

OVER VIEW

More than just a ride

BRIEF

The elevator is the most common means of transport used in the world: everyone gets on and most people use it many times per day every day.

However a lot of them are still looking forward to getting off the elevator when they use it. They are just waiting silently, embarrassed, worried or bored for the ride to finish. The elevator has changed the city, but the human beings haven't been able to completely adapt to it... What if we can change it by creating an innovative and interactive elevator?

CONCEPT

OverView is an elevator that is born from the idea of making the ride more captivating and pleasant for the user. A panoramic structure that is not only capable of granting a unique sight but is also capable of fascinating the user thanks to special effects.

An interesting architectural solution studied to adapt to the aesthetics and the architecture of different kinds of buildings or to emphasize specific aspects.

An elevator that becomes an attraction with its performance and facilities.



INSPIRATION

The sophisticated shape of OverView was inspired by the light and concave shape of a sail combined with the new style of the contemporary architecture. The scenery is based on the necessity of giving a real and amazing sight to the user.





MORPHOLOGY

The curved profile of the elevator, created by a portion of sphere, is thought to make a complete and deep immersion in the landscape in order to help the user to have a better and most involving view.

TRANSPARENCY AND OPACITY

The car offers to the user the possibility to activate the transparency and opacity modalities depending on his/her needs. This technology will help the user who gets dizzy to have a good relationship with this means of transport.



SCENERY AND AUGMENTED REALITY

OverView is an experience, a magical moment during which the final user is delighted with the magnificent scenery projected by the elevator itself.

OverView projects scenography effects capable of catching the eye from both the inside and the outside of the car. This makes the elevator ride a pleasant experience.

Overview interacts dynamically with the surrounding landscape, providing information related to it to the user



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Manufacturer: Savelli Ascensori srl

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