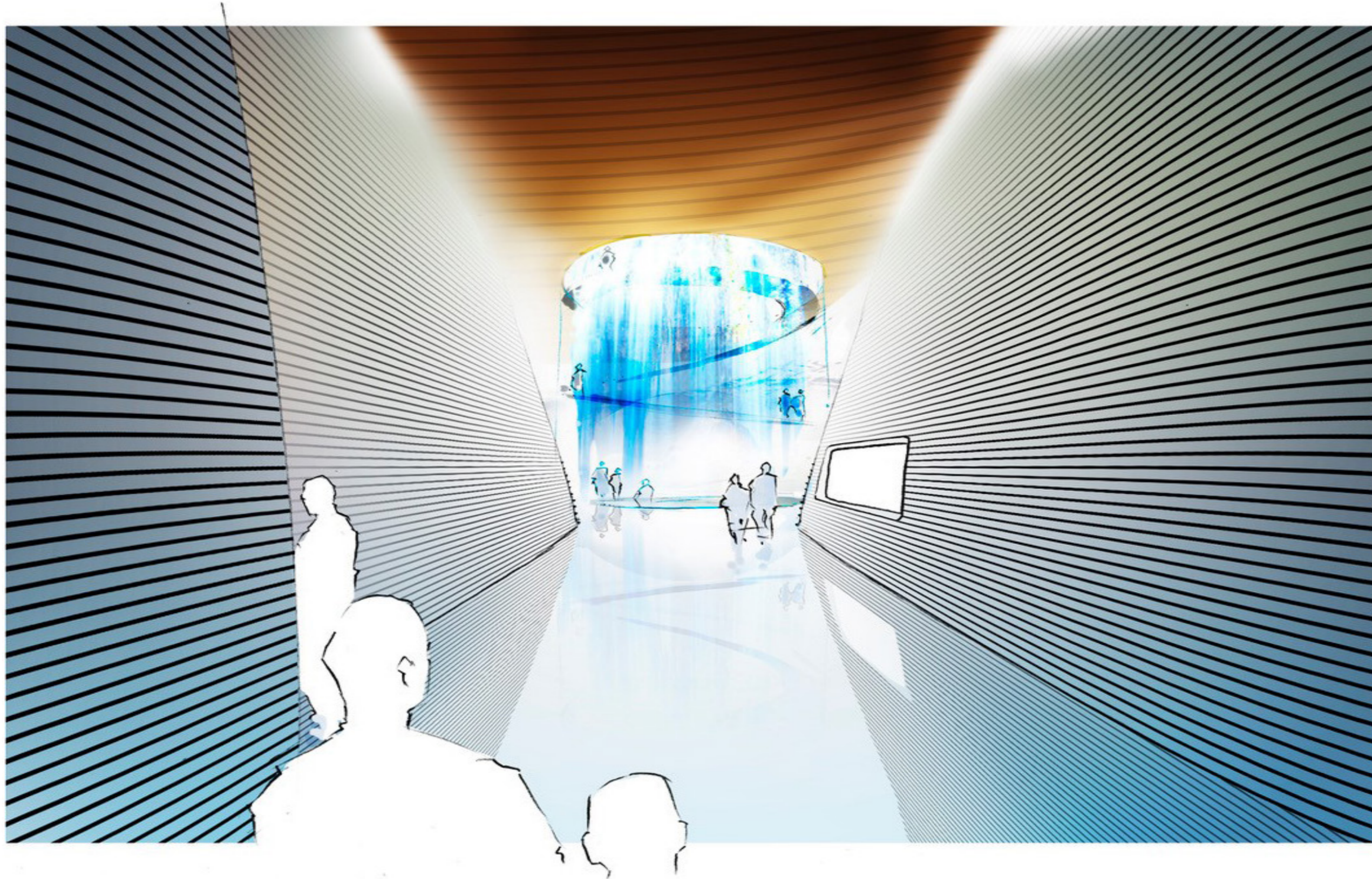
We want to take visitors high on a cliff, and from a peak shrouded in mist, wear a virtual reality headset and become an eagle, jumping through the clouds, hunting and experience being a bird in a stunning 4D experience

8_IMMERSIVE WORLDS:

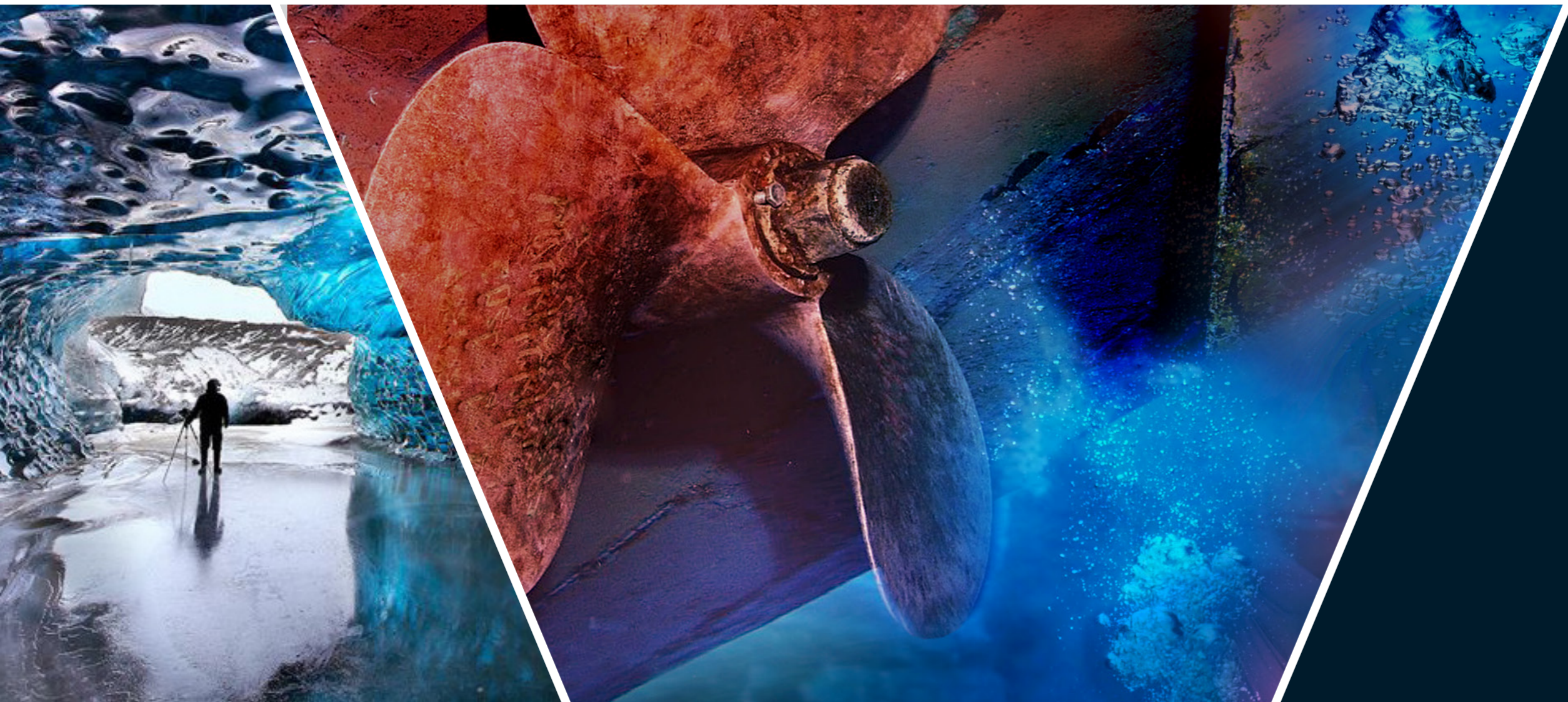
Visitors will believe to have stepped underwater in this interactive exhibition area. Highly scenic, this room will feature interactive displays, water tanks, sea creatures floating above head level and an eagle, frozen in time as it catches a great fish with its claws...



ENTRANCE TO THE ATTRACTION



A wide central corridor draws the visitors to the core of the attraction: a visually striking waterfall sits in the centre of the building. On both sides, long segmented walls symbolise the steep hills of the fjord and enhance the sense of perspective.



EXHIBIT

1

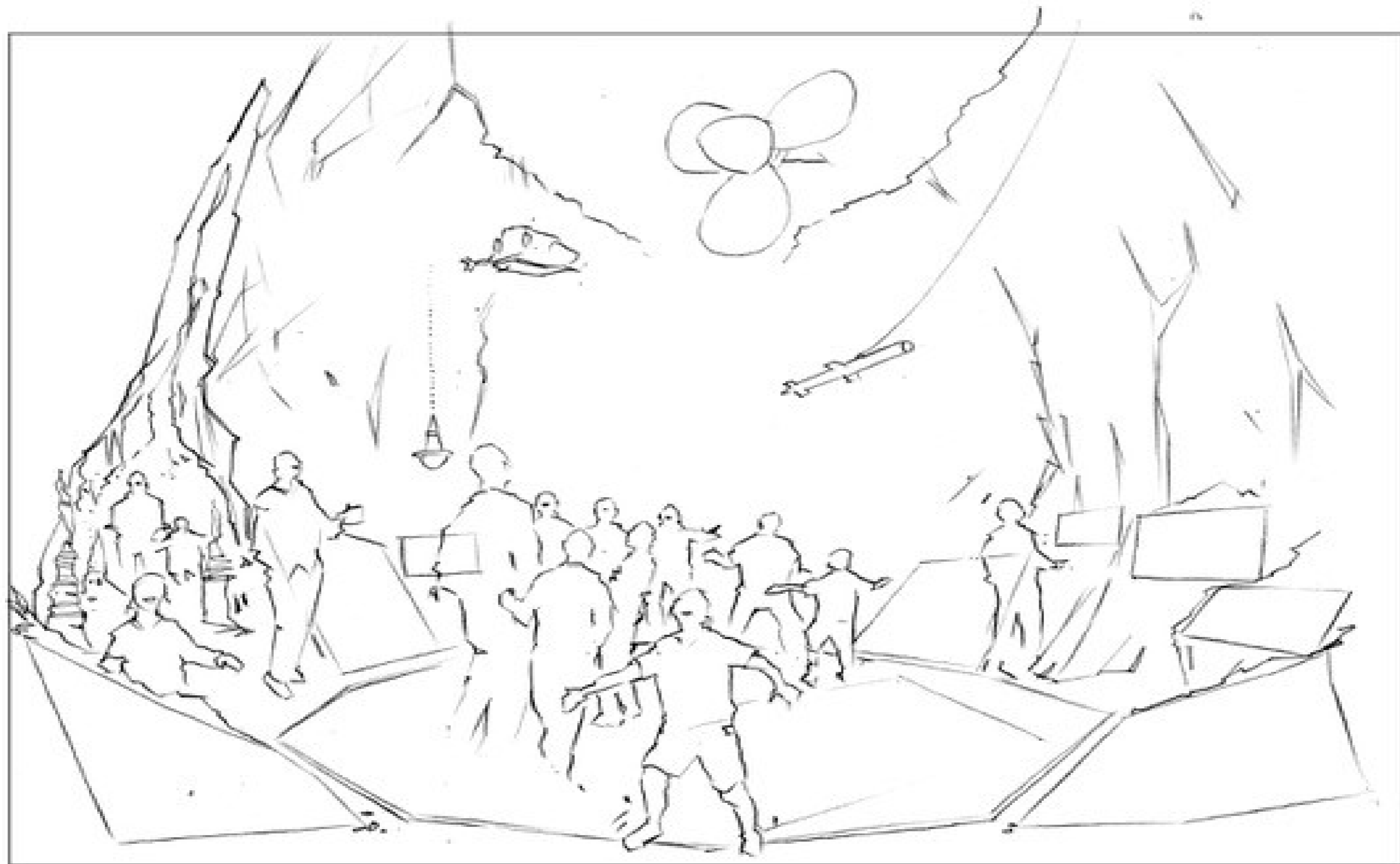
FJORD
EXPLORER

ENTRANCE TO EXPLORER



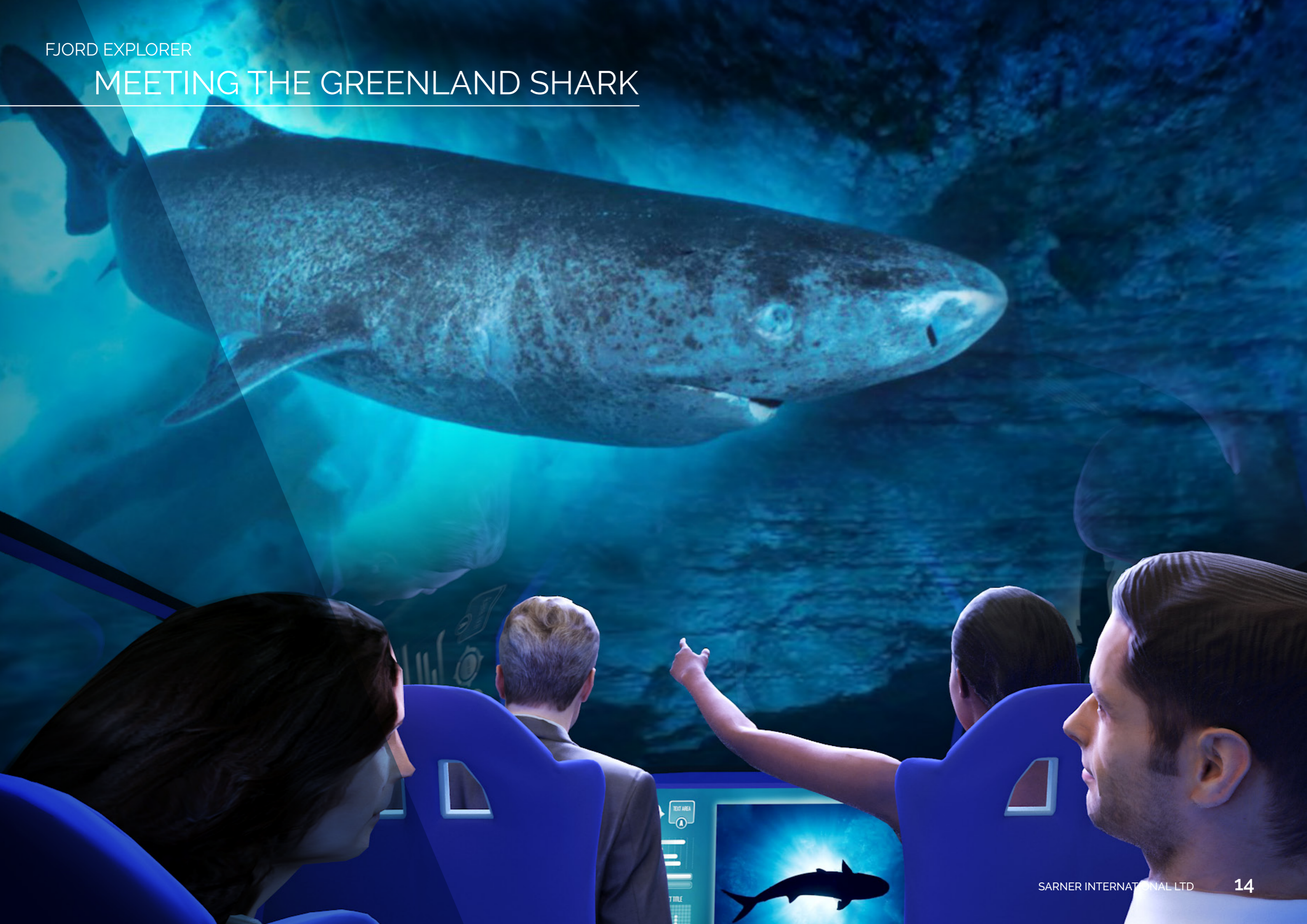
To the left along the corridor leading to the waterfall, a break in the wall leads to a cavernous, high path. Walking down it, one can feel heat first, then, cold: it is the beginning of a travel in time to the origin of the fjord. The Fjord explorer is a timed dark walk attraction – visitors go through the rock of the fjord as they descend on a ramp. Interactive displays show the geology of the formation of the rock.

RISE FROM THE DEEP



Visitors exit the rock tunnel into the deep of the fjord. All around are windows looking out into the fjord, visitors feel a shudder in the floor and in the murky deep they see a shadow, as it gets closer they see the Greenland shark, the floor shakes again and the visitors appear to rise through the fjord to the surface, above them they see the huge propellers of a cruise ship, finally they emerge at the top and continue their journey through the attraction.

MEETING THE GREENLAND SHARK

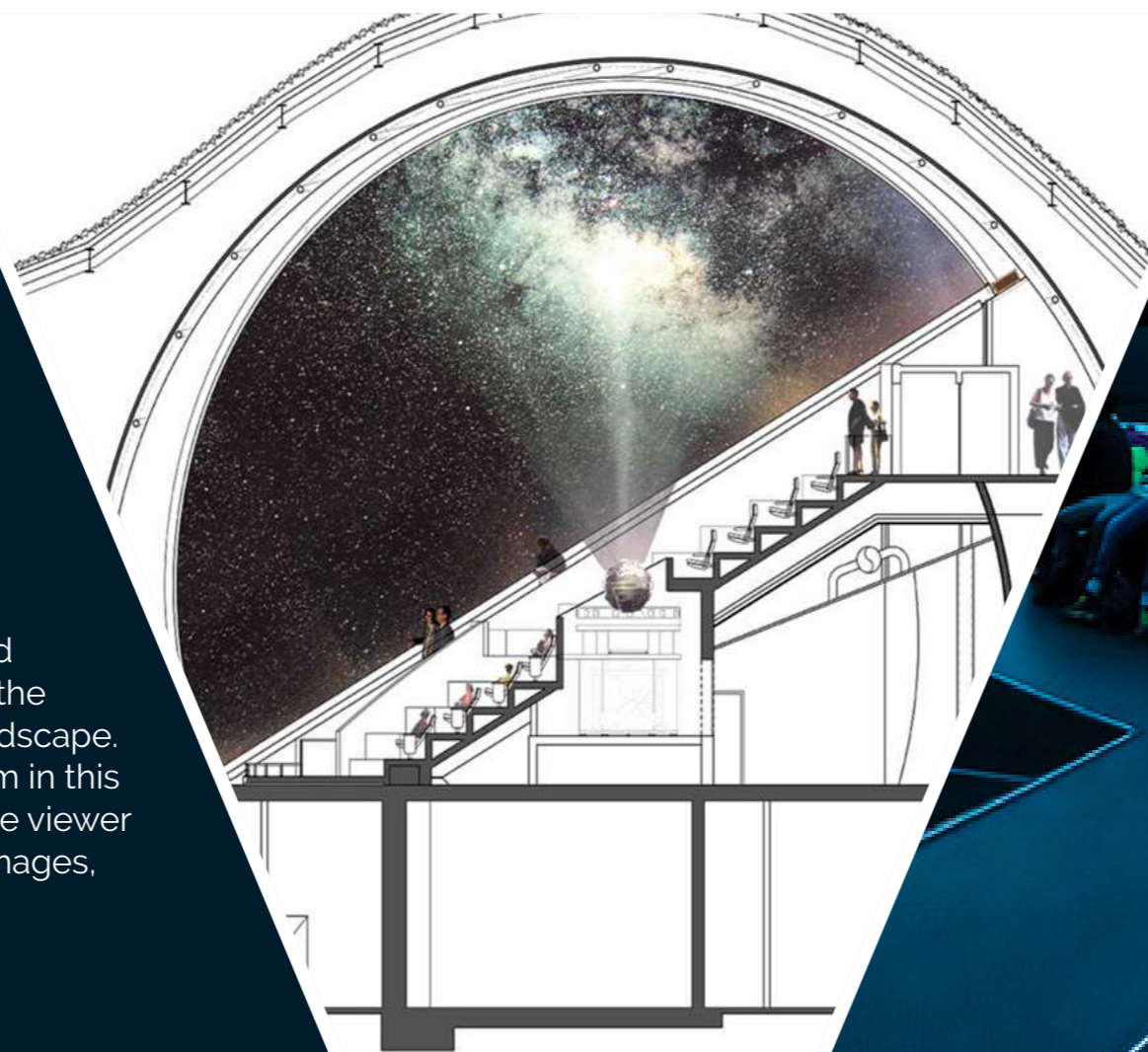


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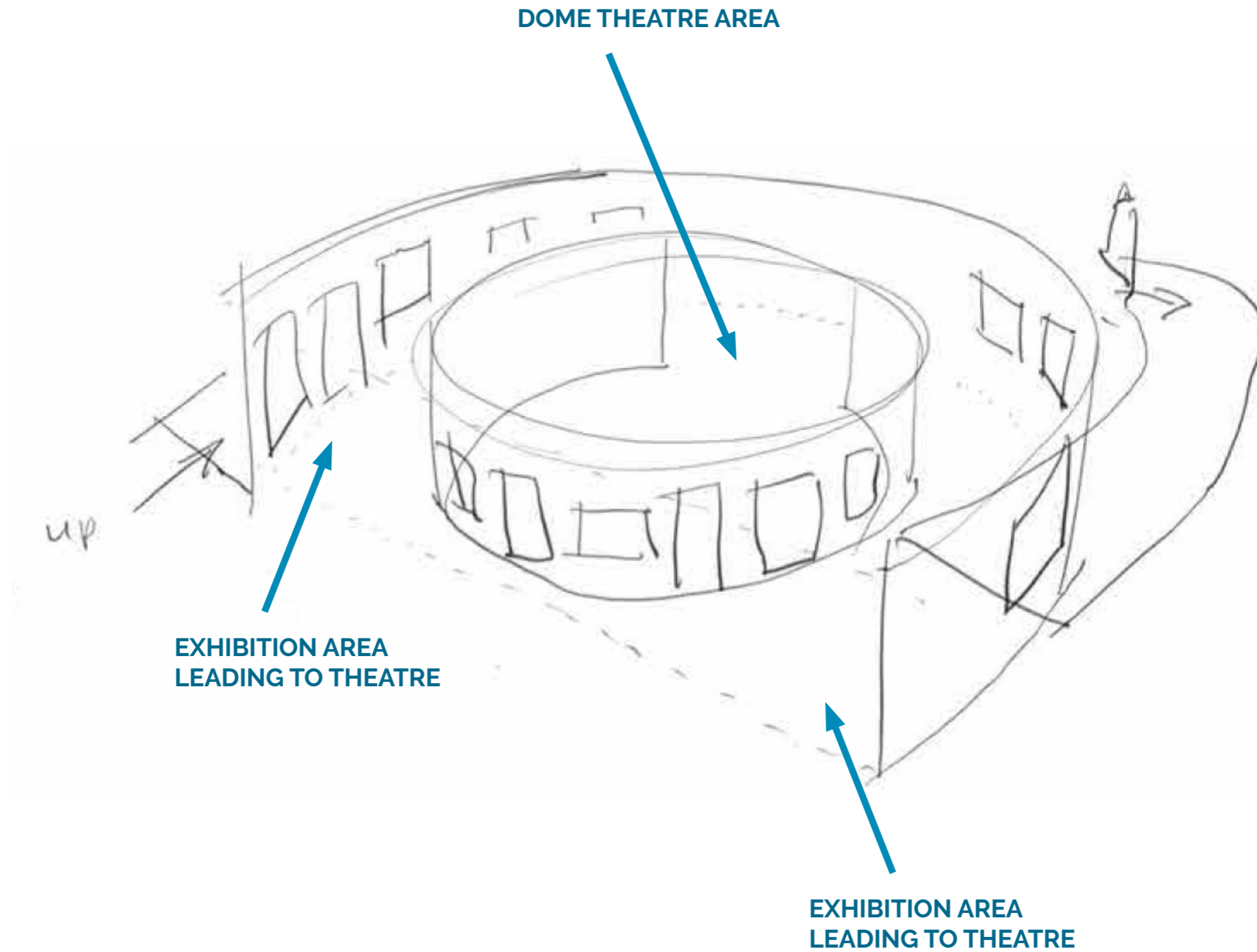
2

DOME THEATRE

A central hub containing a 360 dome projection where visitors will be immersed in varied show content, revolving around the forces of nature that have shaped the landscape. No commentary will be needed as the aim in this space is to entertain and inspire awe in the viewer through the use of sound and powerful images, enhanced by 3D techniques.



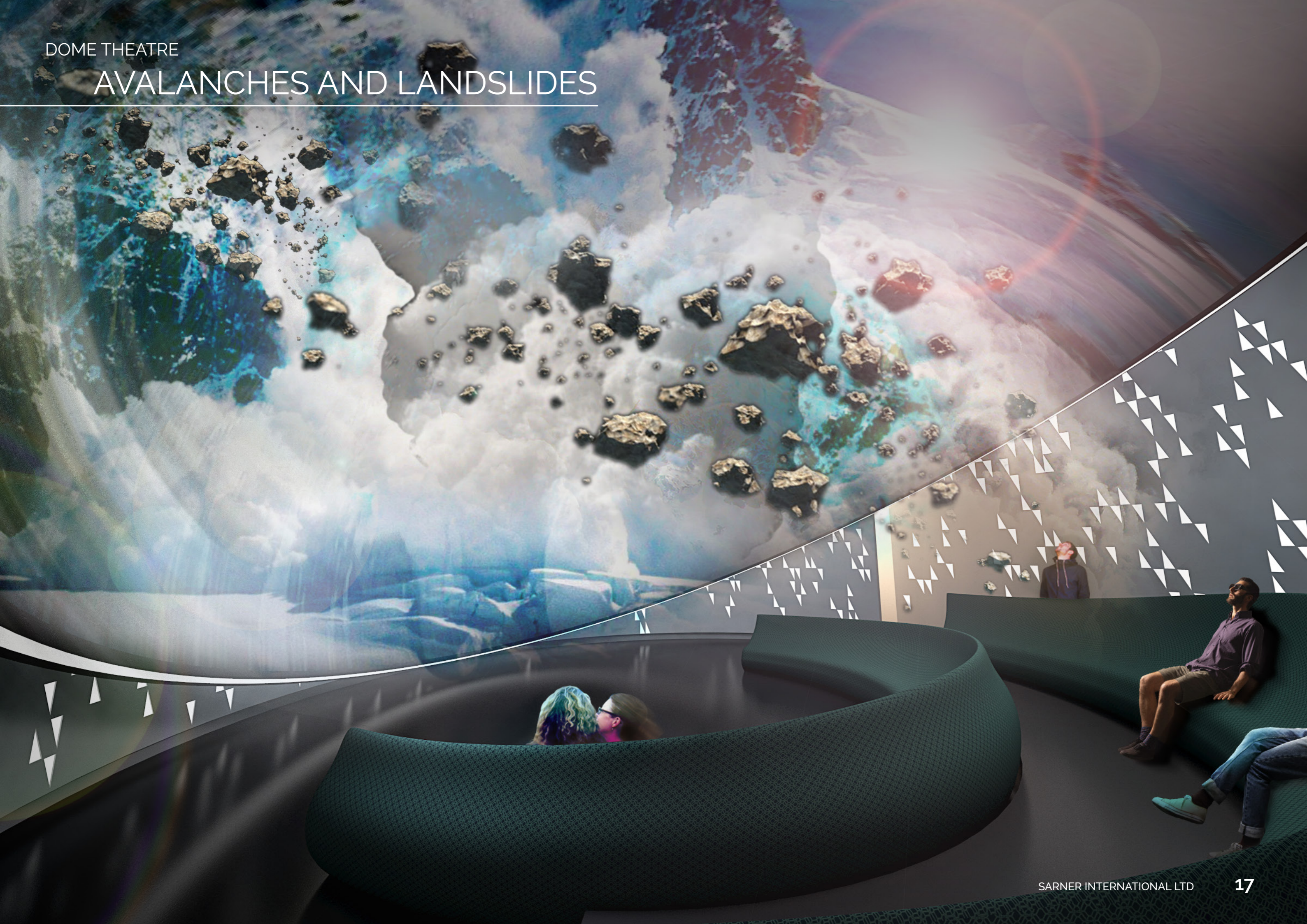
DOME THEATRE
SCHEMATIC



Exhibition space will be provided in the adjacent areas to provide further insight into the science of the phenomena shown in the dome theatre area..

DOME THEATRE

AVALANCHES AND LANDSLIDES





EXHIBIT

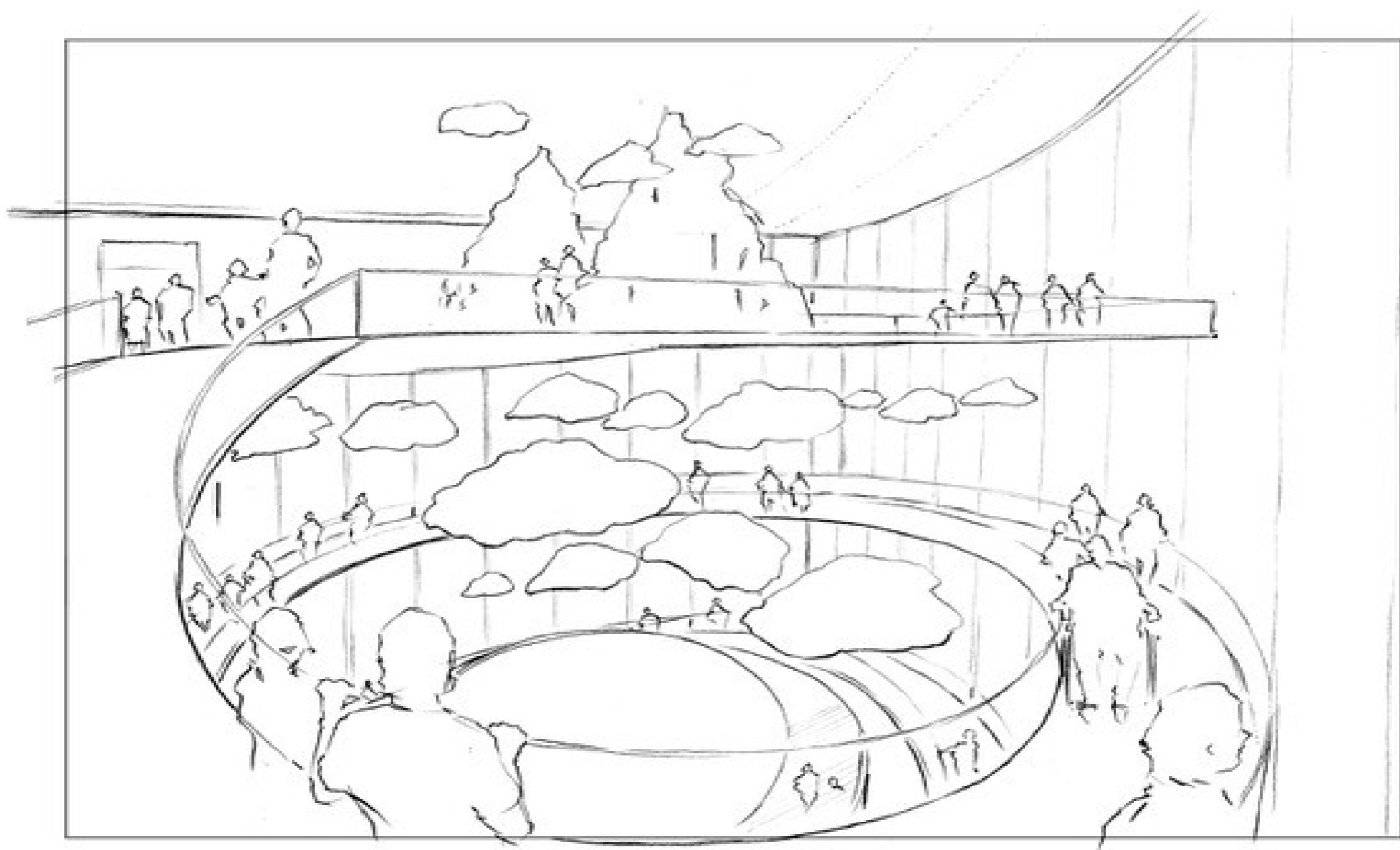
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VR EAGLE EXPERIENCE

Virtual Reality enables the visitor to experience the fjords from a unique viewpoint, lying over it like an eagle. We think that it would be amazing to create a VR experienced enhanced by 4D effects such as wind, water sprays, etc.

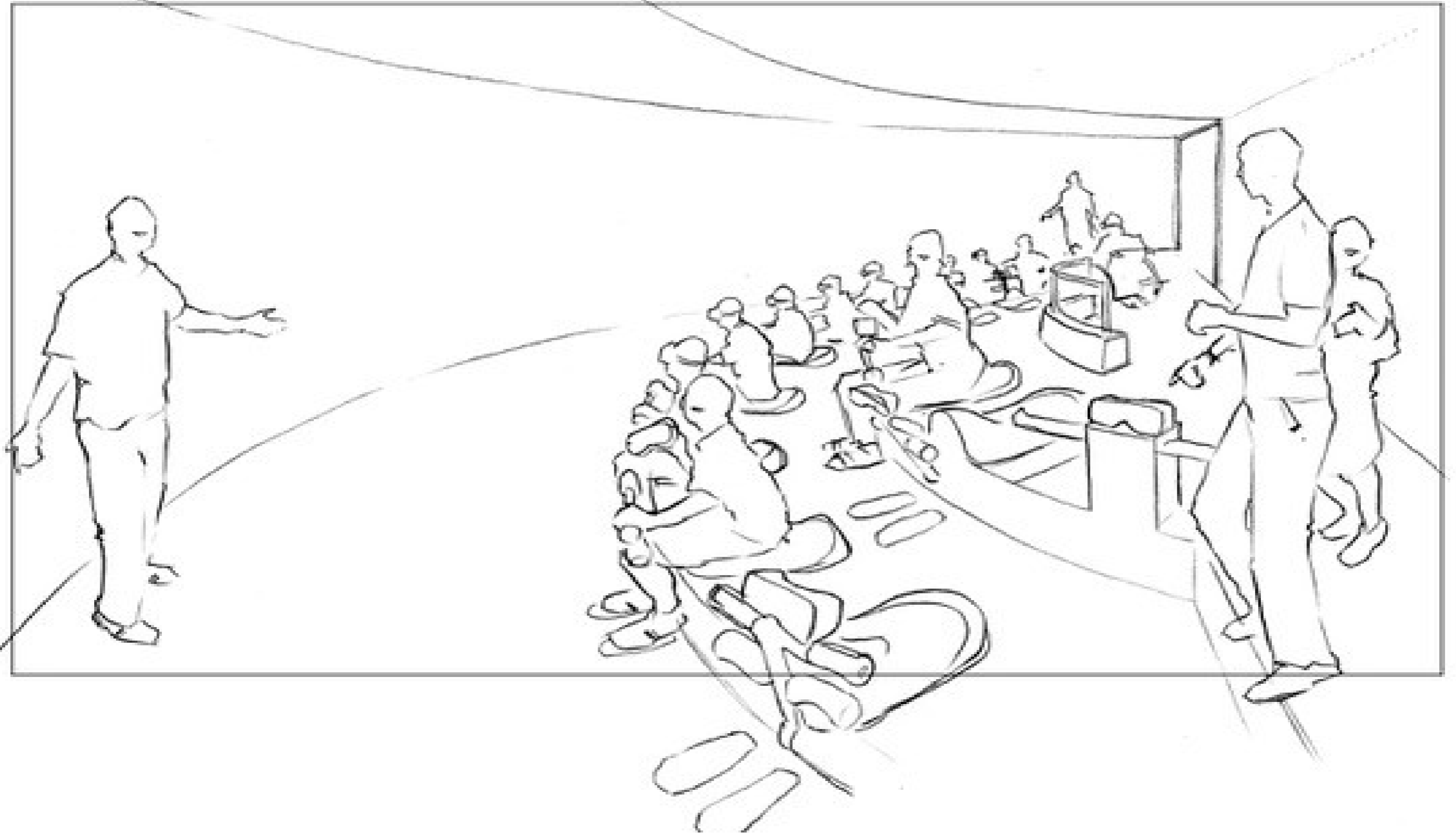


ASCENT TO THE UPPER FLOOR



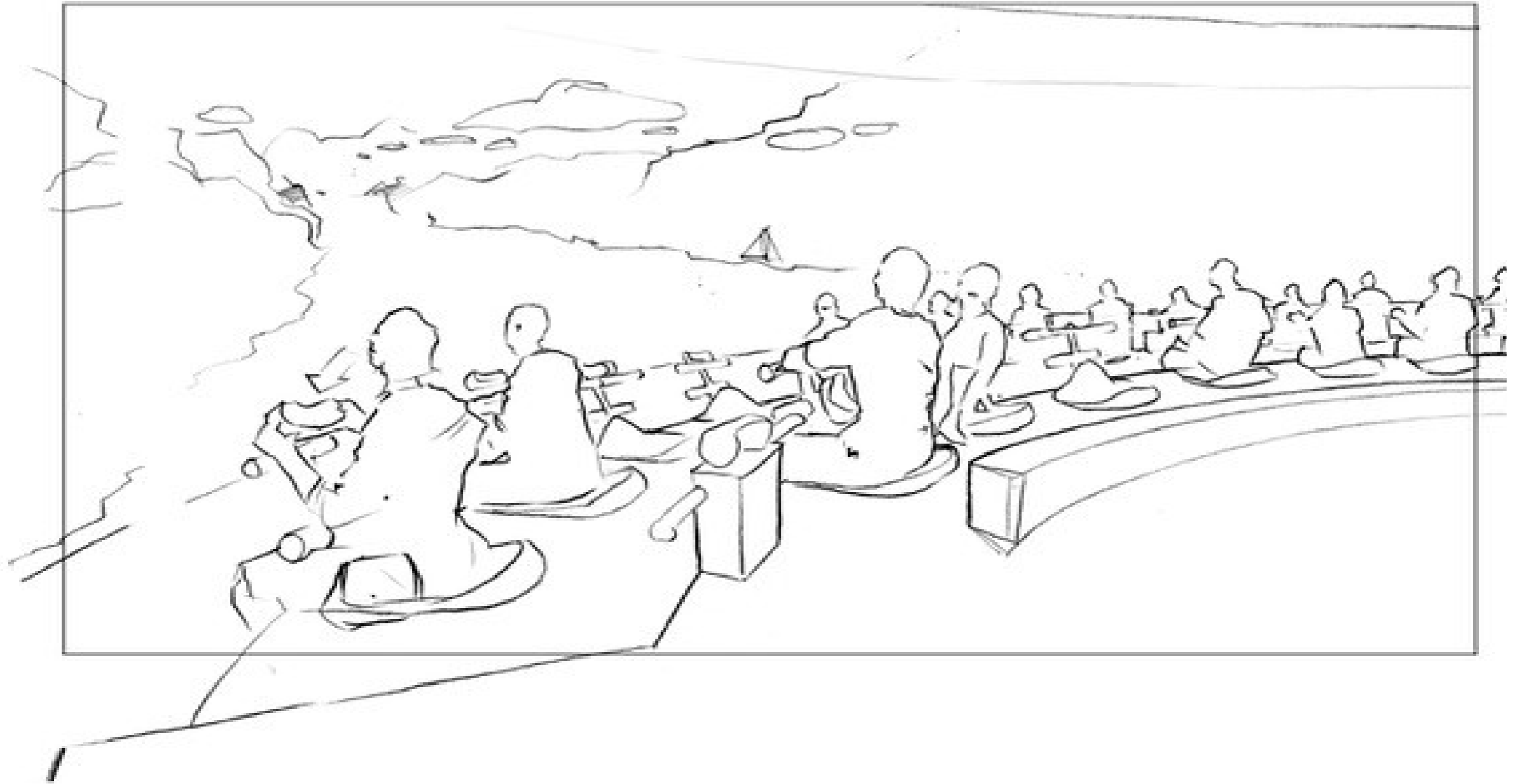
On the first floor of the experience, above the dome theatre the VR Eagle experience room and a large panoramic vantage point are situated. As the visitors walk up the ramp, clouds and mountain scenic elements introduce the theme of cliffs and fjords heights.

WELCOME TO THE VR EXPERIENCE ROOM



Although this will be an individual experience, we think that a group 10+ people could do it at the same time. They will be led into a designated and themed room. Clouds will surround them and it will not be easy to understand what is around them although it will be apparent that they have walked to the top of a cliff. As they wear the VR goggles, and sit on the chair/3D platform, they become an eagle, jumping off the cliff, into the clouds and beyond, diving, hunting and ascending back to the nest...

END OF VR EXPERIENCE: REVEAL



As the experience ends, visitors take the VR set off. The cloudy-misty theming will have disappeared, possibly to reveal views outside the building. This exhibit is ideally located at high level within the building which would be appropriate to the concept of ascending to and jumping off a cliff. Attraction layout will ensure great views also to those who do not wish to take part in this experience.

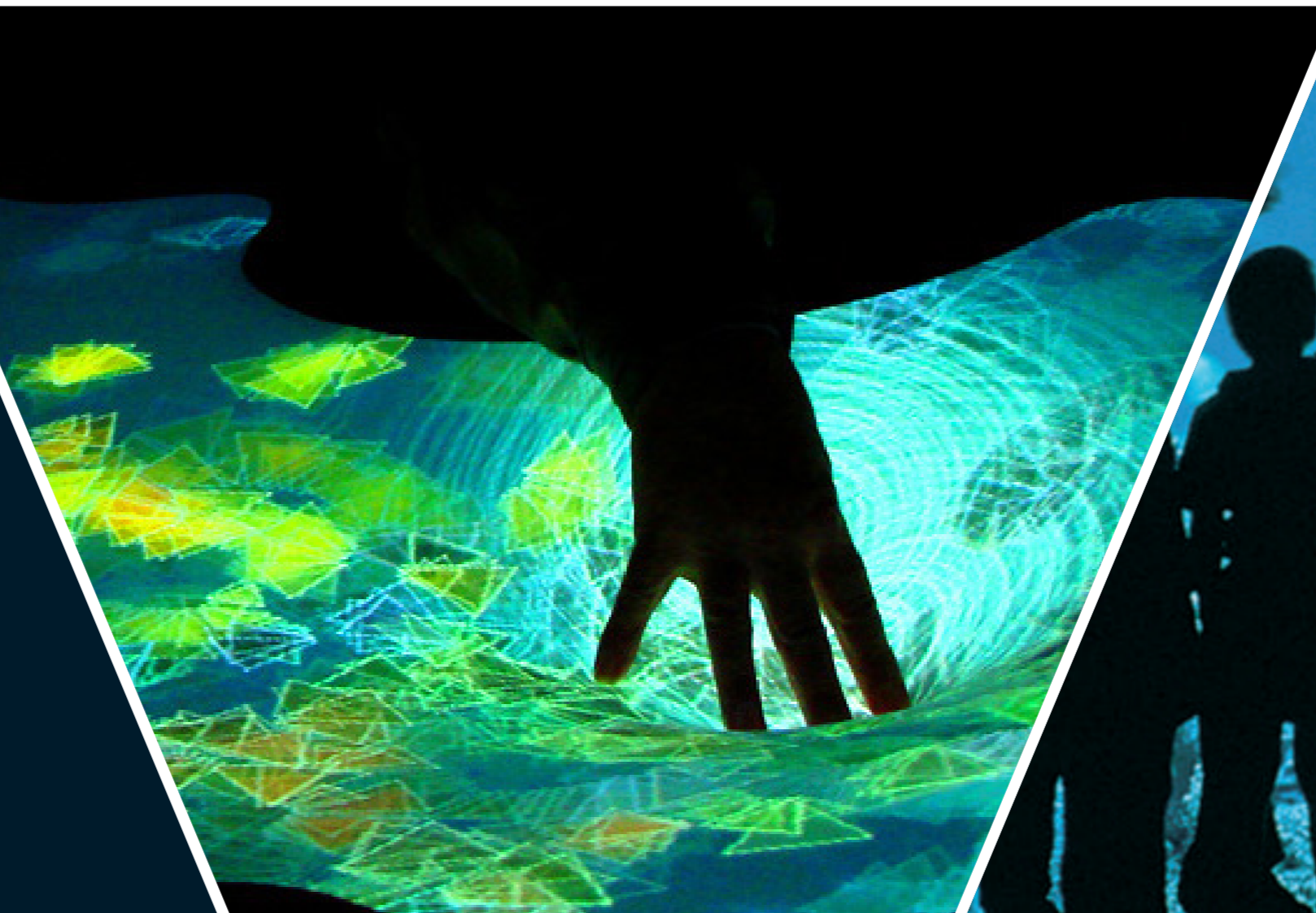


EXHIBIT

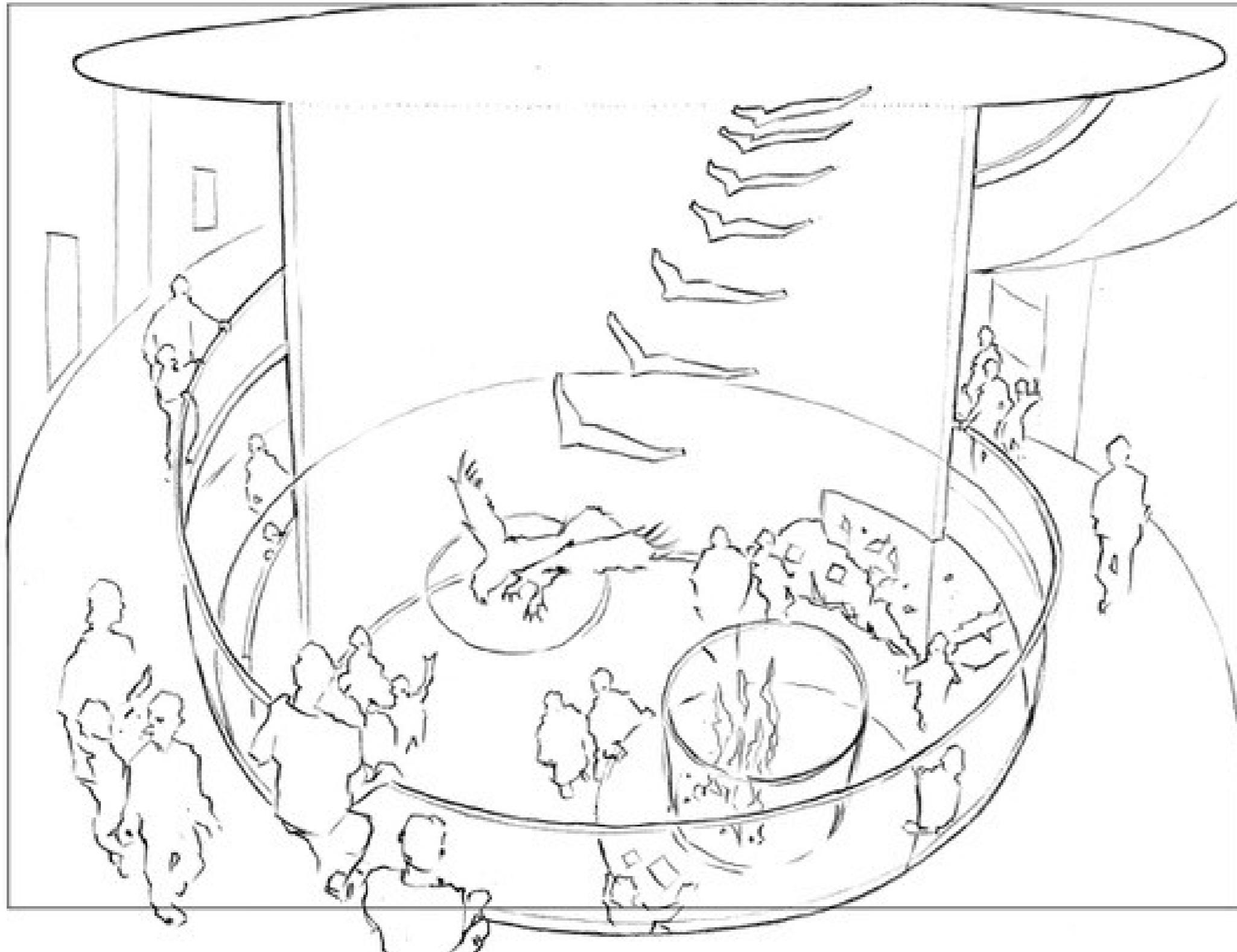
4

IMMERSIVE WORLDS

From coral reefs to olphins the magical marine ecosystem of the fjords will be presented in a 360 immersive theatre with state of the art interactives which will detail key aspects of the ecosystem from protecting threatened species to safely managing fish populations. It will feel as if visitors are actually underwater, as an eagle breaks through the water above to clench its claws around a great fish...

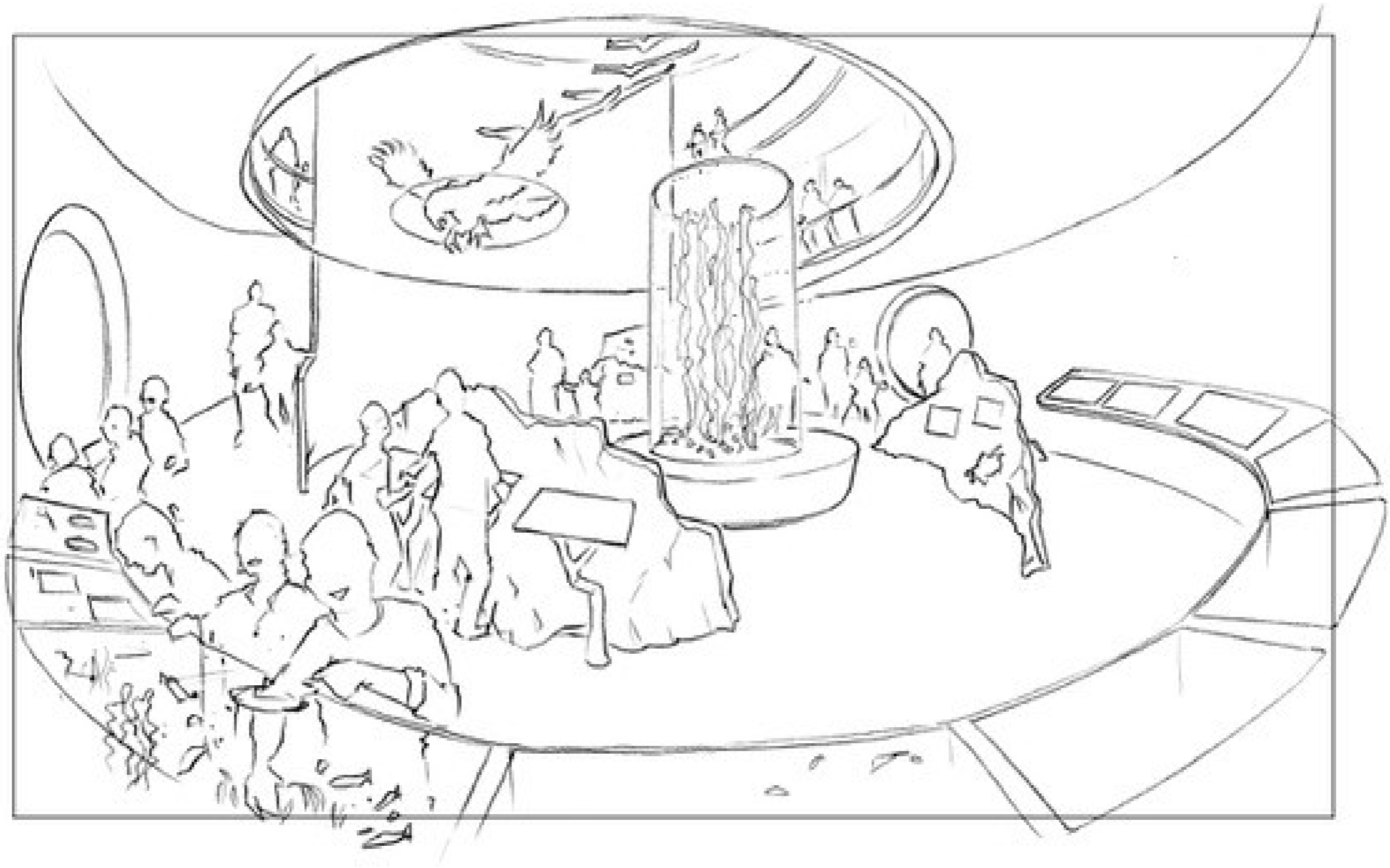


JOURNEY FROM DOME THEATRE TO ENTRANCE OF IMMERSIVE WORLDS



Walking down the ramp, under the dome theatre, watery textures and colours welcome the visitor into this submerged world. A stylized sculpture of an eagle in motion lead the eye downwards where an actual eagle is seen fishing on the water below.

INTERACTIVE AND SCENIC DISPLAYS



Visitors discover the many wonder of a hidden world. Interactives, scenic rocks and tanks showing algae and corals create a strong sense of engagement. Openings onto the fjord blur the boundary between theatre and reality.



EXHIBIT

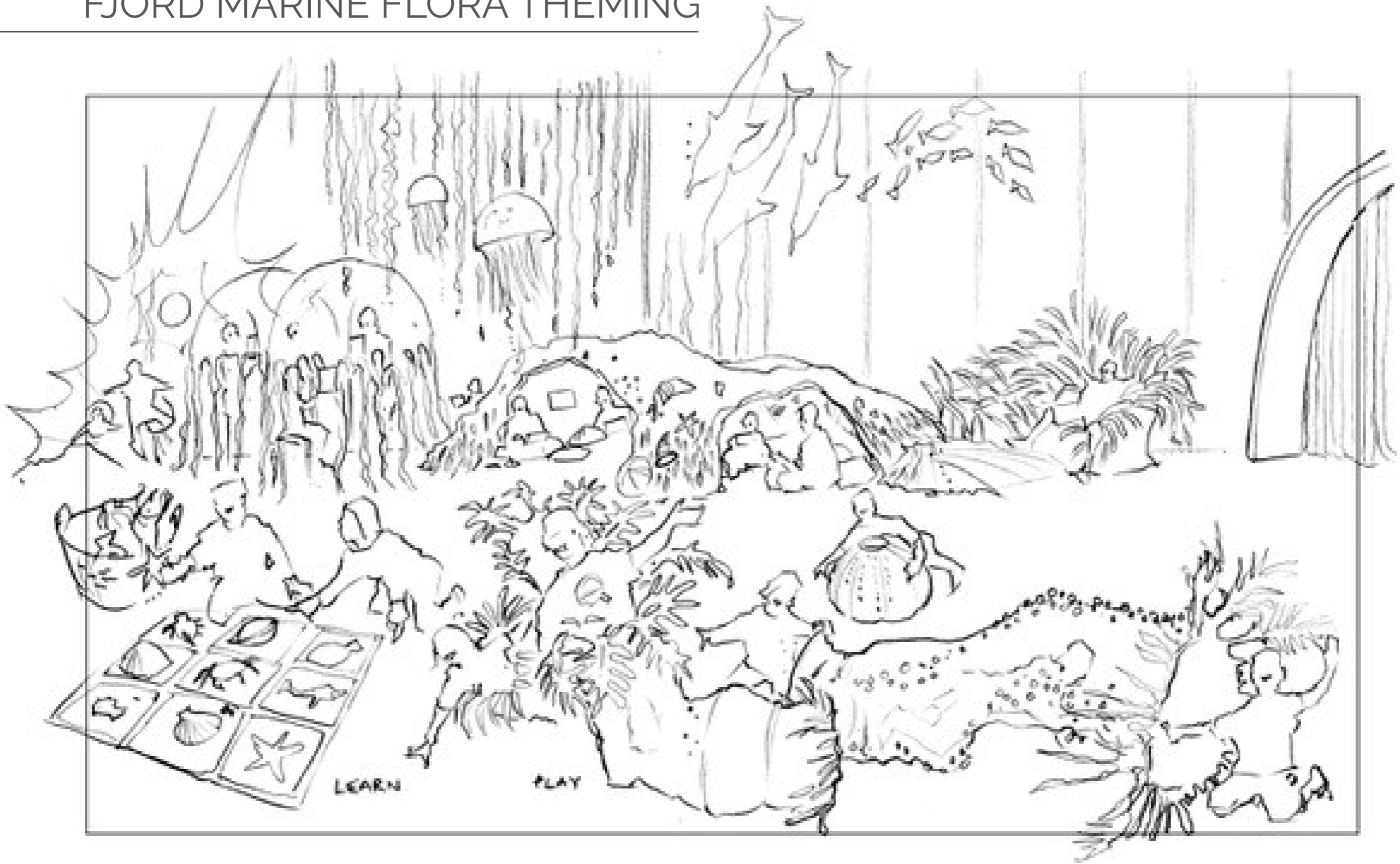
5

PLAY AREA

This area will be located in the heart of the museum and will be ext to the Fjord Lab entrance, creating a gradation of entertainment and education from toddler to adult



FJORD MARINE FLORA THEMING



Entering a jellyfish to discover the sounds of the oceans through an audio interactive or climbing and sliding down a sea cucumber are some of the activities that children of all ages (toddlers to early teen) can enjoy in this unique section of the attraction.

EXHIBIT

6

FJORD LAB

An informative and fact-based exhibition will be housed in this space: objects will be displayed amongst physical interactives, graphics and a range of museum display techniques.

Unique to this space will be its adaptability to cover two main functions: science exhibition and lecture hall. Arranged and possibly concealed amongst the exhibits, there will be seats that will allow the space to become a classroom where a teacher, lecturer or a member of the museum staff will be able to explain a range of topics concerning the Fjords: this will result in an exciting and immersive way to teach science, as the objects on display will provide extra engagement through real-life content support.

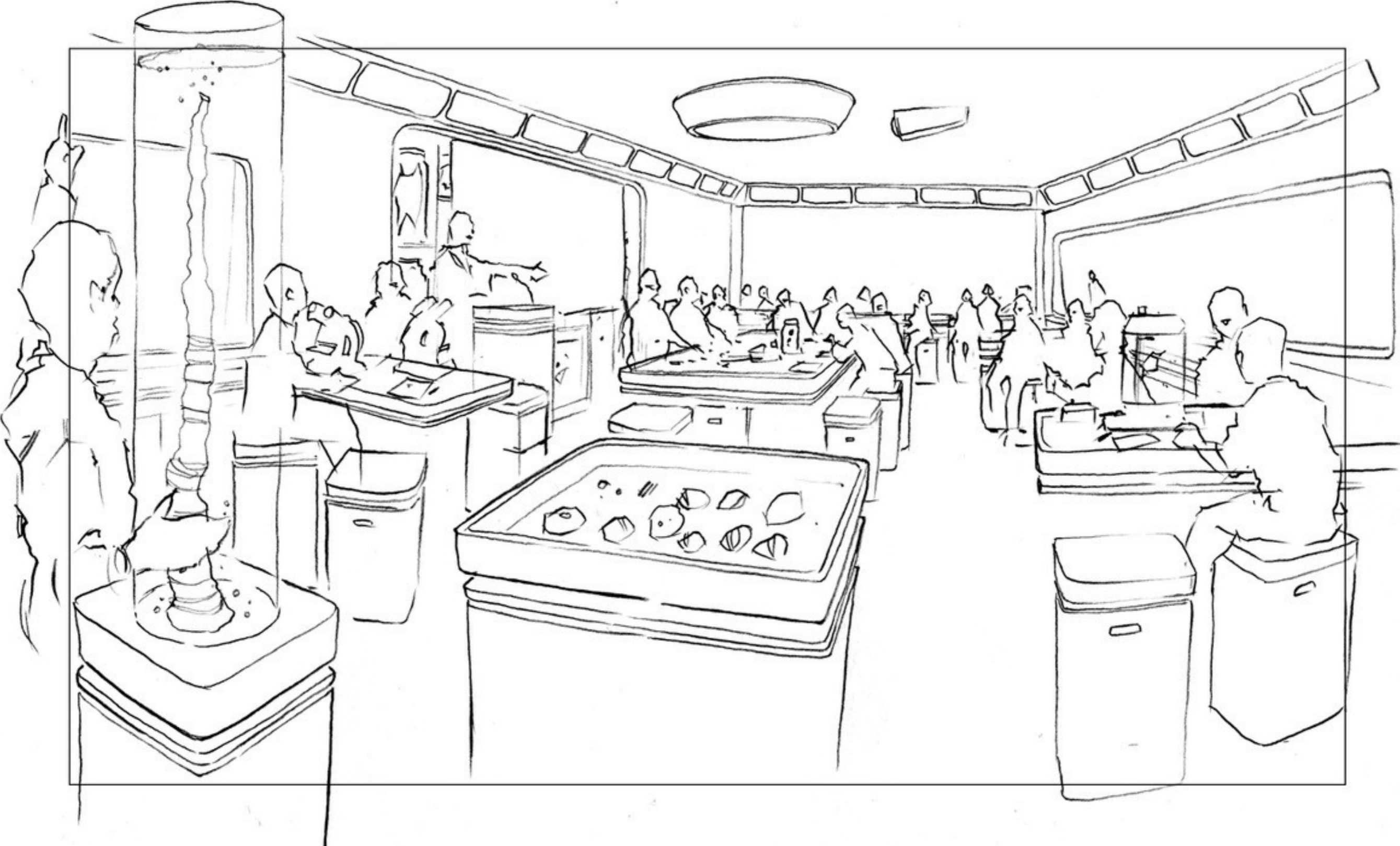


LAB, EXHIBIT MODE



View of the Lab in its open plan exhibition mode: visitors will feel as if they were walking into research facilities, with specimen and experiments ready to be looked at, interacted with and understood.

LAB, SCIENCE LECTURE



A teacher stands on one side as students have pulled stools from underneath the exhibits. A live, experimental and immersive lesson on the science of the fjord can now begin.

CONCLUSION

We hope you have enjoyed our response to your brief and have got to know what we have to offer to your project. We know there is a lot of potential to expand on and develop an immersive and educational visitor attraction, which will leave visitors with a really memorable experience.

If you would like to contact us to discuss the project further, please find our contact details here.



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Thank you

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