



Retail Spaces for Airports

EXPLORATIONS & CONCEPTS

Key Words for Defining the **Flight** Theme

runway
jet
rejuvenate
pilot
flight
sky
travel
crew
plane
boarding pass
inflight
carry-on
cockpit
check-in
lounge
baggage tag
cabin
check-in
destination
skydive
hand baggage
uniforms
connecting flight
transit
relax
wings



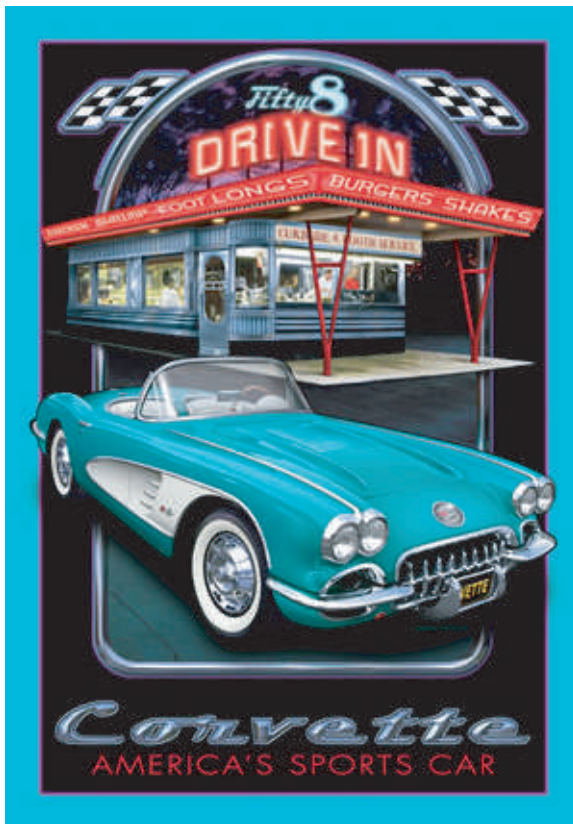
Theme Based Brand **Names**

Coca-Cola **aeroPOD**

Coca-Cola **DropZone**



Theme Descriptions



Coca-Cola **aeroPOD**

A celebration of flight that takes references from the age of streamlining, red Chevrolets and the charisma of Pilots. Retro-styling meets the new age. Gloss red, bold forms with chrome trims and retro styling. Not as loud like traditional American styling. Since Indian sensibilities would not really sync with American retro styling, this theme would have to be mutated with a more contemporary retail space design.

A more contemporary, sophisticated look and feel for travellers looking for refreshment and relaxation inside the airport. Clean, bold and sweeping lines with details and graphics based on a flight theme. Minimum elements and a clean, well-arranged space. Interesting 'installations' such as split-flap displays for menus and cockpit dials along the counter space.



Coca-Cola **DropZone**

Coca-Cola®

Coca-Cola **aeroPOD** References



References for **Details**



Split-Flap Display Systems for Menu



Riveted Finish for Exterior Surfaces



Cockpit Dials embedded in counter-top



Propeller embedded inside front facade



A new Coke property for the chosen brand name that reflects the airline inspirations

Staff Uniforms that carry forward the airline theme, dressed as Coke stewards / hostesses, and details like airline pins and patches.



Coca-Cola aeroPOD

Specifications of Kiosk

2 X 2 m footprint

(to be adapted to a rectangular format on approval)

Functionality of Kiosk

1. Coke Fountain
2. PET / Can chiller
3. Georgia Hot
4. Georgia Cold
5. Inventory Storage
6. Staff personals
7. Cash Register
8. Overhead storage
9. Stool for staff seating
10. LCD / split-flap menu display



Coca-Cola **aeroPOD**



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