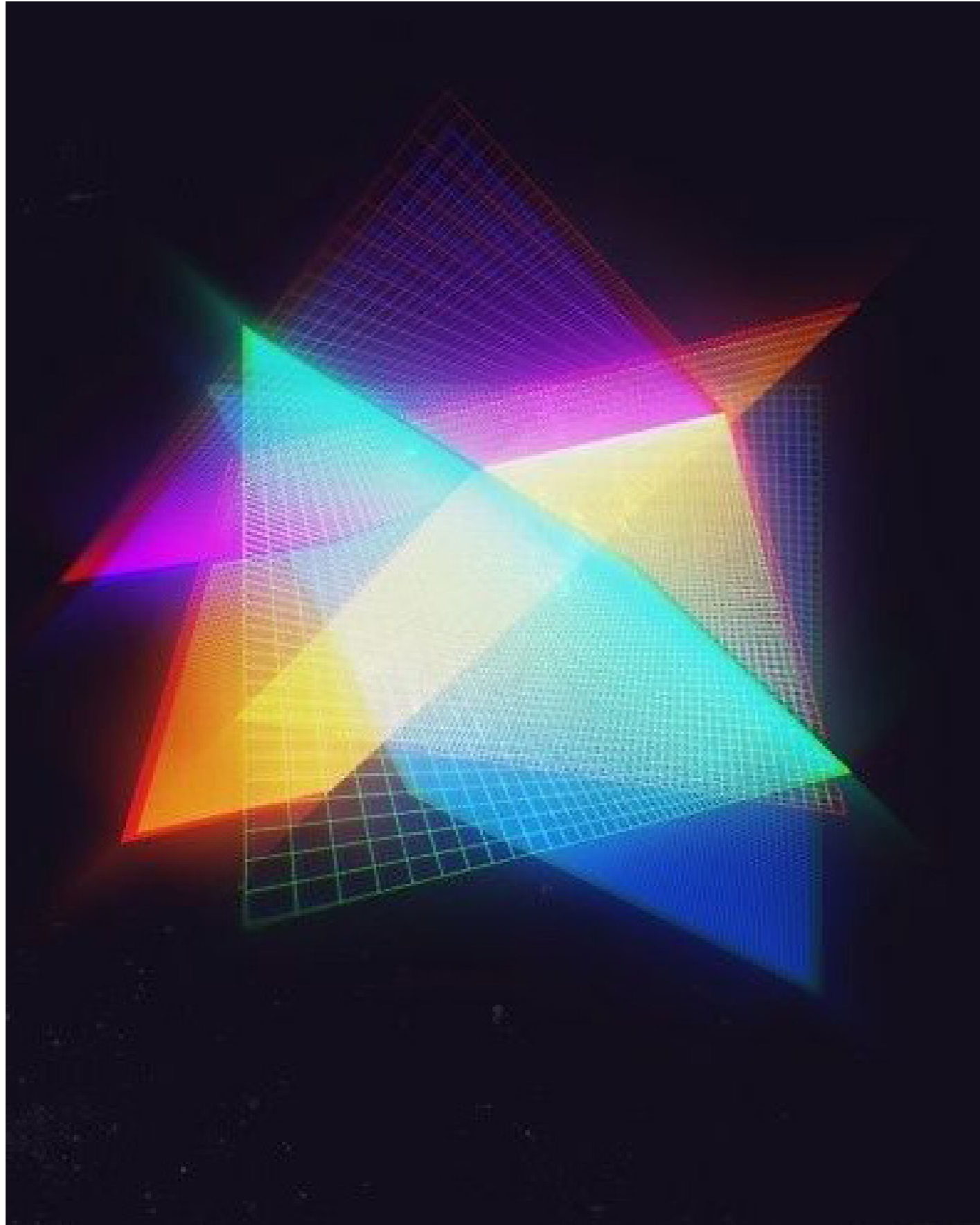




INTERNATIONAL RADIO FESTIVAL
SAUDI ARABIA

CONCEPT



ABSTRACT

ON AIR is a 'jungle of reflections' which serves the purpose of the International Radio Festival for its next edition in Saudi Arabia.

Working with light and transparency supports the strong concept of the project: Make the invisible processes of the radio, visible again. The black box is now transparent and interactive, enabling a broad range of events in multiple configurations.

DESCRIPTION

Transparency: The booths provide transparency and visual accessibility to the radio broadcasters. Listeners can see the presenters and guests inside the booth, which creates a sense of connection and trust. It allows the audience to witness the professionalism and dedication of the broadcasters.

Branding and Marketing: The transparency offers an opportunity for branding and marketing. Broadcasters often display their logos, slogans, and promotional materials on the glass surfaces, increasing brand recognition and creating a visual impact on passersby. It helps in creating a consistent and memorable visual representation of the station during the festival.

Enhanced Engagement: When listeners can see the radio presenters and guests, it enhances their engagement with the content. Visual cues and body language add depth to the audio experience and make it more immersive. This can help retain listeners and attract new ones. This can make the booth visually appealing and serve as a conversation starter.

CONCEPT

Public Relations and Public Image: Transparent broadcasting booths demonstrate transparency and openness, which are essential for public relations. They show that the radio station is not hiding anything and is open to public scrutiny. This can contribute to building a positive public image and fostering trust among the audience.

Cultural Representation: Different colors can be chosen to represent the cultural identity of Saudi Arabia and the theme of the International Radio Festival. For example, colors like green, which is associated with the Saudi flag, or shades inspired by traditional Saudi Arabian art and design, can be used. This representation can create a sense of pride and cultural connection for both local and international visitors.

Cultural Exchange: During the International Radio Festival, colored glass booths can represent Saudi Arabia's cultural diversity and its openness to international influences. They can serve as a platform for cultural exchange, inviting visitors to explore the cultural heritage of Saudi Arabia through the fusion of colors, design elements, and interactive displays.

Portability and Flexibility: Modular glass booths are designed to be easily assembled, disassembled, and moved to different locations. This portability allows radio broadcasters in Saudi Arabia to set up their broadcasting stations in various venues, such as events, outdoor locations, or temporary studios. It offers flexibility and adaptability to meet the changing demands of broadcasting needs, to accommodate the desired equipment, seating arrangements, or branding elements.

Sustainability: By opting for reusable booths, broadcasters contribute to sustainability efforts. Instead of constructing temporary or disposable structures for each edition, the structures can be used repeatedly, reducing the consumption of resources and minimizing waste, while proving cost-effectiveness, scalability and quick deployment for further editions.



RENDER



RENDER

MAIN BROADCASTING BOOTH



RENDER

MAIN BROADCASTING BOOTH



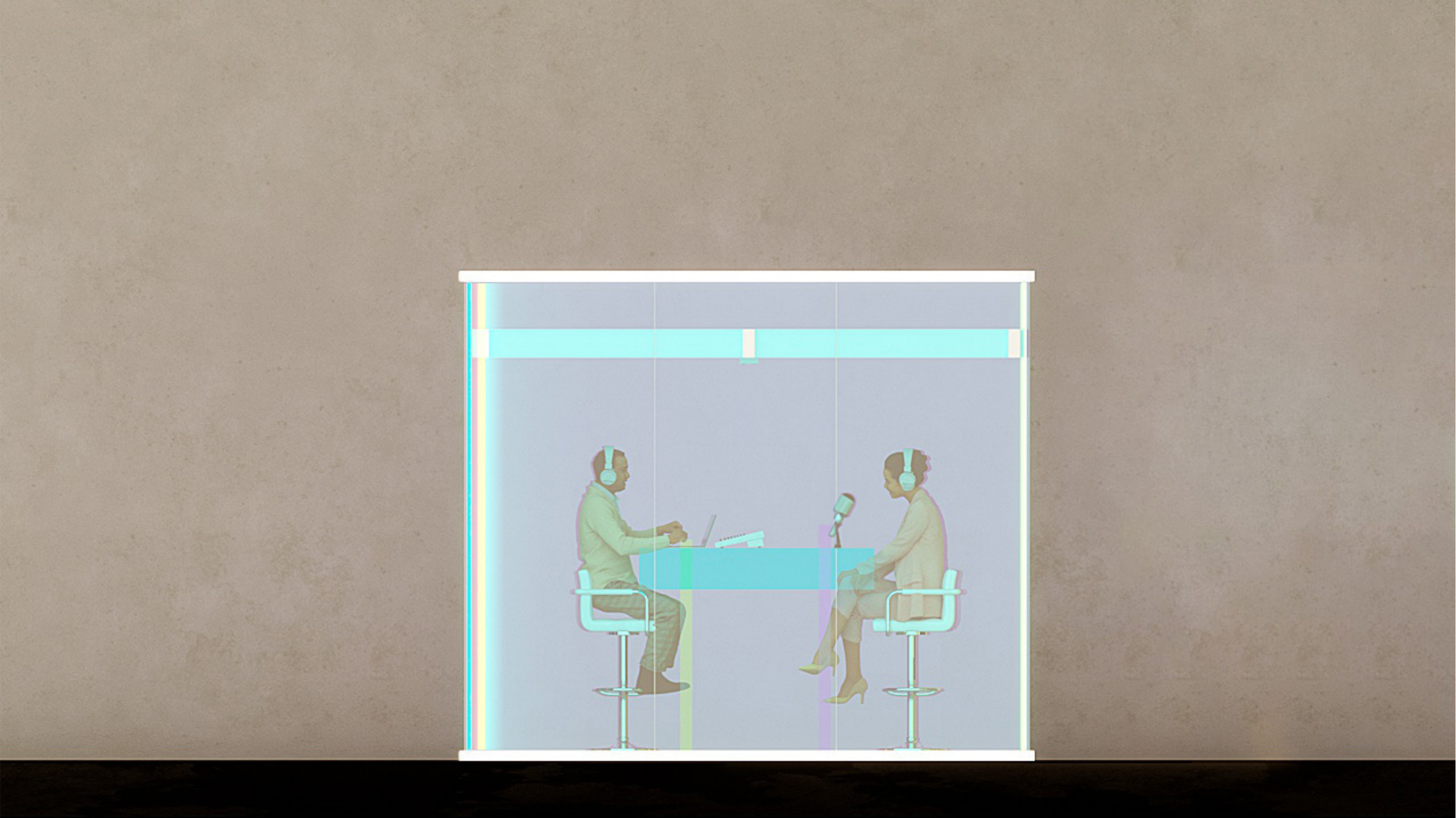
RENDER

BROADCASTING BOOTH



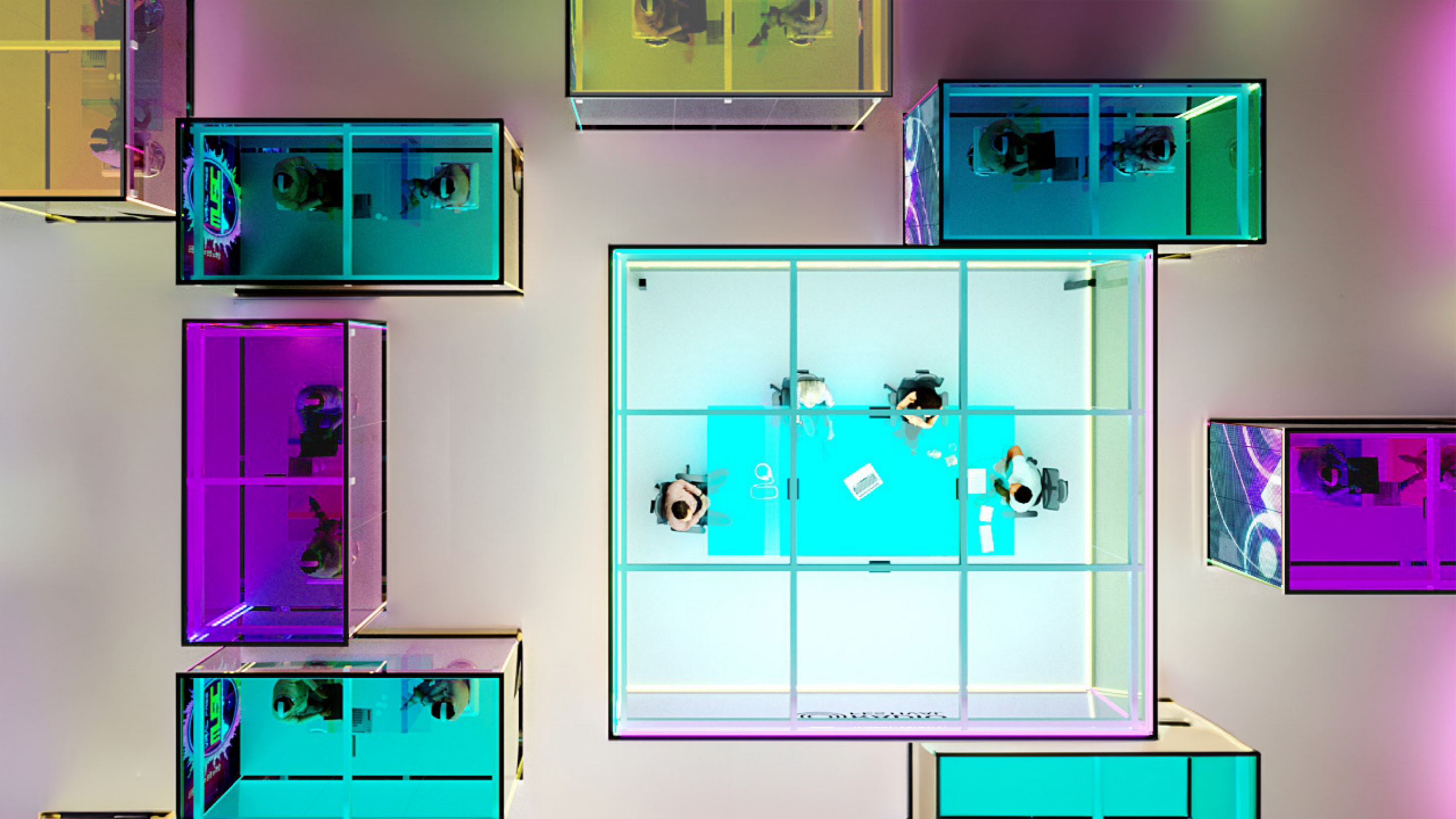
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BROADCASTING BOOTH



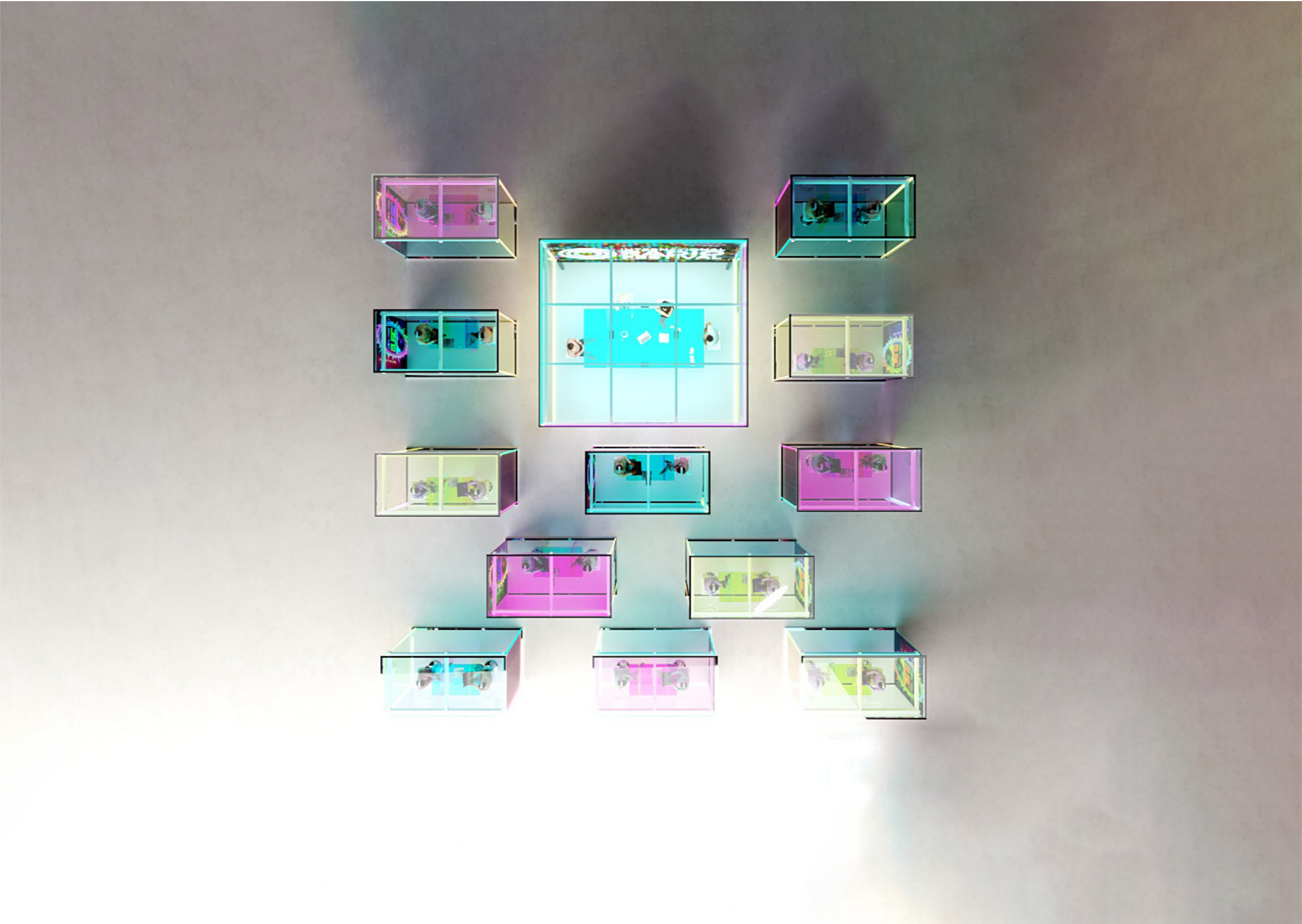
RENDER

LAYOUT DISPLAY: FREE-FLOW



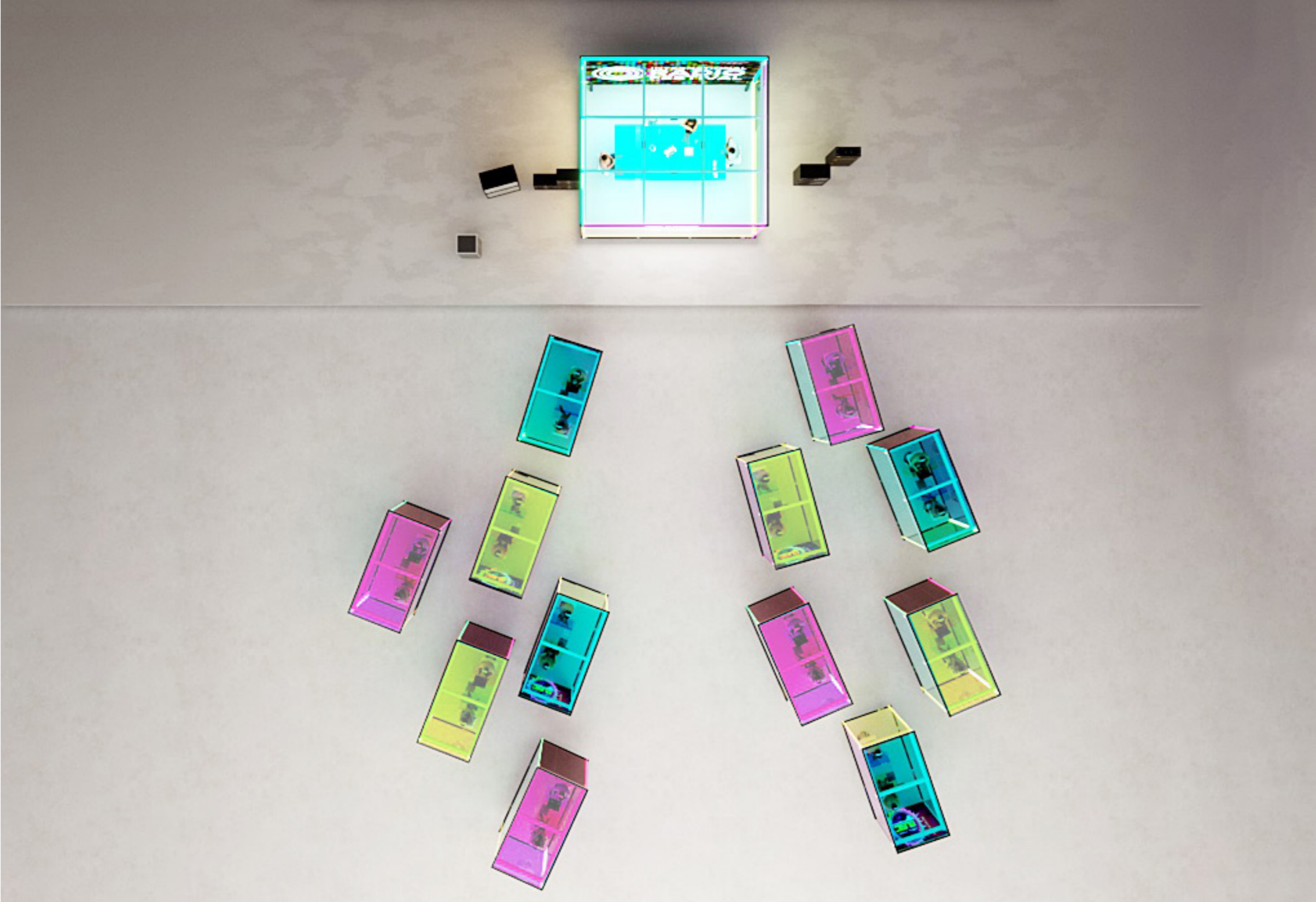
RENDER

LAYOUT DISPAY: GRID



RENDER

LAYOUT DISPLAY: STAGE



RENDER

LAYOUT DISPLAY: HALL



RENDER

LAYOUT DISPLAY: HALL



RENDER

LAYOUT DISPLAY: HALL



RENDER

LAYOUT DISPLAY: STAGE



RENDER

LAYOUT DISPLAY: STAGE

