



EMIRATES AVIATION EXPERIENCE MUSEUM LONDON, UK

The Emirates Aviation Experience located at the south side of the Emirates Air Line in London, aims to provide an insight into the operations and modern achievements of commercial air travel. BuroHappold's Smart Space team were appointed by the Pulse Group to assess and optimise the flows of internal circulation. This unique brand experience offers visitors a chance to explore the logistics of flying and navigation, and the science behind it. The experience involves a full size B777 cockpit model, full scale A380 and B77-800 simulators, interactive aircraft turnaround sequence display, and an interactive model of a scaled jet engine.

The aim of our people movement study was to enhance the visitor experience by assessing and optimising the overall circulation including arrivals, ticketing, queuing and crowd management strategies.

Early discussions with TfL indicated concerns over the possible conflicts of the brand experience users with the existing

queues for the cable car users. Following these discussions the front entrance was moved to SW elevation to provide for greater capacity for crowd management. Our study provided detailed analysis and evidence to address TfL's concerns.

Achieving smooth flows of visitors around various exhibits in this constrained space is key to delivering an enjoyable visitor experience and ultimately provides a positive perception of the Emirates brand.

Our analysis of the internal space provided recommendations to optimise visitor flows and provided holistic advice on operations, staffing and communications.

Working closely with the client's design team a number of conclusions and recommendations were drawn and overall the analysis showed that the building design would operate, within a set of key operational parameters.

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