



RELIANCE EXHIBITION AND CONVENTION CENTRE MUMBAI, INDIA

Smart Space has delivered a detailed crowd flow study for the prestigious Dhirubhai Ambani International Convention and Exhibition Centre (DAICEC). The site will include a 20,000 capacity Convention Centre, 2,000 seat Theatre, Banquet Hall, Retail, Office and Residential. To ensure the design delivers the envisioned seven-star visitor experience at this prestigious site Smart Space were commissioned to assess and optimise site-wide visitor flows for a range of key scenarios. Our study has helped ensure smooth, congestion-free circulation, intuitive navigation and wayfinding and efficient operations of back-of-house logistics.

Our work involved a rigorous review of the design proposals using static analysis and dynamic simulations which have been used to evaluate the performance of the conference and exhibition centre, banqueting and theatre, particularly checking the capacities and bottlenecks during peaks. Dynamic simulations of key movement scenarios validated the

design in terms of horizontal and vertical circulation and highlighted areas where circulation could be optimised either through design alterations or operational management, for instance where demand for escalators was exceeded. The dynamic animations also helped bring the design to life and enable our client to see the building in operation and visualise the visitor experience. Our study provided practical advice and recommendations for the operations of the drop-off area for visitors to the Convention Centre and Banquet Hall to ensure the interface between pedestrians and traffic was safe and efficient.

Our study of the back of house logistics assessed and optimised the vital processes and layouts that go on behind the scenes to make such venues a success. In particular, a focus on enhancing efficiency of the staff arrival process by ensuring sufficient capacity of security screening points and locker facilities, and optimising lift performance and horizontal circulation

for goods movements throughout the day. A number of opportunities were highlighted to optimise the operational management of the back-of-house logistics.

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