



DESIGN PRINCIPLES



INTRODUCTION

This document is meant as a road map to reach the design goals and aspirations of DEN. It is not a rigid set of prescriptive guidelines, but rather an inspirational and informational perspective that seeks to inform, inspire and guide design professionals, airport tenants and employees concerning DEN's unique point of view, existing attributes, design aspirations, and our key customer segments.

DEN Design Principles is an illustration highlighting the design considerations that are fundamental to DEN's Experience Principles. It establishes these design considerations and explores the linkages between passenger and guest experiences that we seek to achieve throughout the airport campus.

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ABOUT DEN

Denver International Airport (DEN) is the fifth-busiest airport in the United States. With more than 53 million passengers currently traveling through Denver International Airport each year, it is one of the busiest airline hubs in the world's largest aviation market—North America. The airport is the primary economic engine for Colorado, generating more than \$26 billion in economic benefit for the state annually.

DEN's Seven Core Objectives Are:

- Winning the hearts of our customers
- Inspiring our employees
- Partnering in operational excellence
- Investing in sustainability
- Putting den on the world map
- Maximizing our real estate
- Excelling in financial performance

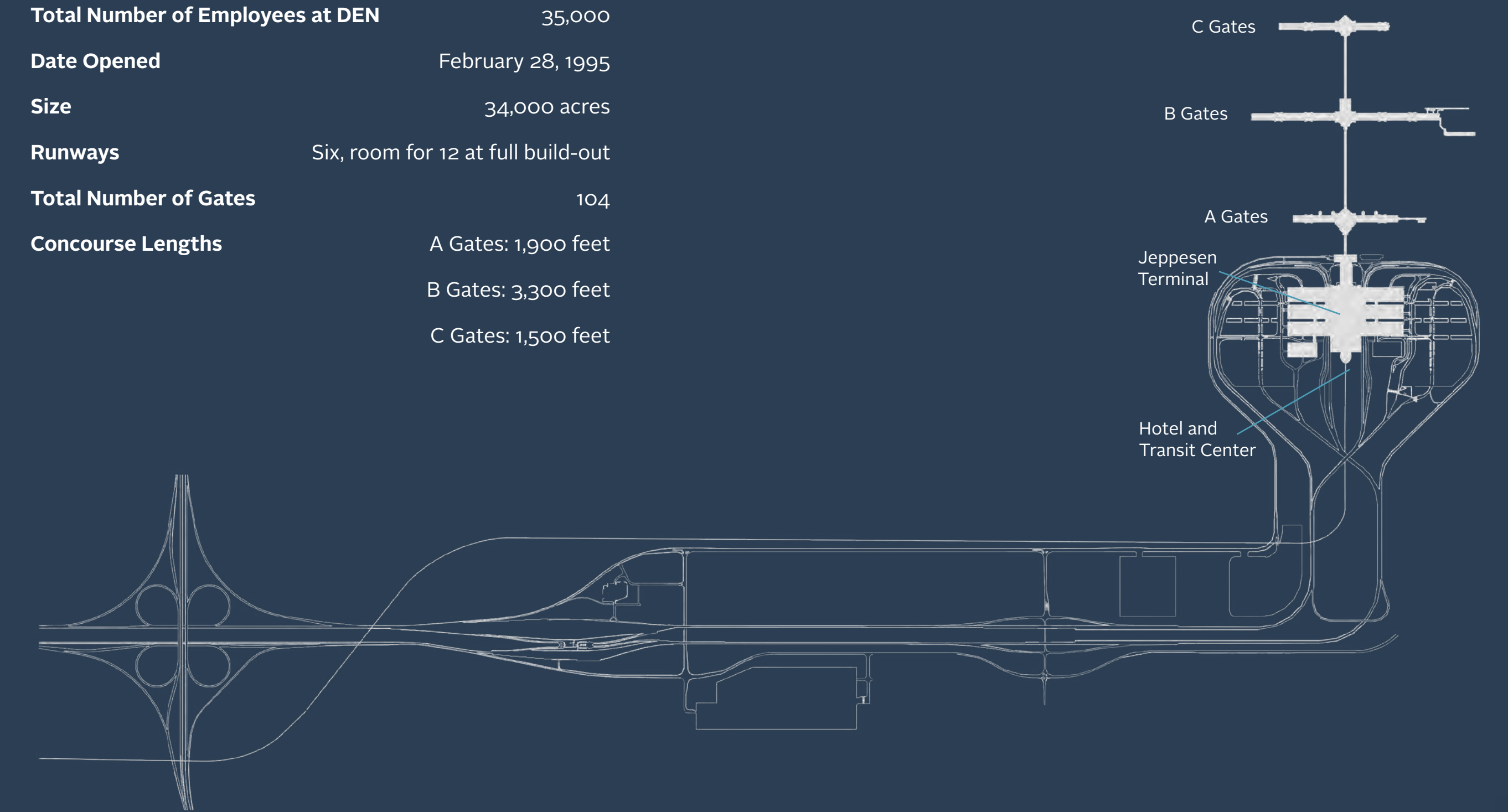
DEN's Strategic Vision is to be

“America's favorite connecting hub, where the Rocky Mountains meet the world.”



DEN ORIENTATION & STATISTICS

Total Number of Employees at DEN	35,000
Date Opened	February 28, 1995
Size	34,000 acres
Runways	Six, room for 12 at full build-out
Total Number of Gates	104
Concourse Lengths	A Gates: 1,900 feet B Gates: 3,300 feet C Gates: 1,500 feet



DOCUMENT BRIEF

1. Traveler Segments

EXPLORERS



EXPERTS



ELITES



EARLYBIRDS



ASPIRERS

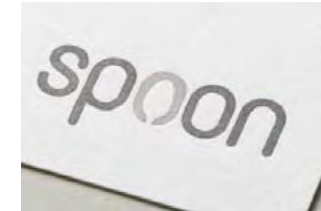


ESCAPISTS



2. Experience Principles

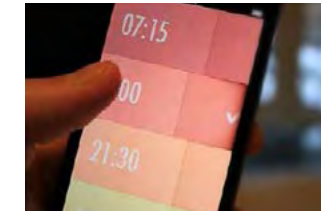
ACCESSIBLE URBANISM



NATURALLY DYNAMIC



ENJOYABLY PRODUCTIVE



MODERN WEST



3. Design Considerations



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY



EMOTIONAL DESIGN



IMAGERY AND GRAPHICS

DEN DESIGN VALUES

Core Design Fundamentals

Authentic

Sophisticated

Fresh

Iconic

Ease

**These terms should be used as a design matrix guideline. Design decisions made must answer to all of the above, or it is the wrong decision.

Elements That Will Guide DEN Towards Their Goals

Gateway to the Rocky Mountains

Connectivity

Authenticity of Place

Sustainability

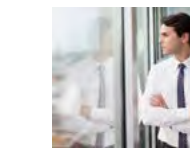
Safety & Security

Our Target Customer Segments



EXPLORERS

Experienced yet enthusiastic travelers who seek novelty and adventure. These optimists enjoy seeing new sights, trying the latest travel app, shopping at the newest boutique, and capturing it all on their Instagram feeds. They are energetic and open-minded about new experiences and like to share their thoughts and opinions with others through social platforms.



ELITES

Frequent travelers who value status and are both career- and family-oriented. They're on the move and have high standards for the travel experience – from access to every convenience on a business trip to options for keeping the kids entertained on a family trip.

DEN helps travelers feel more empowered to make the most of their time and keep their lives moving during their travel journey by offering options that balance work and play and a unique experience that embraces both global sophistication and the beauty and spirit of the modern West.

Extensive research has identified six distinct traveler types. Composites have been created which identify behaviors, demographics, attitudes about travel and lifestyle, as well as expectations about airports. From this group of six, two traveler types have been identified as most likely to contribute to the strategy for growth at DEN.

Developing deeper relationships with our target customers means that we increase their satisfaction and advocacy of DEN, leading to greater spending and connection frequency. Other customer segments will benefit from the “halo” effect.

To win the hearts of our customers and make our airport the connecting hub of choice for Elites, and to give our Explorers more to explore and engage with at DEN, we have developed strategic experience recommendations grounded by insights into the needs and behaviors of these, our most important travelers, based on a refreshed brand strategy and with an eye to what is happening at other leading airports.

We have established these Design Principles to activate our brand strategy. All of these recommendations are focused on getting our Elites and Explorers to say:

“Wow, I didn’t know I could do that at an airport!”

TRANSFORMING AIRPORT EXPERIENCES

Understanding That Airports Are:

- Hubs of Transit
- Places of Transition
- Isolated Locations
- Concentrated Activities
- In-Between Places
- Large Volume Spaces
- Secured Environments
- Community Assets
- Economic Benefit Generators

Categorizing Airport Experiences:

PASSENGER EXPERIENCE

- Departing*
- Arriving
- Connecting*
*spends most time at DEN

GUEST EXPERIENCES

- Dropping Off Passengers
- Picking Up Passengers
- Visiting DEN
- Meeting and Greeting

EMPLOYEE EXPERIENCES

- Relaxing Escape
- Inspiring Engagement
- Reinforcing Culture

Things To Consider:

TOP DRIVERS OF OVERALL SATISFACTION AMONG KEY CUSTOMERS

- | | |
|-----------------------|-------------------------------|
| Elevated Experiences | Comfortable Environment |
| Access to Options | Enjoyable Airport Experiences |
| Engaged & Connected | Ease & Efficiency |
| Personal Interactions | Feeling Human |

WHAT DEN WANTS TO DO

- | | |
|------------------------------------|--------------------------------|
| Win The Hearts Of Our Customers | Maximize Our Real Estate |
| Partner For Operational Excellence | Excel In Financial Performance |
| Invest For Sustainability | Inspire Our Employees |
| Put Den On The World Map | |

DEN's CUSTOMER-FOCUSED GROWTH STRATEGY

- Drive increased satisfaction with all customer segments, particularly Elites and Explorers
- Drive increased connection with Elites
- Drive increased spending by Elites and Explorers due to higher level of satisfaction with offerings



DEN'S CORE BRAND IDEA

LIVE LIFE. TRAVEL WELL.

DEN helps our travelers feel more empowered to make the most of their time and keep their lives moving during their travel journey by offering options that balance work and play with a unique experience that embraces both global sophistication, as well as the beauty and spirit of the modern West.

In thinking about their passenger journey, it is important to consider how their airport experiences can be influenced. We are striving to offer a travel experience that is and offers...

ACCESSIBLE URBANISM

NATURALLY DYNAMIC

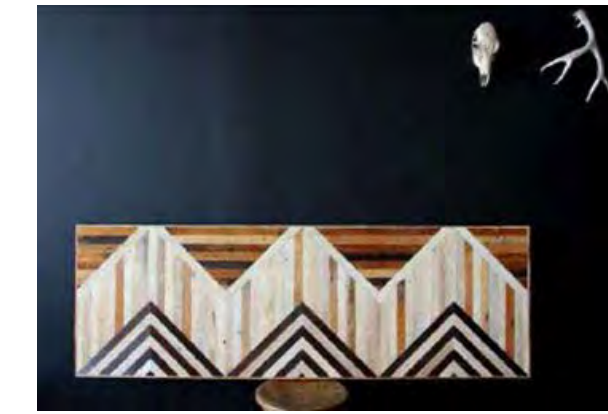
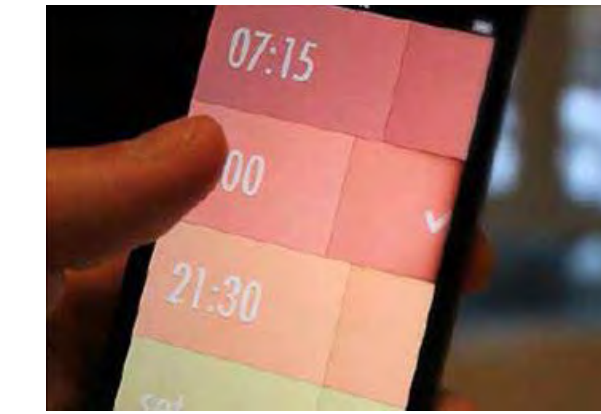
ENJOYABLY PRODUCTIVE

MODERN WEST SPIRIT

These four brand experience principles have been developed as a lens for determining how to focus design decisions in support of the core brand idea.



THE DEN PASSENGER EXPERIENCE



ACCESSIBLE URBANISM

The airport is a vibrant “cityscape,” DEN effortlessly balances your everyday needs with your desire for delight. We combine our sophisticated sensibility with authentic Colorado style in the forms of retail, dining and service options that are both locally rooted and globally relevant.

What it means: Thoughtfully highlighting local favorites and strengths that also appeal to a globally savvy passenger and providing passengers access to the benefits of being in a city so that they get more out of their experience.

What it doesn't mean: A focus on the quantity of options and promising passengers that they can get everything done while at the airport.

NATURALLY DYNAMIC

DEN is nothing if not iconic. Topped by the always amazing peaked roof structures and staged before the majestic Rocky Mountains towering in the distance, the airport invites the region's renowned outdoor beauty inside its walls with open, clean, airy environments and engaging moments that reflect Colorado's natural vibrancy.

What it means: Creatively providing passengers with access to the outside and Colorado's natural setting; bringing the outdoors to the inside of the airport, and finding opportunities to display the dynamism of the region (e.g., digital displays that change seasonally).

What it doesn't mean: Making the design aesthetic and airport environment only about the Rocky Mountains.

ENJOYABLY PRODUCTIVE

DEN helps you fly through your “must-dos” to get to your “want-to-dos” at the airport. We pair carefully curated spaces designed for both productivity and pleasure with efficient operations that reduce stress, save time and bring humanity back to the airport experience.

What it means: Streamlined operations and well-designed environments and spaces that give passengers the power to move more efficiently through the airport and to have easier access to amenities.

What it doesn't mean: A focus on hyper-efficiency and catering to the need for productivity only in the context of the business traveler.

MODERN WEST

No airport is like DEN because, no place is like the Colorado region. We bring our area's relaxed way of life to every corner: with warm welcomes, casual comforts, friendly faces and an atmosphere that embraces our active lifestyle and innovative, independent mindset.

What it means: Capturing the spirit and optimistic energy of Colorado in the way we interact with our passengers, deliver services and amenities, and innovate to create a better passenger experience.

What it doesn't mean: Emulating stereotypes or cheesy interpretations of the West and of Colorado.



ACCESSIBLE URBANISM

SOPHISTICATED

MODERN

ENERGETIC

SYSTEMATIC



Experience Principles / Design Considerations



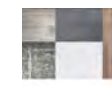
SPATIAL VOLUME

simple forms, scaled back to public intimacy, visually dynamic



COLOR

clear, strong, selectively used, statement color



MATERIALITY

traditional materials, wood, brick, metal, natural, weathered, raw



FURNITURE

simple forms, transitional styling



PLANNING

vernacular, urban, context, organic urban



LIGHTING

indirect, used as ID, luminous surfaces, fixtures as place definitions, manipulates to draw you in



NATURE

urban context of indoor/outdoor - porosity of spaces, whether actual or visual



SENSORY AMBIANCE

tactile (actual and visual) acoustically live



VISUAL HIERARCHY

precedence of ID, signage, sequence of visuals controlled



EMOTIONAL DESIGN

feelings of wonder, surprise, nostalgia



IMAGERY AND GRAPHICS

textural, simple shapes, simple but visual imagery that is memorable

ACCESSIBLE URBANISM



DENVER UNION STATION

THE SOURCE, DENVER

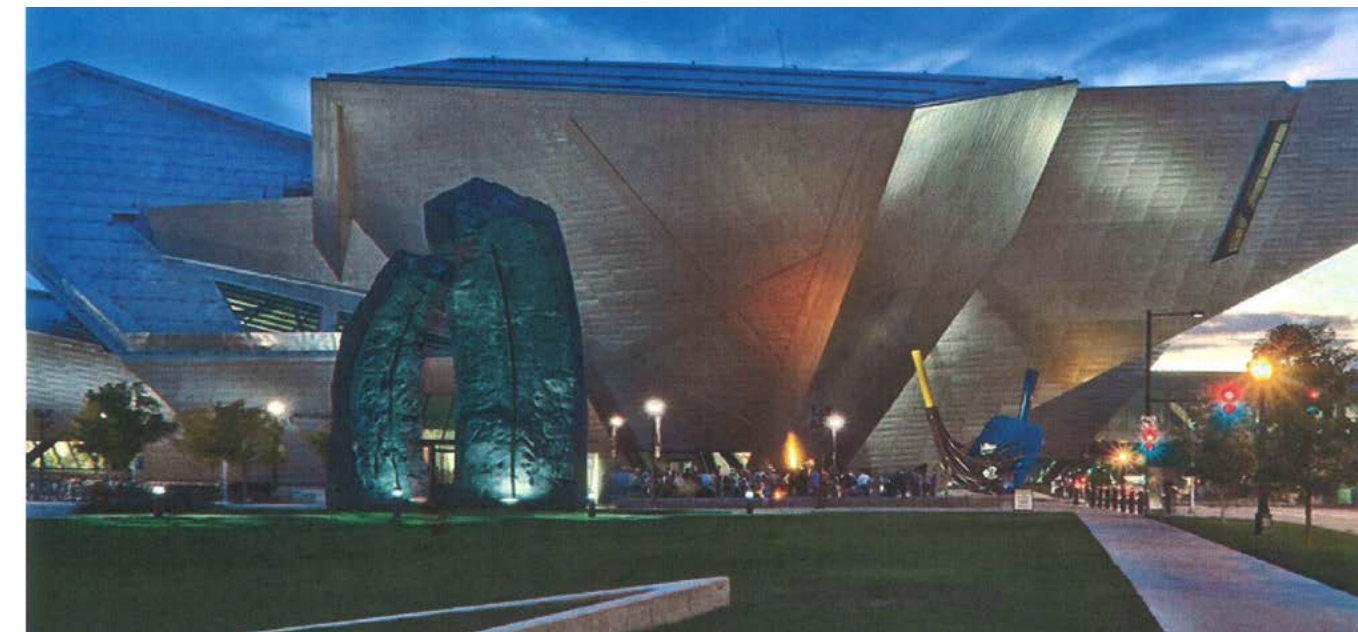
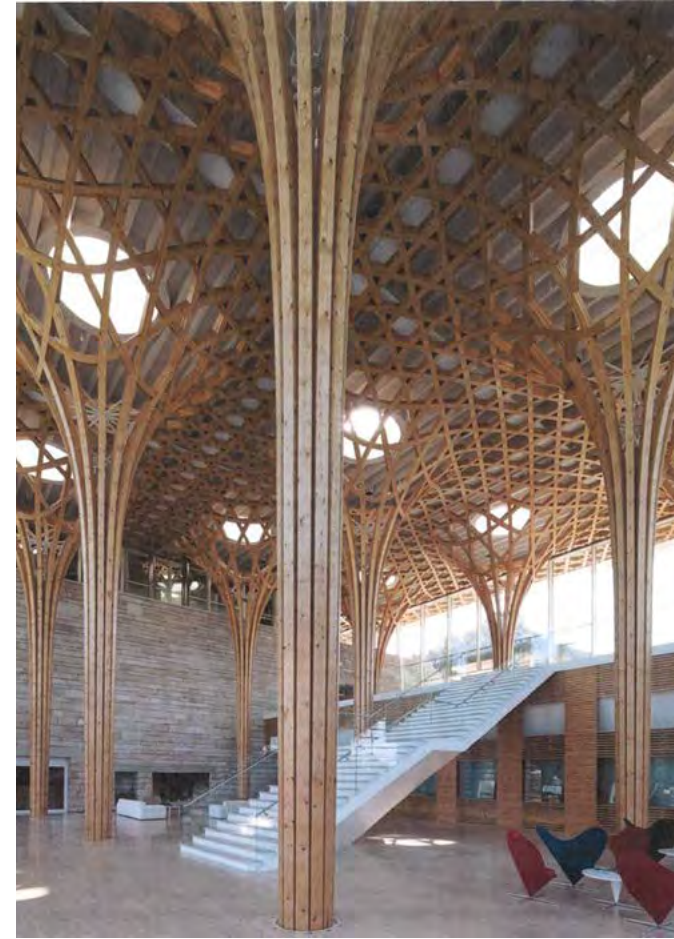
NATURALLY DYNAMIC

VIBRANT

MOVEMENT

TEXTURE

FLEXIBLE



Experience Principles / Design Considerations



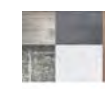
SPATIAL VOLUME

expansive, dynamic volumes, organically perforated enclosures



COLOR

color embedded in the materials, (not applied) "through body color"



MATERIALITY

wood, brick, metal, stone (clear finish)



FURNITURE

simple forms



PLANNING

organic, connections to outdoors



LIGHTING

filtered, repeating patterns, shadows, daylight (sunshine - real and perceived)



NATURE

interpreted in form and space - allusions to outdoor spaces



SENSORY AMBIANCE

light strongly manipulates perception - textural and comfortable - natural/fresh fragrance



VISUAL HIERARCHY

all elements leading you up



EMOTIONAL DESIGN

feelings of wonder and awe



IMAGERY AND GRAPHICS

organic shapes, curvilinear lines, natural colors, natural

NATURALLY DYNAMIC



TOM BRADLEY TERMINAL, LAX



EMBEDDED TECHNOLOGY IN OUTDOORS

ENJOYABLY PRODUCTIVE

INTUITIVE

SIMPLE

FORM & FUNCTION

UNEXPECTED



Experience Principles / Design Considerations



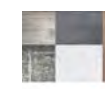
SPATIAL VOLUME

simple forms, scaled back to intimacy, often organic



COLOR

predominate natural color with selective ID color



MATERIALITY

wood, steel, brick, stone – natural finish



FURNITURE

simple forms, often enveloping



PLANNING

linear sequencing



LIGHTING

luminous on reflective surfaces, direct



NATURE

evocative of natural forms



SENSORY AMBIANCE

tactile and cocooned



VISUAL HIERARCHY

sequences from big picture to details



EMOTIONAL DESIGN

feelings of conflict and ease



IMAGERY and GRAPHICS

natural forms/shapes, natural color with accents

ENJOYABLY PRODUCTIVE



APPLE STORE, GRAND CENTRAL STATION



CO-WORKING SPACES



GOOGLE CAMPUS, DUBLIN



MODERN WEST

INNOVATIVE

APPROACHABLE

CONTEMPORARY

NATURAL



Experience Principles / Design Considerations



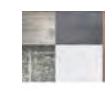
SPATIAL VOLUME

simple volumes manipulated in fresh ways – volumes pierced (actual/visual)



COLOR

color of natural raw materials, warm



MATERIALITY

wood, stone, metal used to articulate surfaces



FURNITURE

simple - refined, minimal



PLANNING

orchestrated sequences



LIGHTING

indirect, luminous surfaces, an articulating element



NATURE

indoor/ outdoor, porosity of spaces



SENSORY AMBIANCE

textural, place of light



VISUAL HIERARCHY

from big picture to details, but always looks up



EMOTIONAL DESIGN

feelings of wonder and serenity, de-stressing,



IMAGERY AND GRAPHICS

bold, simple shapes, linear,

MODERN WEST



ART HOTEL LOBBY, DENVER



JACKSON HOLE AIRPORT



ASPEN ART MUSEUM, COLORADO



DESIGN THINKING

Think back on your favorite travel destinations.

Often they are places you felt an almost instinctive connection to... sometimes feeling that you might have been there before... They seem close to something you remember, but you know this is your first time being there...

We believe these places are memorable because there is an implicit complexity about them. Often these places have organically grown, evolving over time to the needs of the current occupants, but always maintaining the integrity of the original place.

This inherent complexity of the place promotes connections, community, diversity, interaction, and observation – it is what most would call 'character.'

Which place do you have a virtual and visceral connection too?

Avignon or Canberra?

We think most people would choose Avignon...



CANBERRA, AUSTRALIA



AVIGNON, FRANCE



DESIGN THINKING

The hope of this document is to enable design professionals to fulfill DEN's aspiration that the airport's architecture and interiors become a seamless, unified, embodiment of their Design Values and Brand Idea.

It is, in fact, a case for creation of a new place.

Our proposition is that place-making is realized in the melding of the virtual and the visceral. The idea of the virtual is ephemeral. It is very close to being something without actually being it. The idea of visceral is deep seated. It is instinctive, coming from strong emotions.

Our method to communicate the connections of the virtual and the visceral is through the use of metaphor. We have established 11 Design Considerations. Each Consideration has an assemblage of images which should be viewed metaphorically to convey an understanding of the associations, comparisons, or resemblance intended.

The first plate of images in each section identifies meaningful Colorado references. The subsequent plates illustrate how the consideration was achieved in the built environment of other facilities.

Our intent is to guide the 'characterization' of the facility. The insertion of places within a place. Building a sense of connection and community that is uniquely DEN. Creating a sense of engagement through implicit complexity – which is tactile and human scaled. Acknowledging that the facility is first and foremost, a place of assembly – public and private, flexible and complex, diverse and organic – with all the romantic affinities human beings crave from their most beloved places.



DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY



EMOTIONAL DESIGN

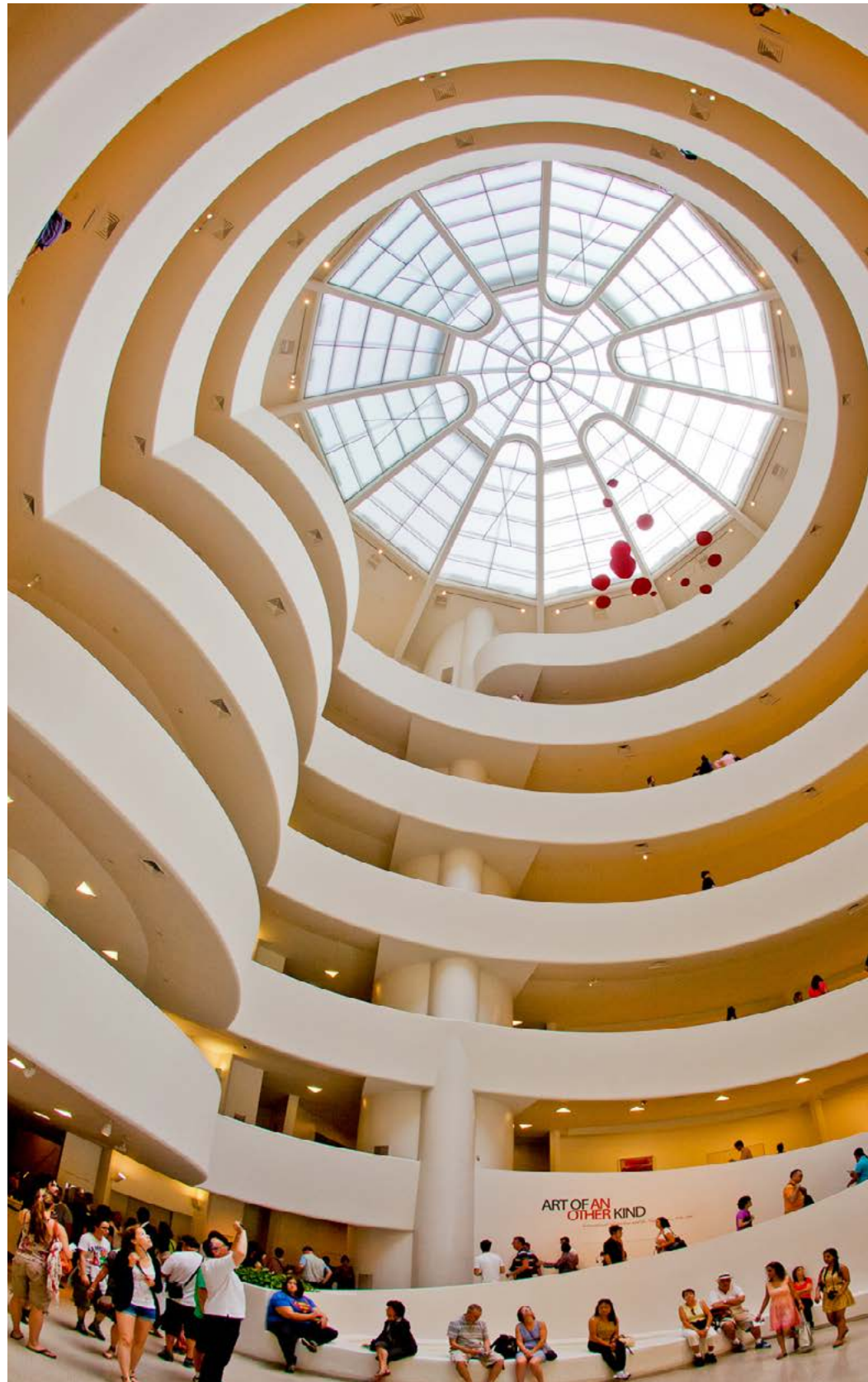


IMAGERY AND GRAPHICS

SPATIAL VOLUME Colorado References

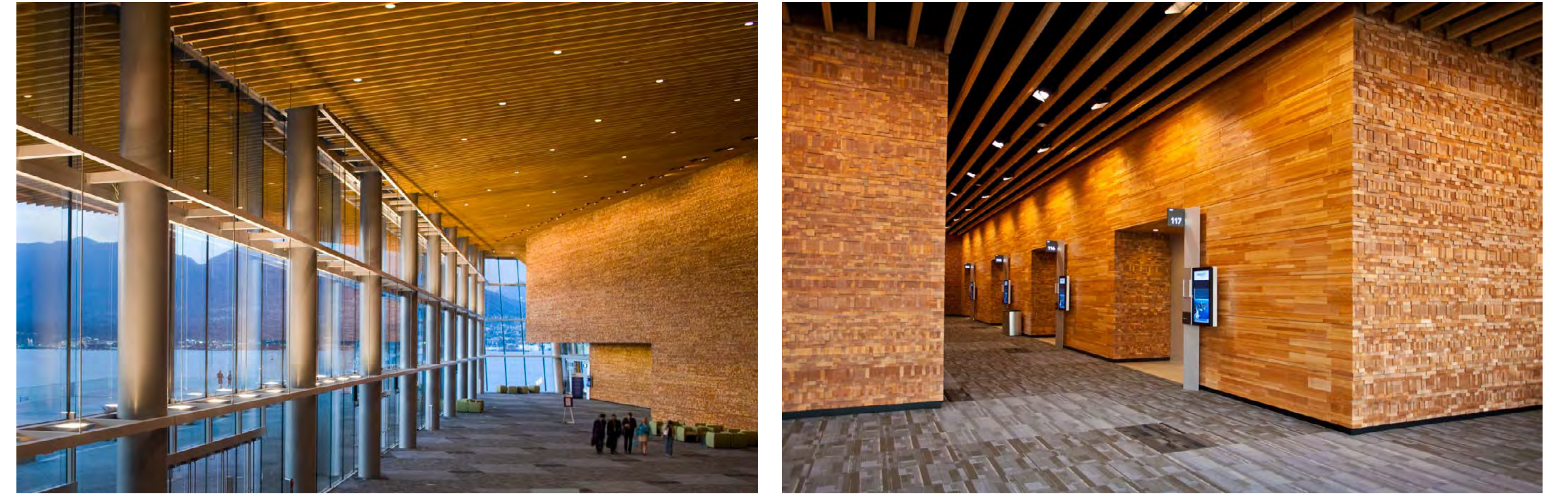
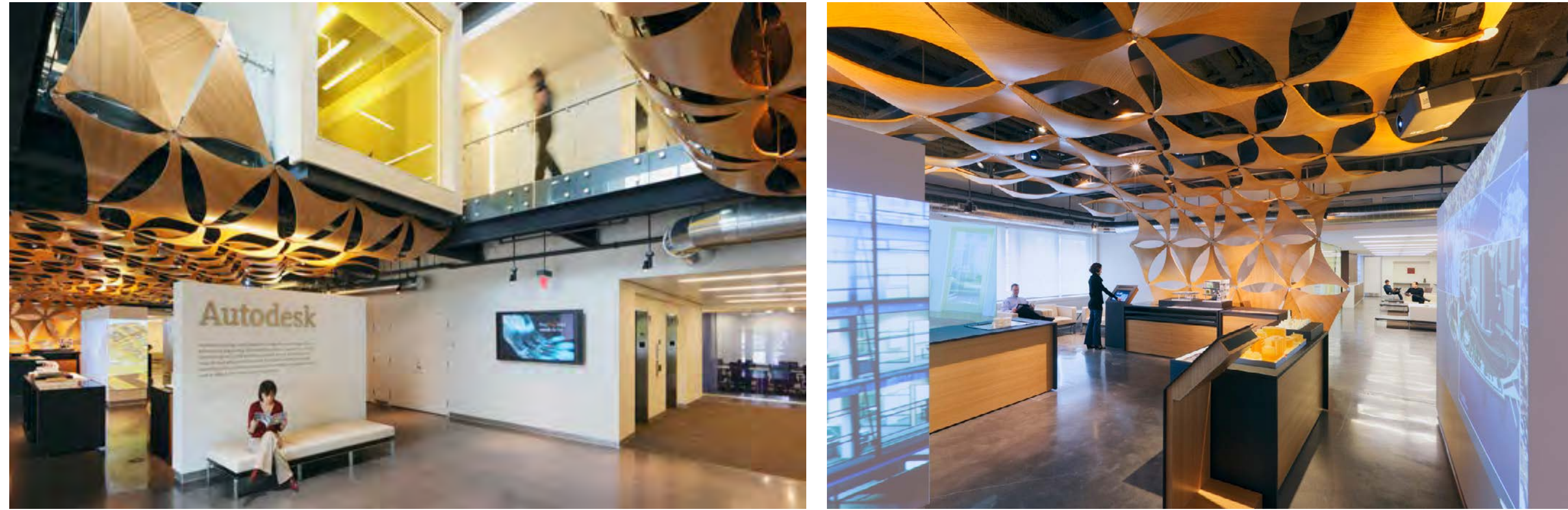


SPATIAL VOLUME
Guggenheim Museum, Frank Lloyd Wright - New York City



SPATIAL VOLUME
Myzeil Gallery- Frankfurt, Germany





DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY

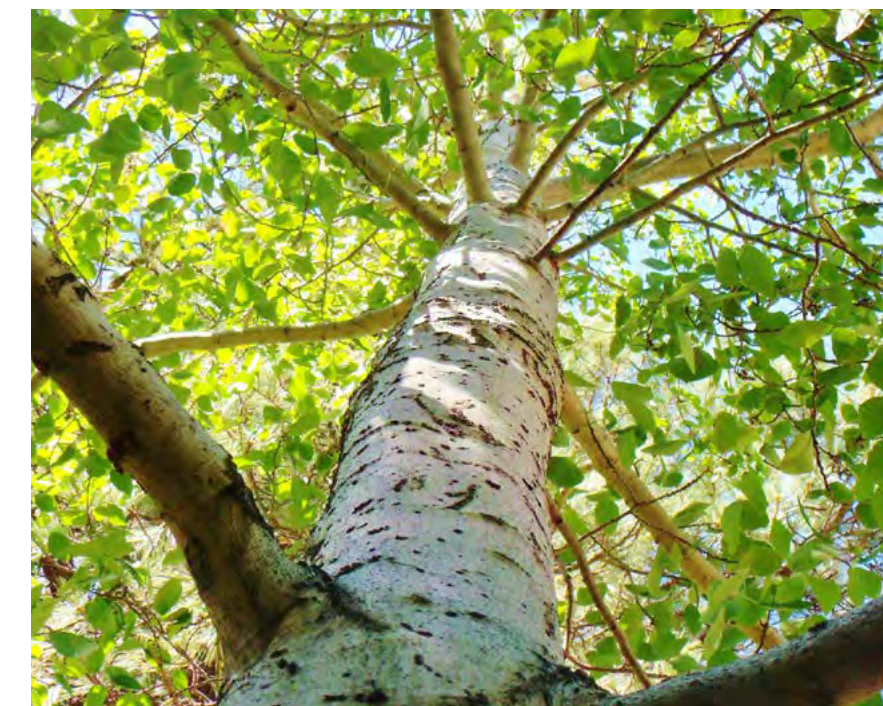
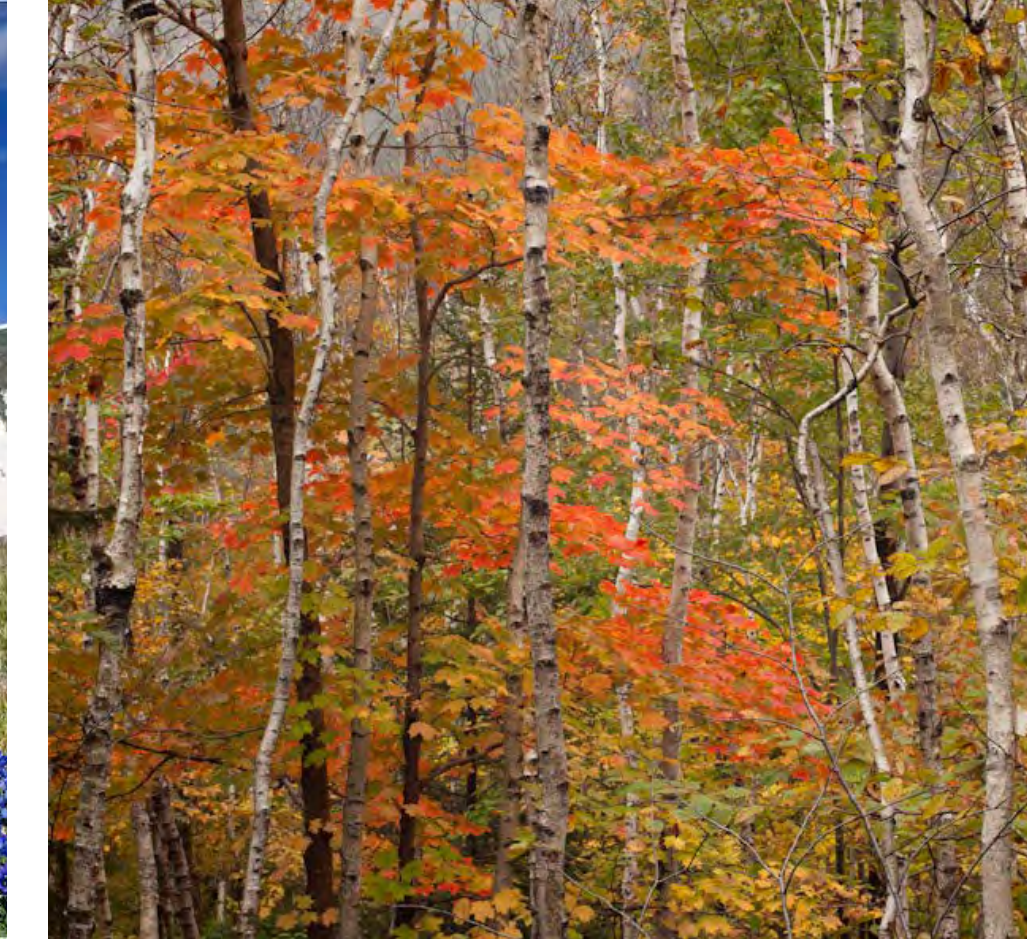


EMOTIONAL DESIGN

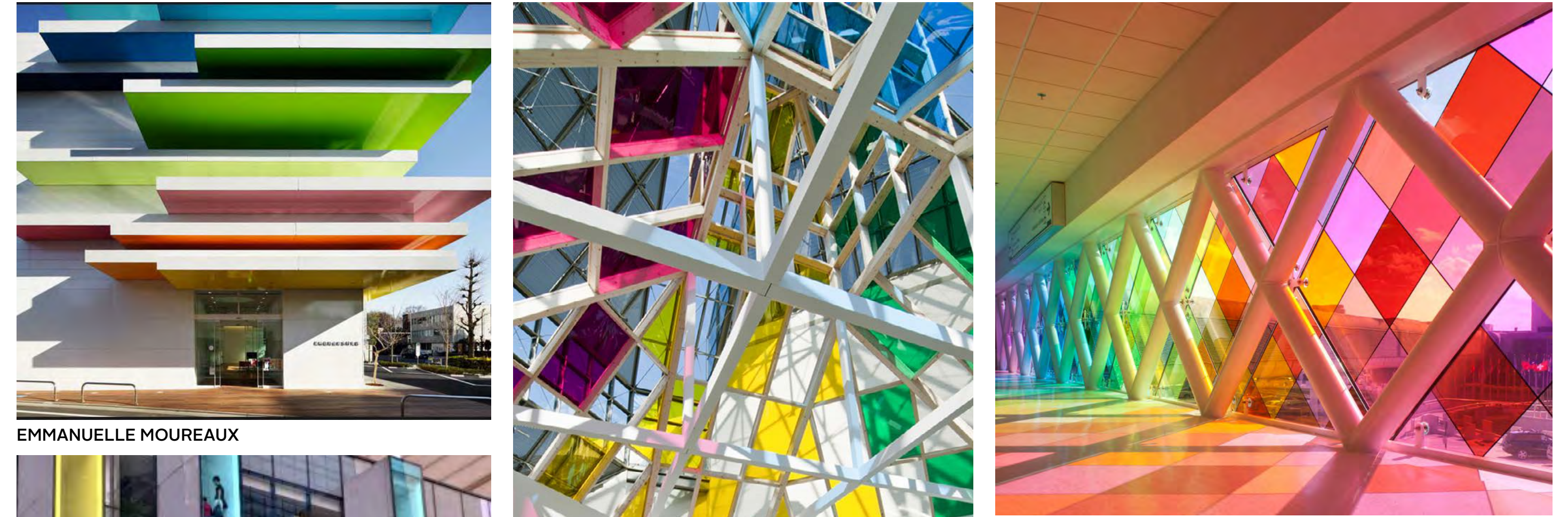
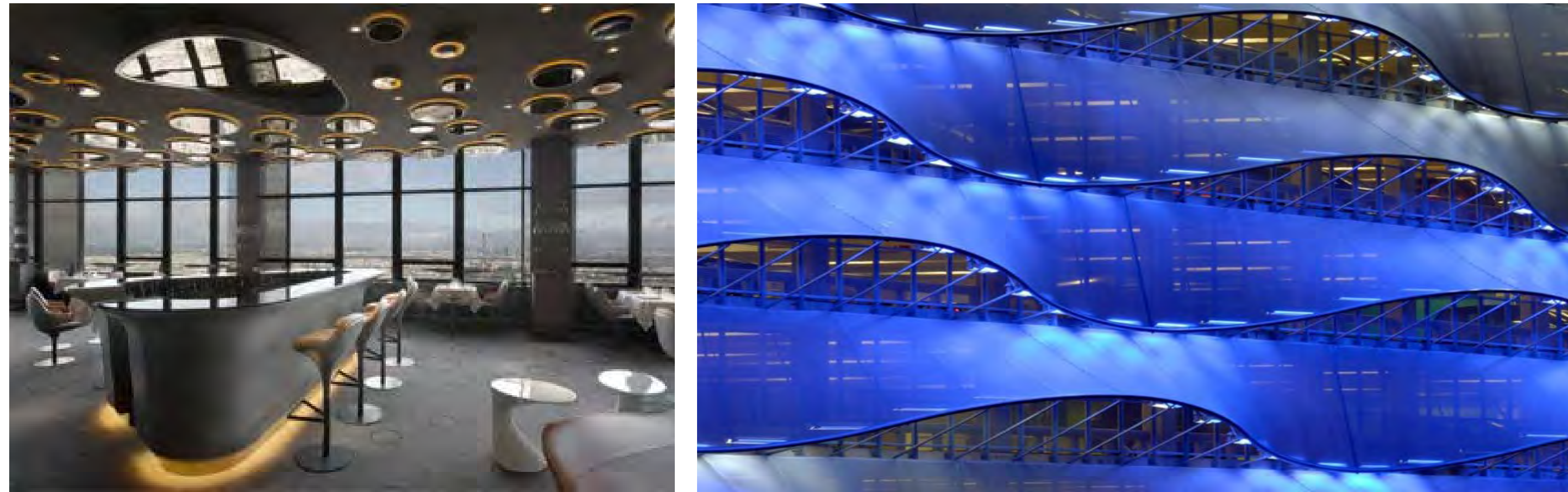
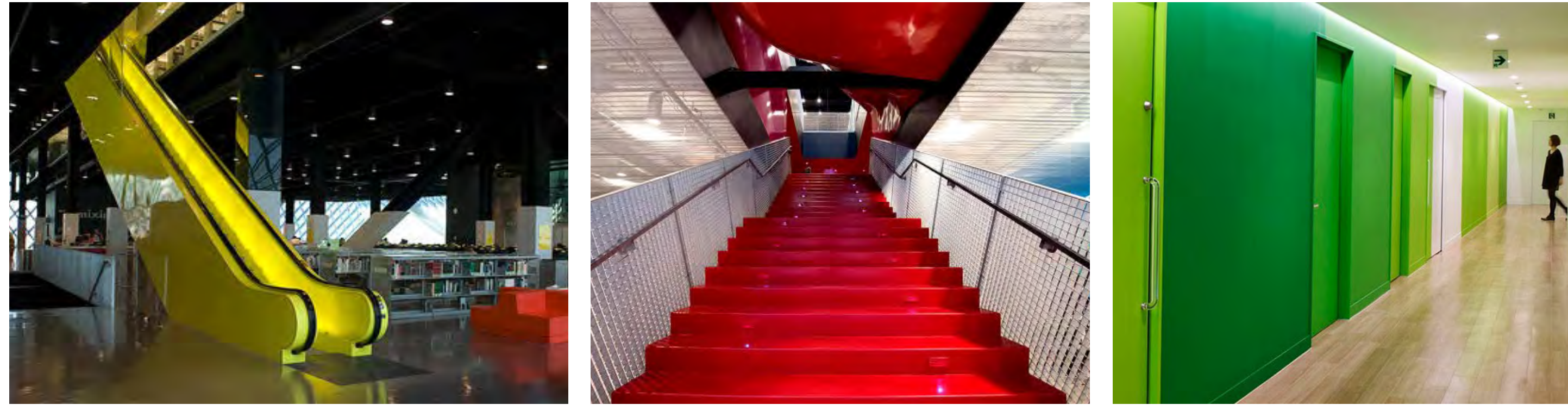


IMAGERY AND GRAPHICS

COLOR Colorado References



HIGHLY COLORFUL ACCENTS, VIVID AND INTENSE COLOR TINTS NOT COLOR SHADES



EMMANUELLE MOUREAUX



BISHAN PUBLIC LIBRARY



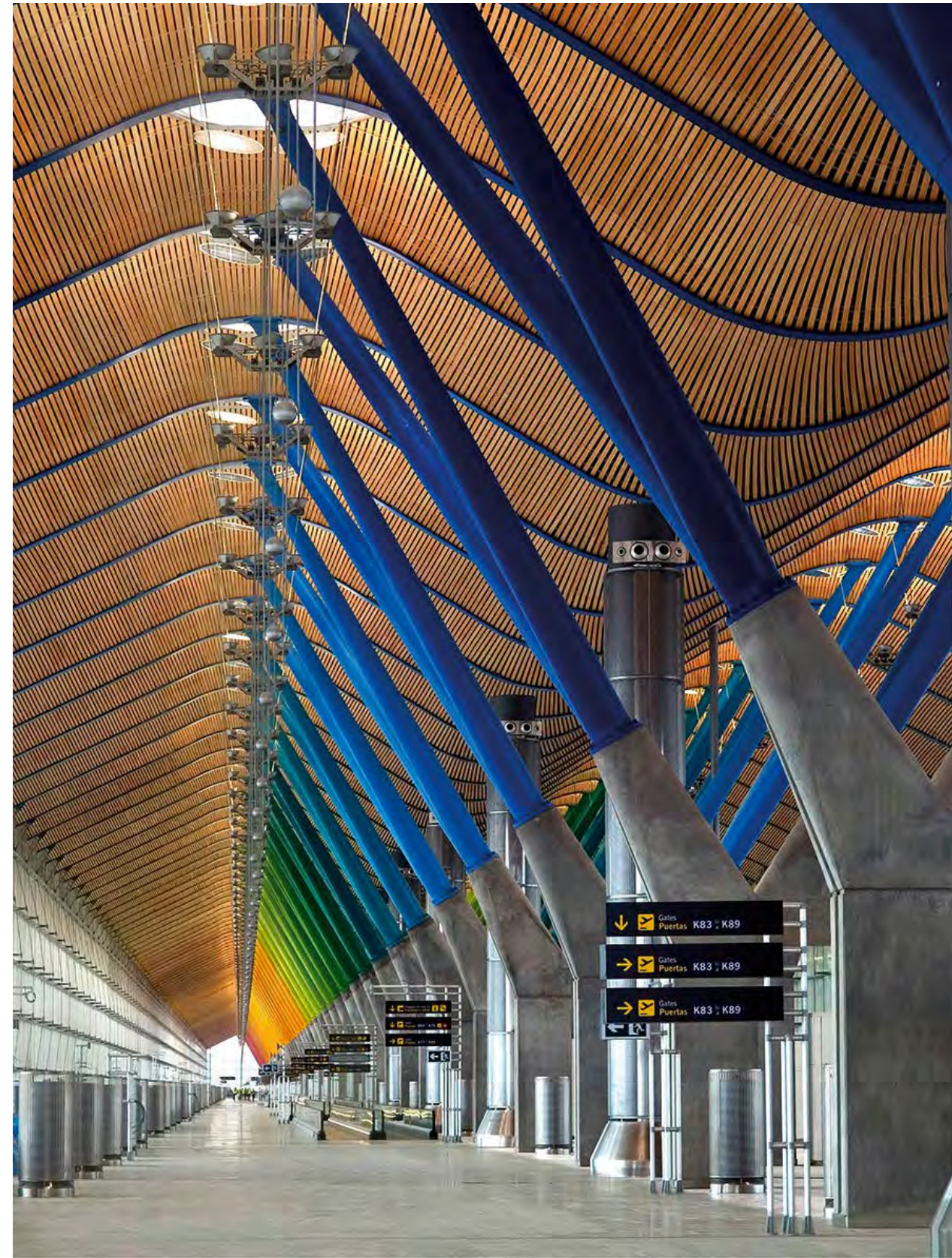
MUSEUM INSTALLATION



MIAMI AIRPORT



BERLIN CLINIC



DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY

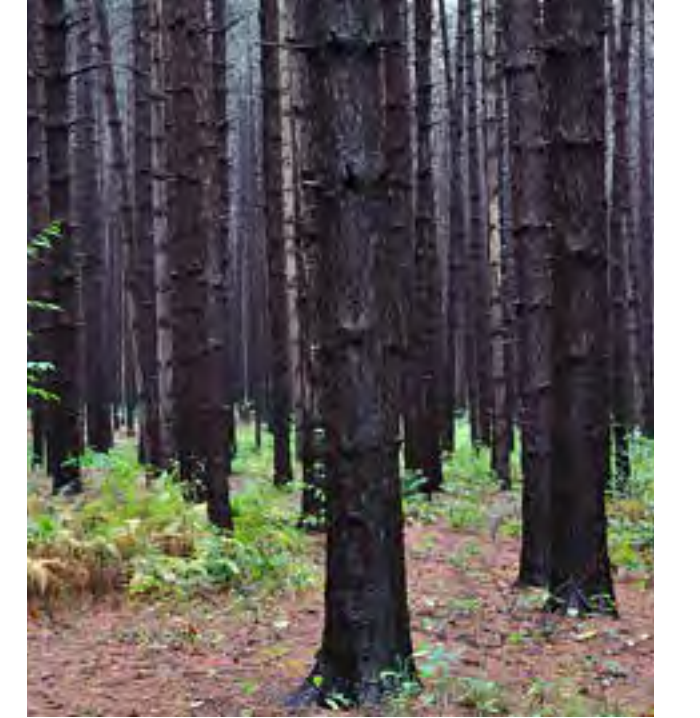


EMOTIONAL DESIGN

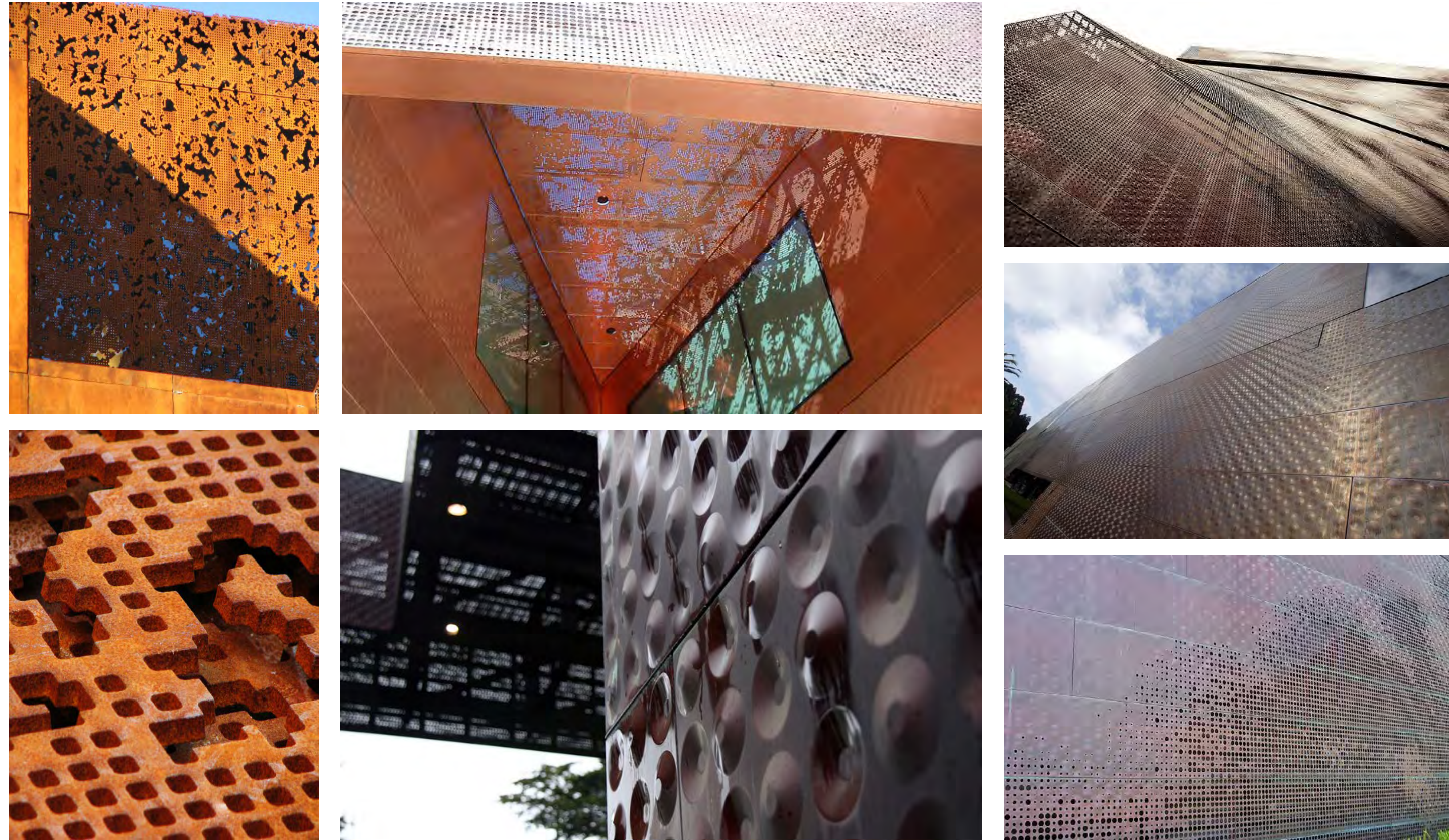


IMAGERY AND GRAPHICS

MATERIALITY Colorado References



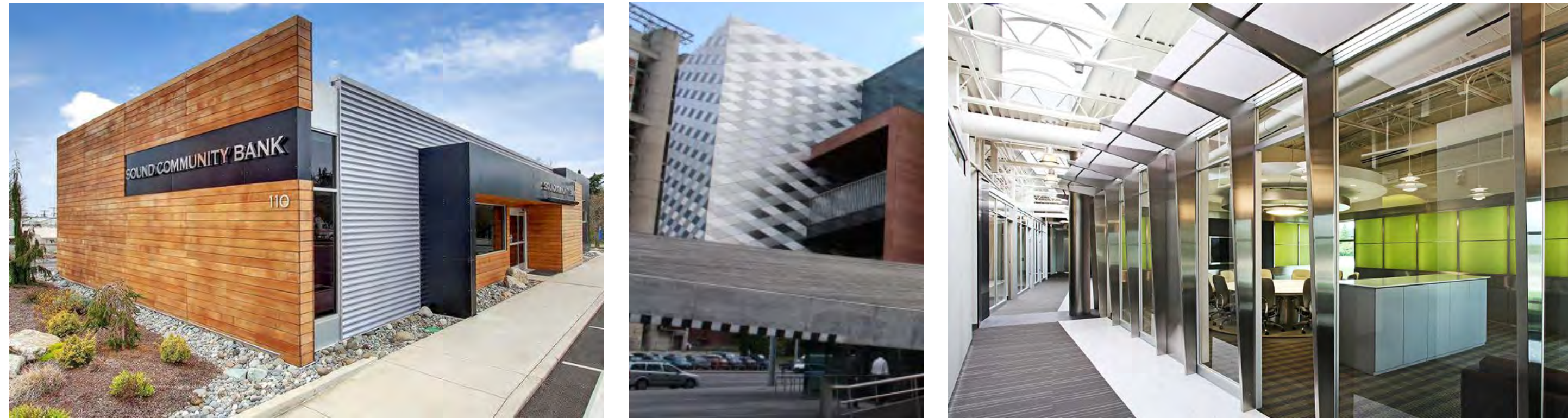
MATERIALITY
Perforated Metal



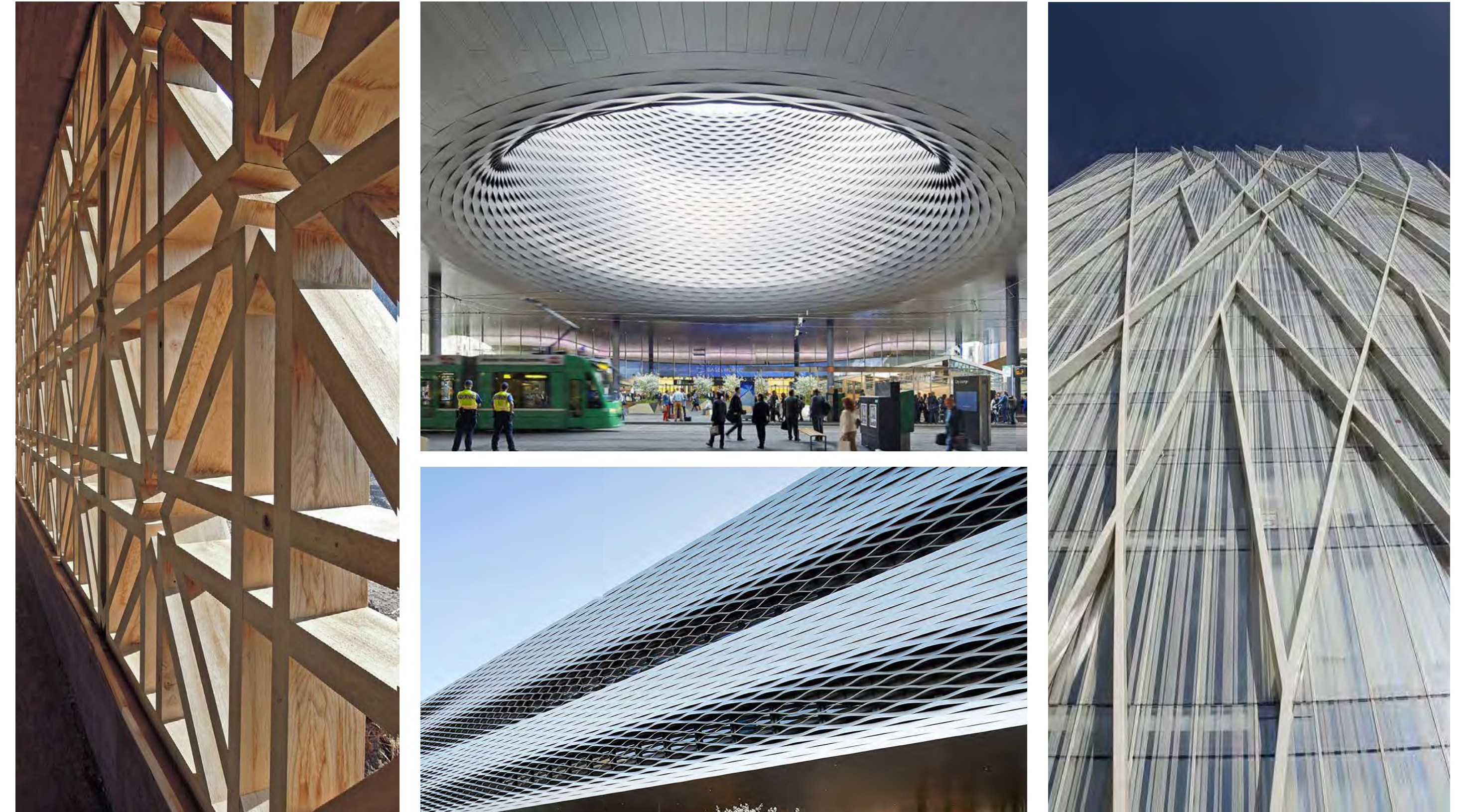
MATERIALITY



MATERIALITY
Smooth Metal



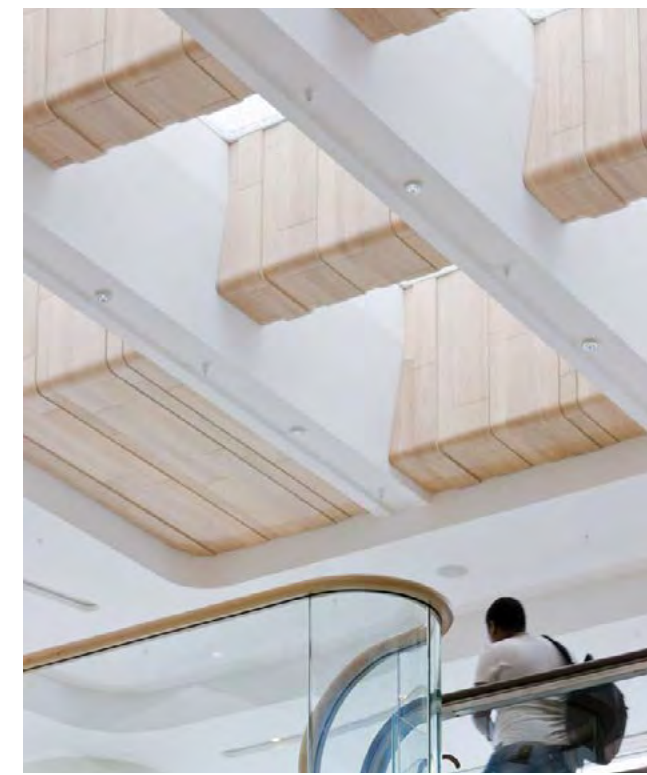
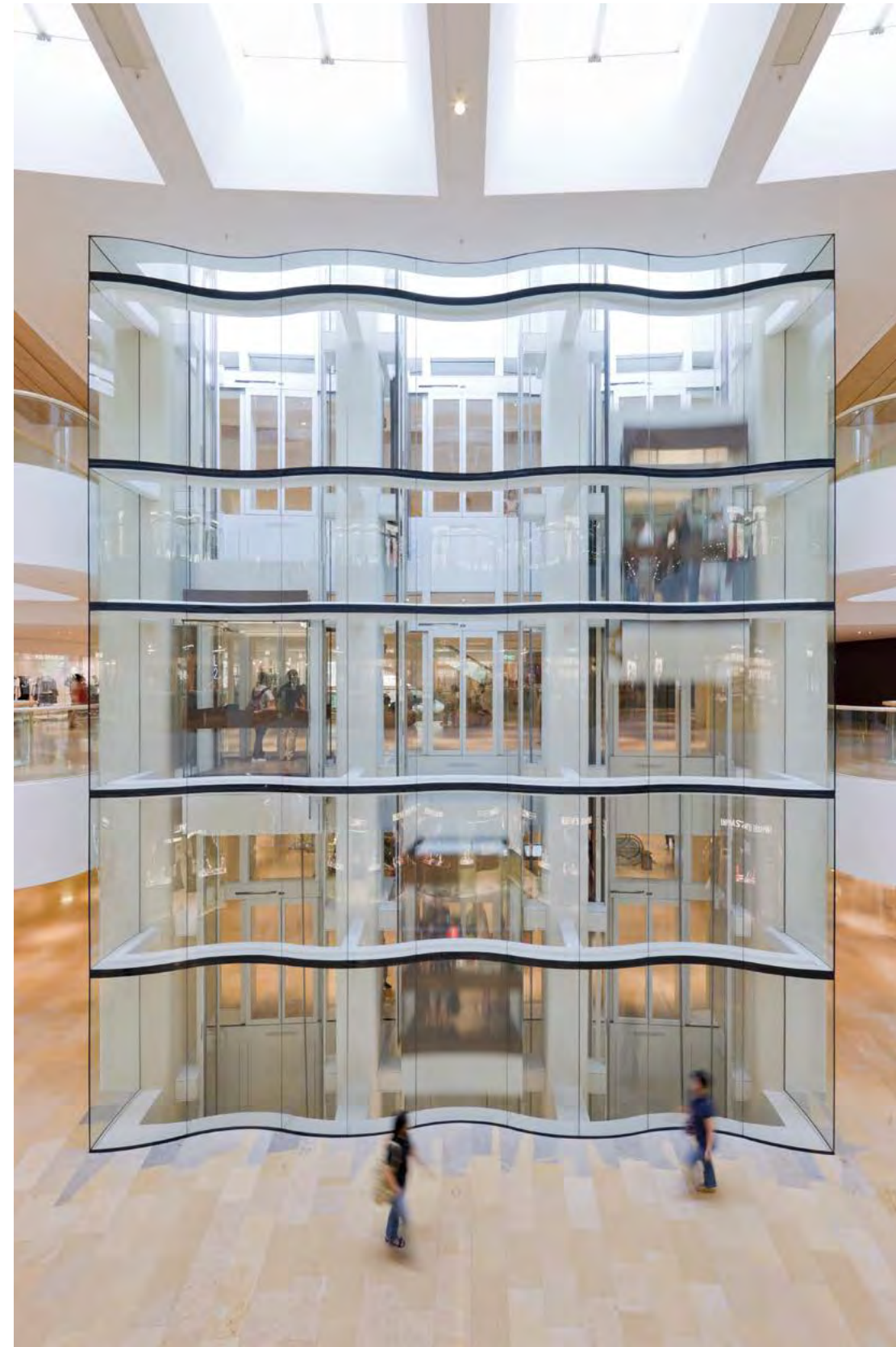
MATERIALITY
Permeable Facade



BERNARDO ISLAMIC CEMETERY

MEESE BASEL NEW HALL

BUILDING FACADE



DESIGN CONSIDERATIONS



SPATIAL VOLUME



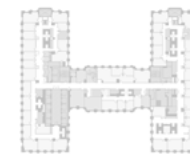
COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY



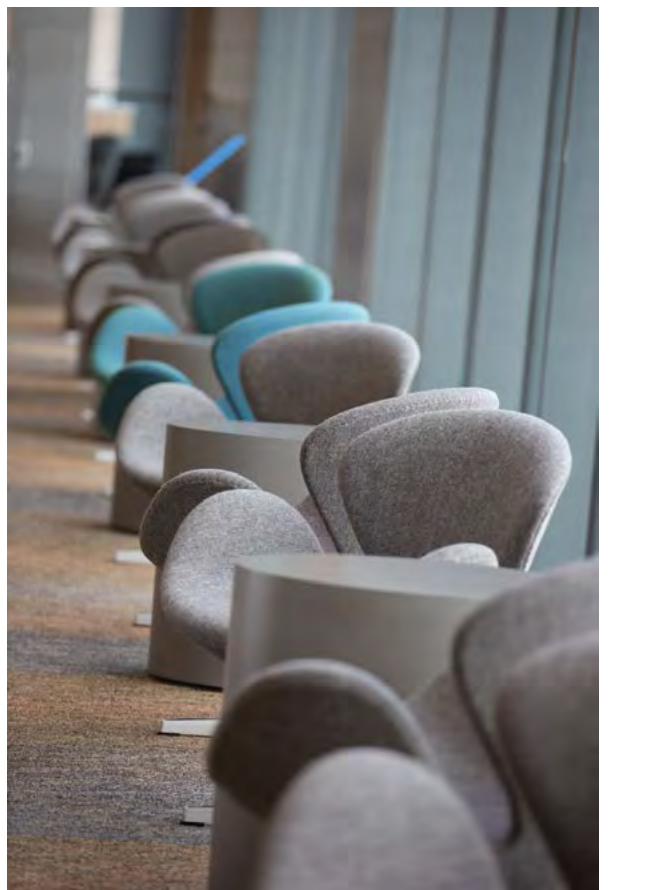
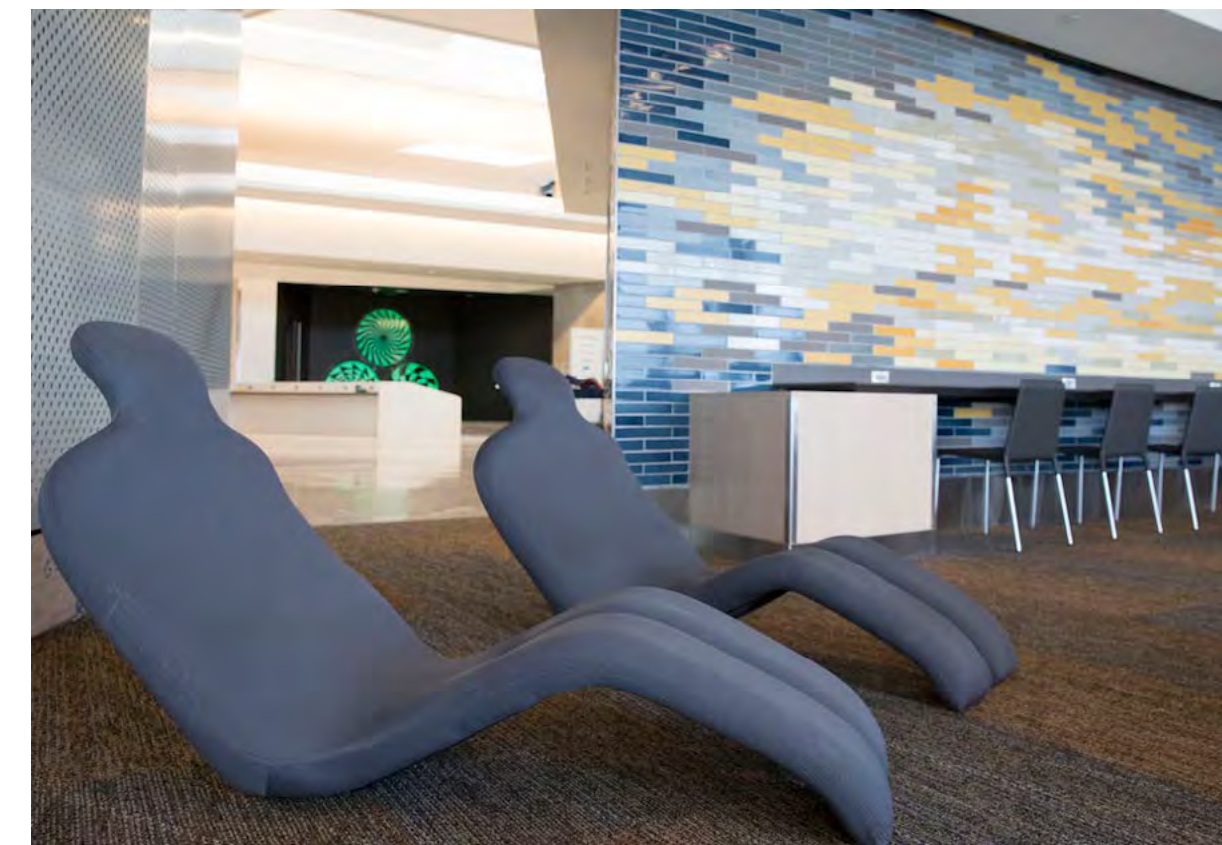
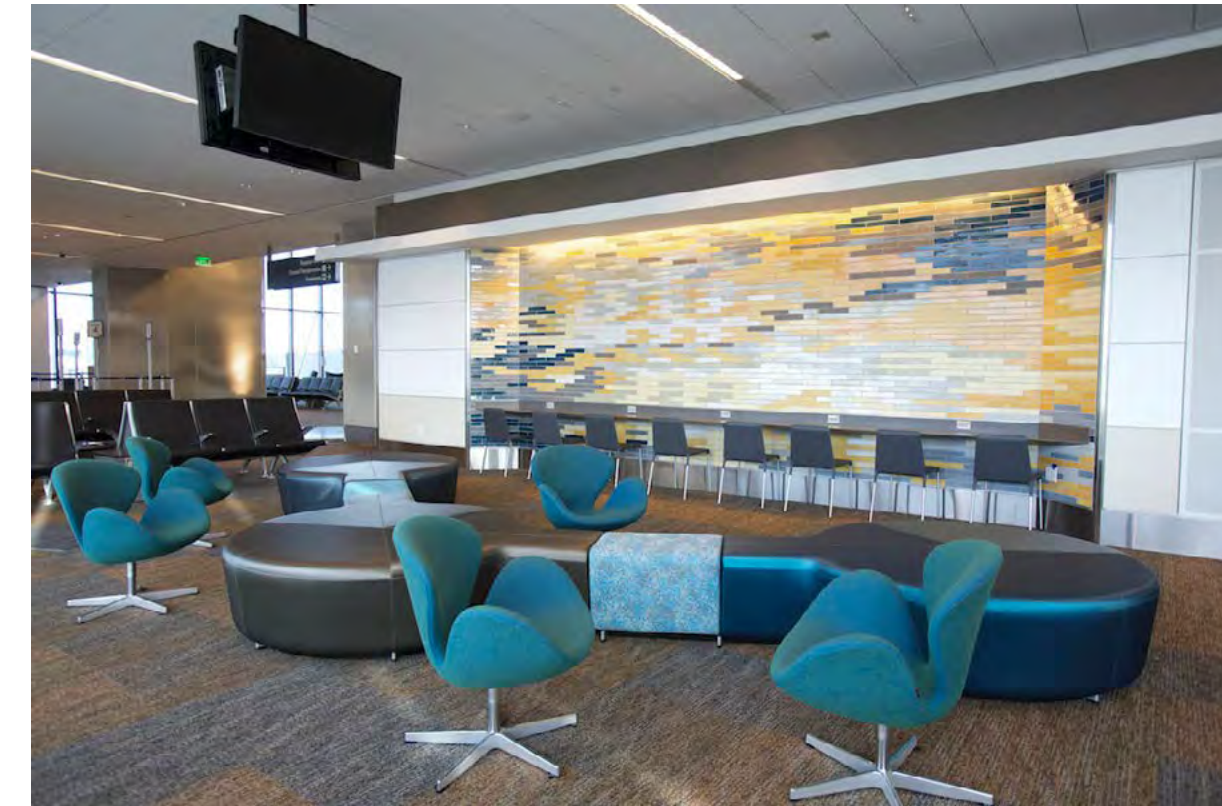
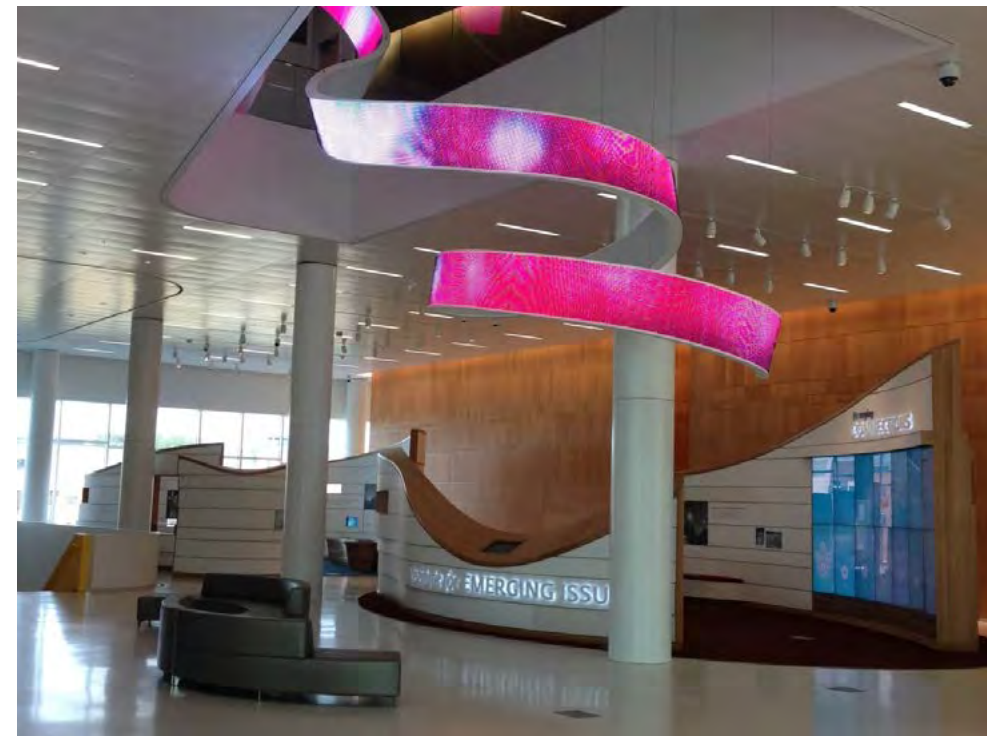
EMOTIONAL DESIGN



IMAGERY AND GRAPHICS

FURNITURE Colorado References

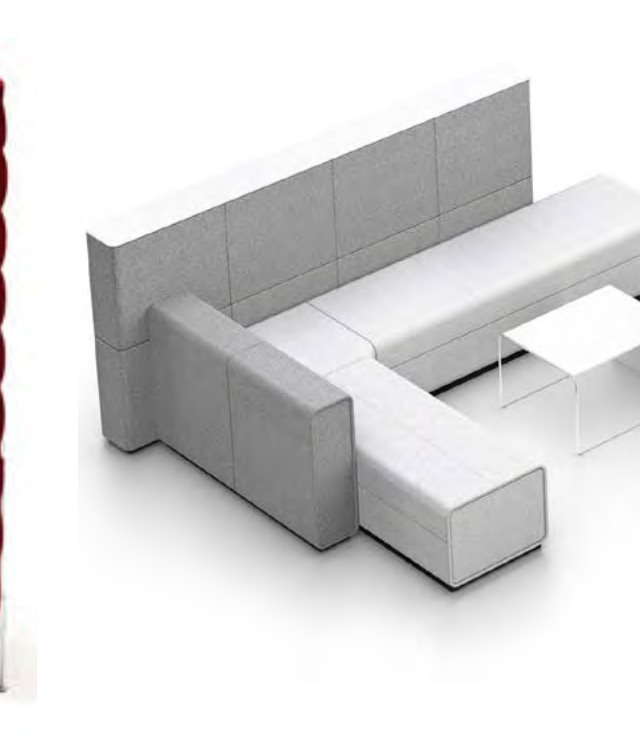




FURNITURE
Workbay Alcoves



FURNITURE
Benches



FURNITURE
BENCHES



FURNITURE
Lounge Chairs



FURNITURE
Hightop / Standing Meetings



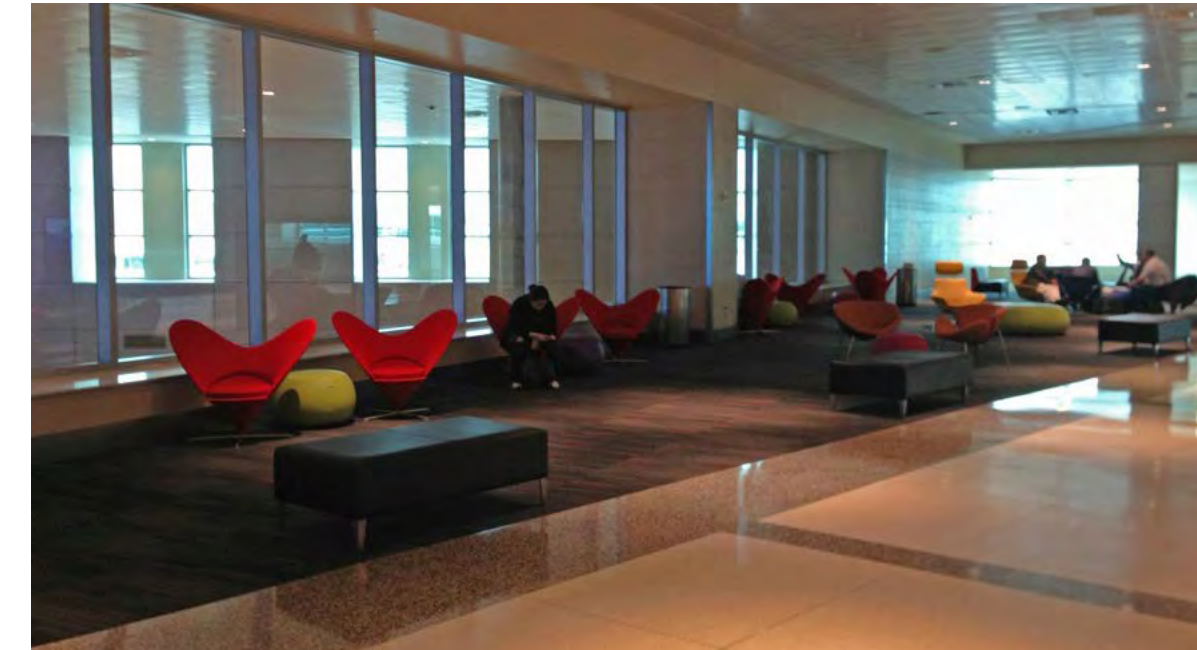
FURNITURE
Hold Rooms



SAN FRANCISCO INTERNATIONAL, TERMINAL 3



JET BLUE TERMINAL, JFK



DALLAS LOVE FIELD MEZZANINE



SASKATOON INTERNATIONAL AIRPORT

DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY

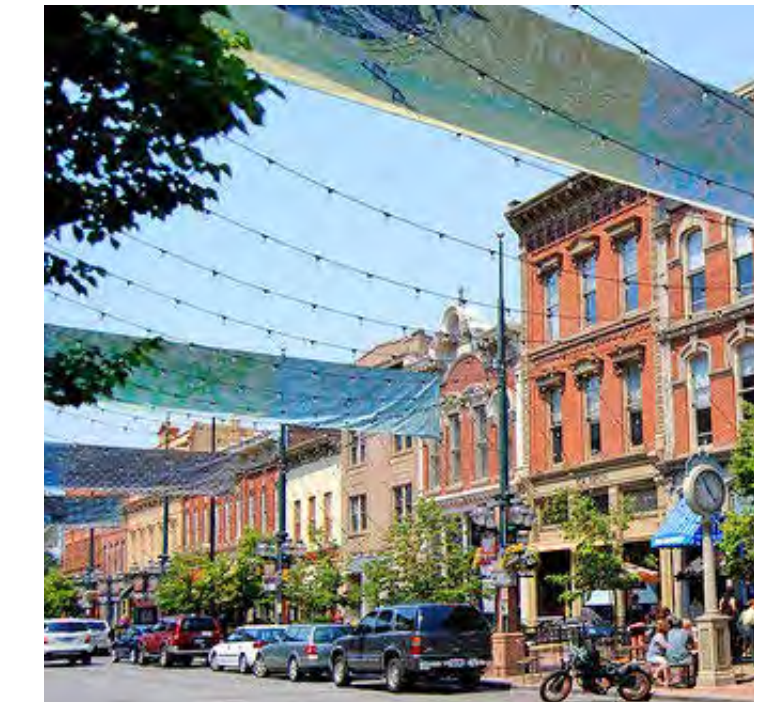


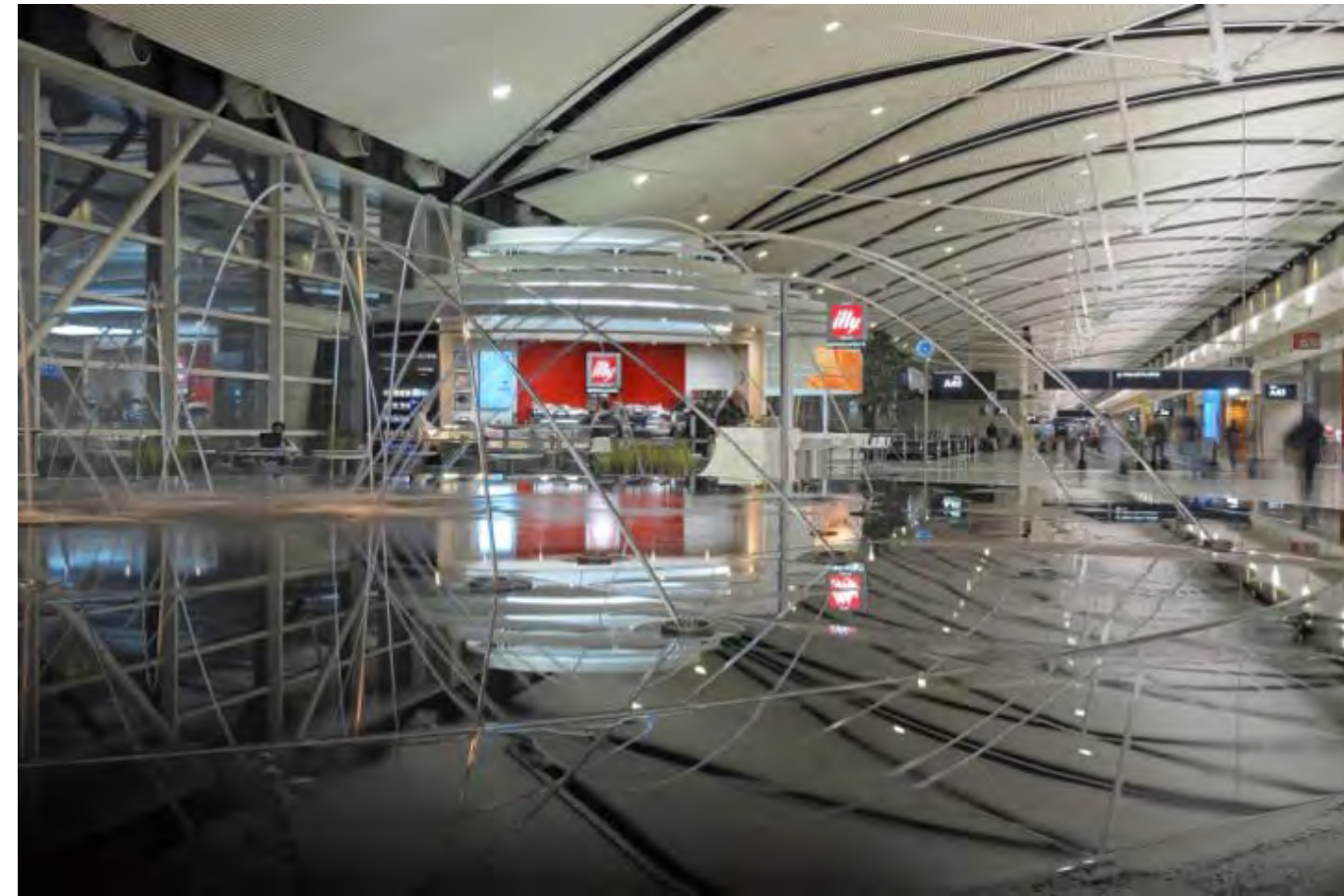
EMOTIONAL DESIGN



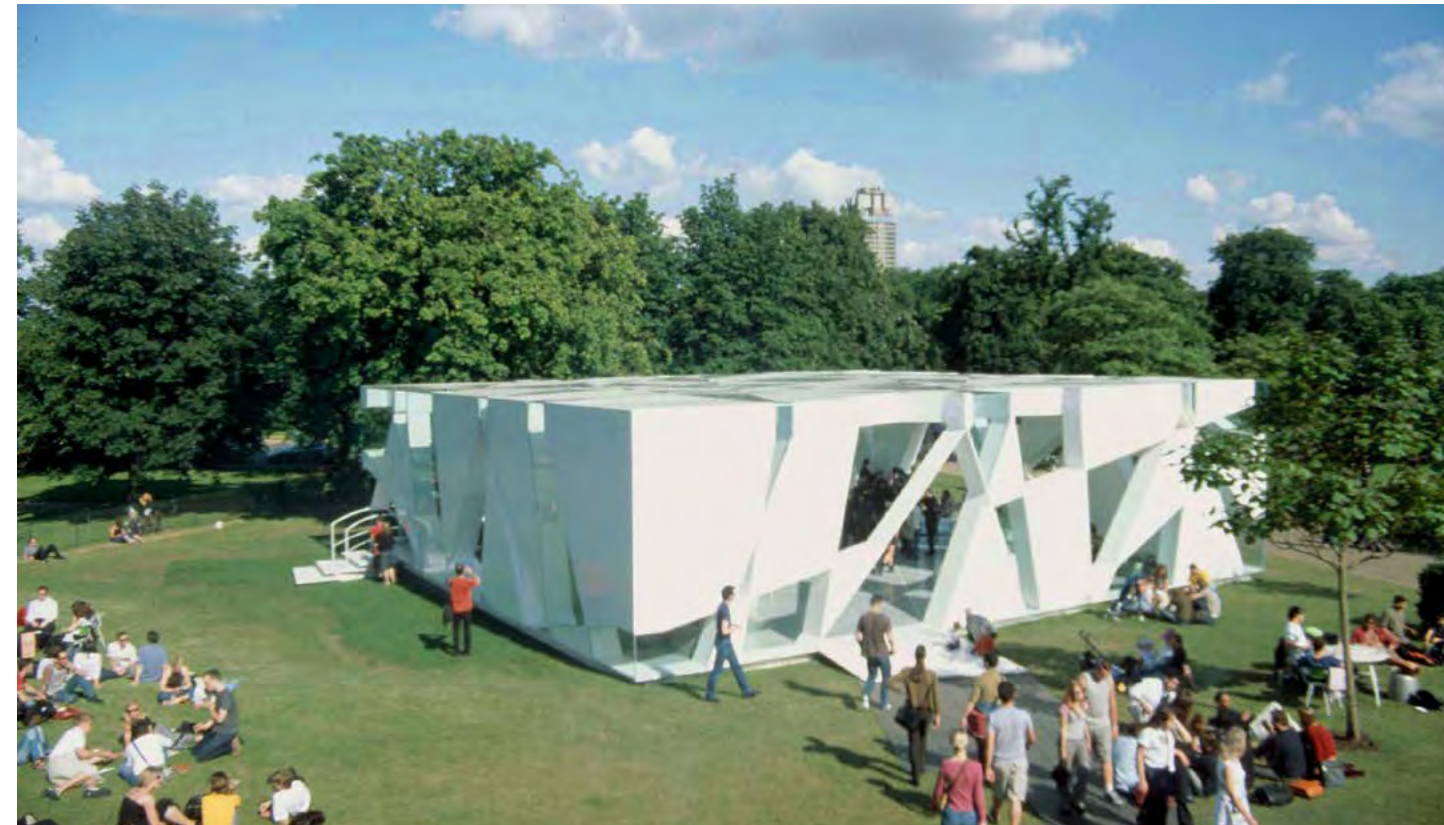
IMAGERY AND GRAPHICS

PLANNING Colorado References









DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY

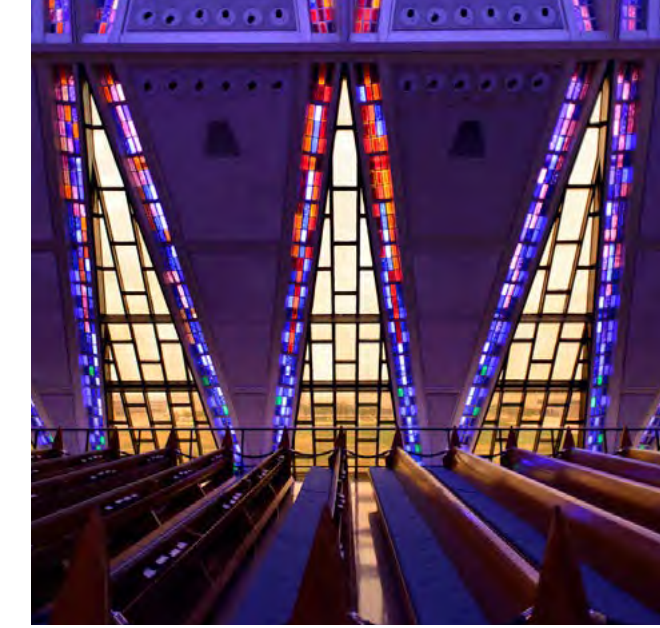


EMOTIONAL DESIGN



IMAGERY AND GRAPHICS

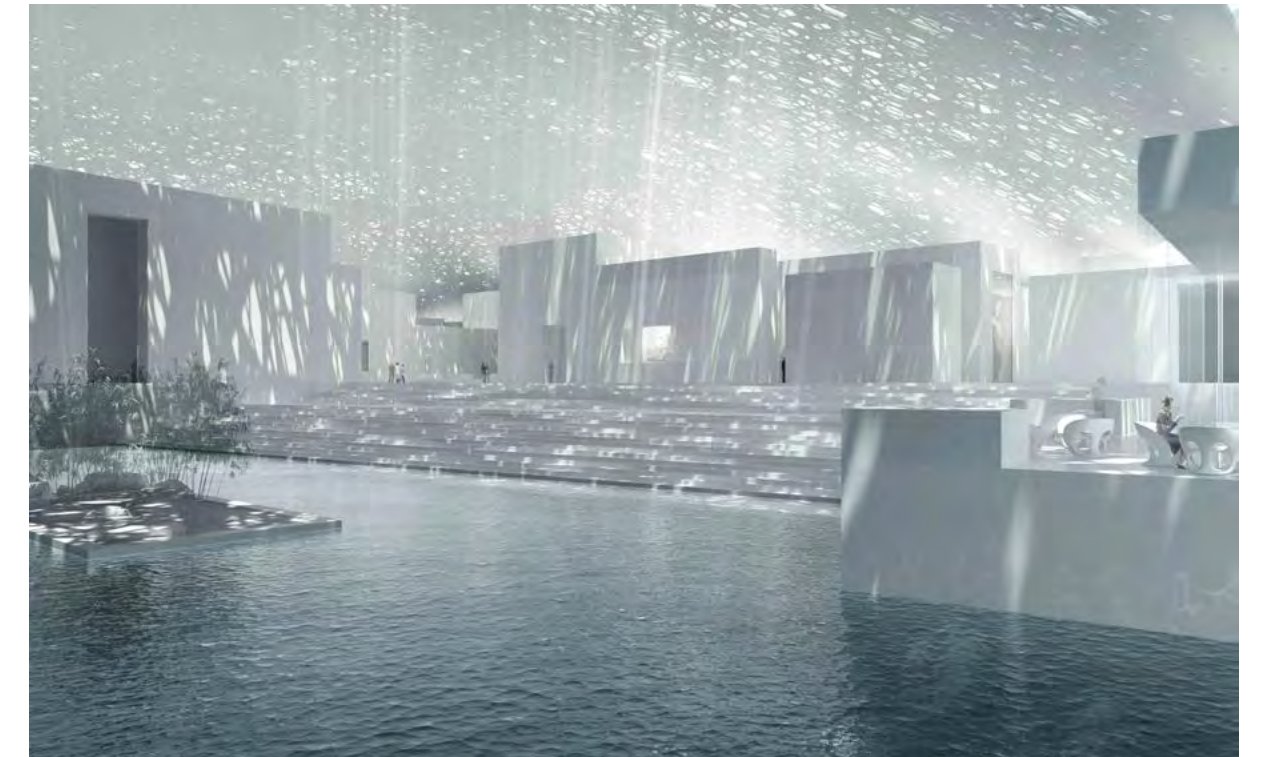
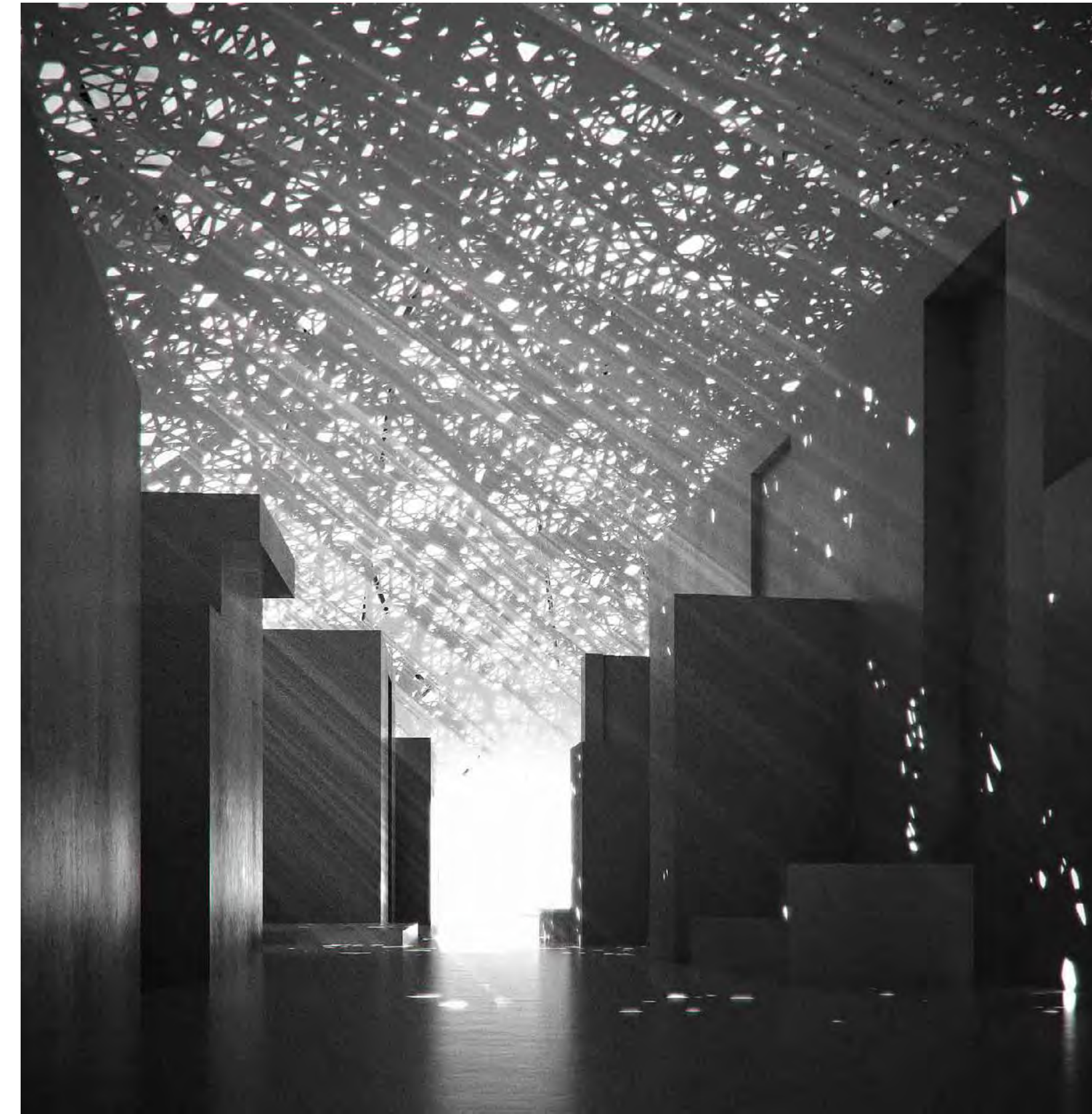
LIGHTING Colorado References

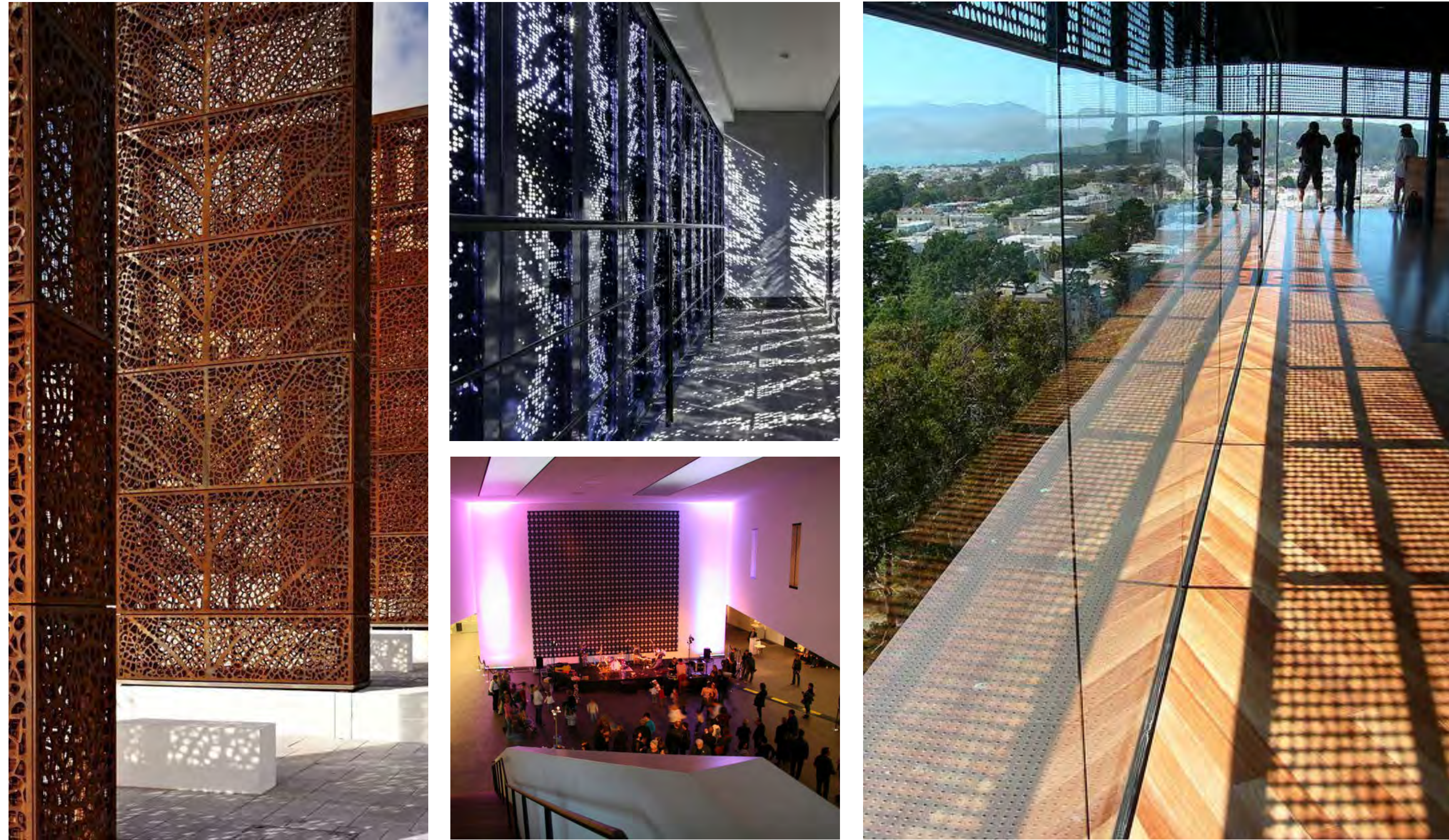


LIGHTING
Luminous Ceilings



LIGHTING
Louvre Abu Dhabi - Jean Nouvel



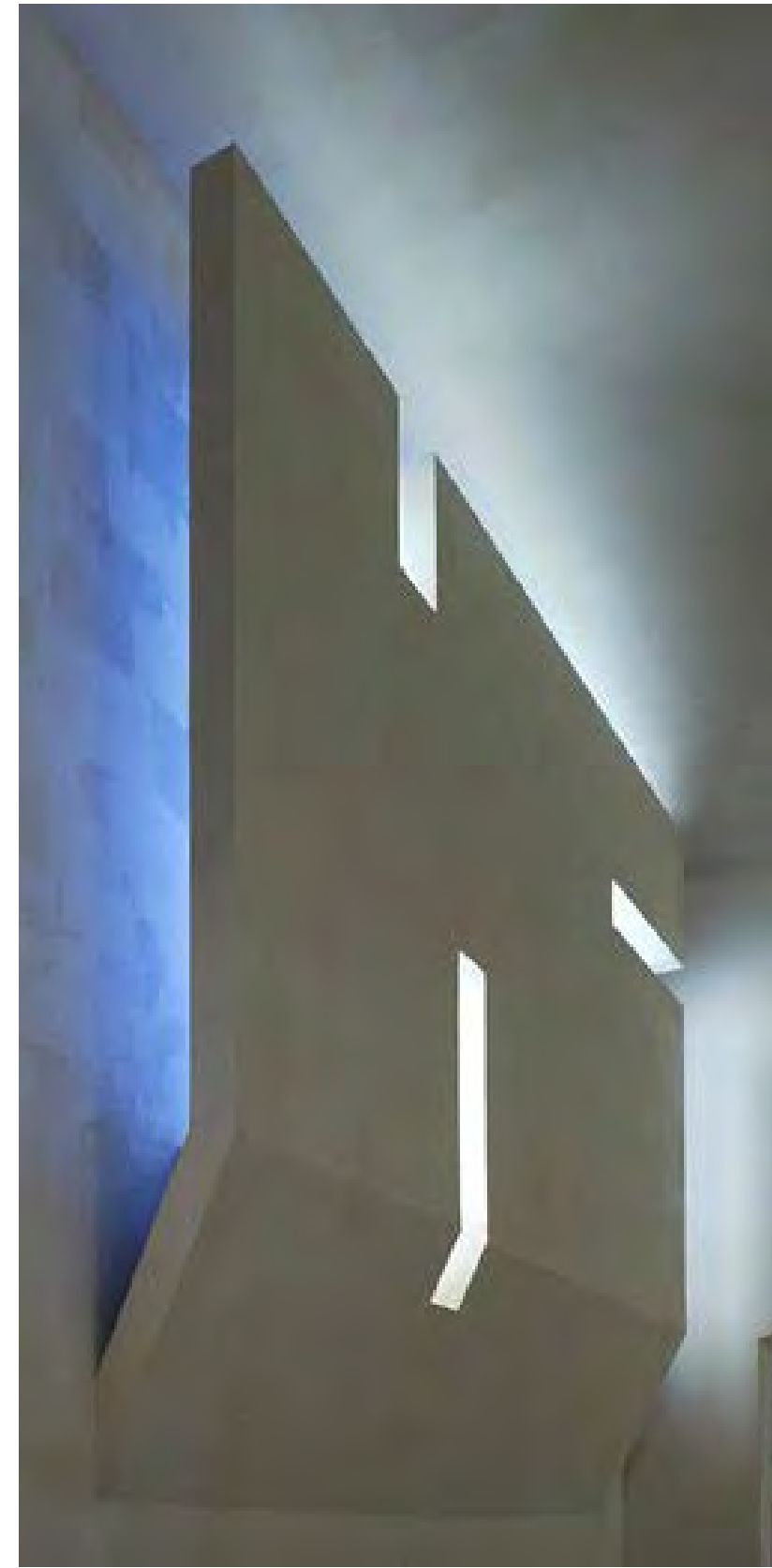


TOP LEFT IMAGES: FRAGMENTATION OF DAYLIGHT THAT OCCURS IN NATURE
BOTTOM RIGHT IMAGES: CREATION OF SHADOWS WITH NATURAL AND ARTIFICIAL LIGHT SOURCES

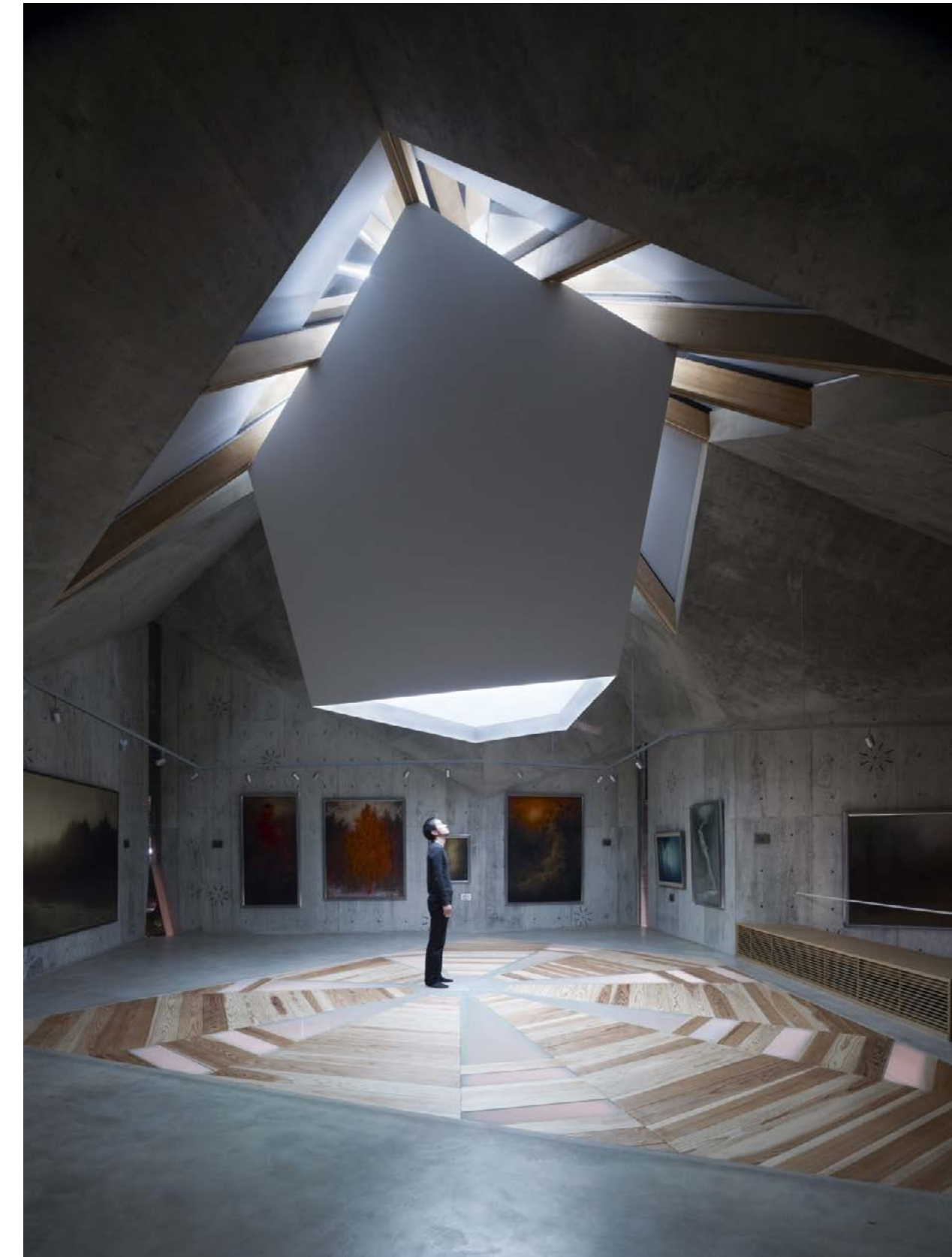


SHAPING AND FILTERING LIGHT WITH BOLD ARCHITECTURAL FORMS

LIGHTING
St. Ignatius, Steven Holl - Seattle



LIGHTING
Mecenat Art Museum - Naf Architects



DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY



EMOTIONAL DESIGN



IMAGERY AND GRAPHICS

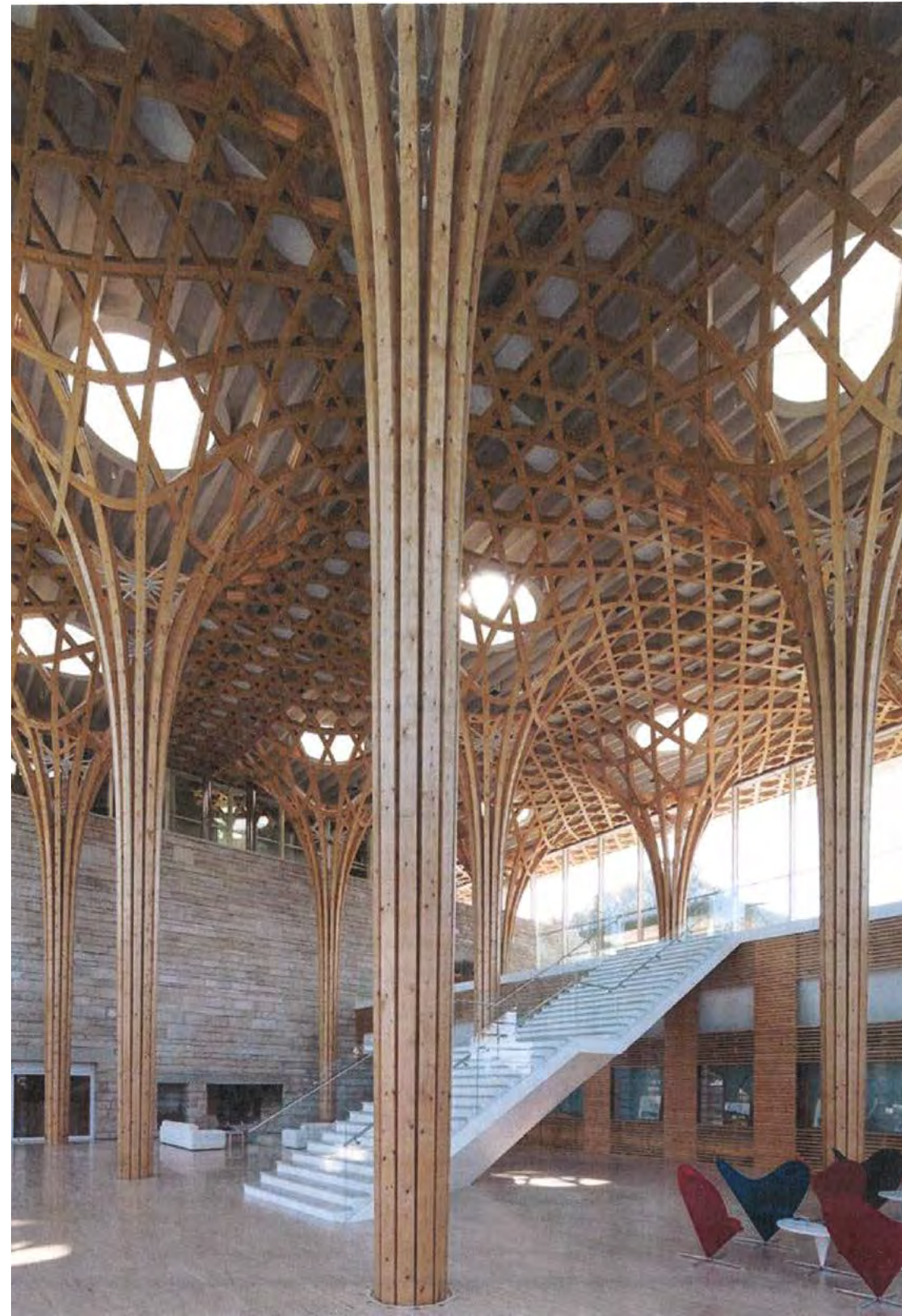
NATURE Colorado References



BREATHTAKING, EXPANSIVE, SERENE, VISUALLY CAPTIVATING



NATURE
Wood Structures & Organic Forms



NATURE
Green Spaces



DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY



EMOTIONAL DESIGN



IMAGERY AND GRAPHICS

SENSORY AMBIANCE Colorado References

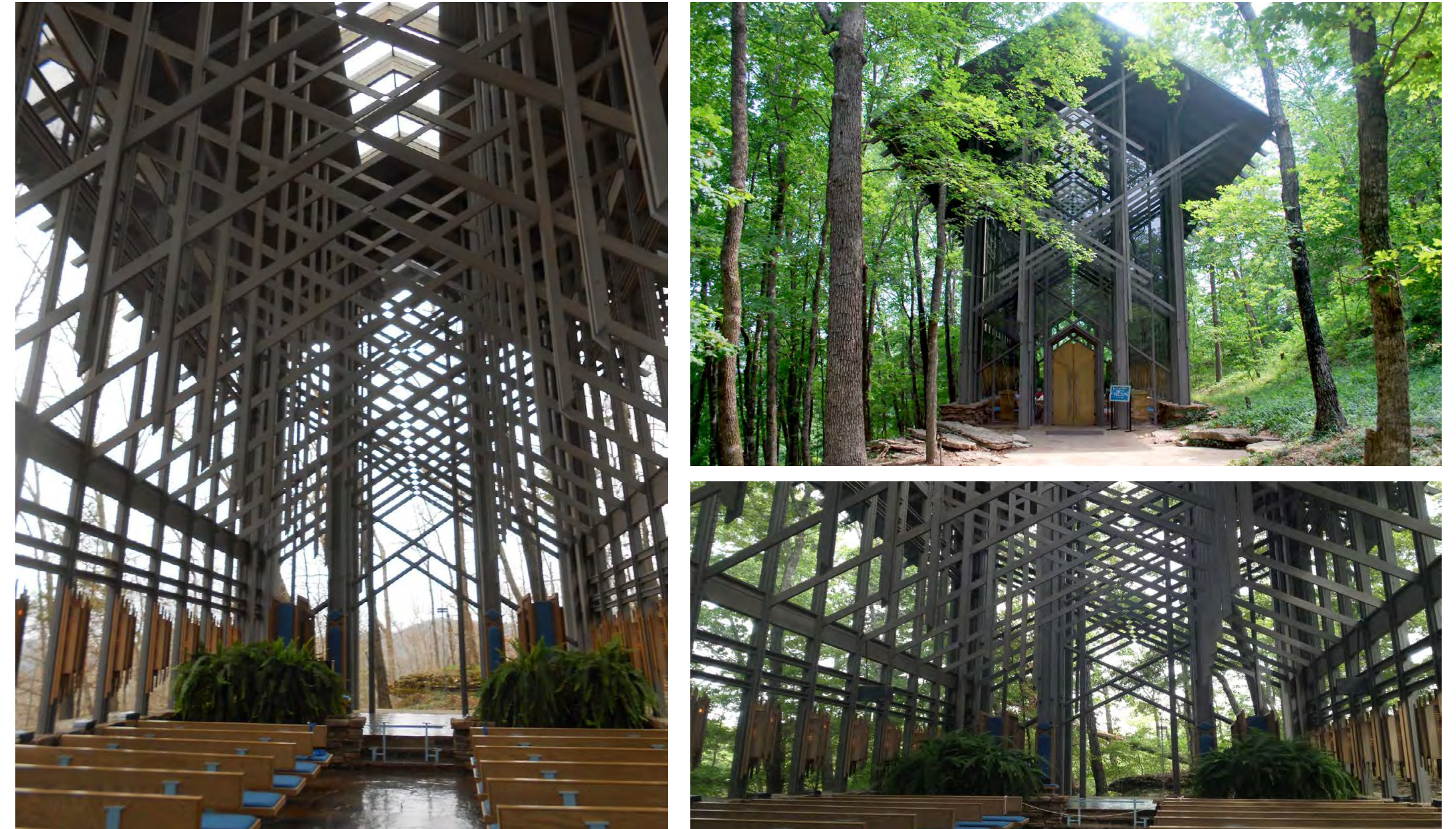


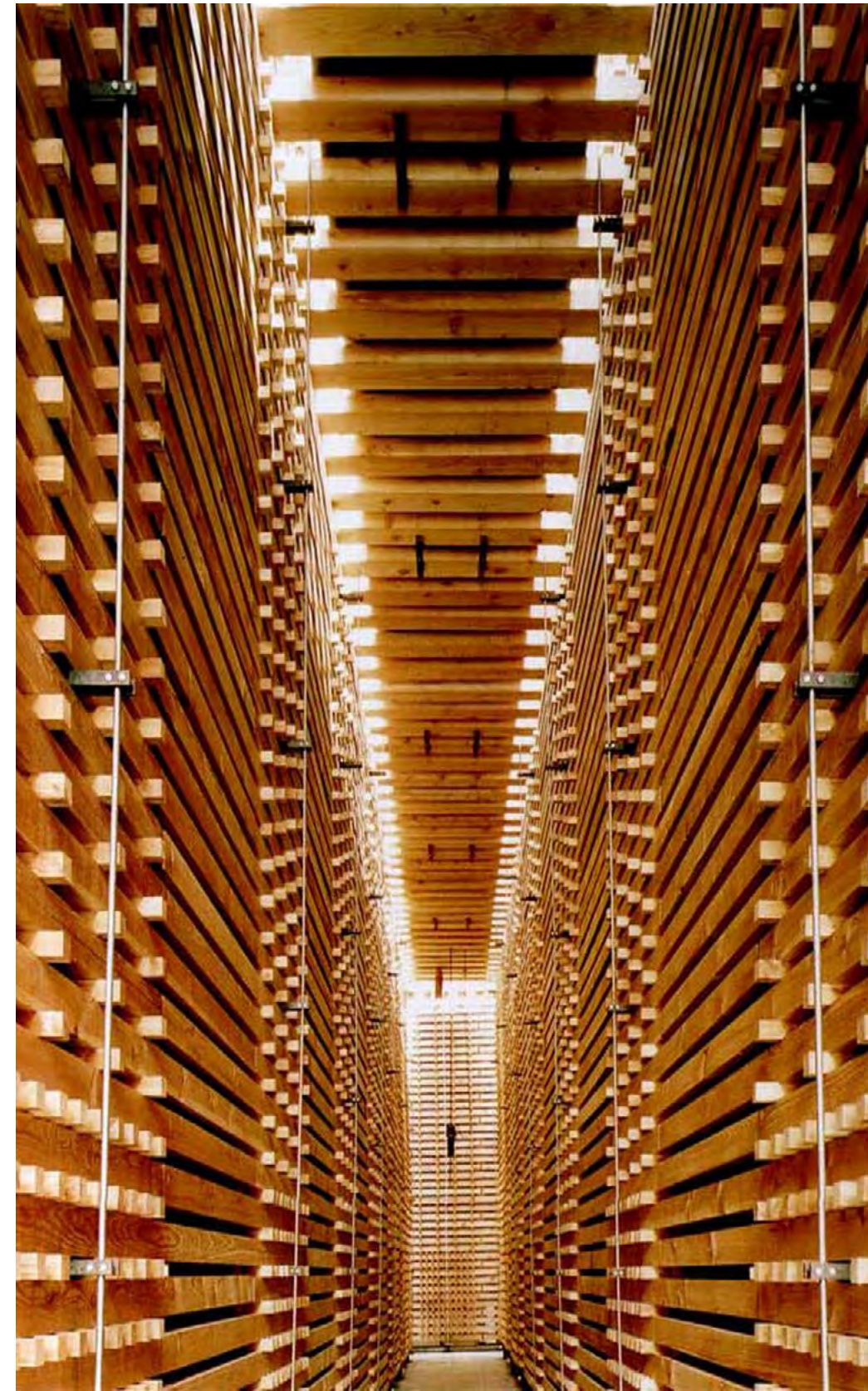
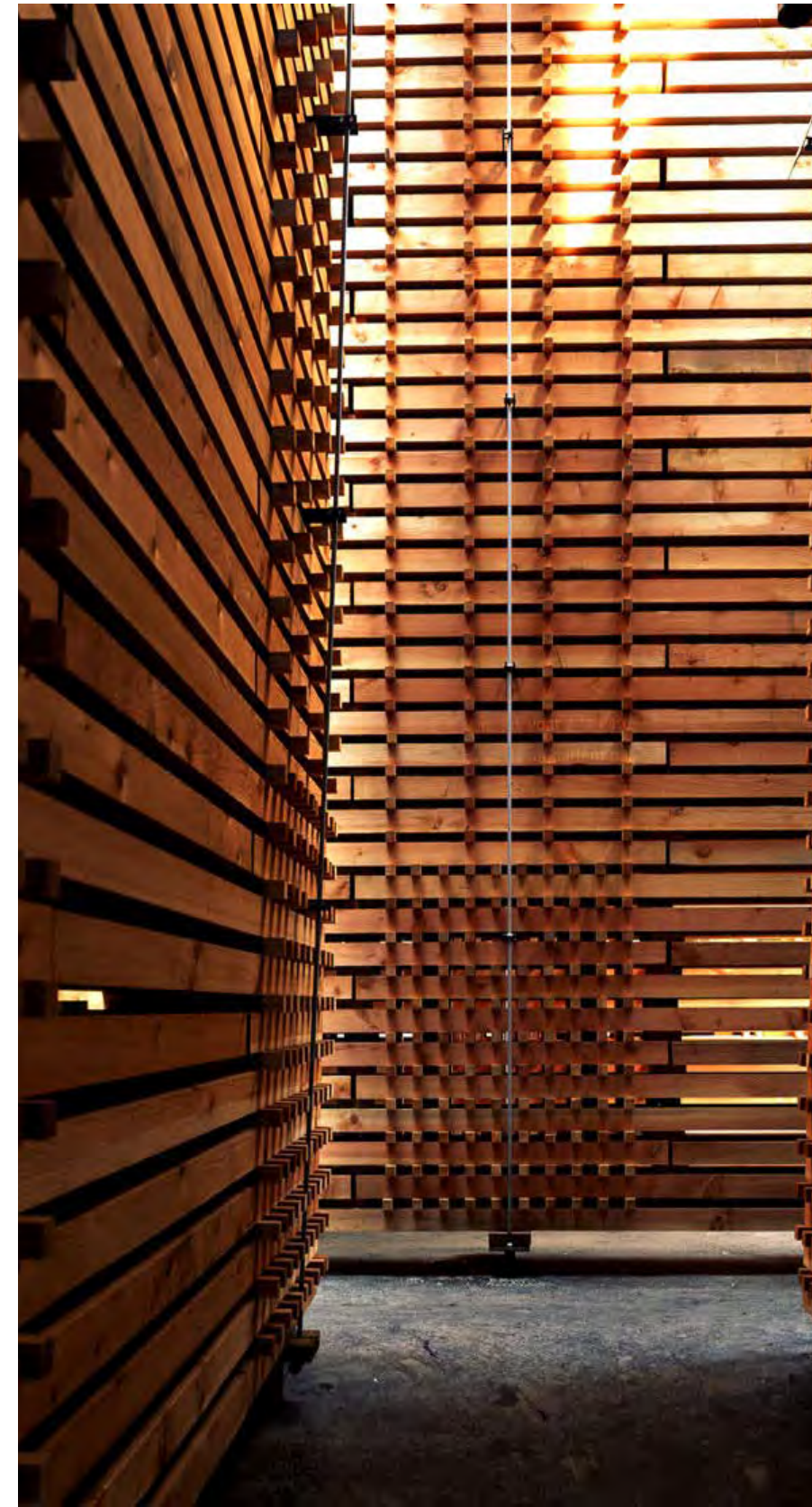
LIGHT, TEXTURE, MOOD, REFLECTIVITY. THE PERCEPTION OF SOUND, TASTE, AND SMELL

SENSORY AMBIANCE
Arts And Sciences Facility- NYU

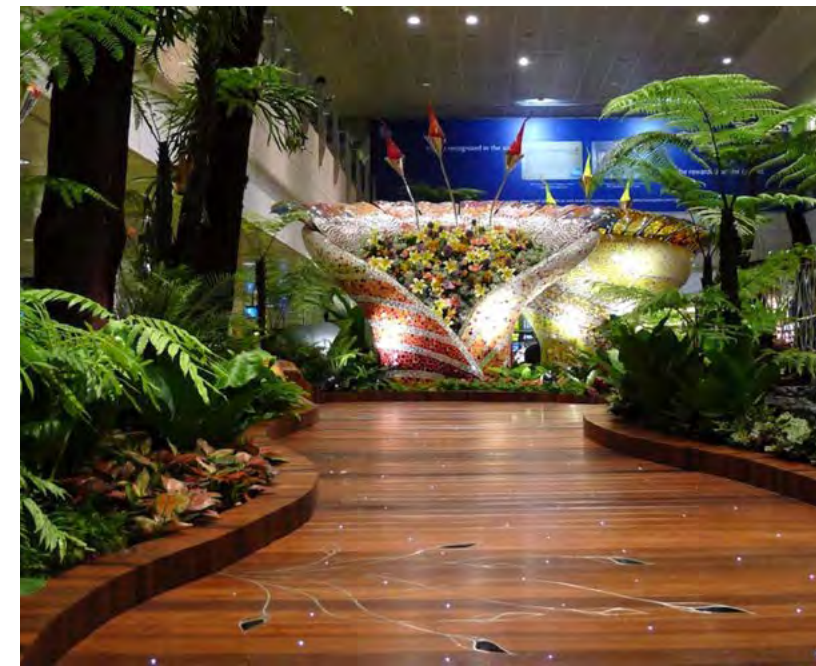


SENSORY AMBIANCE
Thorncrow Chapel, Fay Jones- Arkansas





SENSORY AMBIANCE
Changi Airport Gardens



SENSORY AMBIANCE
Sensing Spaces, Royal Academy of Arts - London



DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY

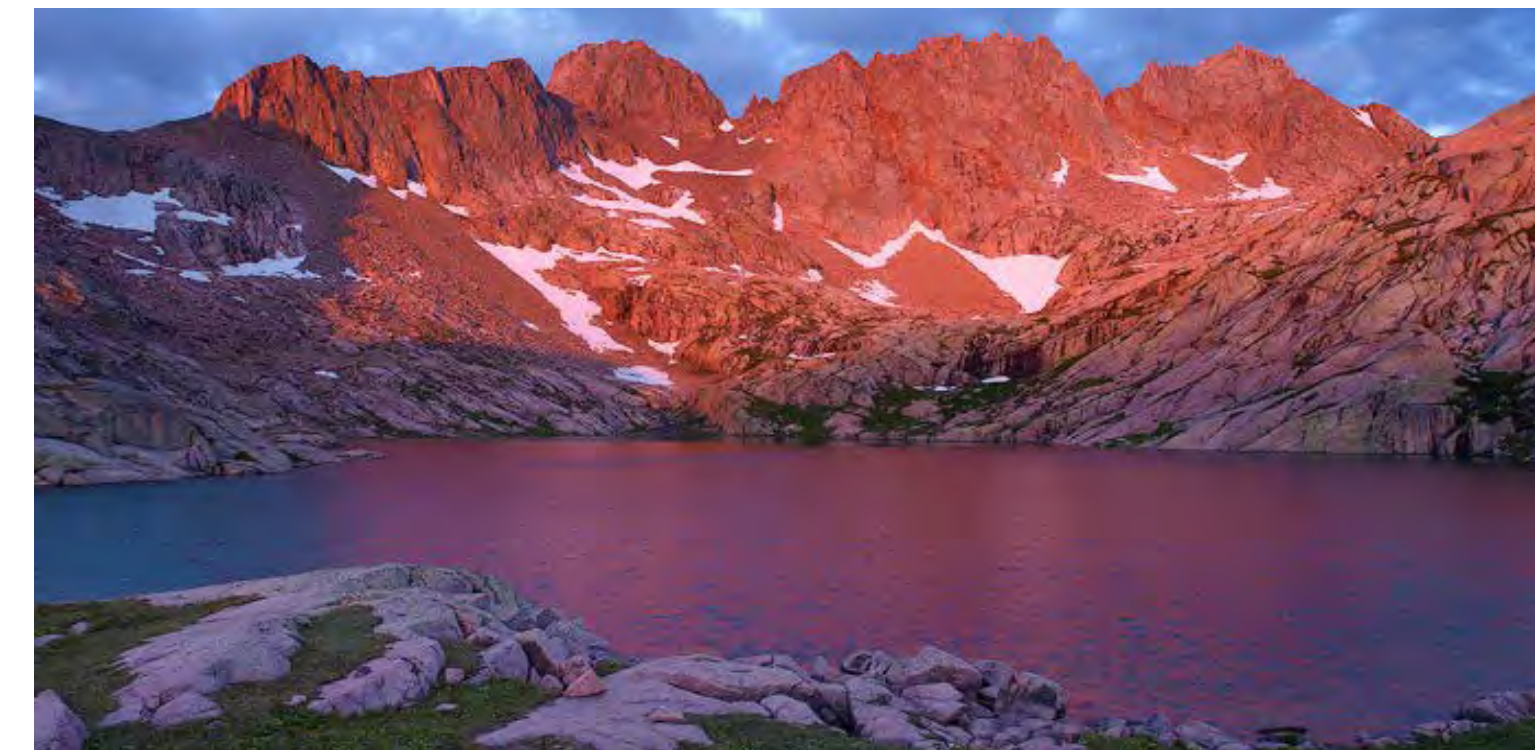


EMOTIONAL DESIGN



IMAGERY AND GRAPHICS

VISUAL HIERARCHY Colorado References



ORGANIZATION OF ELEMENTS AND LIGHTING TO HIGHLIGHT A FOCAL POINT

VISUAL HIERARCHY
Beinecke Rare Book And Manuscript Library- Yale University, Connecticut



VISUAL HIERARCHY
Barbican Center- London



VISUAL HIERARCHY
Stuttgart Public Library - Germany



VISUAL HIERARCHY
Organic Shapes And Color/Patterns



DESIGN CONSIDERATIONS



SPATIAL VOLUME



COLOR



MATERIALITY



FURNITURE



PLANNING



LIGHTING



NATURE



SENSORY AMBIANCE



VISUAL HIERARCHY



EMOTIONAL DESIGN



IMAGERY AND GRAPHICS

EMOTIONAL DESIGN Colorado References



BREATHTAKING, BEAUTIFUL; STOPS YOU IN YOUR TRACKS



MILWAUKEE MUSEUM

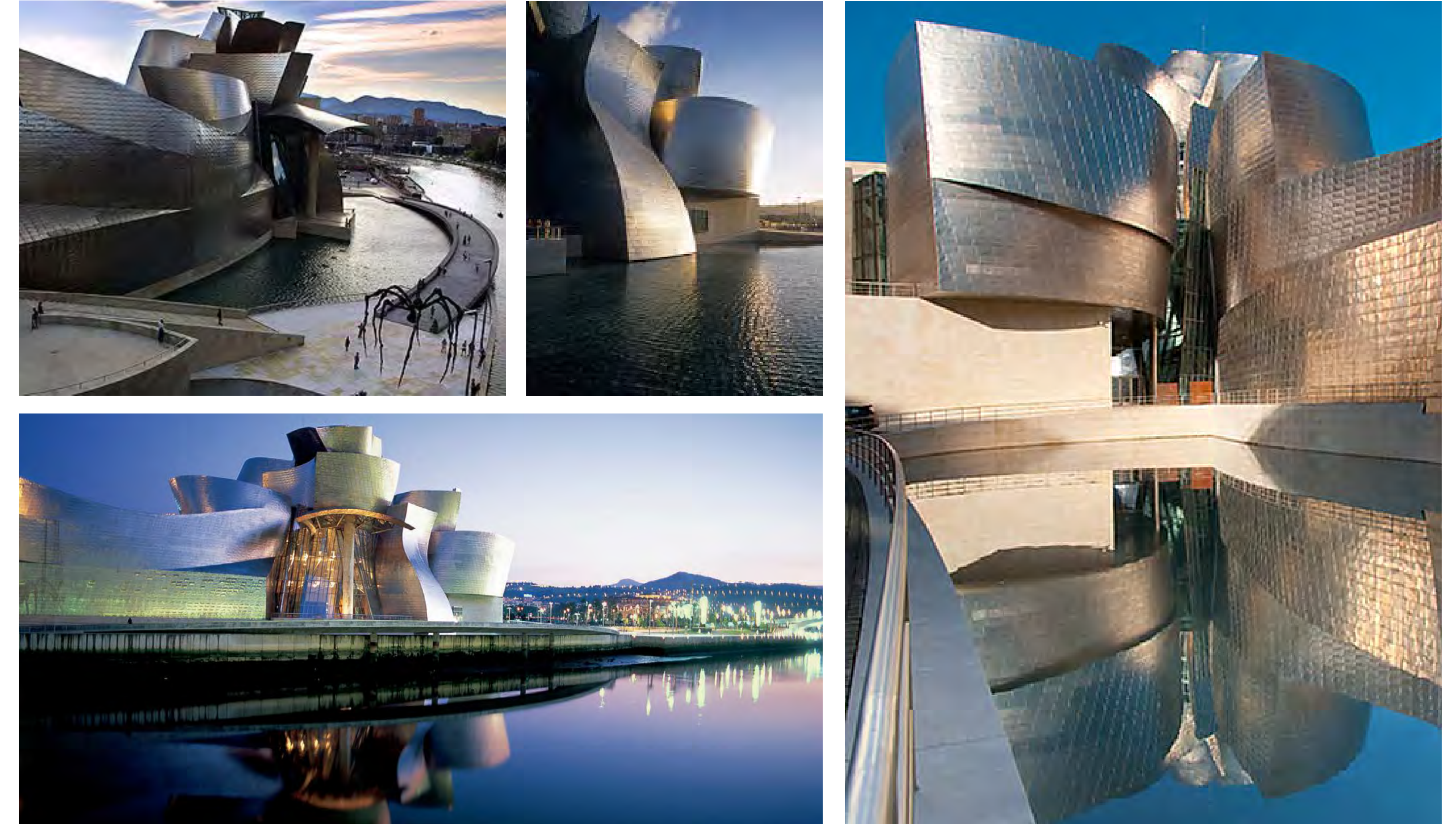


LAMBERT GALLERIA - TORONTO

EMOTIONAL DESIGN
Bruder Laus Field Chapel - Peter Zumthor, Germany



EMOTIONAL DESIGN
Guggenheim Museum - Frank Gehry, Spain



DESIGN CONSIDERATIONS



Spatial Volume



Color



Materiality



Furniture



Planning



Lighting



Nature



Sensory Ambiance



Visual Hierarchy

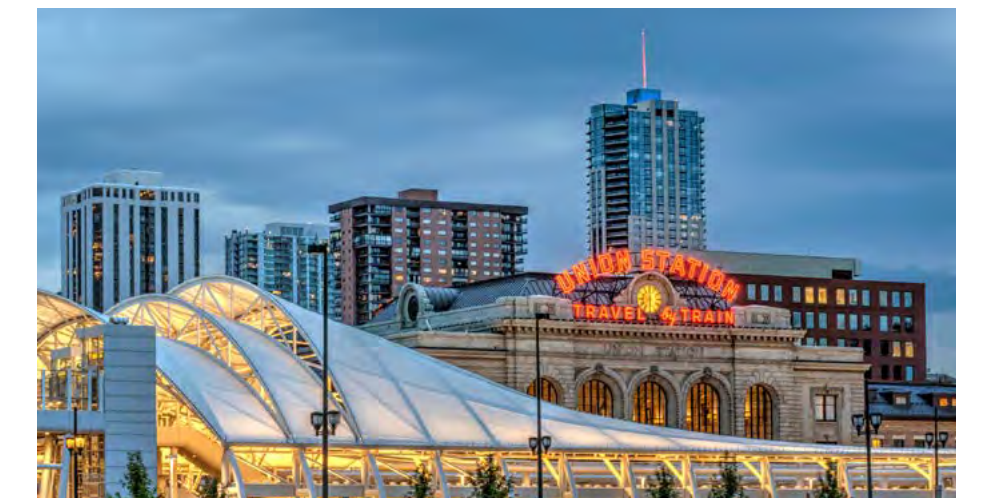
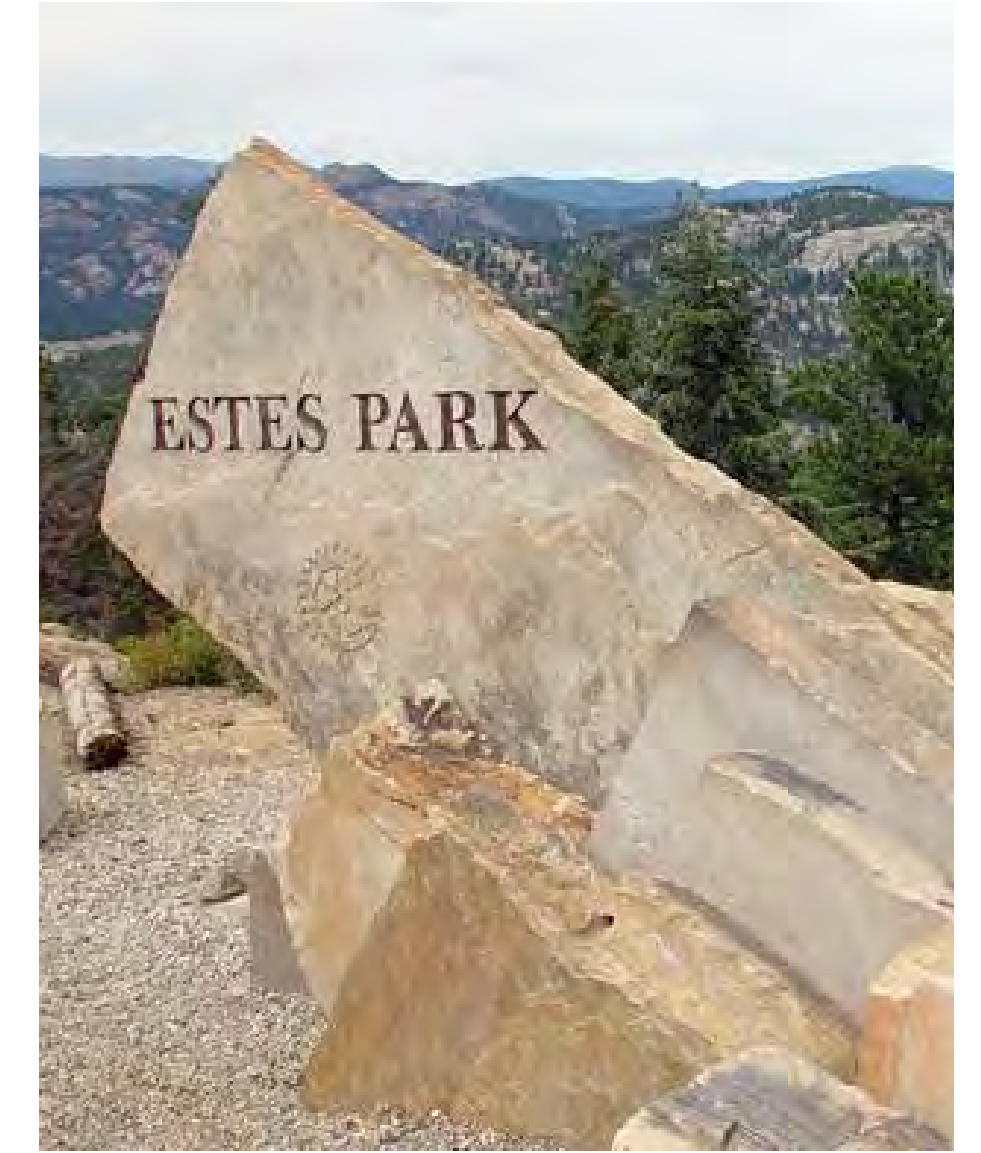


Emotional Design



Imagery and Graphics

IMAGERY AND GRAPHICS Colorado References



IMAGERY AND GRAPHICS

Abu-Dhabi International Airport; Autumn Instrusion at Harvey Nichols, London - Thomas Heatherwick Studio



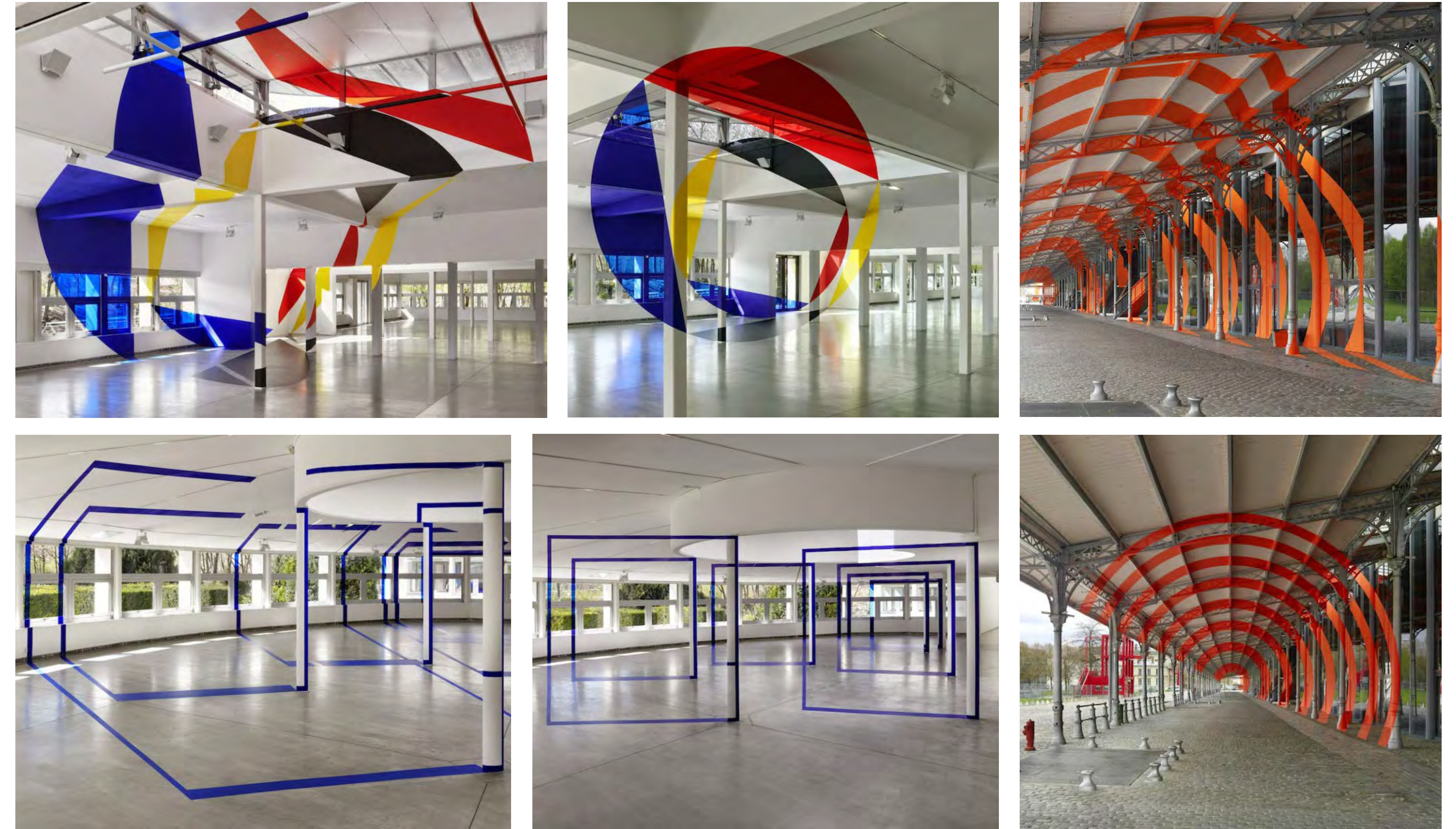
TOP IMAGES: BOLD ARCHED FORMS, INDEPENDENT OF STRUCTURE
BOTTOM IMAGES: STRONG SCULPTURAL FORM GIVES CONTINUITY TO THE FACADE - CATCHES EYE FROM WINDOW TO WINDOW

IMAGERY AND GRAPHICS

Raffles Mall, Singapore



GRAPHIC PATTERNING AT THE UNDERSIDE OF TIERS ACCENTUATES THE VIEW LOOKING UP



OPPORTUNITIES FOR DEN

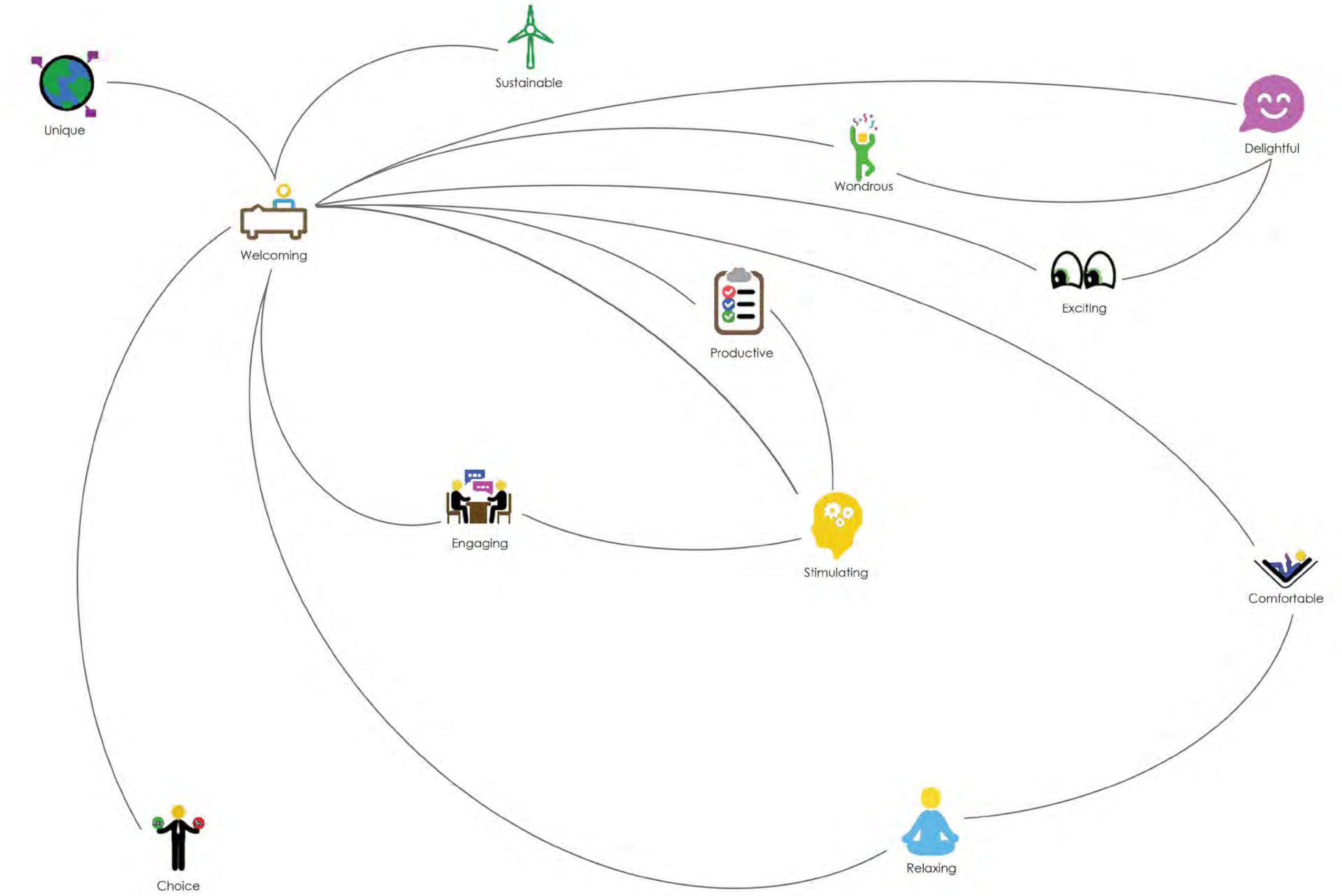
Travelers find themselves experiencing a wide range of feelings and emotions on their journey. In order to create the best traveler experience possible, it is essential to understand how they could be feeling as they navigate the airport.

Our six traveler segments have varied needs and frustrations while traveling. We have assembled the common frustrations experienced in many airports:

Worried	Rushed	Frustrated
Flustered	Concerned	Overwhelmed
Uncomfortable	Annoyed	Nervous
Anxious	Impatient	Embarrassed

Opportunities to shape a positive traveler experience exist in every part of DEN. Acknowledging common frustrations for travelers allows design professionals to create places that mitigate them. We have assembled a list of positive attributes which should be fundamental to future work at DEN. The remaining sections of this publication itemize many aspects of the airport and provide aspirational images as a road map for future alterations and developments.

Each page of images contains icons representing positive attributes that DEN feels are important to shaping a positive traveler experience.



ARTWORK

Art allows travelers to significantly connect with the regional identity of DEN. It is a fundamental expression of place, and has the power to engage travelers.

The relationship between art and architecture is a delicate balance. Art installations can range from individual display cases, to immersive installations, to architecturally integrated. In all cases, art can leverage architectural conditions. It has the capacity to redefine place. Additionally, it can supplement circulation activities and identify spaces to linger. Naturally, visual hierarchy is of paramount concern.

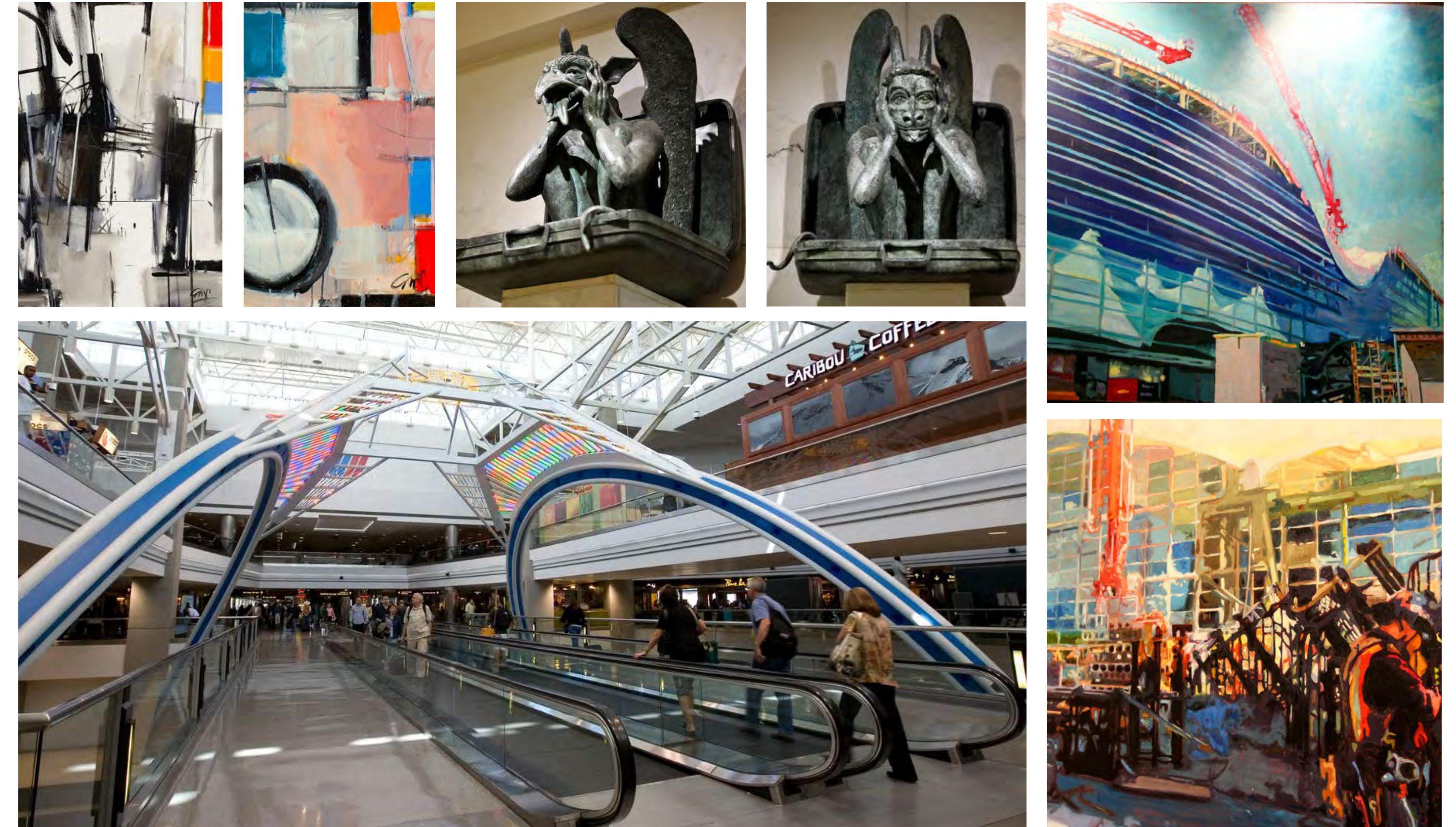
MUST HAVES:

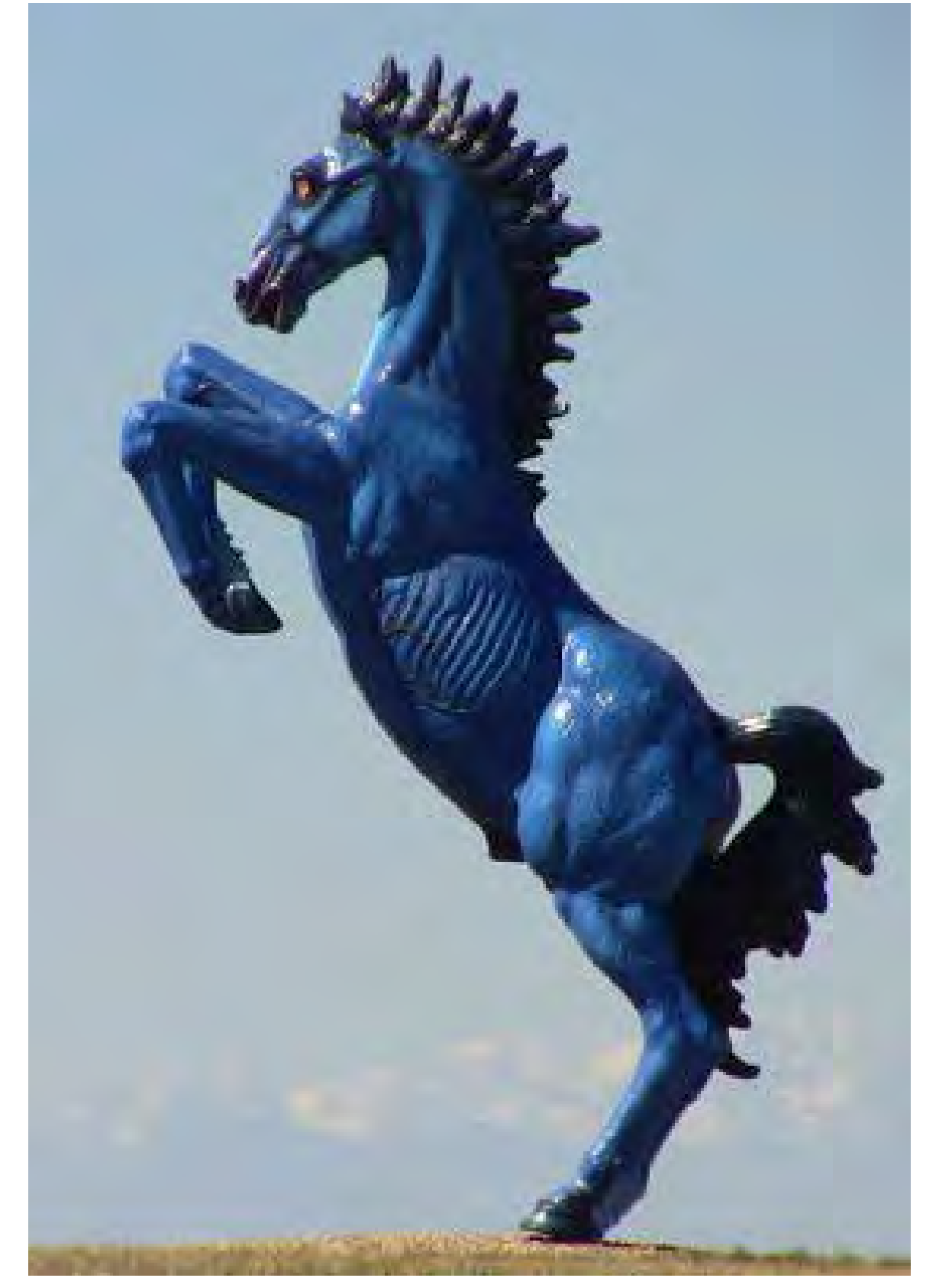
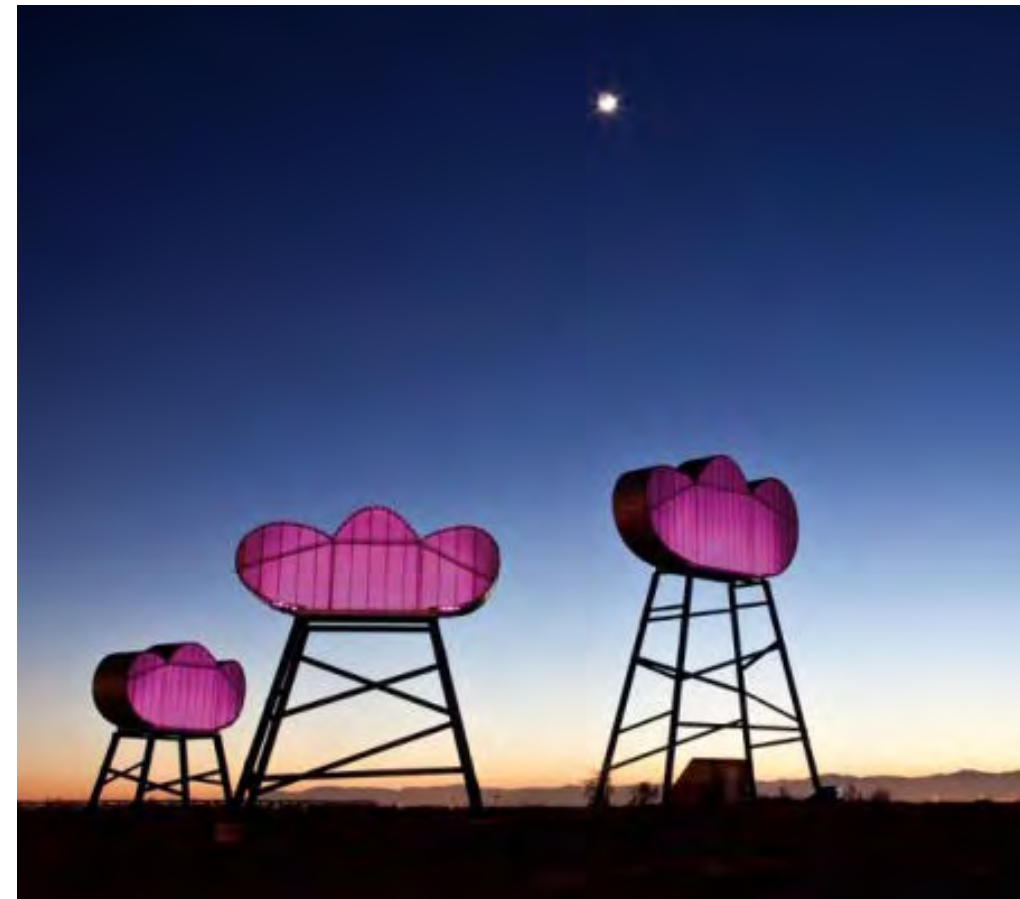
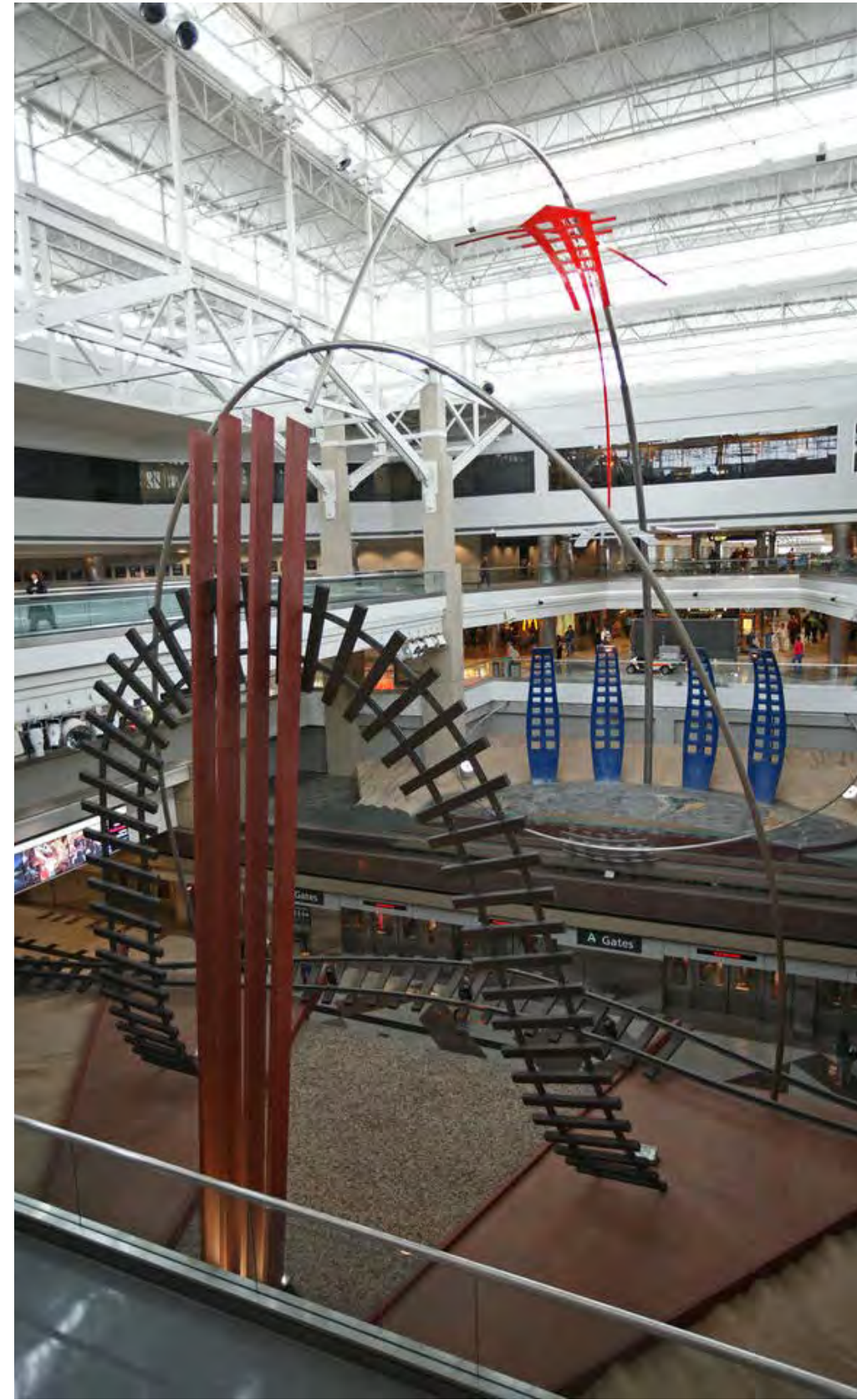
- Maintain fresh appearance by rotating collections
- Low maintenance with long shelf life
- Designs that create a sense of ease for passengers utilizing art as wayfinding
- Exhibition locations that support seasonal/limited run installations
- Appropriate subject matter to airport - stress/anxiety free

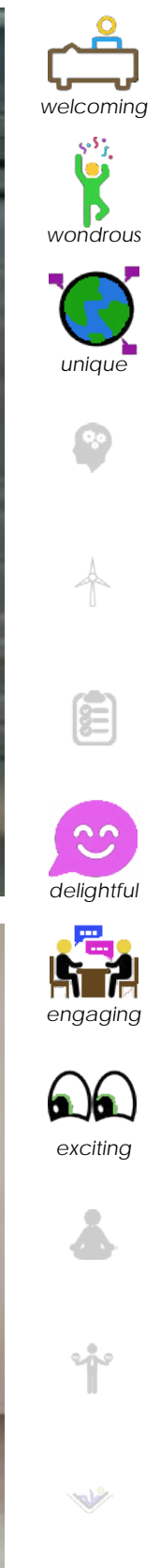
OPPORTUNITIES TO CONSIDER:

- Stay current with digital installations
- Have a “wow” factor
- Spark conversation
- Interactive, dynamic
- Relating back to nature or the modern west or region

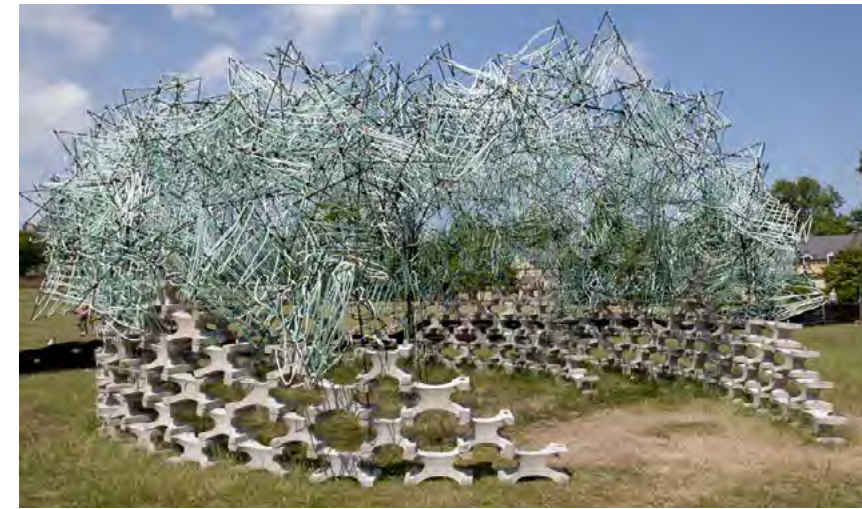
ARTWORK



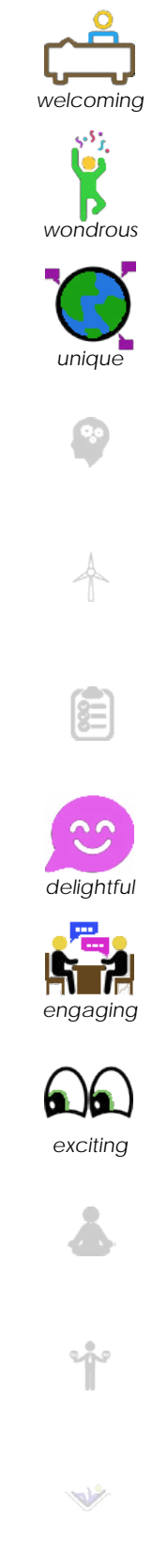




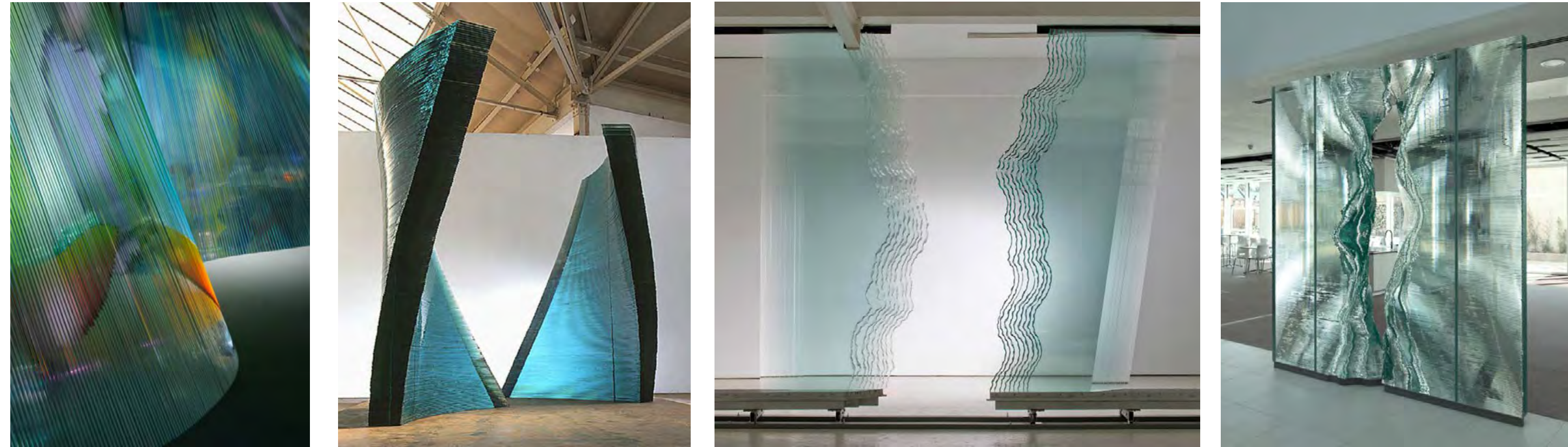
ARTWORK
City of Dreams - Billion Oyster Pavilion, NYC



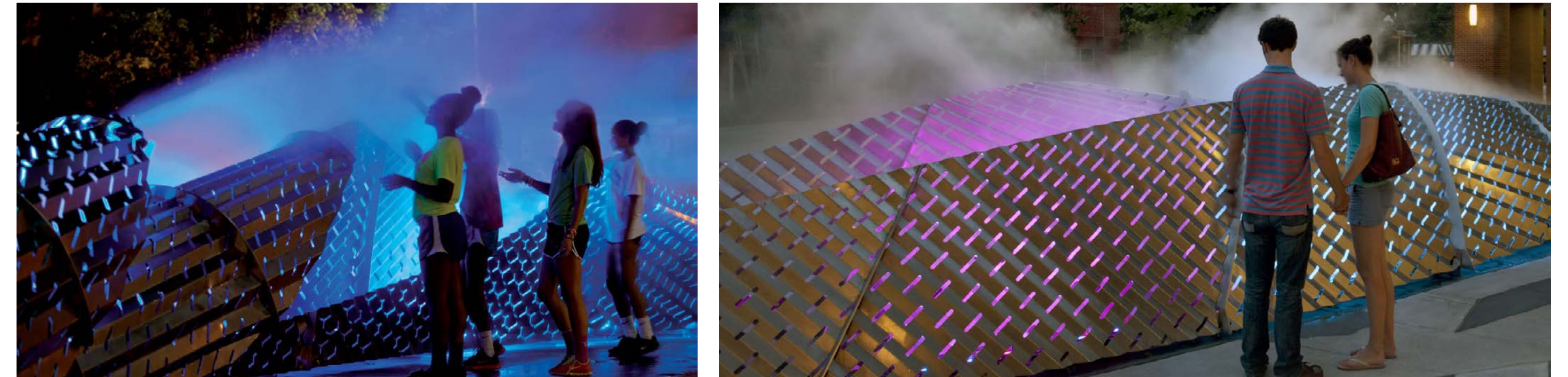
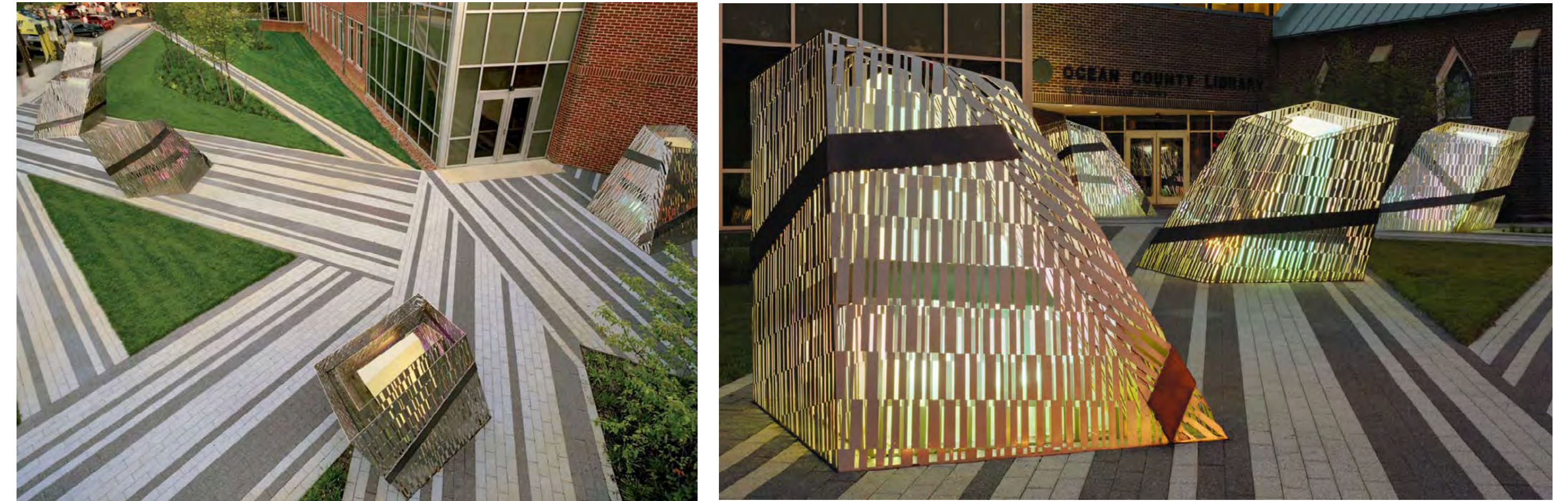
ARTWORK
City of Dreams - Organic Growth Pavilion, NYC



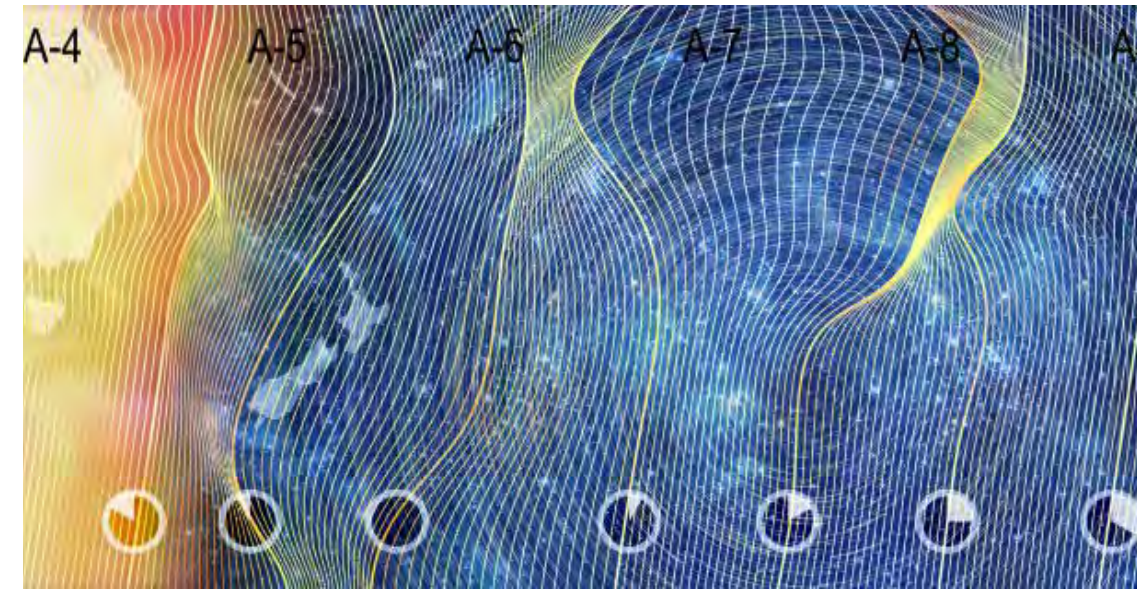
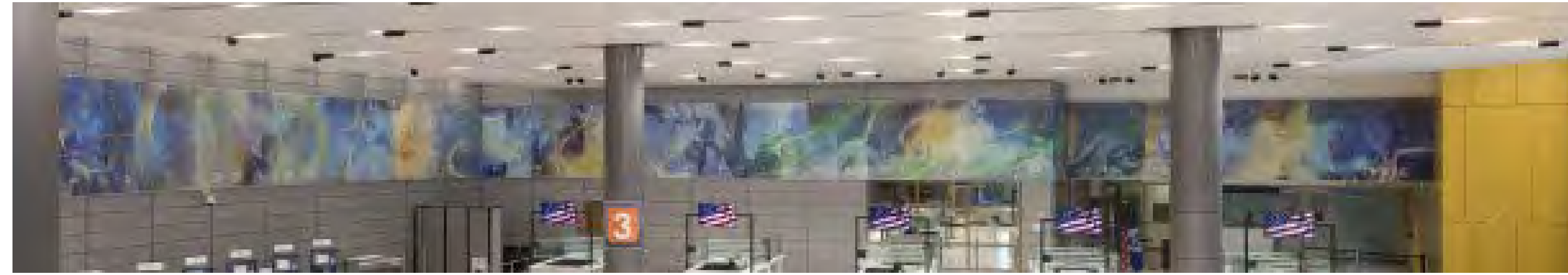
ARTWORK
Danny Lane Sculptures



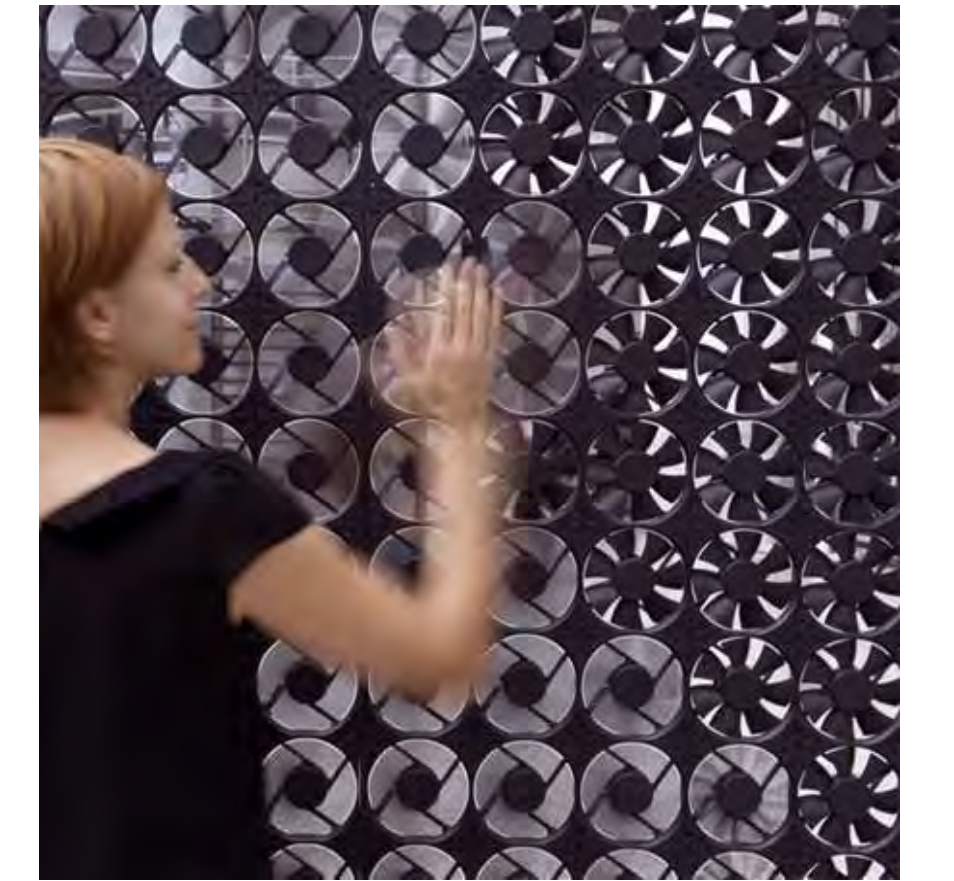
ARTWORK
NoMa Railway Underpass Design Competition - Mik Young Kim Design, Washington, D.C.



ARTWORK
Time Lines, Bergstrom International Airport



ARTWORK
Flow - Studio Roosegaarde, Slovenia



FIRST IMPRESSION

For many, the DEN experience begins and ends at the Interstate 70 interchange. The 10 mile journey, from this interchange to the airport, belies the wonder of the Jeppesen Terminal. The canvas of this divided highway provides extraordinary opportunities to tell the DEN story in an expansive way appropriate for a city known as the Gateway to the Rockies.

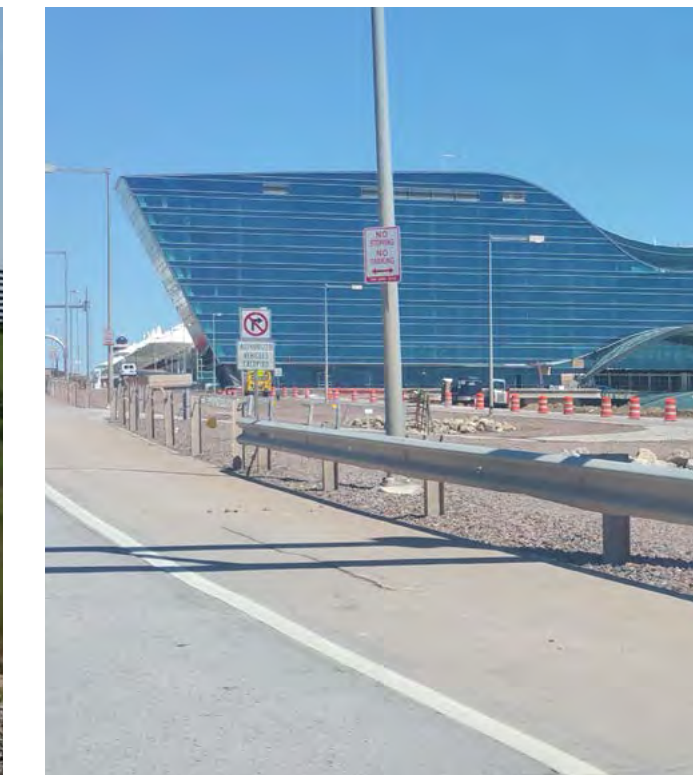
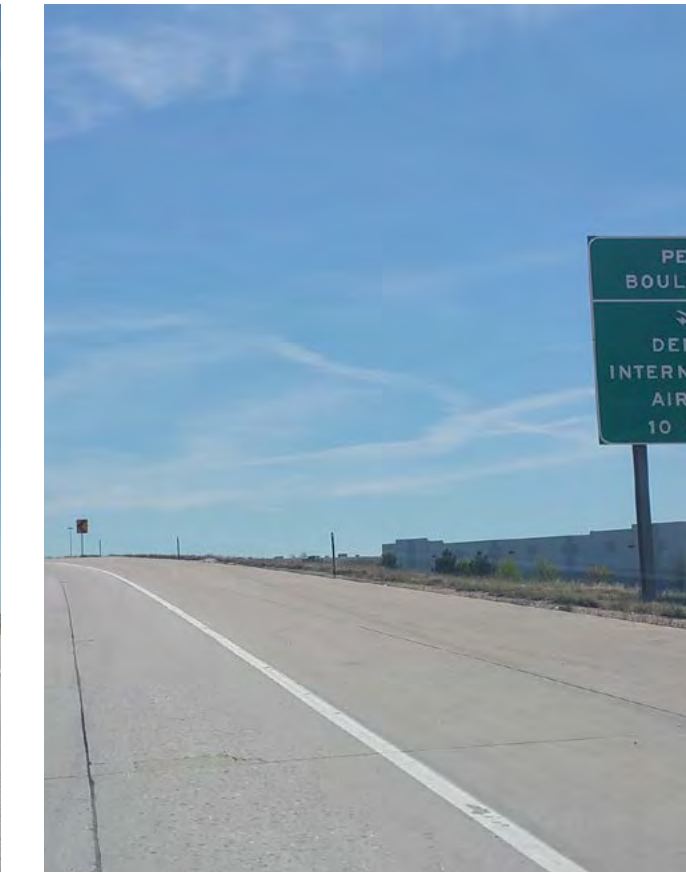
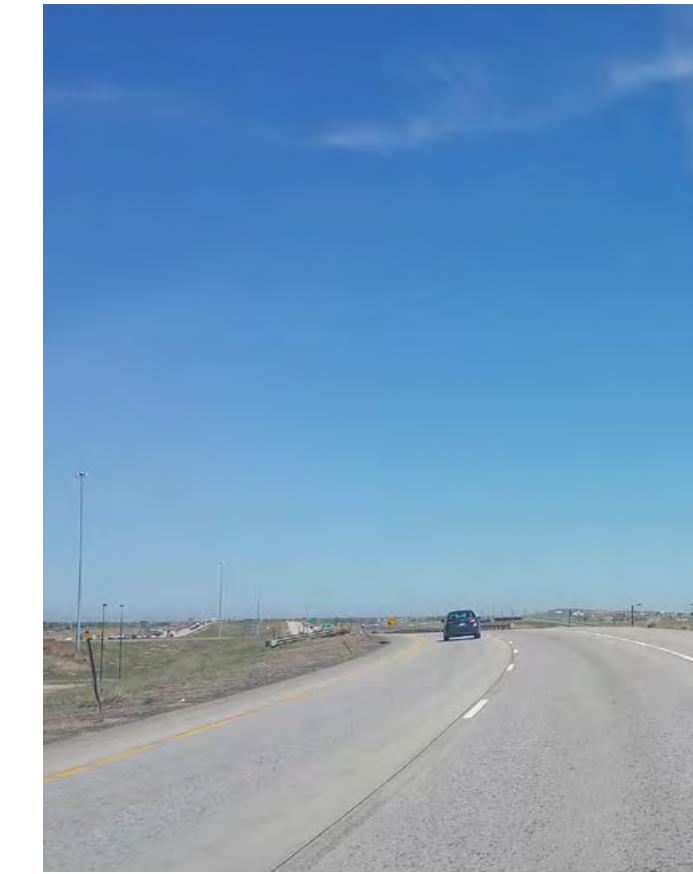
MUST HAVES:

- Delineate Peña Boulevard median
- Visually powerful, correctly scaled and welcoming environmental graphics and signage - appropriate use of technology
- Regionally related attributes; Eastern Colorado, prairies, Rocky Mountains
- Clean, consistent, sustainable features that are maintenance friendly
- Consider all aspects of arrival and departure forms of transportation - pedestrian experience






OPPORTUNITIES TO CONSIDER:

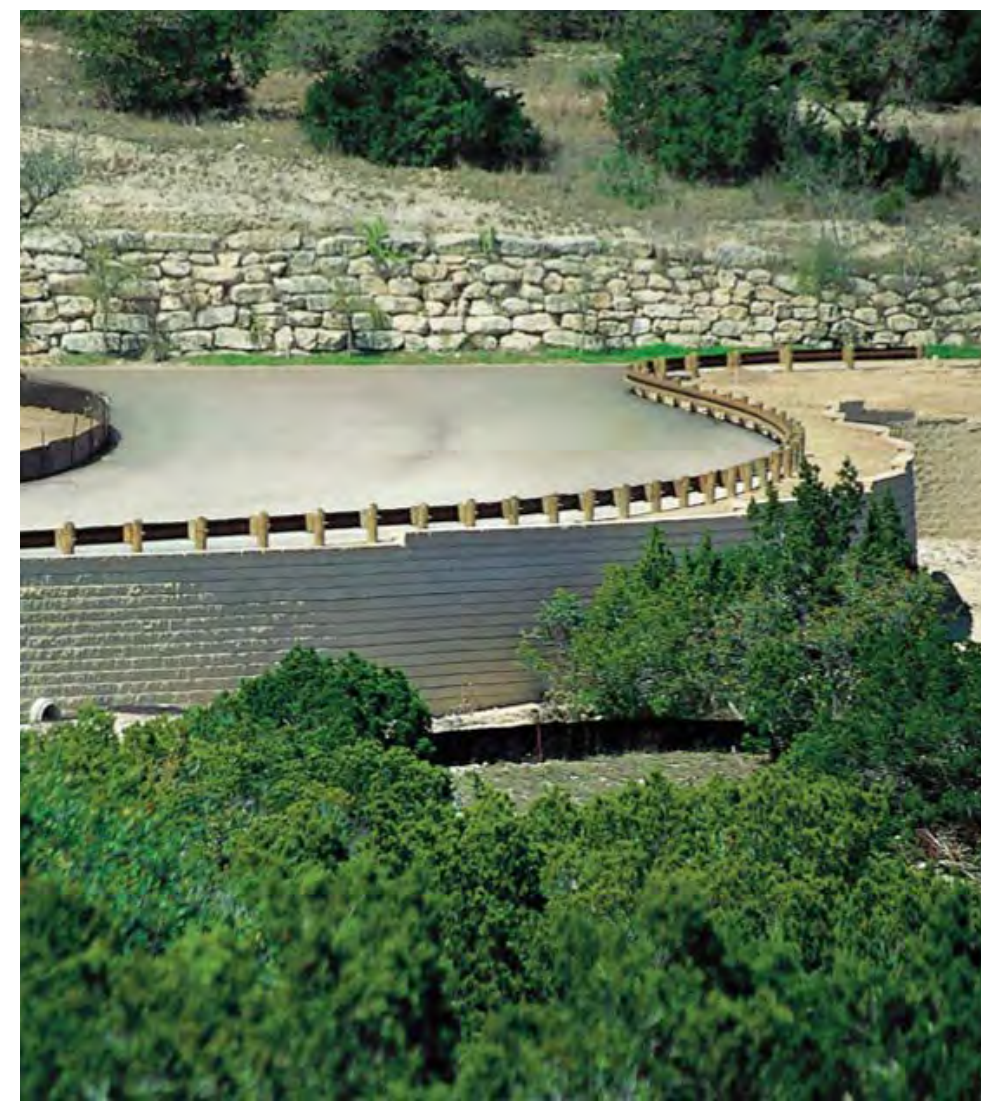
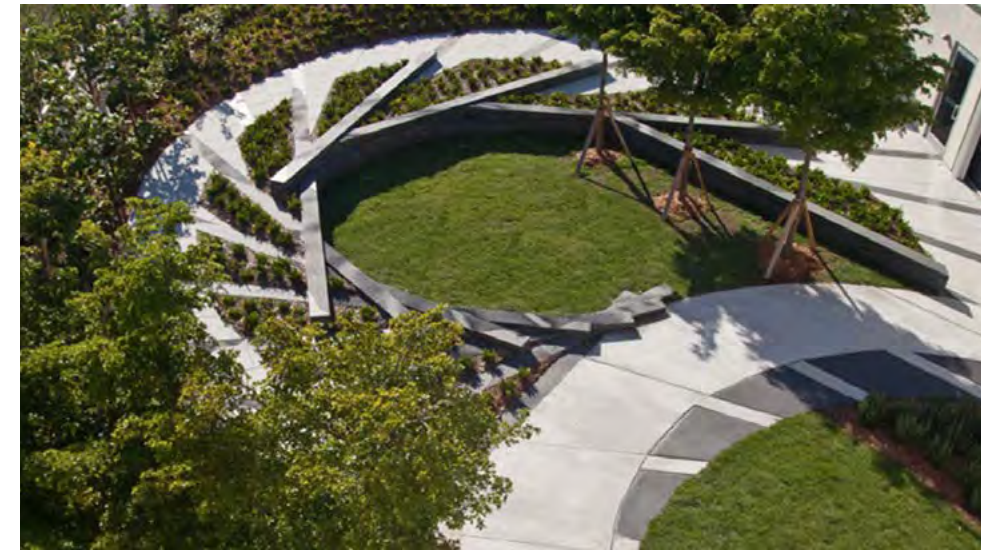
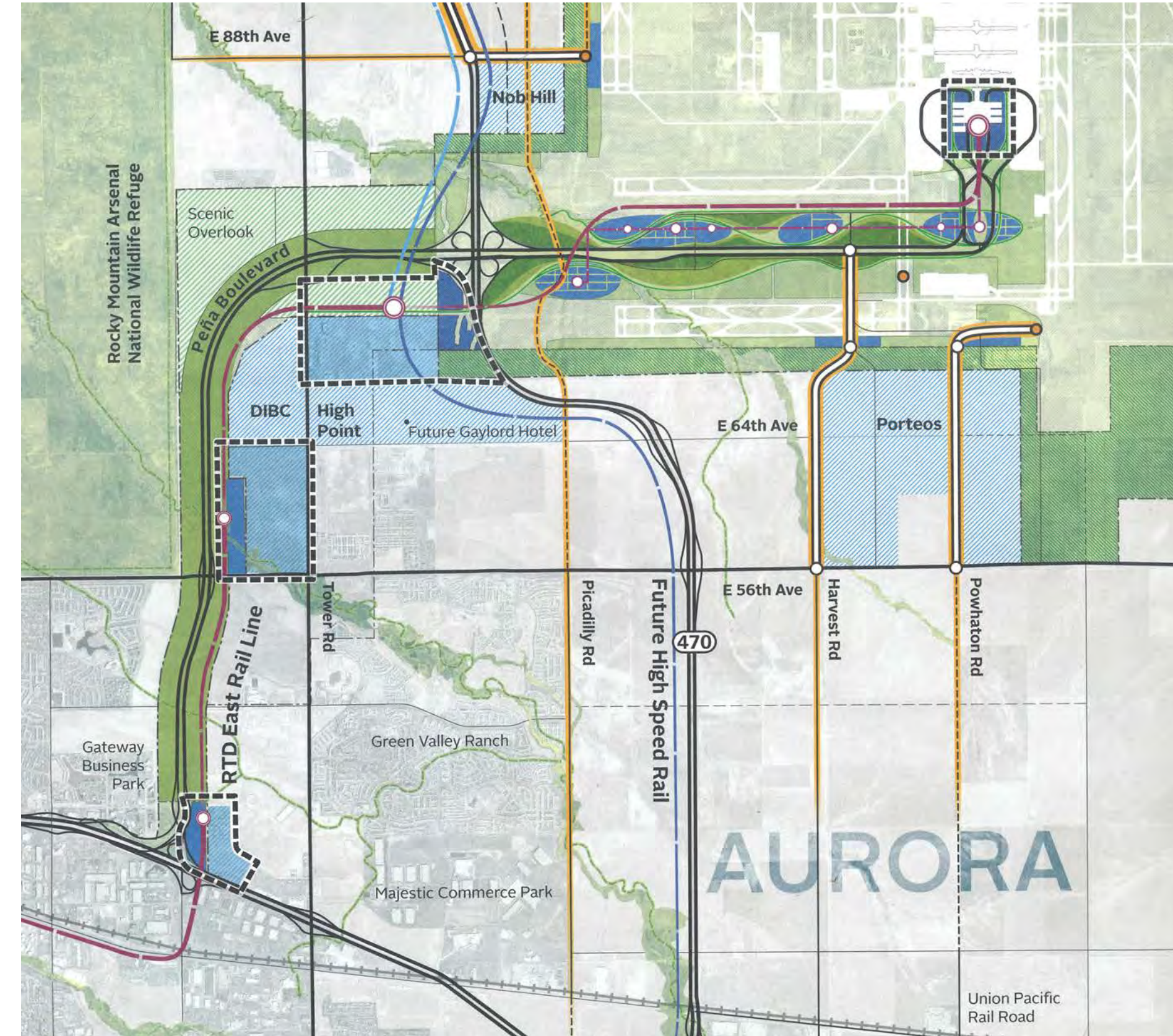
- Creating a unique sense of arrival leveraging native landscapes, wildlife, and art forms
- Being authentic and capturing the essence of Colorado
- Creating a harmonious environment - the impetus of a stress reducer
- Leveraging the median from Interstate 70 to DEN - curate locations for maximum impact

APPROACH TO DEN



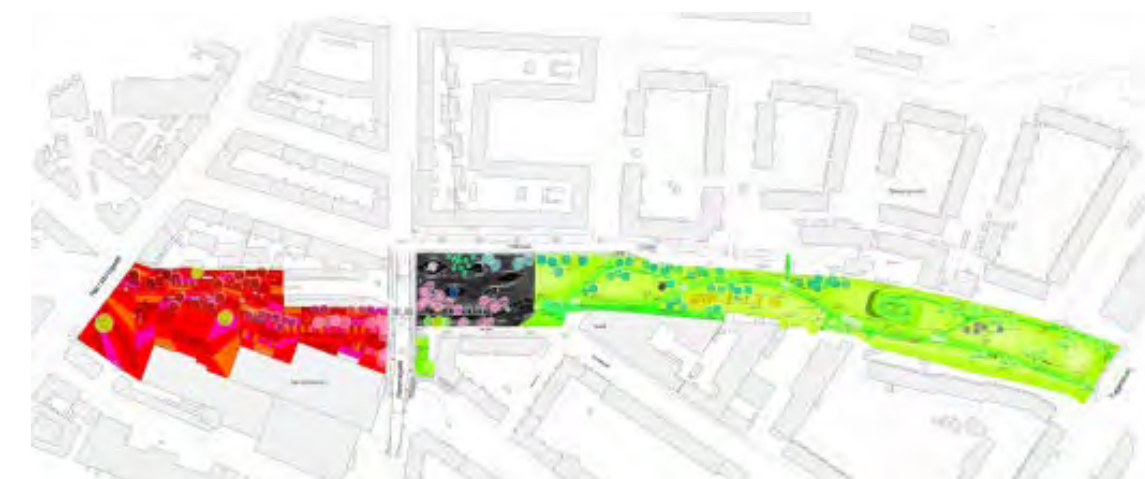
APPROACH THOUGHT-STARTERS
Structured Planting Forms

-  welcoming
-  unique
-  sustainable
-  delightful
-  exciting

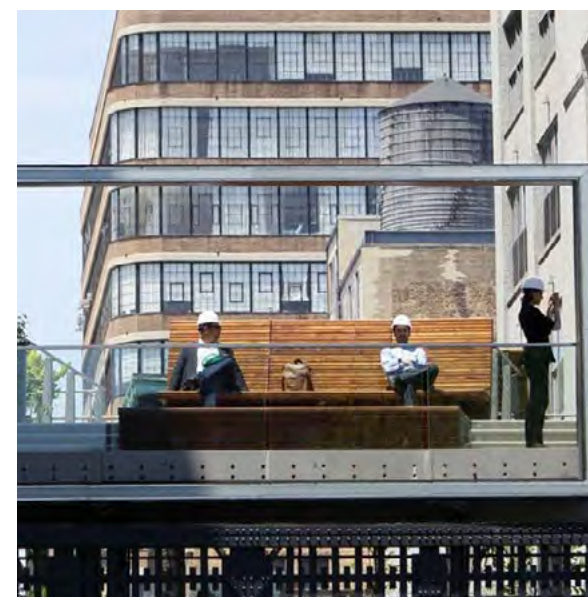
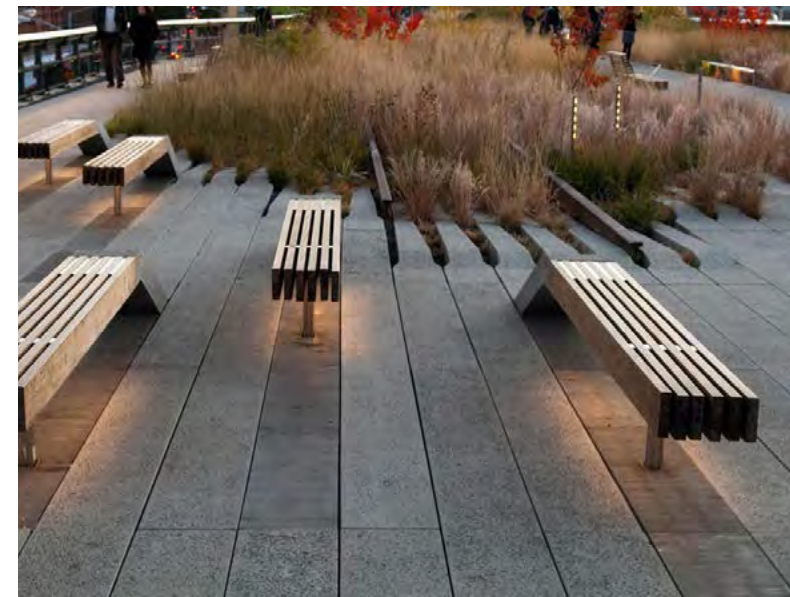


APPROACH THOUGHT-STARTERS
Superkilen/Topotek 1 + Big + Superflex - Denmark

-  wondrous
-  unique
-  engaging
-  exciting
-  choice



APPROACH THOUGHT-STARTERS
The High Line - New York



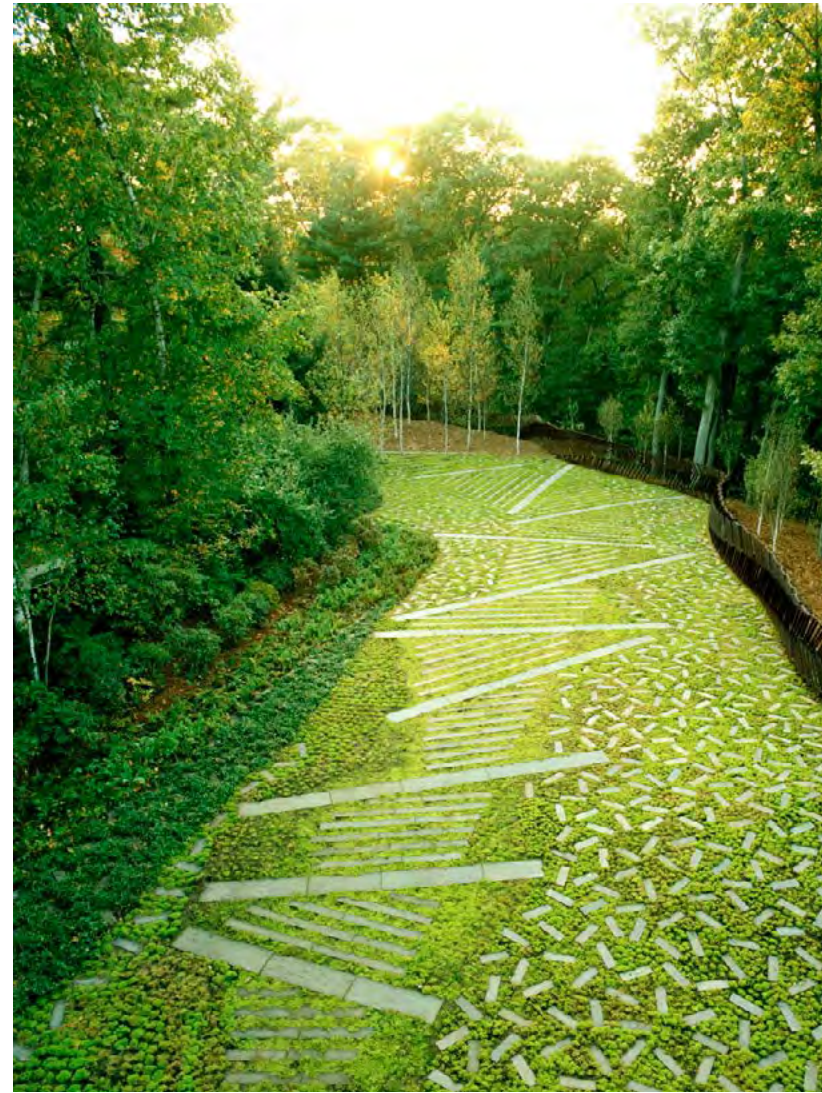
APPROACH THOUGHT-STARTERS
Schiphol Airport, Paul De Kort And H+N+S Landscape - Amsterdam



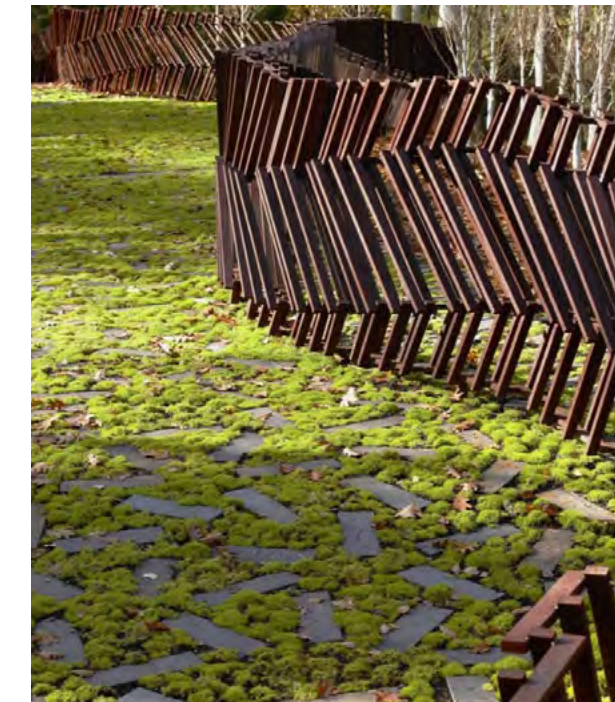
- wondrous
- stimulating
- sustainable
- delightful
- exciting
- choice

- wondrous
- stimulating
- sustainable
- delightful
- exciting
- relaxing

APPROACH THOUGHT-STARTERS



APPROACH THOUGHT-STARTERS



APPROACH THOUGHT-STARTERS
Los Angeles International Airport Pylons



APPROACH THOUGHT-STARTERS



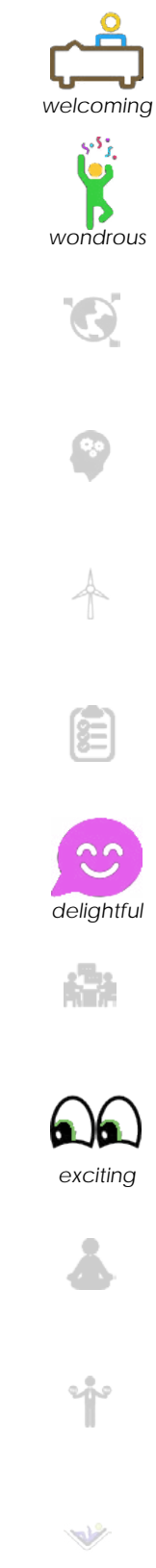
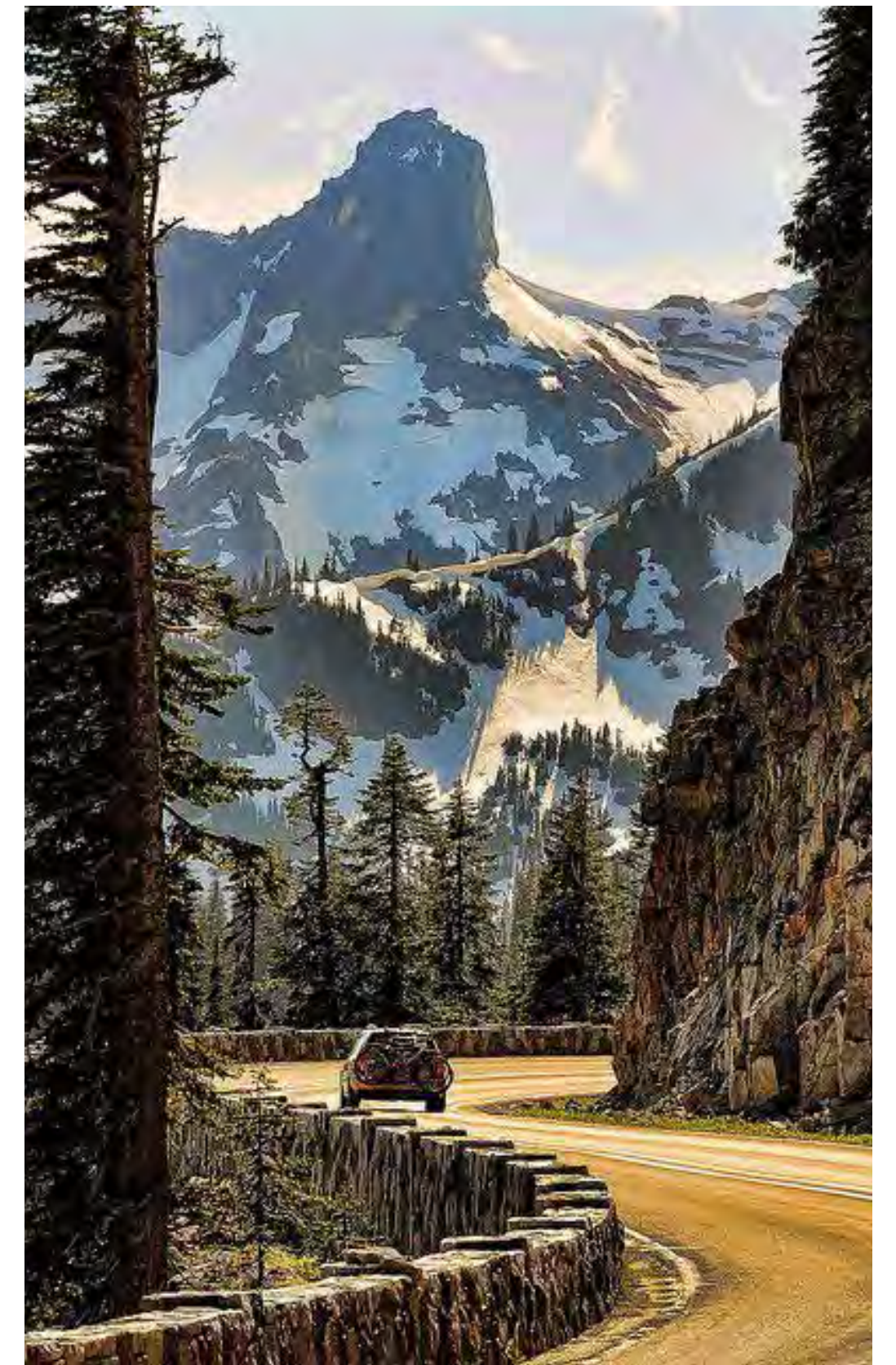
NIKE CAMP VICTORY, OREGON

TAK STUDIOS



CINO ZUCCHI ARCHITETTI, SWITZERLAND

IBM TECHNOLOGY



LEVERAGING THE ICONIC TERMINAL

The key to a successful terminal is to create a fresh, authentic, optimistic and transparent civic design, with the excitement of architectural grandeur and human scaled experiences.

MUST HAVES:

- Succinct visual hierarchy
- Authentic to the region
- Security checkpoints with pre-compose and re-compose areas
- Public areas with a human scale that is inviting to dwell
- Leverage daylight

OPPORTUNITIES TO CONSIDER:

- A sense of civic pride
- The front door of DEN
- Grand urban space
- Reduce anxiety and stress
- Connectivity to the city of Denver
- Ability to see outside - views to landscape

JEPPESEN TERMINAL














TERMINAL THOUGHT-STARTERS
Singapore Changi Airport



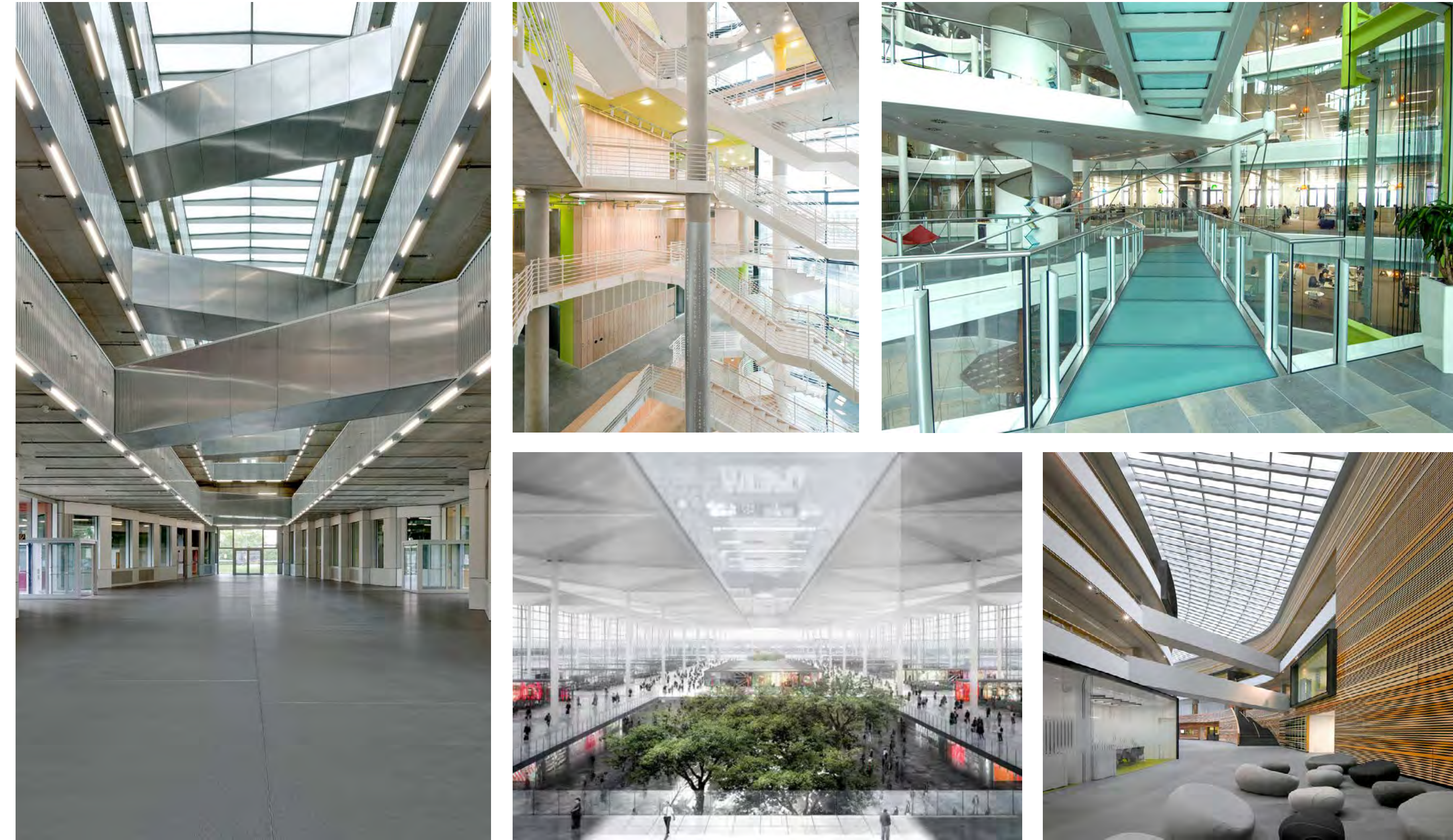
TERMINAL THOUGHT-STARTERS
Frankfurt Mall, Germany



-  welcoming
-  wondrous
-  sustainable
-  delightful
-  engaging
-  choice





-  wondrous
-  unique
-  delightful
-  exciting
-  choice

TERMINAL THOUGHT-STARTERS



TERMINAL THOUGHT-STARTERS
Liberty Place, Sydney



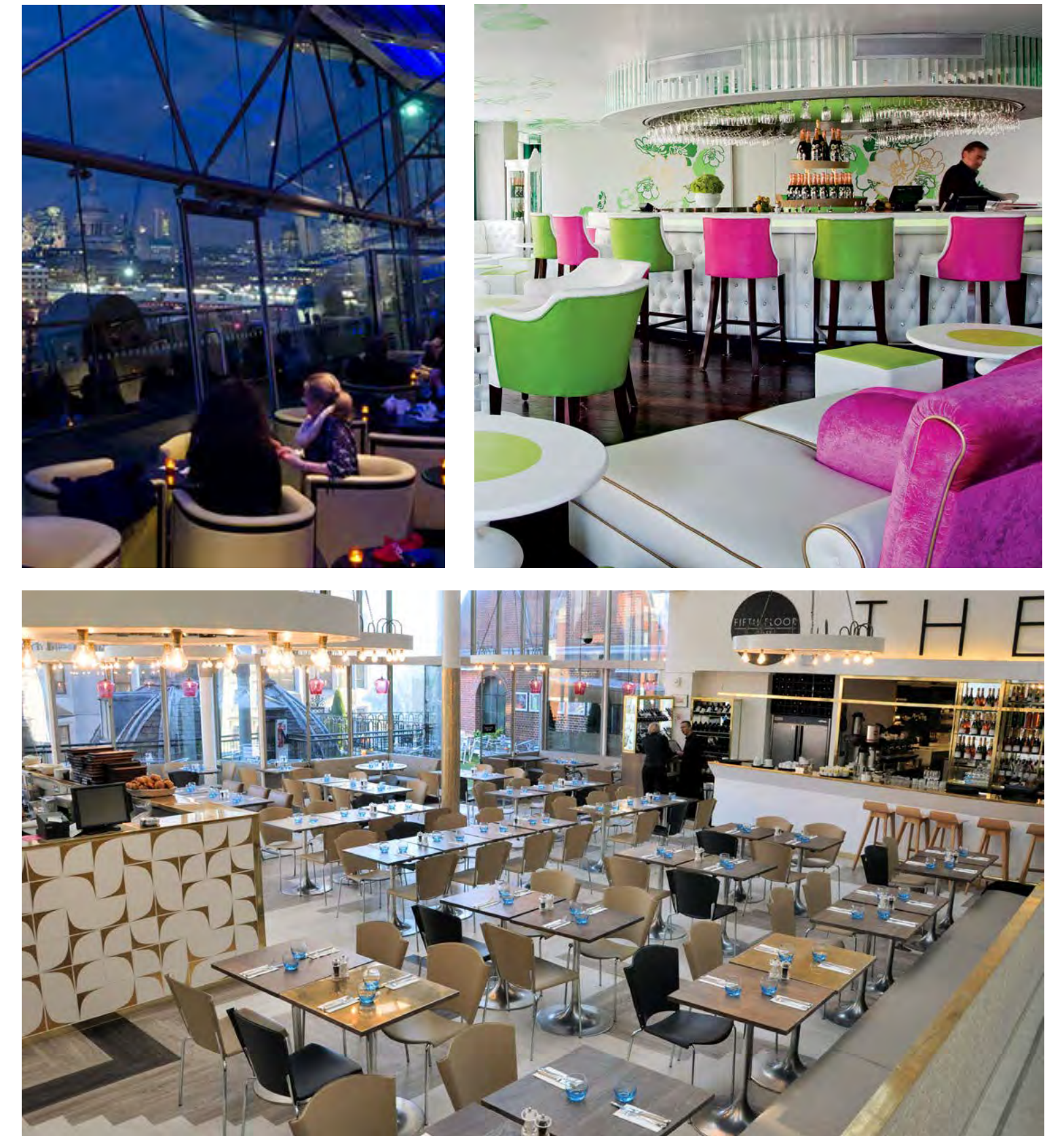
-  wondrous
-  stimulating
-  delightful
-  exciting
-  choice

-  welcoming
-  unique
-  stimulating
-  delightful
-  exciting

TERMINAL THOUGHT-STARTERS
The Plaza - Munich Airport



TERMINAL THOUGHT-STARTERS
Harvey Nichols Building, 5th Floor - London



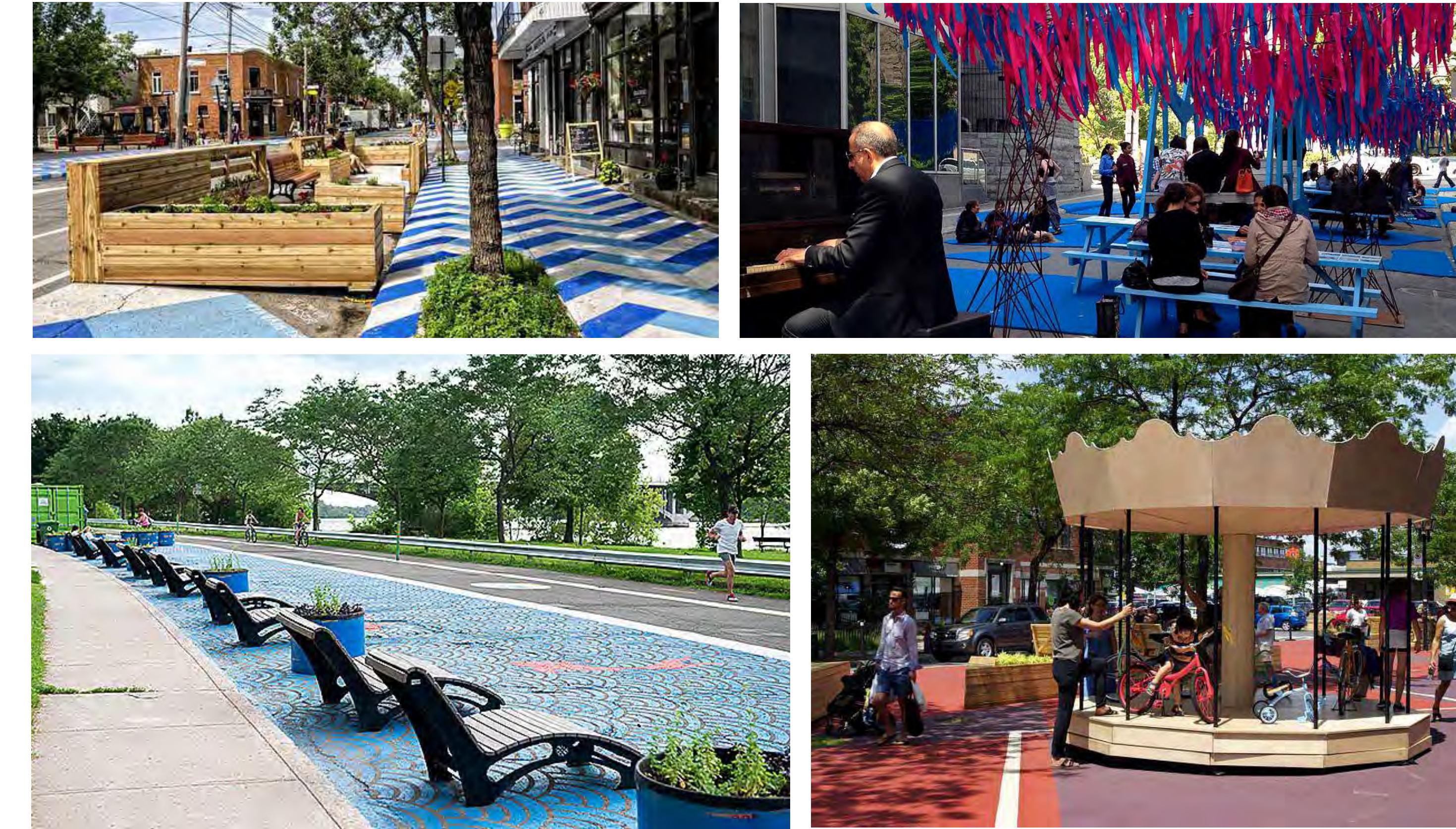
-  welcoming
-  wondrous
-  exciting
-  choice
-  engaging
-  exciting
-  choice
-  engaging
-  exciting
-  choice
-  engaging
-  exciting
-  choice
-  engaging



























-  welcoming
-  wondrous
-  exciting
-  choice
-  engaging
-  exciting
-  choice
-  engaging
-  exciting
-  choice
-  engaging
-  exciting
-  choice
-  engaging

TERMINAL THOUGHT-STARTERS
Bergamo Piazza Vecchia, Italy

TERMINAL THOUGHT-STARTERS
Montreal Urban Spaces

-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing
-  engaging
-  delightful
-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing
-  engaging
-  delightful
-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing
-  engaging
-  delightful
-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing



-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing
-  engaging
-  delightful
-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing
-  engaging
-  delightful
-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing
-  engaging
-  delightful
-  welcoming
-  wondrous
-  unique
-  choice
-  relaxing

TECHNOLOGY

MUST HAVES:

- Iconography of Colorado
- Create a meaningful audience experience throughout their journey
- Transforming the traveler experience
- Interactivity with passengers and other destinations
- Reflection, movement, calming effects that feel consistent
- Customizable information, multi-languages

OPPORTUNITIES TO CONSIDER:

- Move beyond reliance on spectacle and entertainment
- Combine advertising, sponsorship and digital media with art
- An identity tied to an aspect of the passenger travel experience
- Provide travelers with fun facts, weather, flight briefs, images and destination-themed content
- Interactions between concourse center cores, parking areas and outdoor plaza
- Able to connect locally and globally

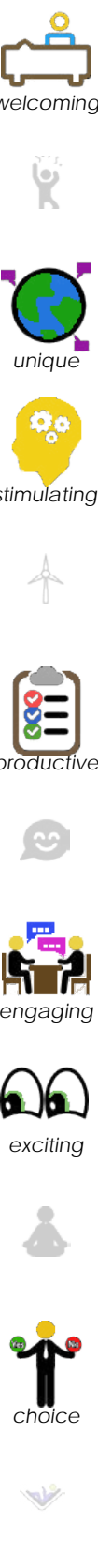
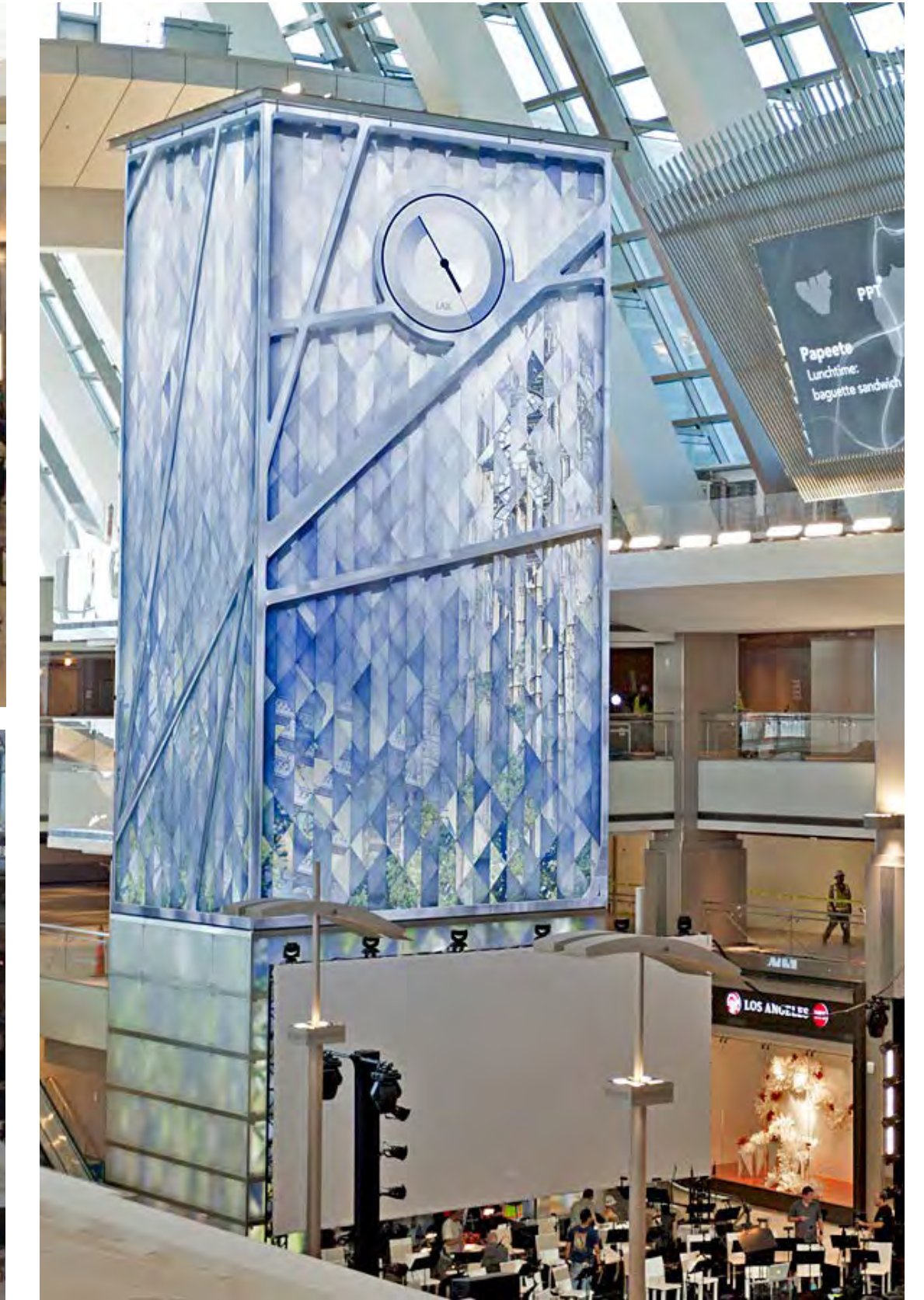
Technologies, artfully deployed, can significantly impact the goal of making DEN known as a destination in itself for travelers and visitors.

On the content side, it will be important to produce innovative and emotionally meaningful visuals that capture the magic and memory of world travel. Skillfully developed content can turn the DEN architecture into multi-media entertainment for artistic and commercial purposes.

On the hardware side, media applications should be integrated into architectural surfaces and structures. This integration into the building fabric along with interactive capabilities should link travelers and visitors to DEN in a virtual and physical way.

TECHNOLOGY

Bradley Terminal, Los Angeles International Airport





COMCAST BUILDING LOBBY - PHILADELPHIA,



AT&T FLAGSHIP STORE - CHICAGO, IL



LAKE CONSTANCE HARBOR - WEATHER



PROJECTED WAYFINDING



NATIONAL BUILDING MUSEUM - TRANSPORTATION HALL



TRANSIT SCREEN, SMART WALK - WASHINGTON, DC



BIG BANG GALA, CALIFORNIA ACADEMY OF SCIENCES



PIXEL TREE



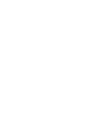
360 SPHERICAL PROJECTION THEATER EXPERIENCE



COLLEGE FOOTBALL HALL OF FAME, ATLANTA, GA



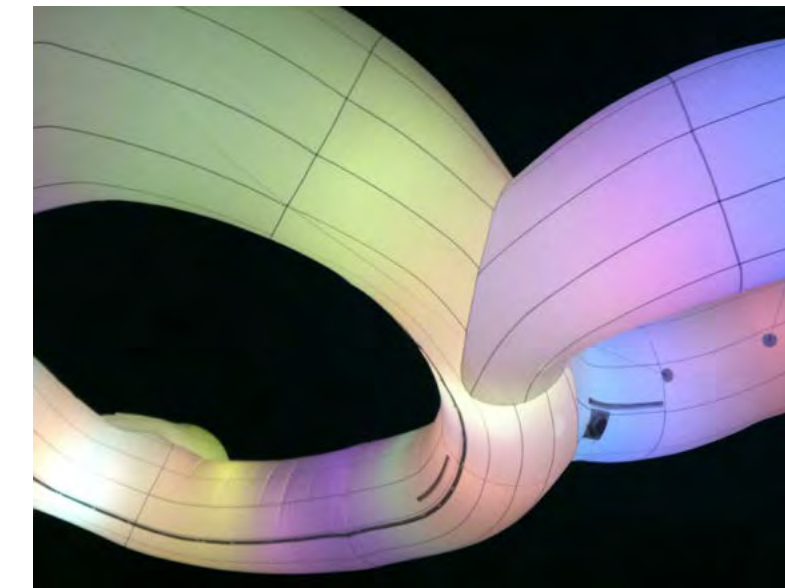
GENETECH - SAN FRANCISCO, CA



TECHNOLOGY
Croatia's Solar-Powered Interactive Installation



TECHNOLOGY
Mimi Sculpture, Minneapolis



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SOLAR TECHNOLOGY THAT ENCOURAGES PHYSICAL ACTIVITY



ABILITY FOR TRAVELERS AND GUESTS TO INFLUENCE THE ENVIRONMENT



139



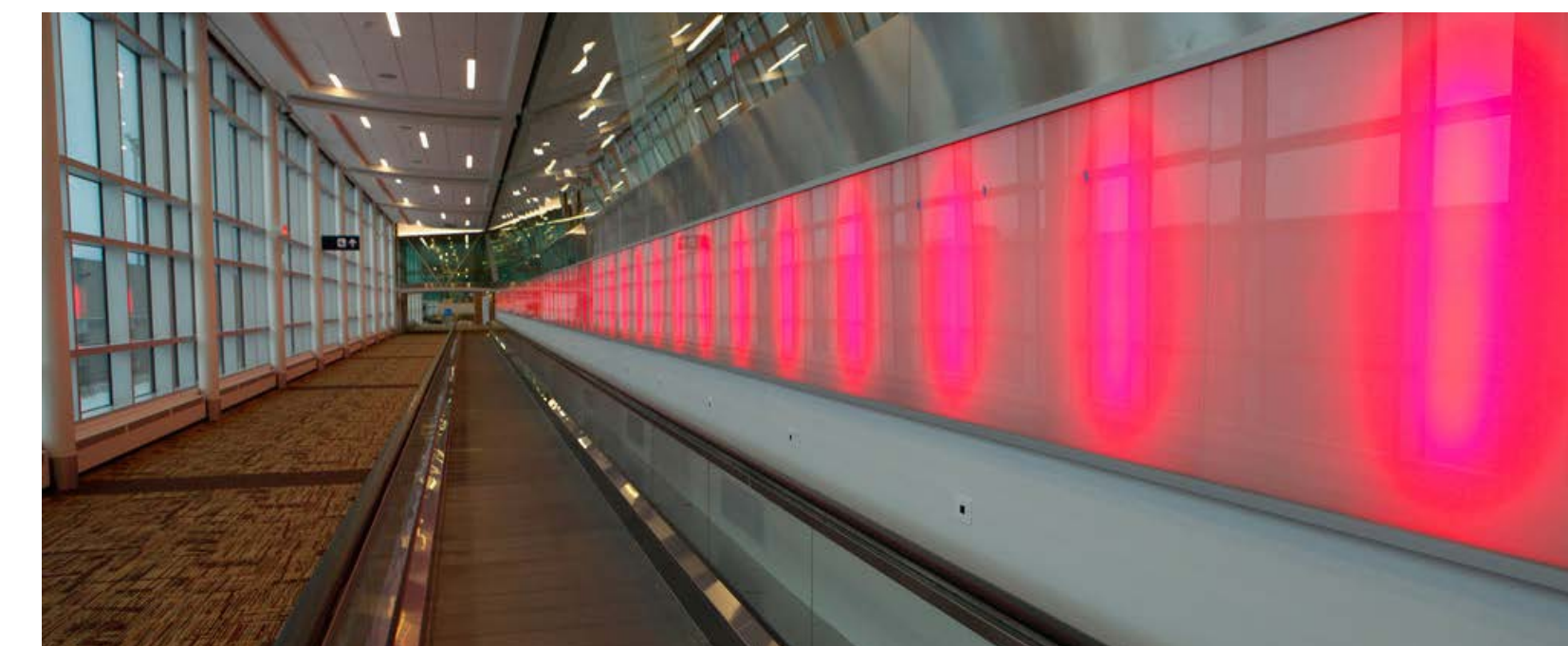
INTERACTIVE DIGITAL NATURE DISPLAY - NARITA INTERNATIONAL AIRPORT



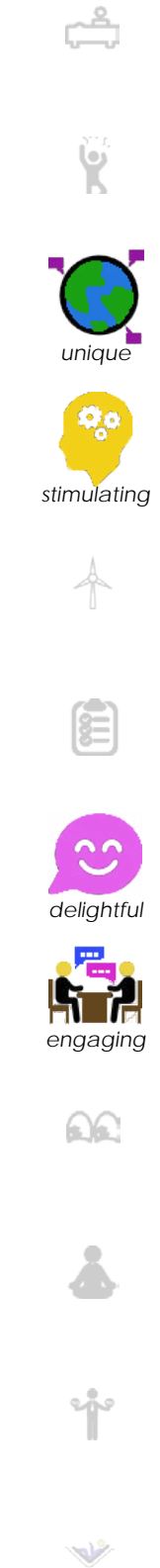
AURORA, INTERACTIVE EXPERIENCE BY ELECTROLAND - DIRECTV HEADQUARTERS, CALIFORNIA



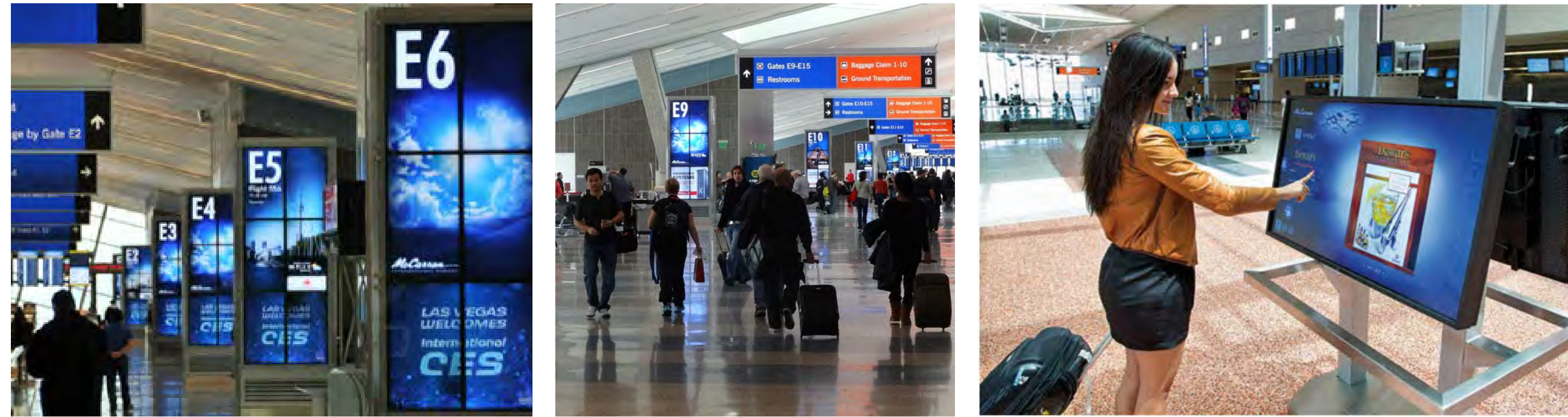
INTERACTIVE PASSAGE EMITS LIGHT AND SOUND - INDIANAPOLIS AIRPORT



FLIGHT PATH, TRACKS VISITORS WITH LED LIGHTS - EDMONTON INTERNATIONAL AIRPORT, CANADA








TECHNOLOGY
Las Vegas T3 Terminal



TECHNOLOGY
Changi Airport, The Social Tree



-  wondrous
-  stimulating
-  productive
-  exciting
-  choice

-  wondrous
-  unique
-  stimulating
-  engaging
-  exciting

SENSE OF PLACE

Cores

Focusing on people and the way that they interact leads to successful places. These places should be human scaled and have a complexity that intrigues people to use them individually, and in a group setting. When people are in constant motion, they only settle temporarily to eat, read, work, etc. Giving people choices that are flexible for their use will make them happier and give them a sense of belonging.

MUST HAVES:

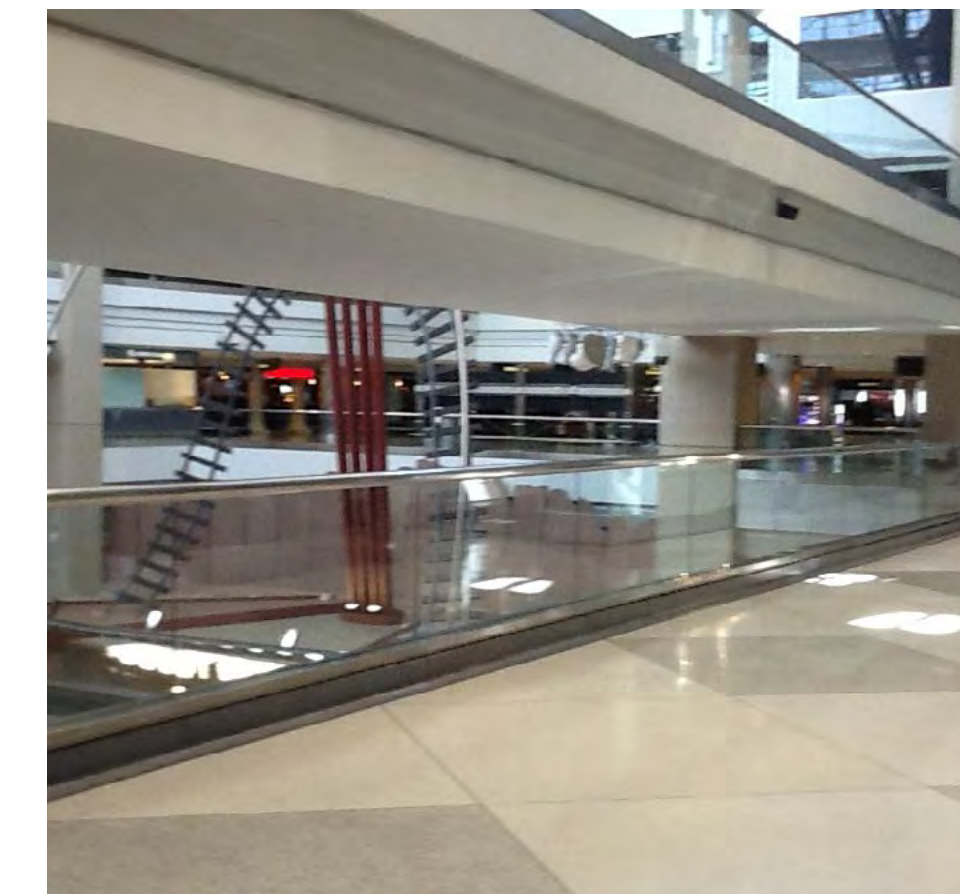
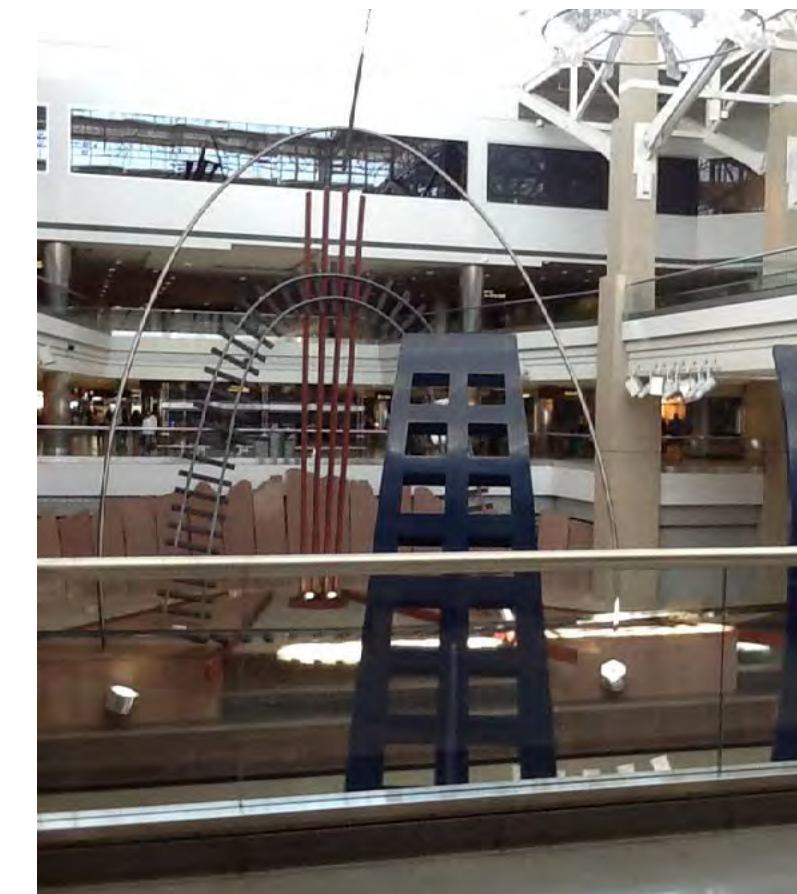
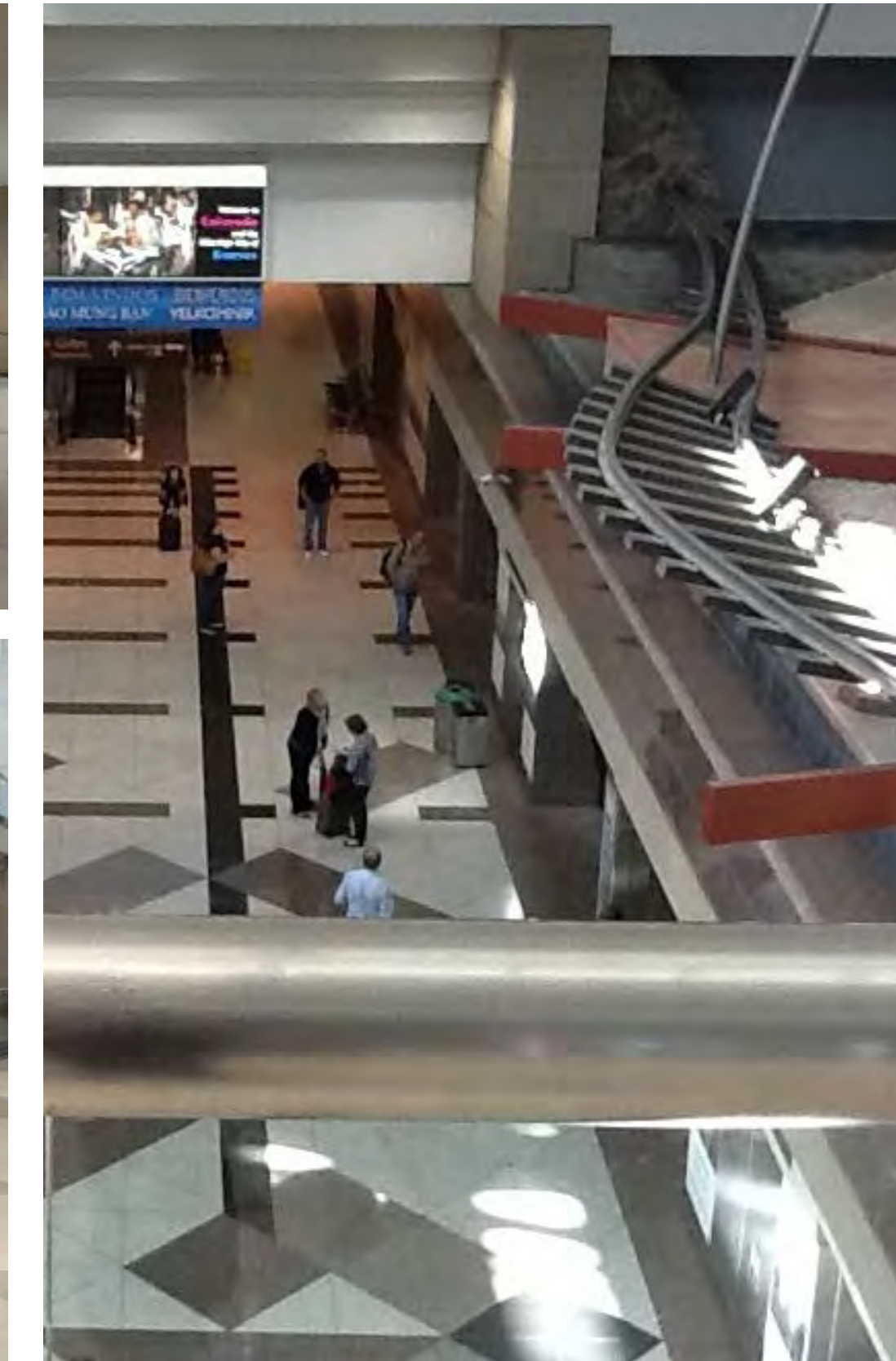
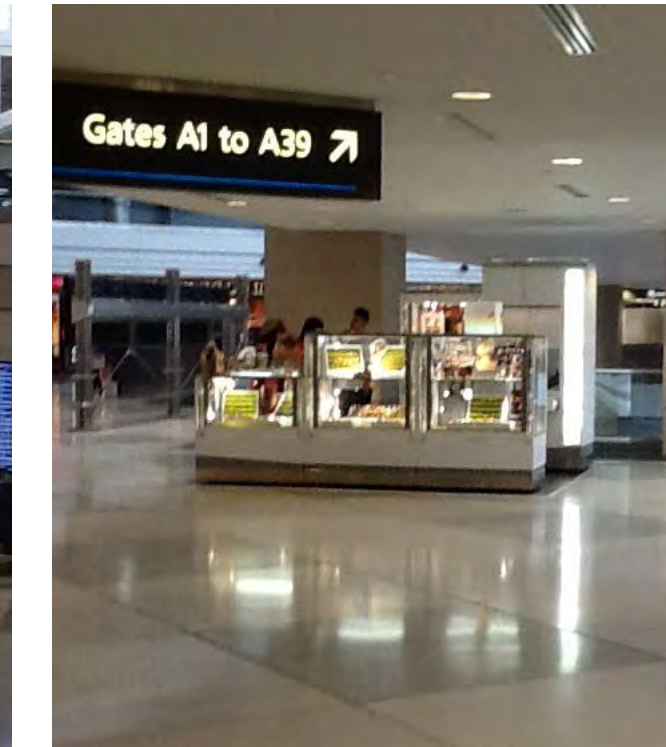
- Leverage the use of train platforms, arrival areas, baggage claim areas, and wayfinding for passenger experience
- Create statement by redefining Old West perception of Colorado and feeling of Denver
- Quality materials with longer shelf life - not too trendy
- Curate way finding, flight information displays and advertisements
- Add impactful and memorable experiences by warming up sterile areas with relaxation and comfort areas
- Consistent look and feel from Peña Blvd. to boarding of plane

OPPORTUNITIES TO CONSIDER:

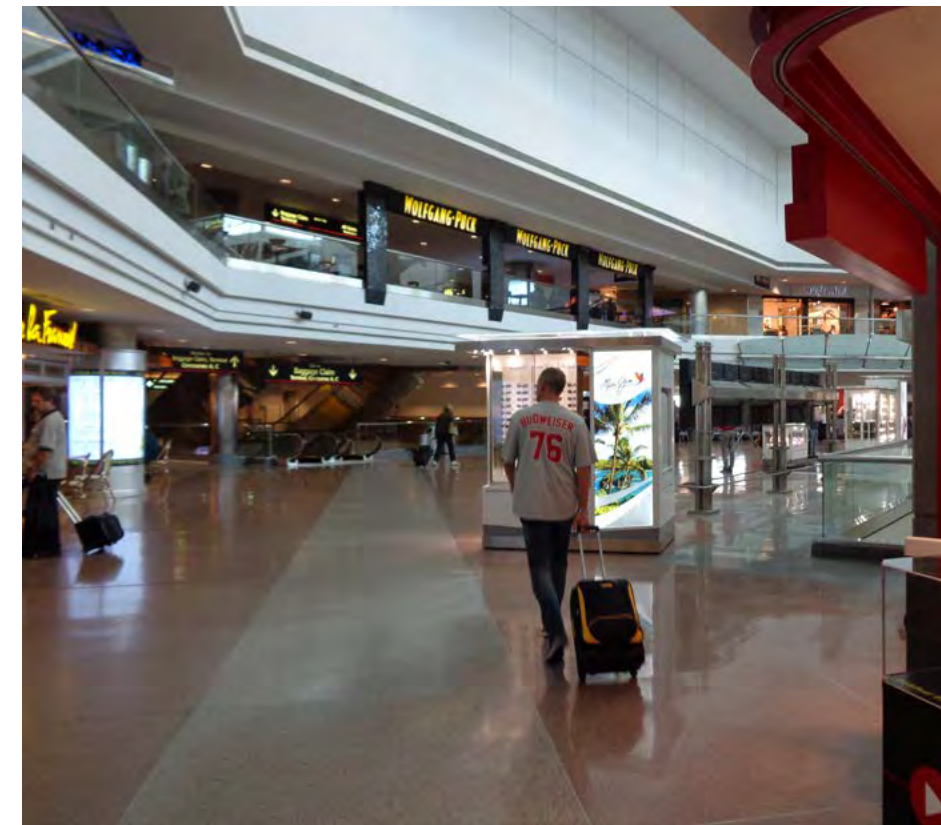
- Each with unique and individual characteristics but still relate to each other (variants)
- Create a “district” design
- Restore sightlines to major art installations and open areas up to the spaces above and below
- Train as mini Transit Oriented Development
- Create outdoor areas

“Architecture’s major task is... a bridge between the individual and the social”
– Robin D. Dripps, School of Architecture, University of Virginia

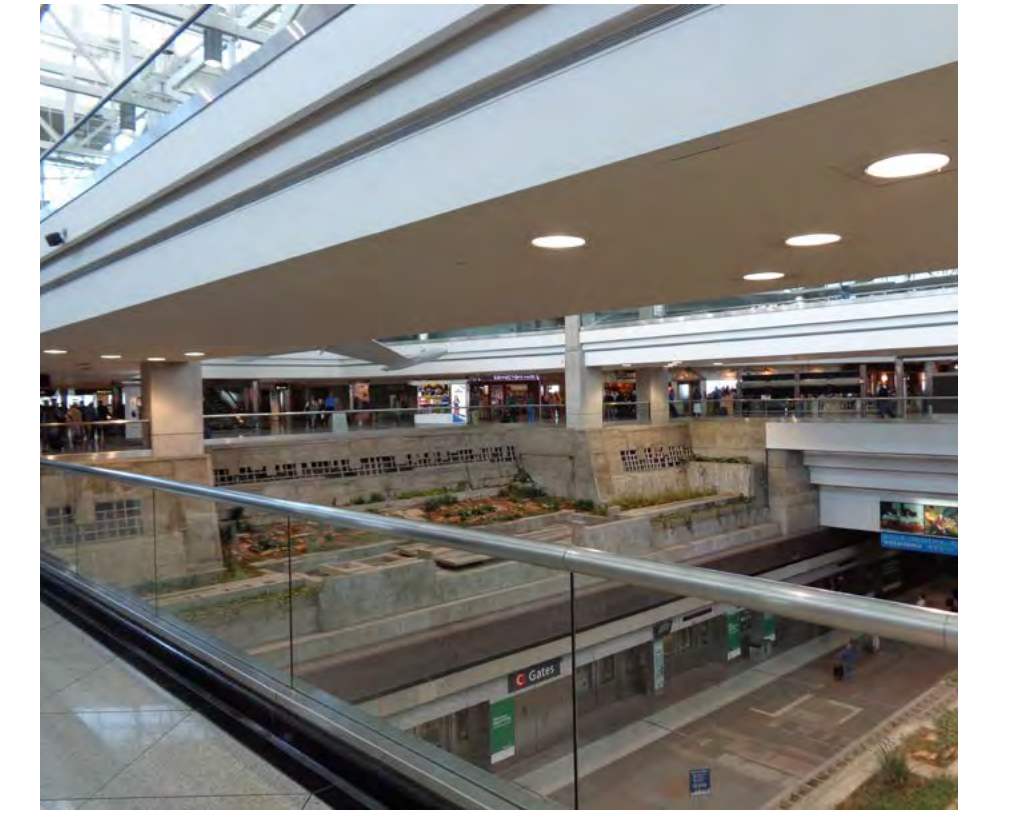
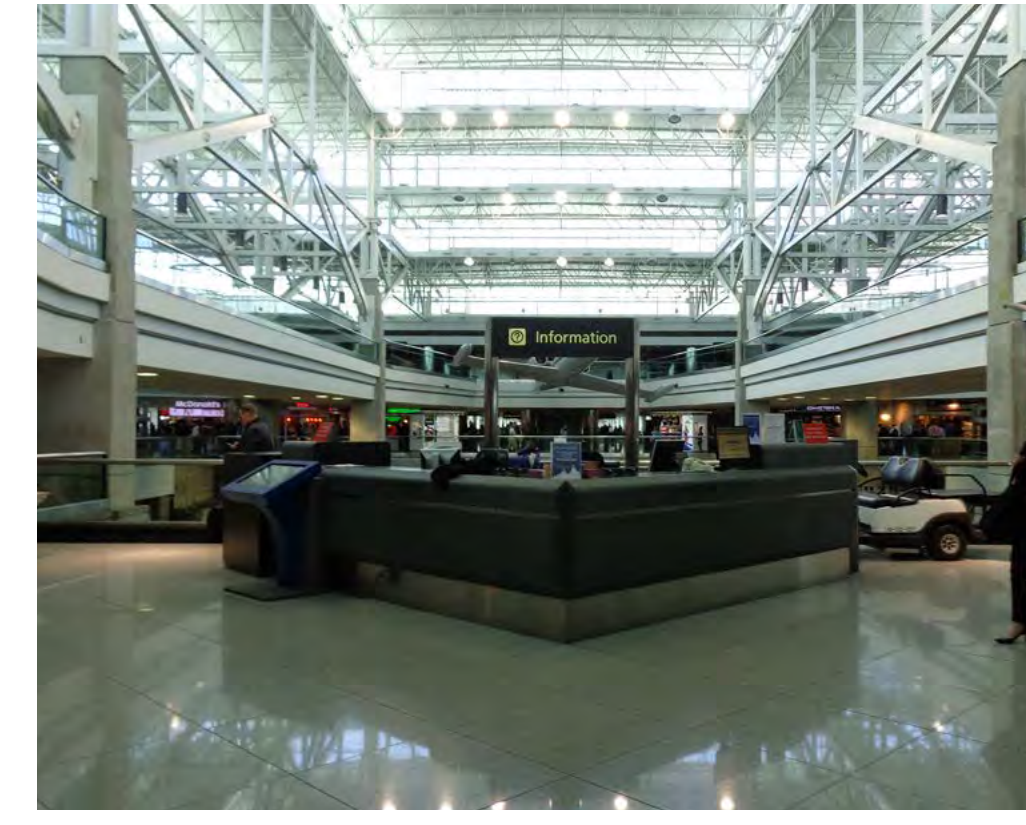
CORE A



CORE B



CORE C



INSTALLATION AT CORE C
Denver International Airport



INSTALLATION AT CORE C
Denver International Airport



CORE THOUGHT-STARTERS
Chhatrapati Shivaji International Airport - Mumbai, India










CORE THOUGHT-STARTERS
Baku International Airport - Autoban Architects, Azerbaijan



- welcoming
- wondrous
- unique
- stimulating
- exciting

- welcoming
- wondrous
- unique
- stimulating
- productive
- engaging
- choice
- comfortable

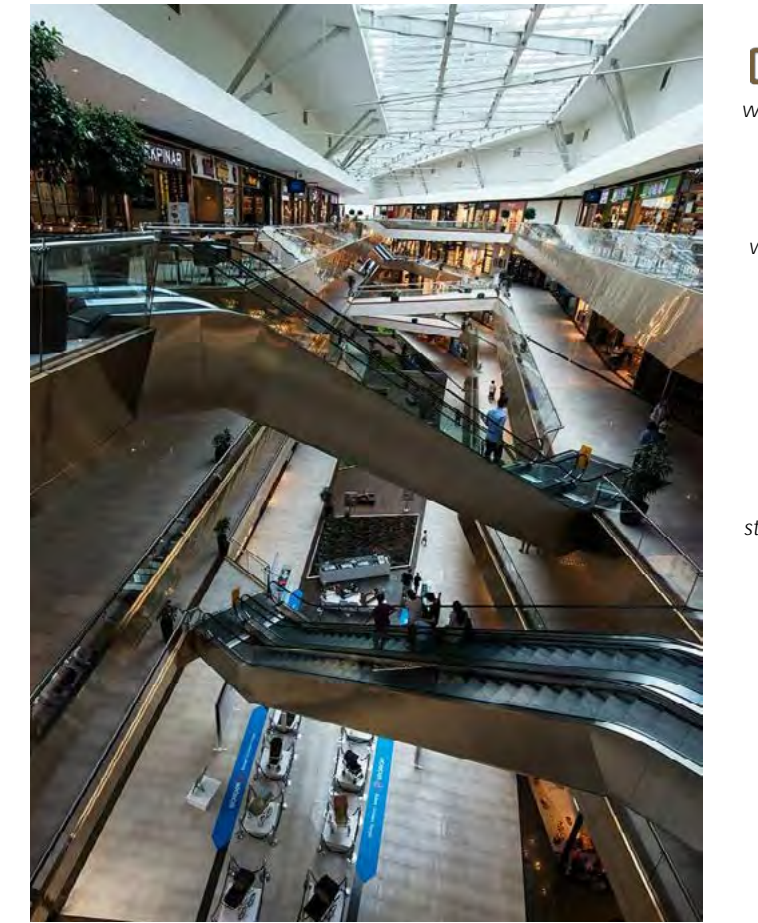
-  welcoming
-  wondrous
-  stimulating
-  productive
-  engaging
-  choice
-  comfortable



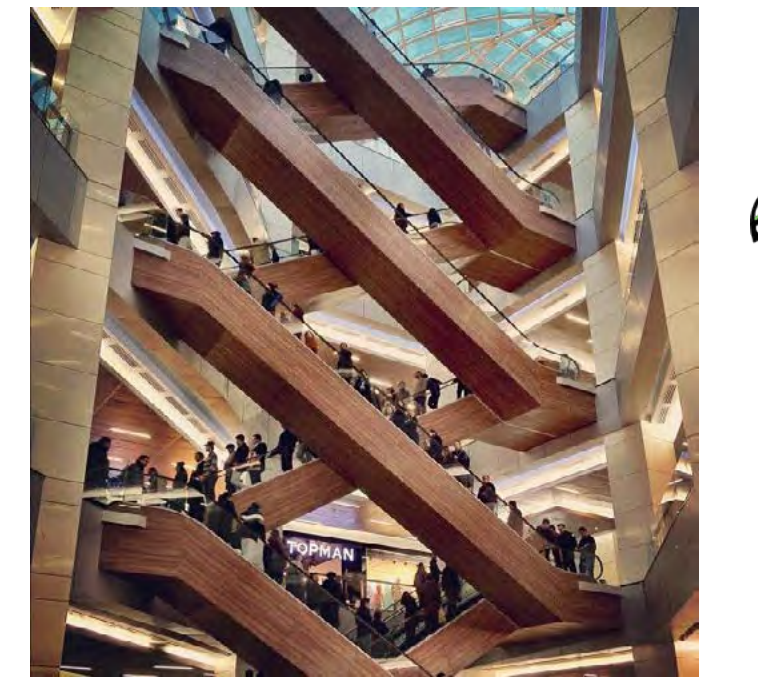
THAIHOT PLAZA SHOPPING MALL, CHINA



STARLIGHT PLACE, CHINA



ADULT LEARNING CENTER, DENMARK



-  welcoming
-  wondrous
-  stimulating
-  productive
-  engaging
-  choice
-  comfortable

CORE THOUGHT-STARTERS



ISTANBUL SAPPHIRE SHOPPING CENTER, TURKEY



UNOBSTRUCTED VISUAL SIGHTLINES TO EACH LEVEL OF THE VOLUME



RAFFLES CITY NINGBO SHOPPING CENTER, BEIJING CHINA

CORE THOUGHT-STARTERS



LOOP5 SHOPPING CENTER, GERMANY



LOOP5 SHOPPING CENTER, GERMANY



MEDLAND METROPOLIS, UNITED KINGDOM



CLEAR SIGHT-LINES AND STRONG USE OF SINGULAR COLOR AND PATTERNS; SIGNATURE ELEMENT



CONCESSIONS

MUST HAVES:

- Storefronts must be inviting, irresistible to just walk by
- Incorporate idea of pop-up shops
- Integrate technology and choice
- Representation of local and international brands
- Create additional reasons to come to DEN other than catching a flight

OPPORTUNITIES TO CONSIDER:

- Regional and seasonal options
- Maintain corporate identity, sans static store fronts - variety and flexibility
- Use of natural daylight and views through and around concessions
- Blend in international options
- Outdoor spaces
- Experiential shopping - evoke the senses and promote engagement

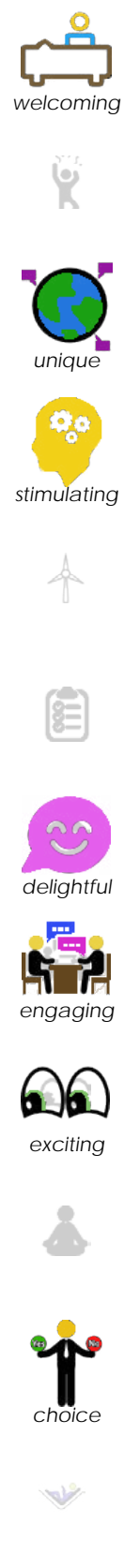
Concessions within the airport are a major influence on the quality of passenger experiences. The power of this influence makes it imperative that concessions are engaging, enjoyable and informal.

The intent should be to create a lasting impression of the airport specifically and Colorado in general. Achieving this requires greater diversity as well as meaningful retail experiences. Links to local vendors and unique Colorado culture are important components to place-making.

On the planning side, concessions should be distributed throughout the concourses enabling passengers easy access and visibility to gates. This distribution must also offer the choice to linger, as well as walk through, supporting both business and leisure traveler needs.

CONCESSIONS - FOOD

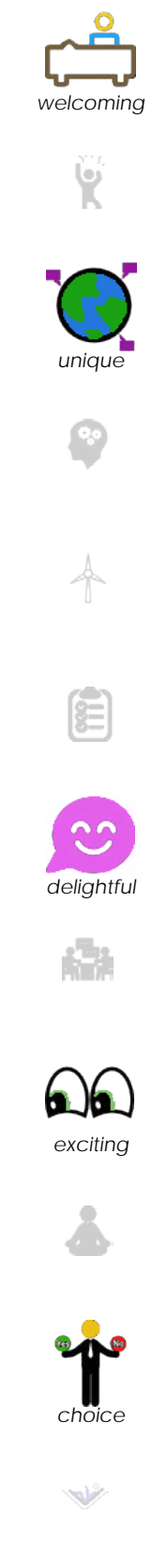




CONCESSIONS
The Big Wonderful, Denver



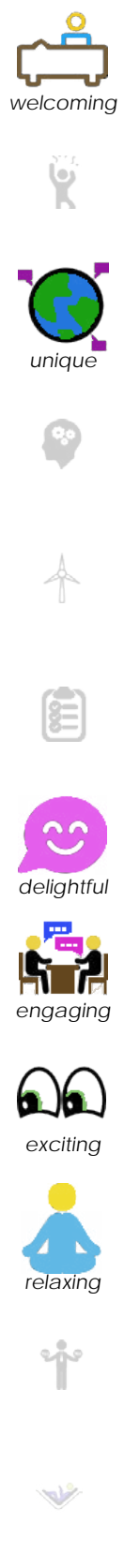
CONCESSIONS
OTG Retailers



CONCESSIONS
Lounge 3 - Schiphol Airport



CONCESSIONS
Bubbles Wine Bar - Schiphol Airport








CONCESSIONS
Pop-Up Shops

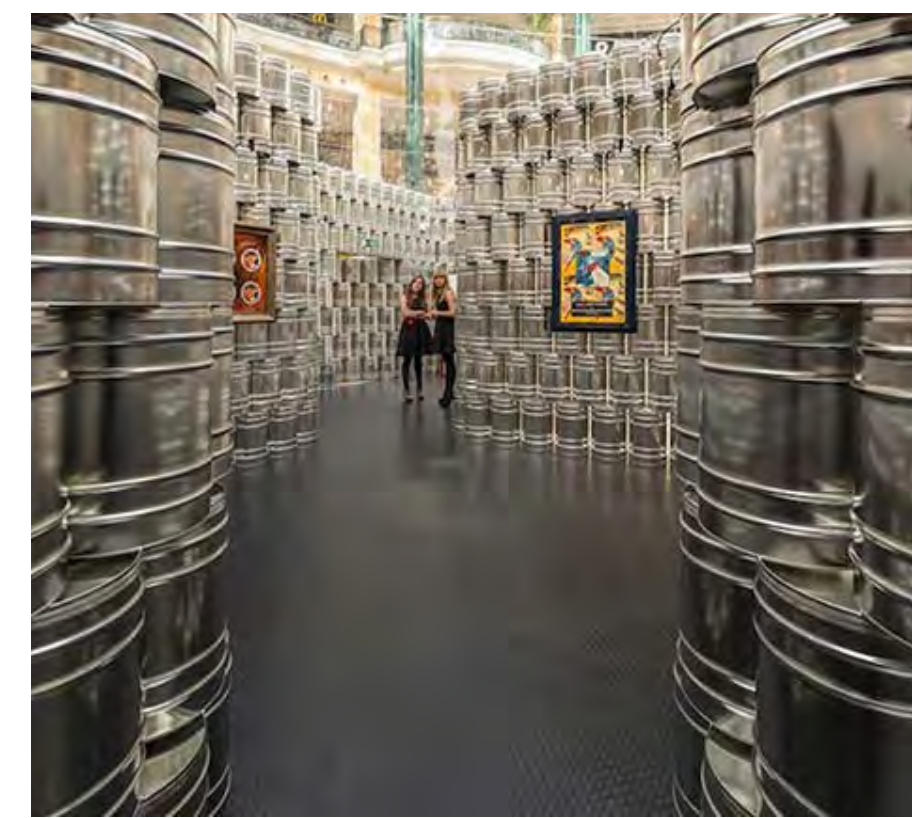
-  welcoming
-  wondrous
-  unique
-  delightful
-  exciting



CREATION OF POP-UP SHOPS THAT ARE TRANSPARENT, WELCOMING, AND INTRIGUING

CONCESSIONS
Louis Vuitton Pop-up Shop & Andy Warhol Exhibition

-  welcoming
-  wondrous
-  unique
-  delightful
-  exciting
-  engaging
-  exciting



THE CREATION OF A DISTINCTIVE AND MEMORABLE LOOK AND FEEL

CONCESSIONS
Starbucks



CONCESSIONS
Zara



CONCESSIONS
Diesel



CONCESSIONS
Tiffany's



- welcoming
- wondrous
- unique
- stimulating
- exciting

- welcoming
- wondrous
- unique
- stimulating
- exciting

SENSE OF PLACE

Concourses

When people are stationary for a while, they try to settle in and relax to the best of their ability. Giving people diverse places that can be both public or private allow for choice. Spaces that are comfortable and flexible are successful because people crave a sense of belonging. In spaces within a place, people can choose their level of interaction with others, and their level of productivity and focus.

MUST HAVES:

- Increase natural daylight into concourses
- Maximize views to outside
- Eliminate the bulkheads flanking the central concourse corridors
- Promote openness with opportunities for privacy - variety of seating options
- Directional wayfinding
- Manage acoustics, minimize noise, easy-to-arrange furniture
- Easy to arrange furniture that is maintainable and durable

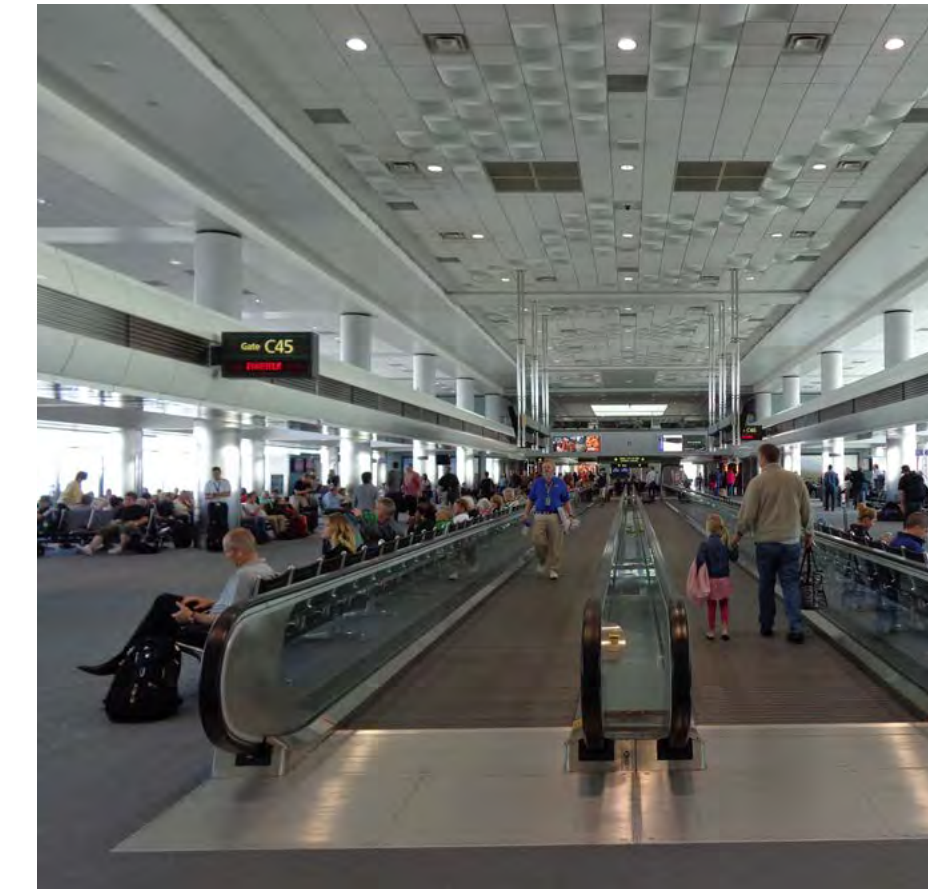
OPPORTUNITIES TO CONSIDER:

- Create tenant neighborhoods
- Provide a breath of fresh air within the secured environment
- Paths that accommodate flow of passenger traffic, with areas to linger and rest
- Create perceived boundaries that result in an intriguing discovery experience
- Re-imagine floor and ceiling planes, utilize as wayfinding
- Individualized and customizable experience
- Consider views from entry

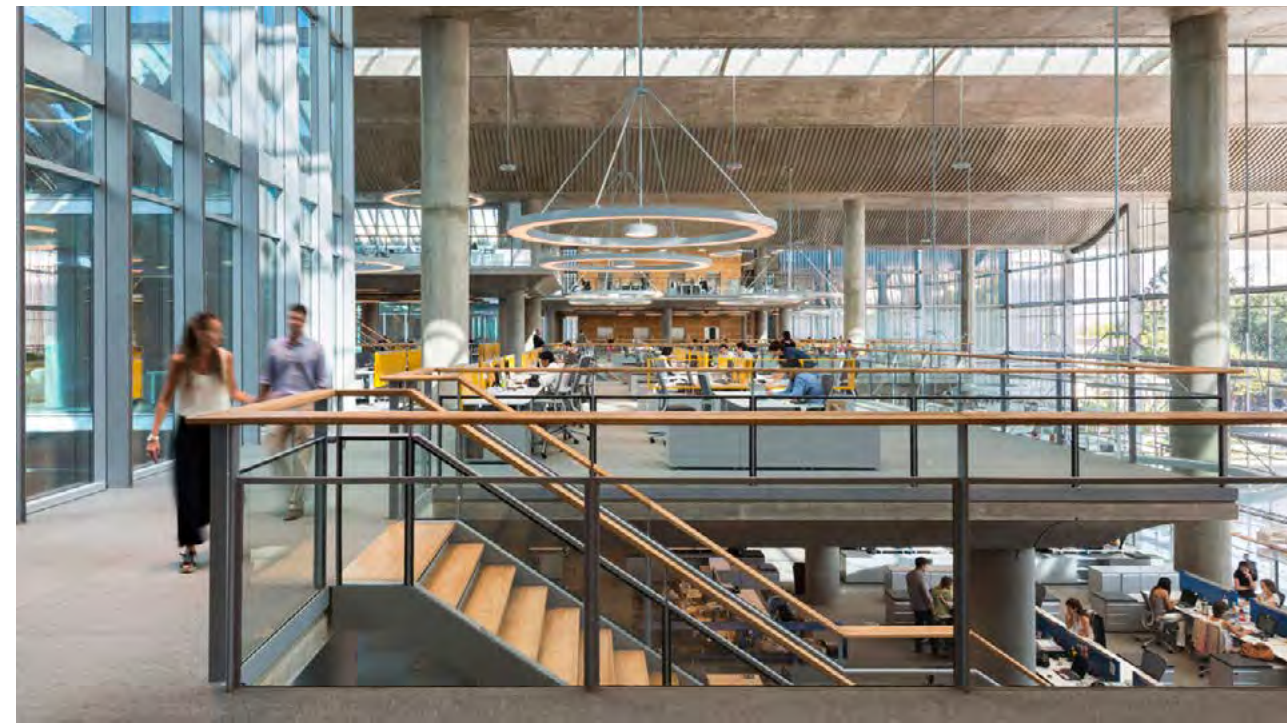
“One of the basic human requirements is the need to dwell, and one of the central human acts is the act of inhabiting, of connecting ourselves, however temporarily, with a place on the planet which belongs to us and which we belong.”

—Charles Moore, School of Architecture, UCLA

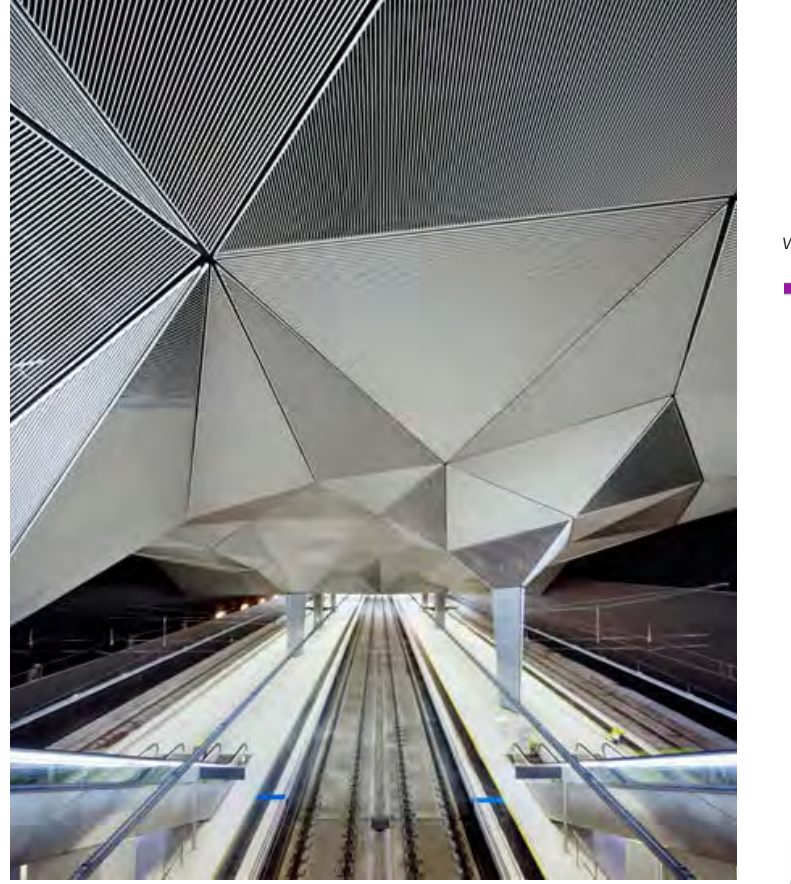
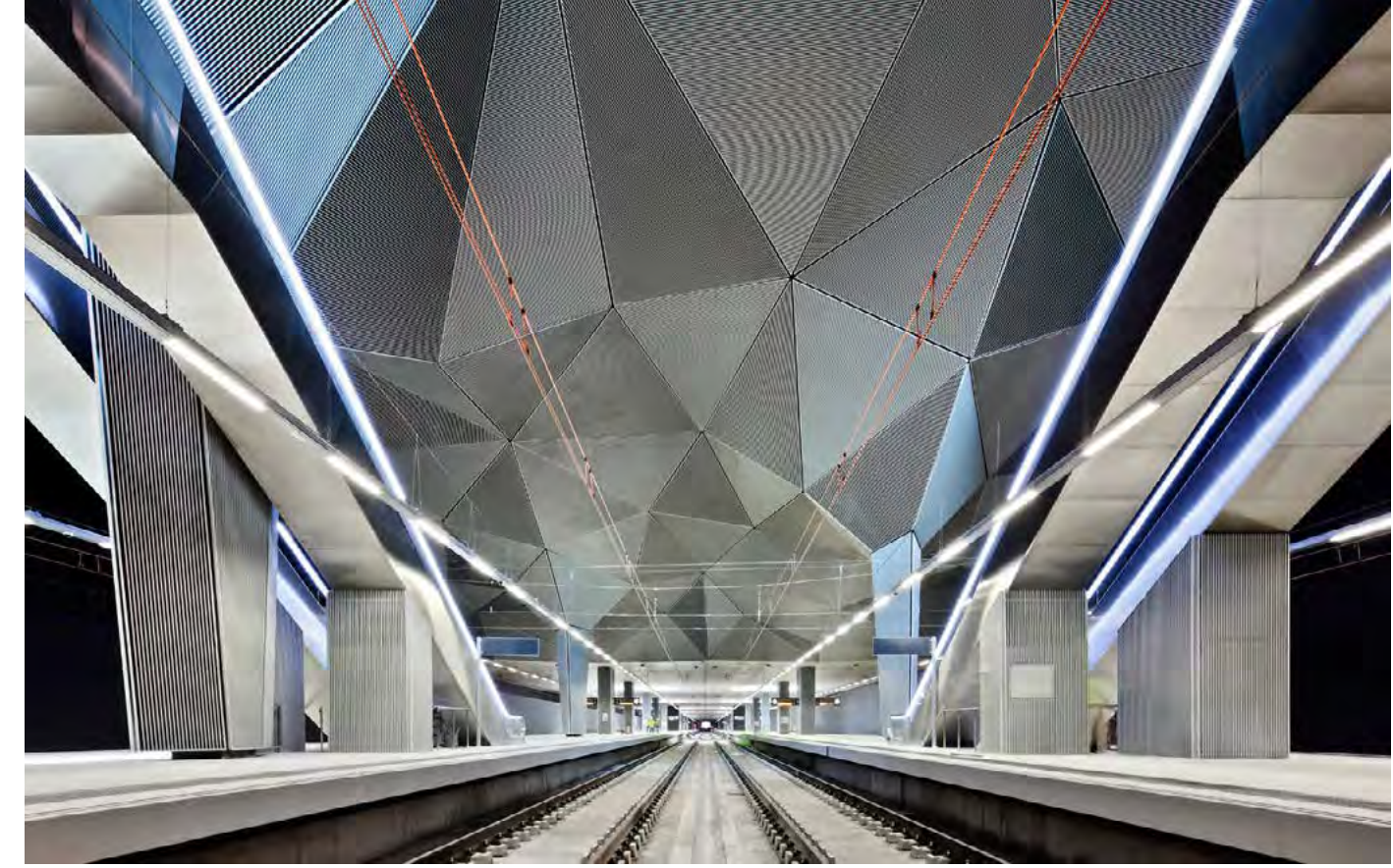
CONCOURSES



CONCOURSE THOUGHT-STARTERS
Buenos Aires City Hall, Argentina - Foster And Partners



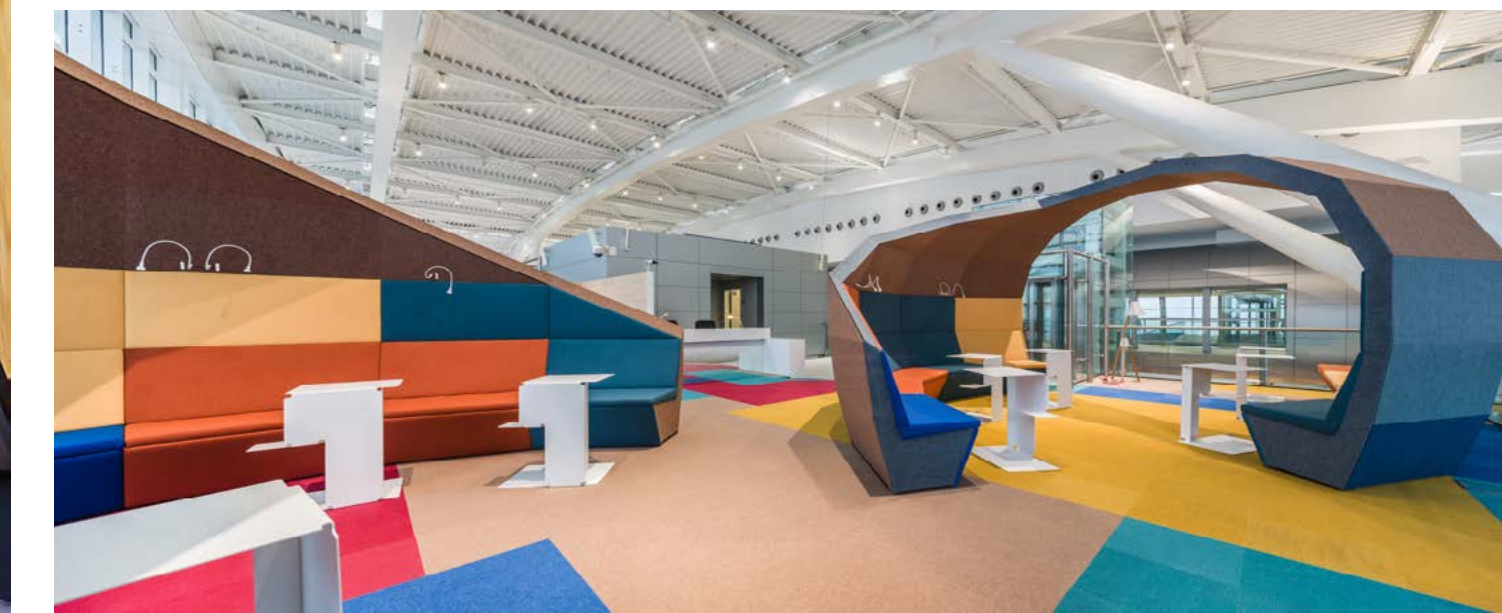
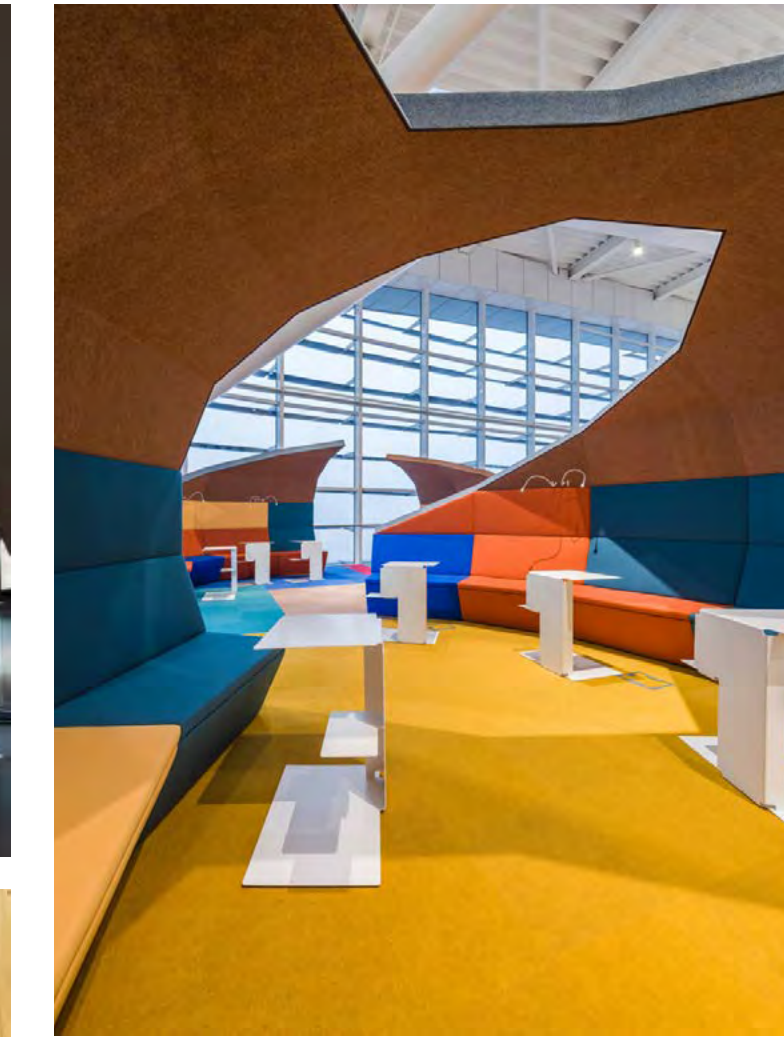
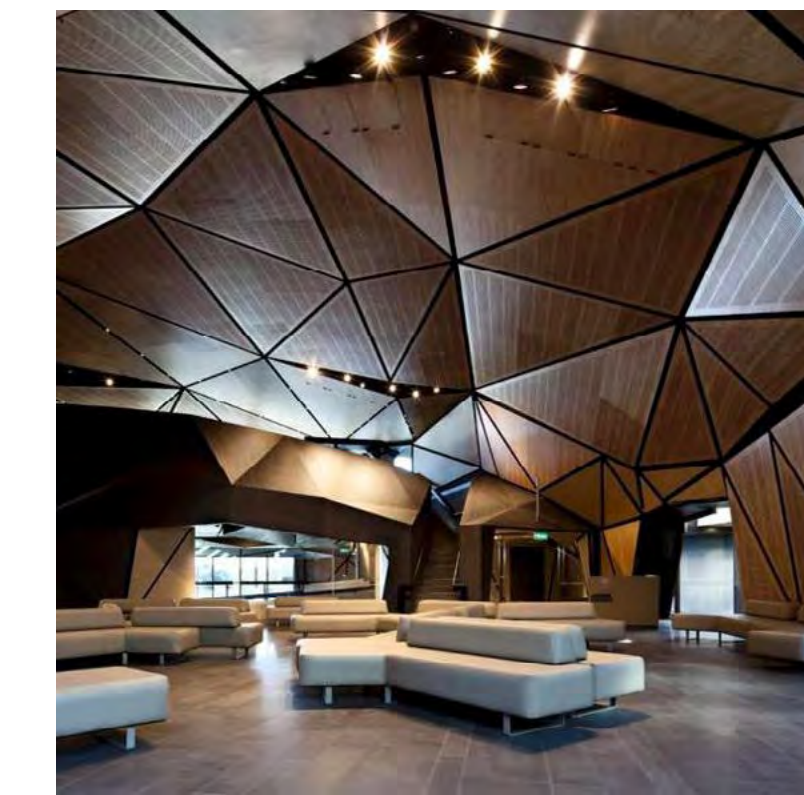
CONCOURSE THOUGHT-STARTERS
Logrono Train Station, Spain










CONCOURSE THOUGHT-STARTERS
Zurich International Airport, Switzerland



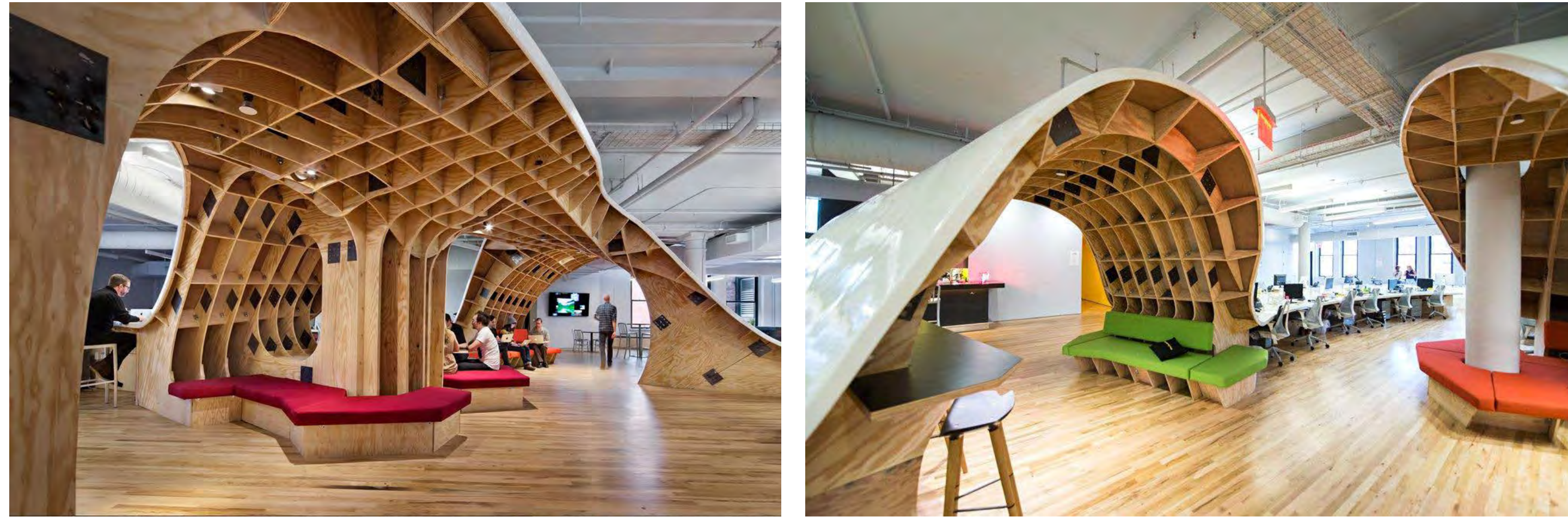
CONCOURSE THOUGHT-STARTERS
Wellington International Airport, New Zealand & Henri Coanda International Airport, Romania



-  welcoming
-  wondrous
-  stimulating
-  engaging
-  exciting
-  choice





-  welcoming
-  unique
-  productive
-  engaging
-  relaxing
-  choice
-  comfortable















CONCOURSE THOUGHT-STARTERS: HOLD ROOM
The Barbarian Group, NYC-Clive Wilkinson Architects

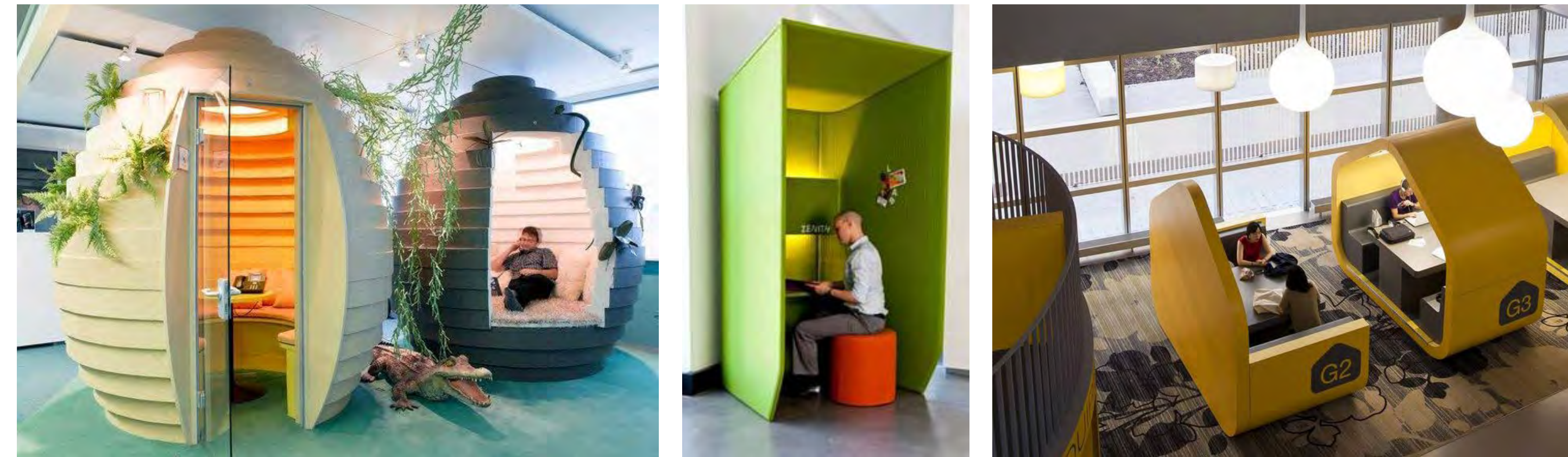
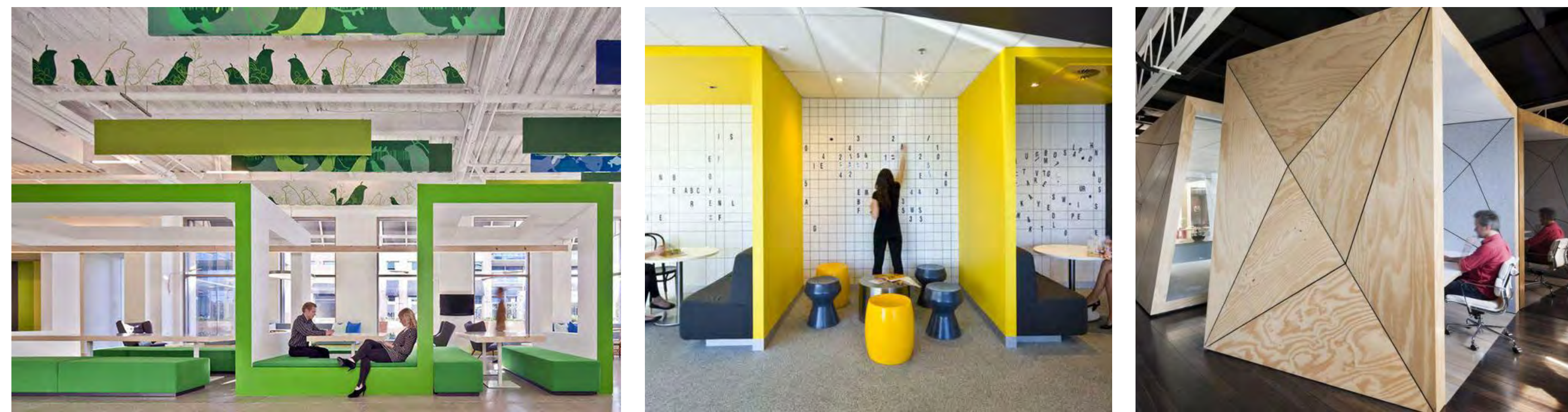
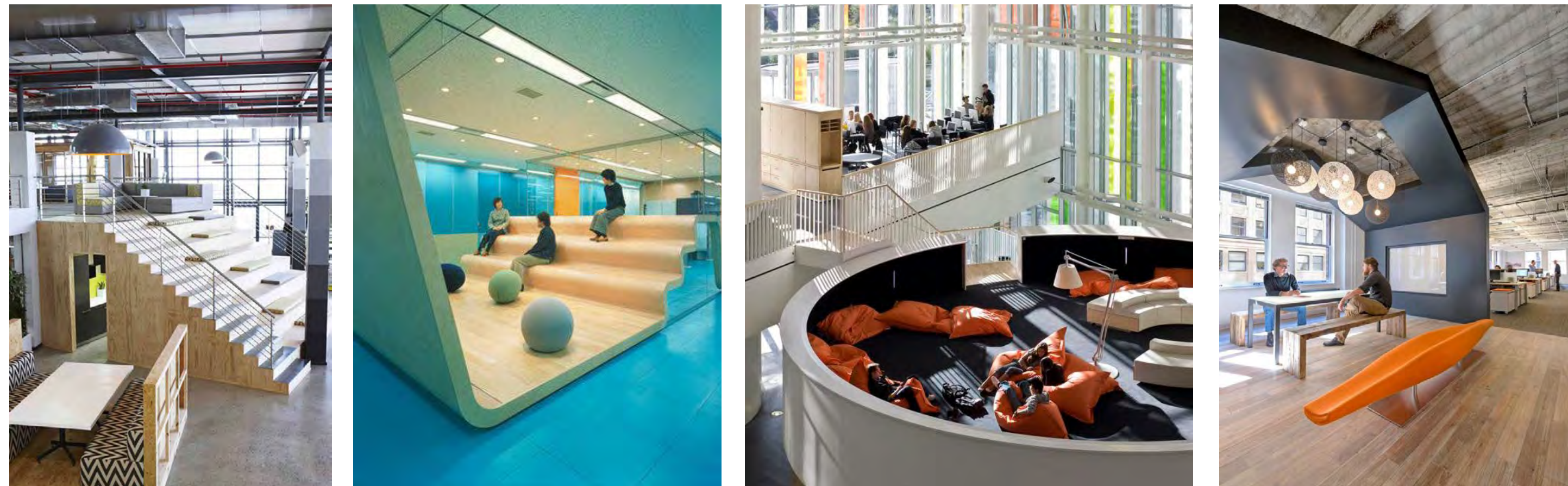















CONCOURSE THOUGHT-STARTERS: HOLD ROOM
House Of Trees - Vietnam-Vo Trong Nghia



-  unique
-  stimulating
-  productive
-  engaging
-  choice
-  comfortable
-  choice
-  choice
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-  choice

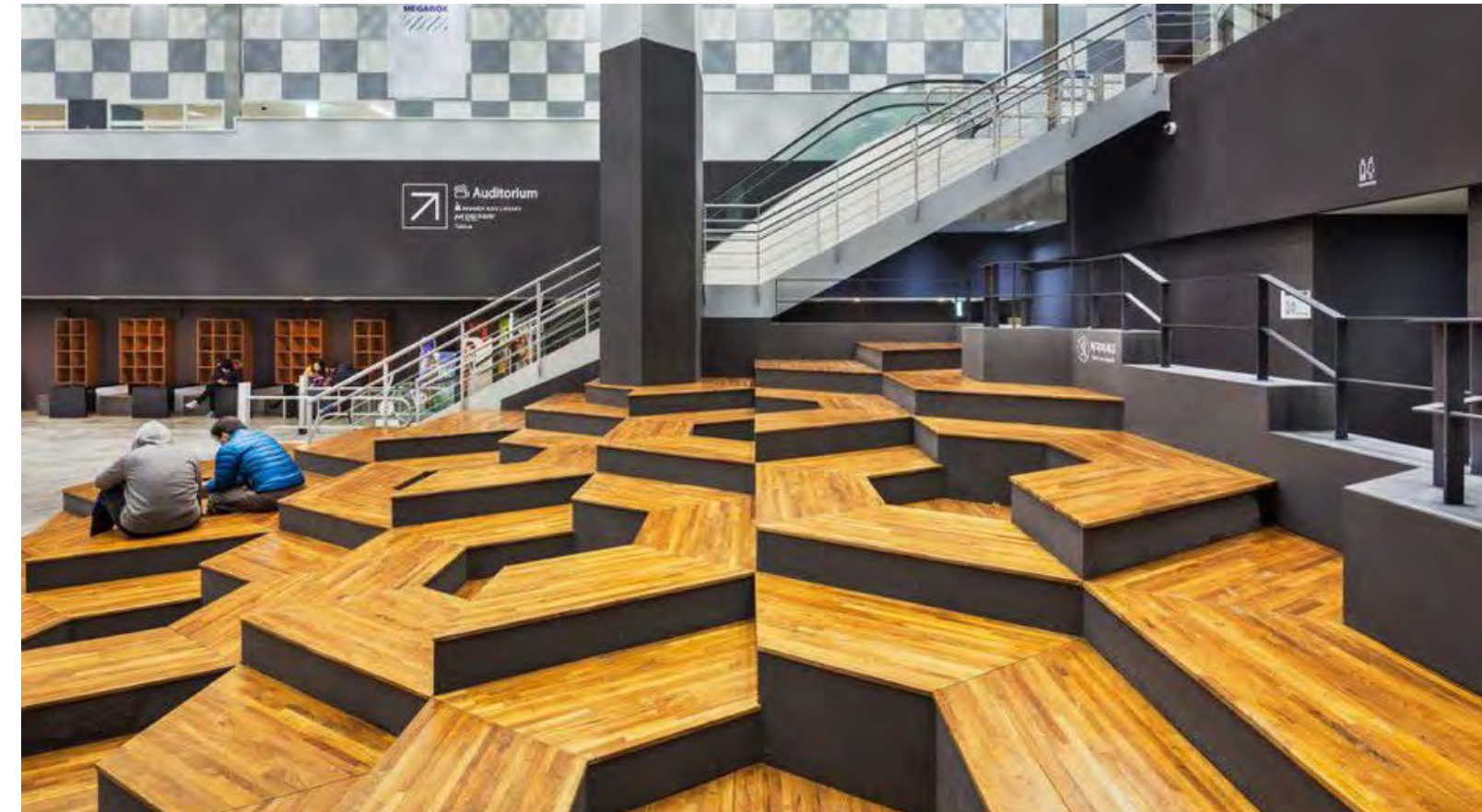
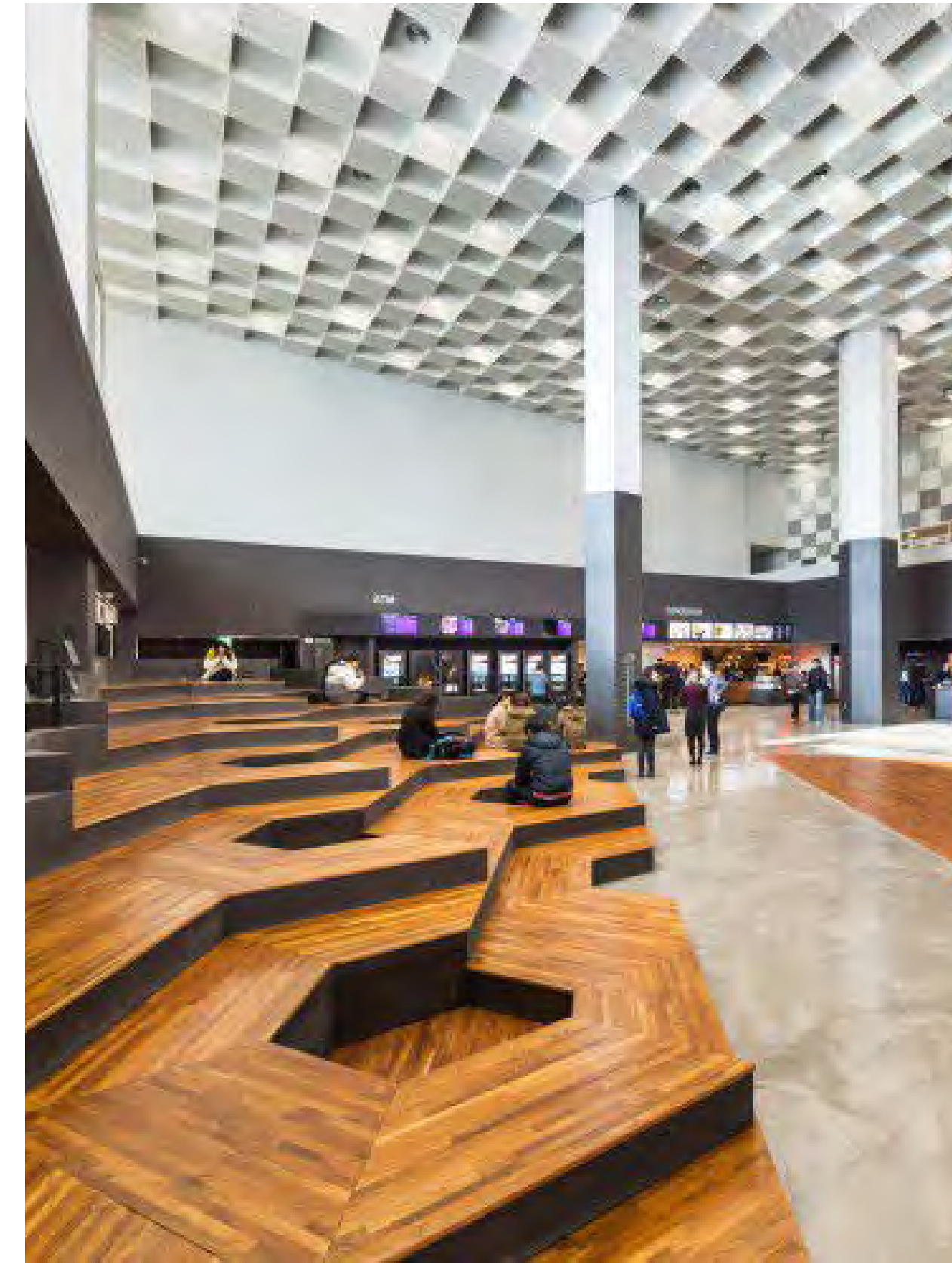
-  wondrous
-  unique
-  stimulating
-  productive
-  engaging
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-  delightful
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-  stimulating
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-  relaxing
-  choice
-  comfortable

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-  stimulating
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-  productive
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-  engaging
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-  relaxing
-  choice
-  comfortable

CONCOURSE THOUGHT-STARTERS: HOLD ROOM
Honeybee Lounge - Seoul, South Korea



CONCOURSE THOUGHT-STARTERS: HOLD ROOM
Molo Soft Seating



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CONCOURSE THOUGHT-STARTERS



ROMANTIK HOTEL, SWITZERLAND



BEER GARDEN RESTAURANT, UKRAINE



COMAL RESTAURANT, CALIFORNIA

CONCOURSE THOUGHT-STARTERS



EMPIRE HOTEL ROOFTOP, NYC



STAR ALLIANCE LOUNGE, LAX



EMPIRE HOTEL ROOFTOP, NYC



ROOFTOP GARDEN, GERMANY



REFINERY ROOFTOP BAR, NYC



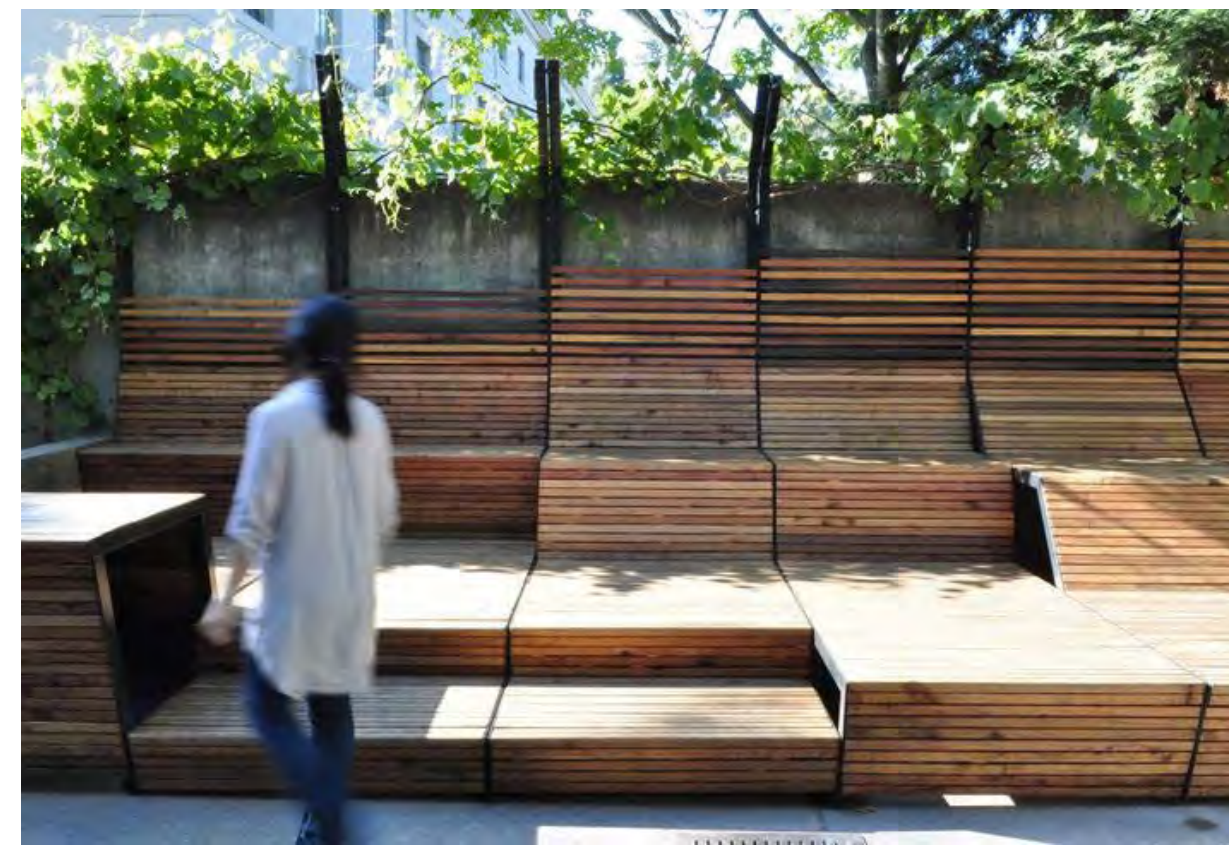
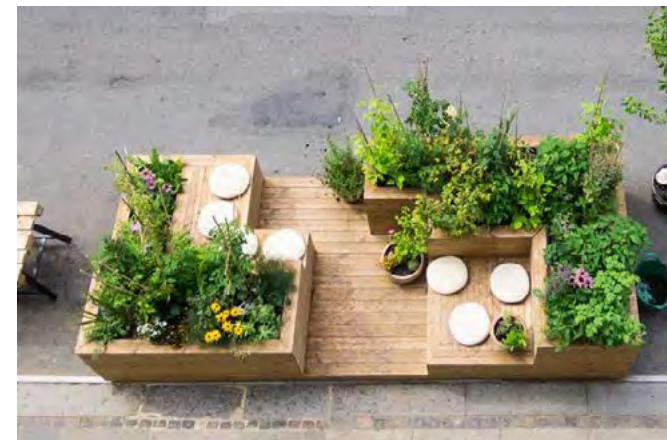
ROOFTOP GARDEN, GERMANY



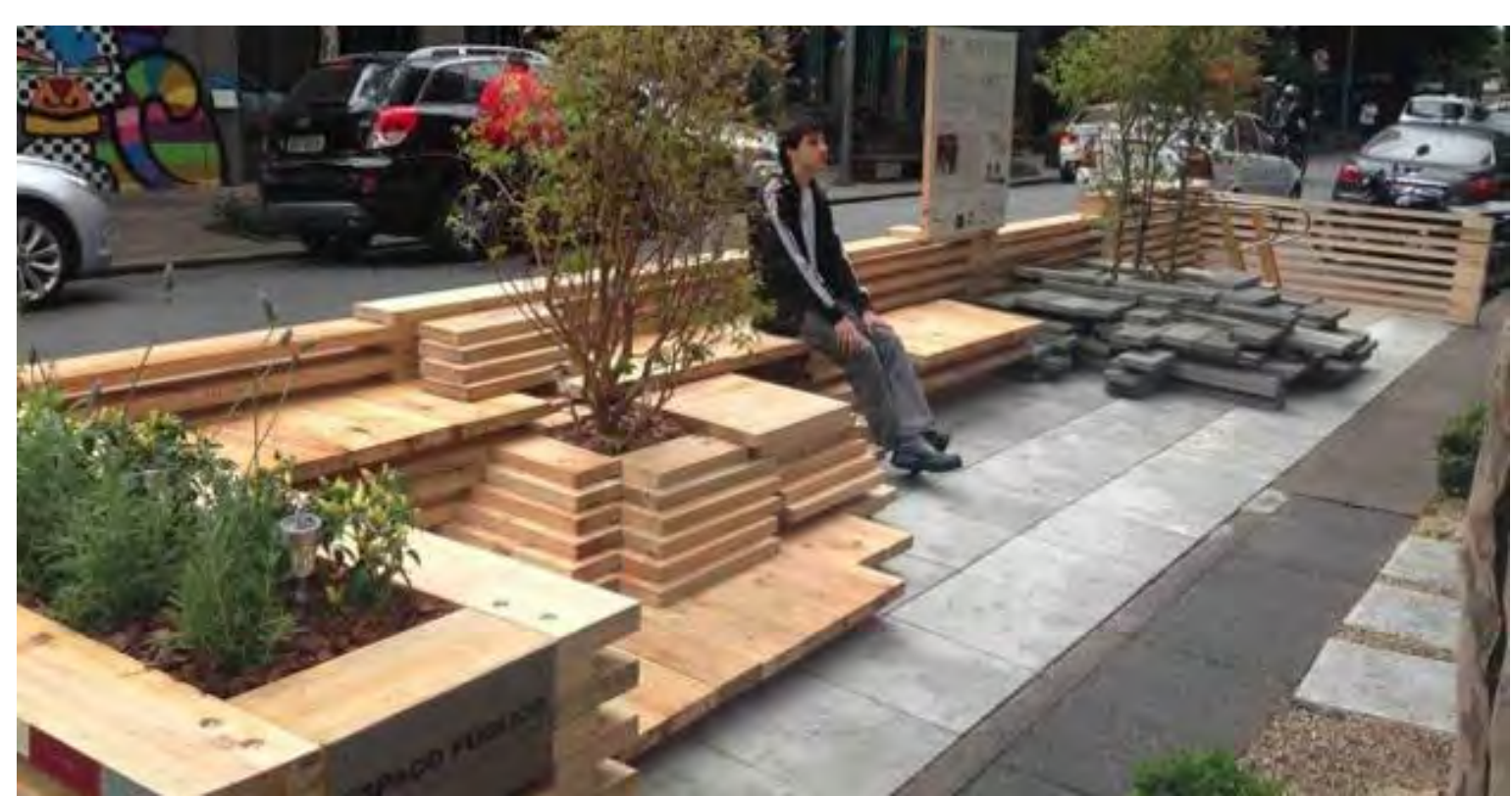
THE ROOFTOP LOUNGE, CALIFORNIA

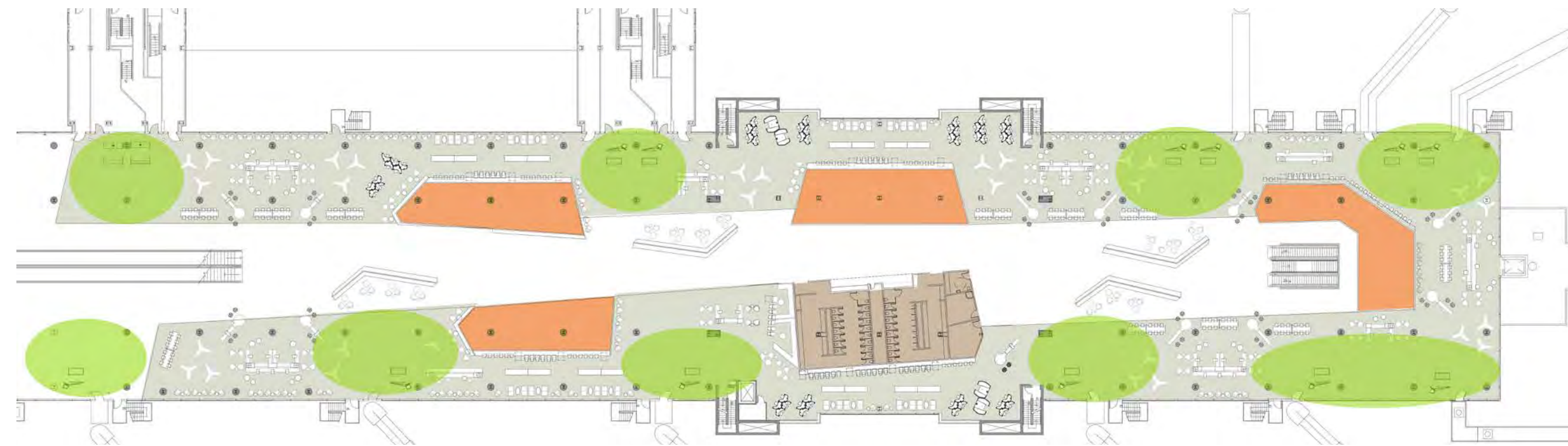


CONCOURSE THOUGHT-STARTERS



CONCOURSE THOUGHT-STARTERS





- IN QUEUE
- CONCESSION
- GENERAL SEATING
- FACILITIES



- IN QUEUE
- CONCESSION
- GENERAL SEATING
- FACILITIES

WIDE RANGE OF SEATING CHOICES - CLEAR SIGHTLINES ALONG CONCOURSE PERIMETER - PAVILIONS AS OBJECTS IN CONCOURSES; LIGHT AND VIEW MAXIMIZED AND LEVERAGED

INTERACTIVE SPACES

MUST HAVES:

- Appropriate for all ages
- Technology, choice to be productive

OPPORTUNITIES TO CONSIDER:

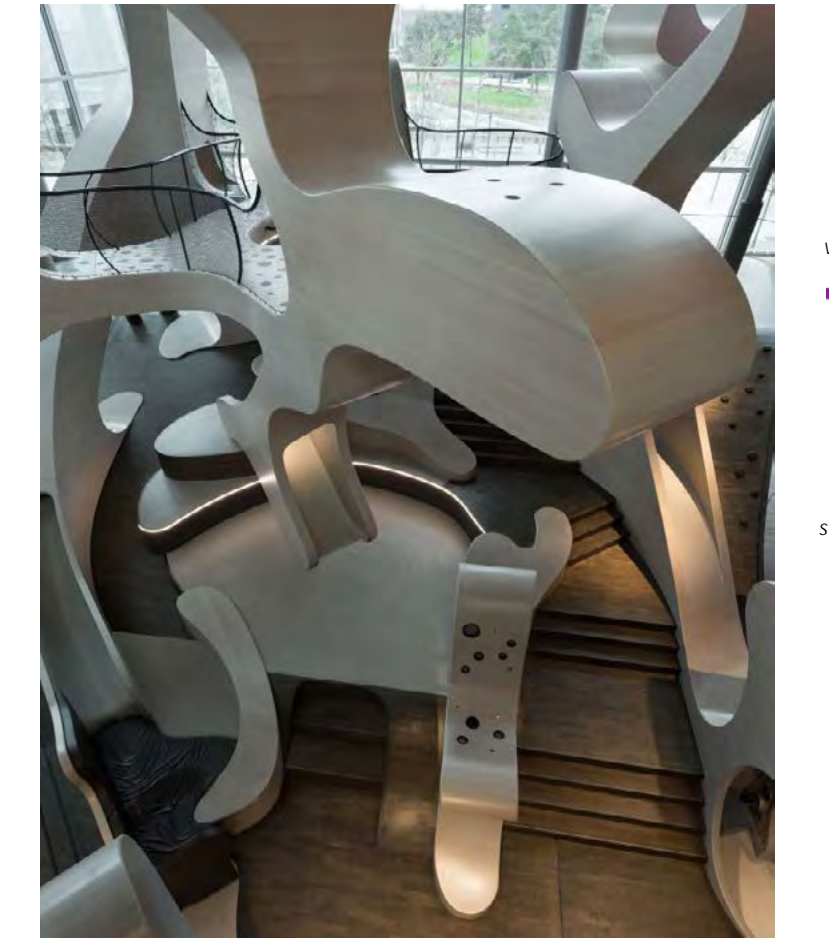
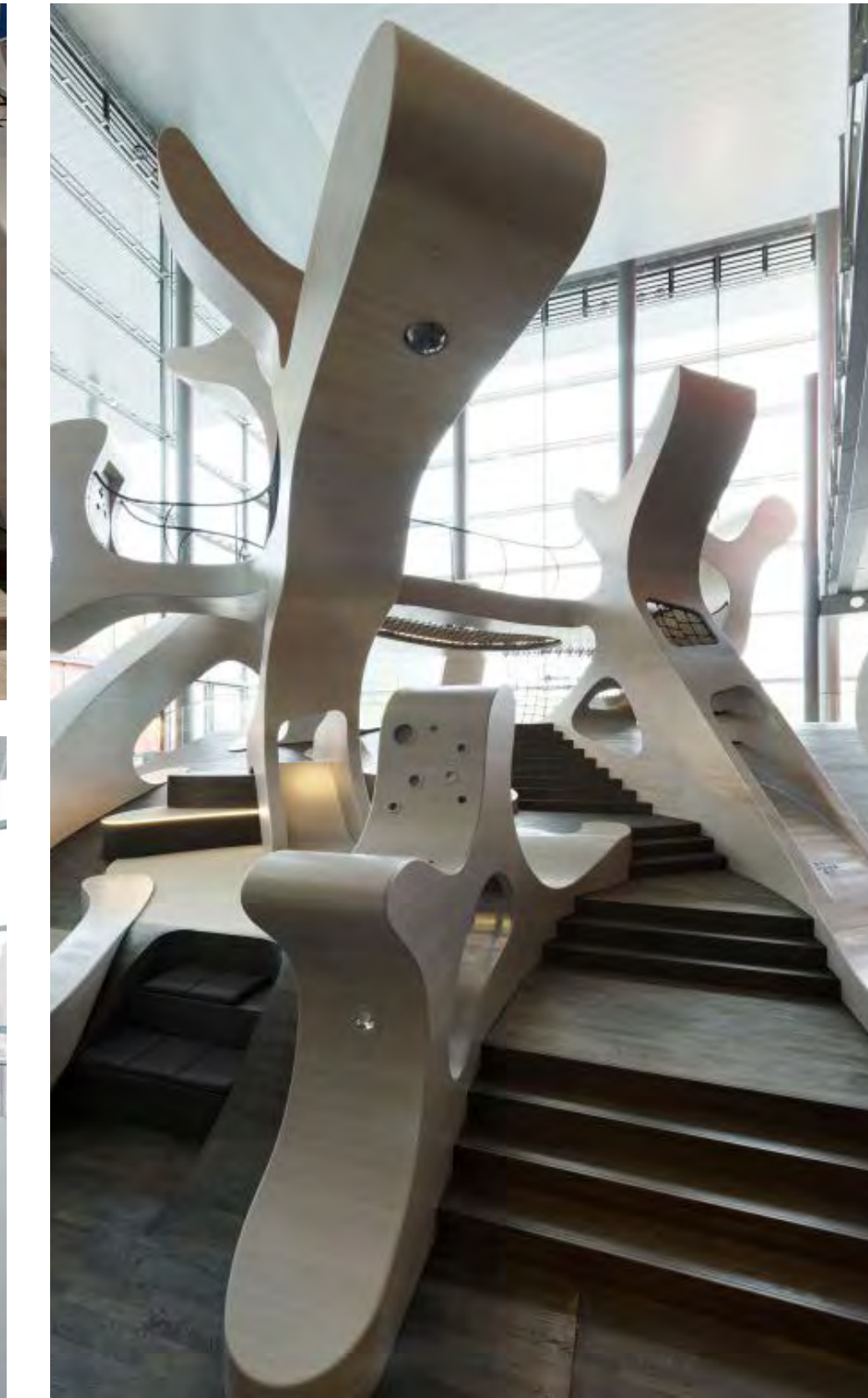
- Sustainable aspects - kinetic charging, composting, etc
- Integrated throughout facility (holdrooms, shopping, concourses, etc.)
- Leverage conspiracy theories
- Exploration, educational, and cultural opportunities

Interactive spaces are the opportunity to create a “wow” factor for travelers. Fundamentally, the design of these spaces must go beyond the important goal of entertainment, and resonate visually with all ages, inspiring to both children and adults.

These spaces should be authentic to Colorado and the West in general. There is the opportunity to educate and delight travelers affording an important physical and emotional break in a day of traveling.

Choice of activities is important, ranging from active to quiet. Leveraging art and technology to make these activities exciting and captivating. Ask yourself: “What would you like to discover?”

INTERACTIVE SPACES Volkswagen Visitor Center - J Mayher H, Wolfsburg, Germany



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wondrous
unique
stimulating

engaging
exciting

INTERACTIVE SPACES
Grammy Museum - Los Angeles, CA



INTERACTIVE SPACES
Park Avenue Armory, New York - Ann Hamilton

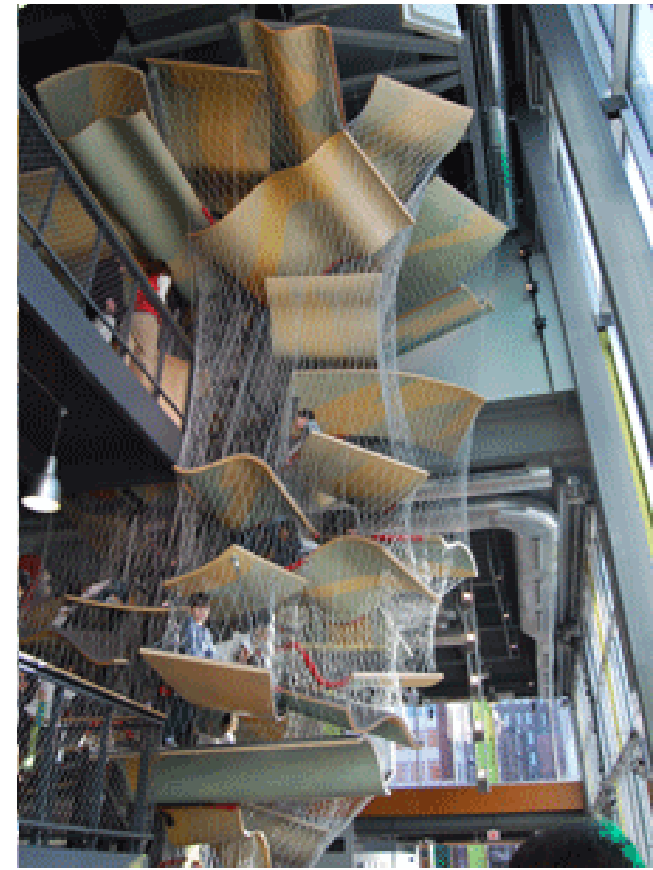


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- engaging
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- exciting
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- choice



INTERACTIVE SPACES



CHILDREN'S MUSEUM OF HOUSTON, TEXAS



KNITTED & CROCHET PLAYSAPES, JAPAN - TOSHIKO HORIUCHI



INTERACTIVE SPACES



PLEASE TOUCH MUSEUM, PHILADELPHIA, PA

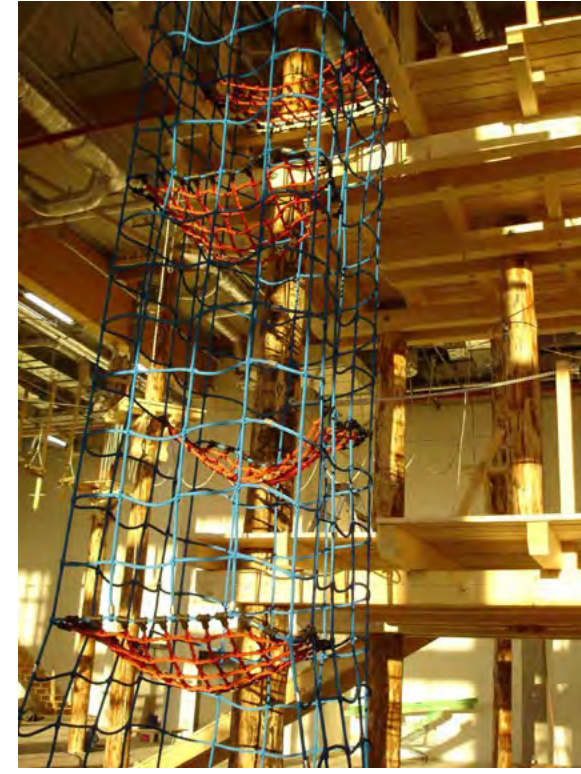


PACIFIC SCIENCE CENTER, SEATTLE, WA

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INTERACTIVE SPACES



INTERACTIVE SPACES
National Building Museum - Washington DC



SUSTAINABILITY

MUST HAVES:

- Maintain our system of asset management and preventative maintenance
- Increase renewable energy to maintain DEN's industry leading status
- Measurable reductions in carbon with each design
- Leave no trace on grounds and surrounding waterways: visible water/recycling solutions
- Clean air inside and outside the building

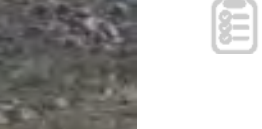
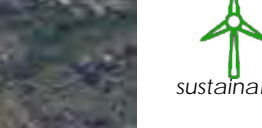
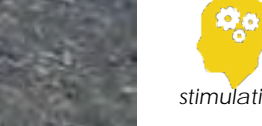
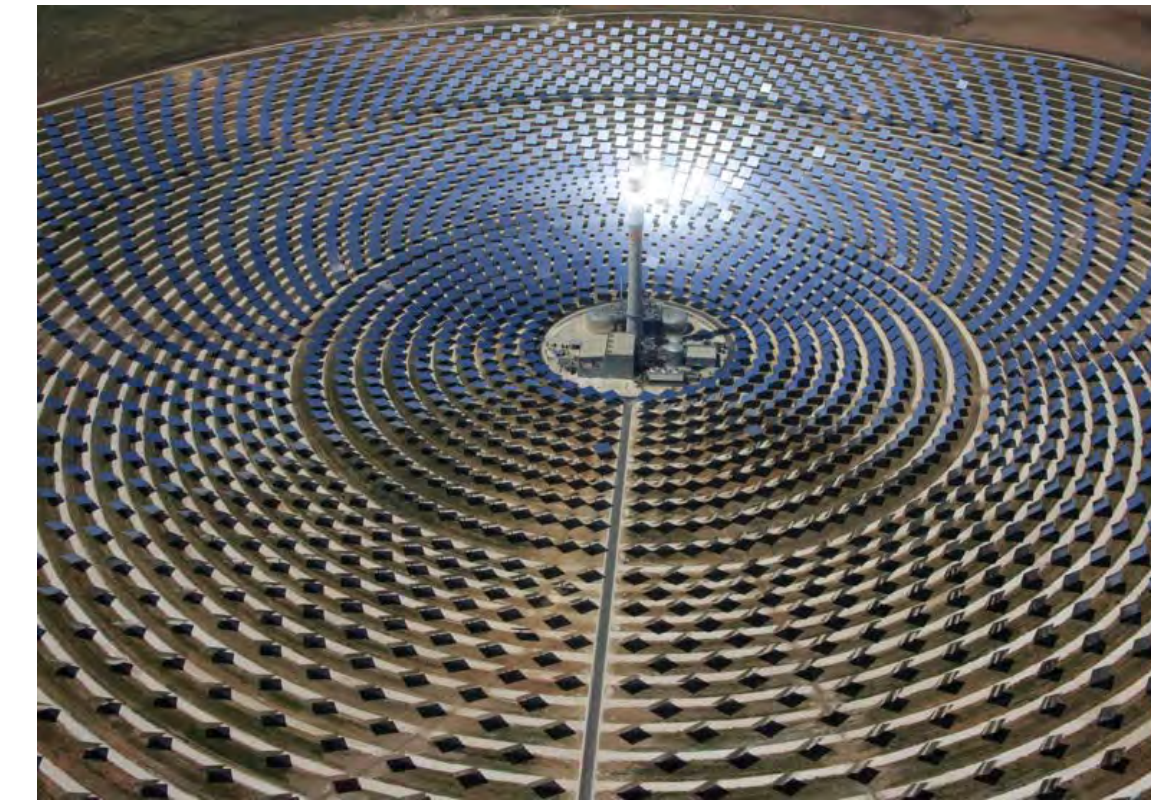
OPPORTUNITIES TO CONSIDER:

- Visibility and integration of renewable energy systems
- Building design and construction can enhance our system of asset management
- Innovations in MEP Systems and digital control to reduce loads and carbon footprint
- Minimum LEED Gold rating on all occupied buildings
- Form and function becoming art as part of the approach to DEN
- Farm to table: Supporting our neighborhood
- Triple bottom line - social, financial and environmental long-term responsibilities

DEN recognizes our position as a leader in a global aviation industry with far-reaching impacts and is committed to designing our facilities with long-term environmental, social and economic impacts in mind. Thoughtful, intentional, and integrated design will create special places for our passengers while reducing resource consumption, maintenance burdens, and utility costs, to ensure that our growth bolsters our community and never comes at its expense.

We will promote innovation, utilize Colorado's natural beauty, and build partnerships with leading institutions to ensure high-performing sustainable design that can serve as a model for airports across the world. DEN will ensure that sustainability is not a buzzword, but an operative focus that drives business value and differentiates us from our peers.

SUSTAINABILITY





GIVING WIND POWER A TWIST ON CLASSICAL FORMS;
REINTERPRETING NATURAL FORMS FOR SUSTAINABLE IMAGERY



OUTLYING CAMPUS BUILDINGS

DEN consists of 53 square miles of which 80 percent are outside the fence. Much of this land is developable and is very exposed to public view. In that sense, the outlying buildings are very important to set the stage for the built environment at DEN. The outlying buildings should reflect an aesthetic that is consistent with aviation and buildings of an aviation typology.

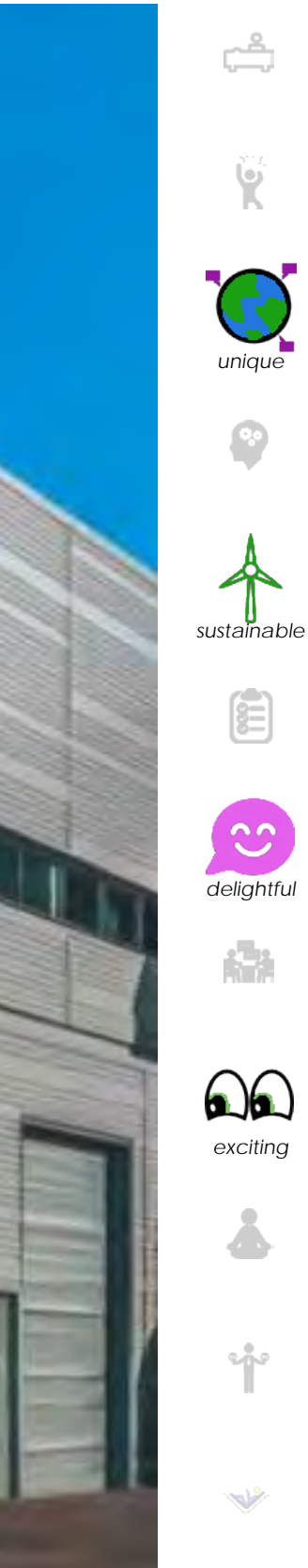
MUST HAVES:

- Consistency with design inside the terminal - complementary aviation aesthetics
- Appropriate sense of scale that does not overpower the terminal and hotel
- Aviation themed - functional and modern
- Contrasting and complementing materials - not brutal

OPPORTUNITIES TO CONSIDER:

- Introduction to DEN and Colorado
- Transit Oriented Development at RTD stations - like approach
- Introduction of the customer experience
- Creative design of industrial office buildings

OUTLYING CAMPUS BUILDINGS



OUTLYING CAMPUS BUILDINGS



OUTLYING CAMPUS BUILDINGS



unique



sustainable



delightful



exciting



unique



sustainable



delightful



exciting



OUTLYING CAMPUS BUILDINGS



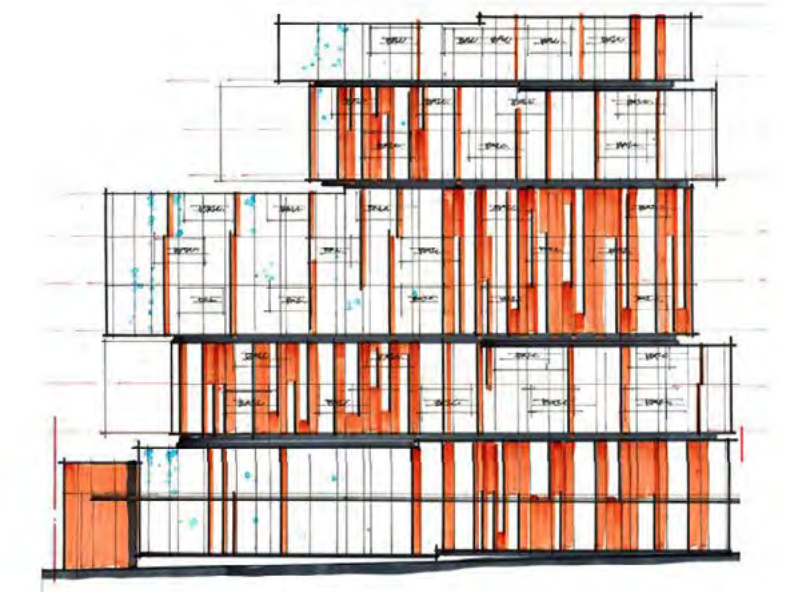
OUTLYING CAMPUS BUILDINGS



OUTLYING CAMPUS BUILDINGS
Minneapolis Walker Art Center



OUTLYING CAMPUS BUILDINGS
Vertical Forest Building - Arno Matis Architecture, Vancouver



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OUTLYING CAMPUS BUILDINGS
Google Campus - Dublin



OUTLYING CAMPUS BUILDINGS



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