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10.13.08
 China Mobile Experience Zone
 Environmental Graphics,
 Education

Hong Kong-based Marc & Chantal Design (multimedia company [yu+co](#) created the interactive/experiential components) recently completed the 10,000-square-foot China Mobile Experience Zone at the Coco Mall in Shenzhen, China.



The non-retail area serves as a place to learn about and interact with the services and technology that China Mobile has developed for the consumer market. It fuses virtual and tactile elements that encourage exploration as visitors move through three distinct circular zones that take inspiration from the vibration of radio waves emitted by mobile phones. Each zone represents a different aspect of the service offering—entertainment, lifestyle, business—with its own ambient and interactive features (a “ringtone DIY” where visitors can create ringtones and download them to their phones; a shopping area where clothes can be tried-on virtually; and a wishing tree where people post wishes through SMS messaging) according to the nature of the zone.



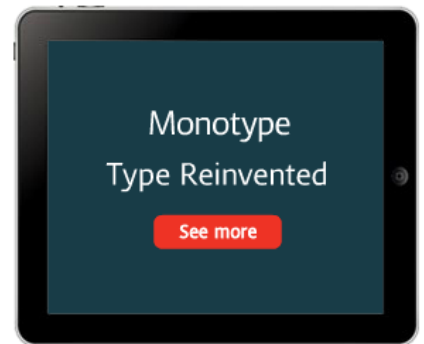
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