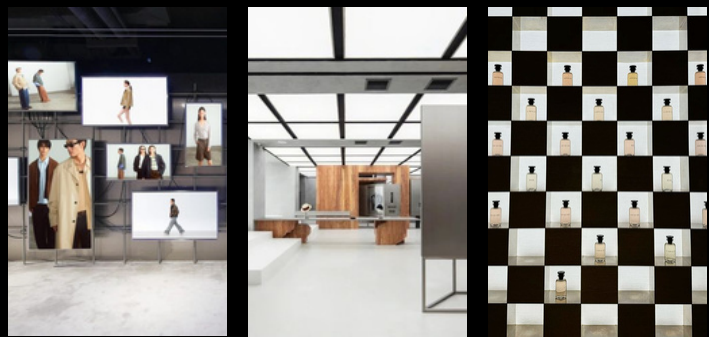
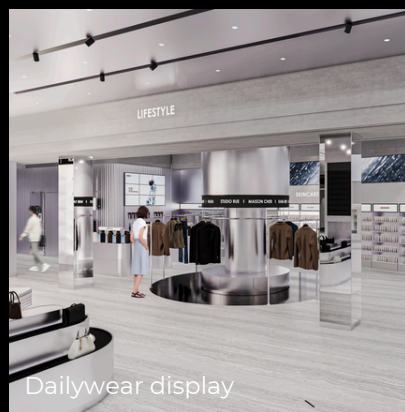
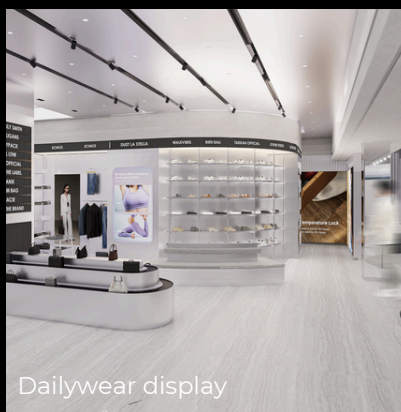
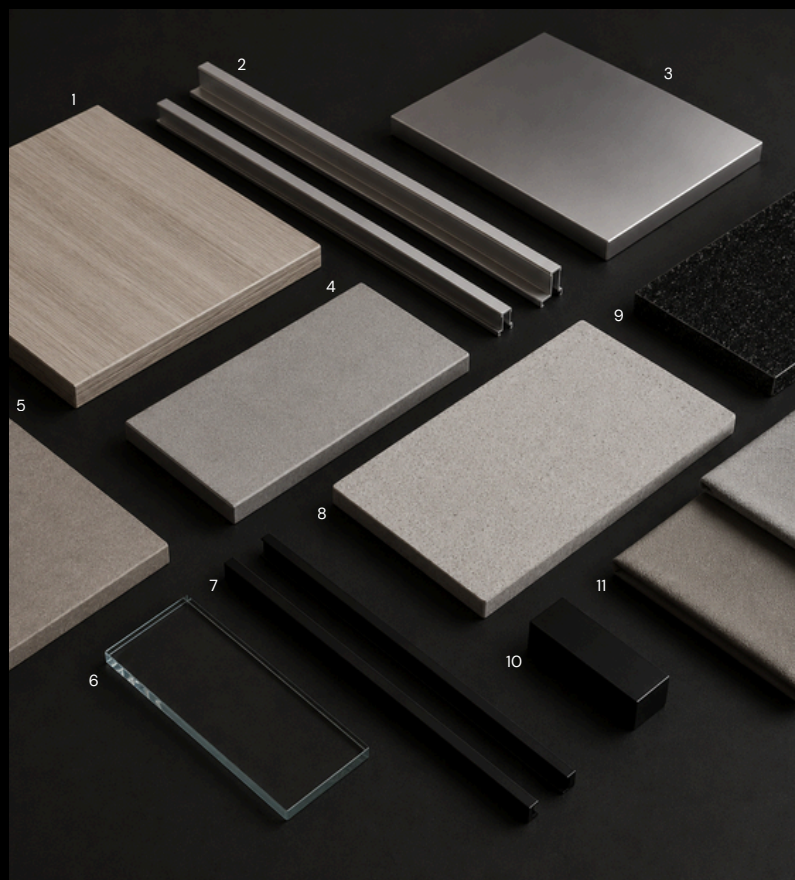
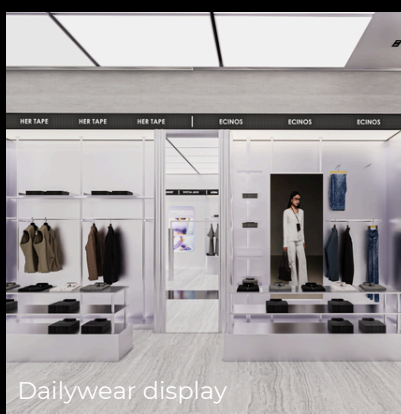


# Problem statement

Retail spaces still focus primarily on product display and transaction activities, resulting in limited user interaction, exploration, and engagement. Therefore, a more immersive, interactive, and experiential environment is needed to encourage users to actively discover, connect, and engage with the space.

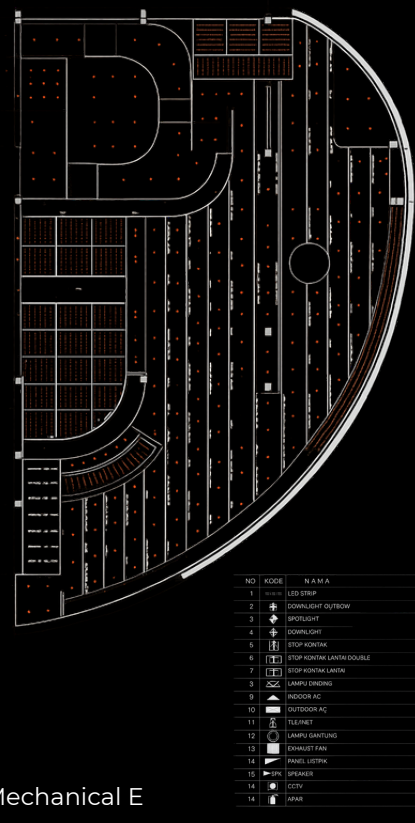
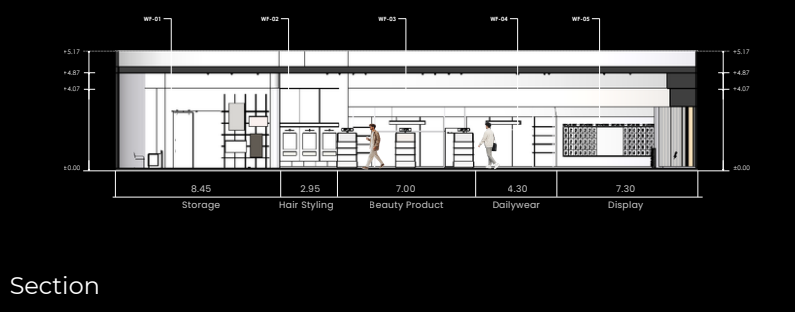
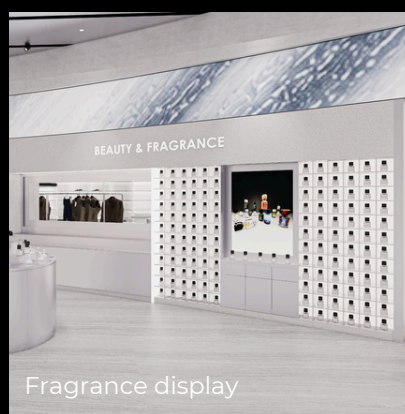
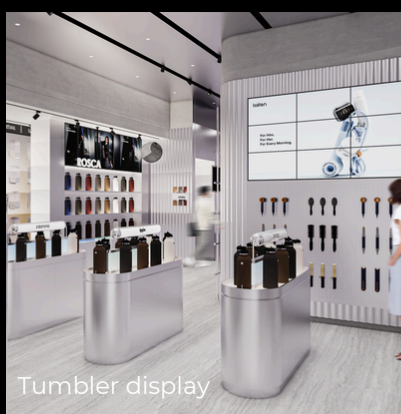
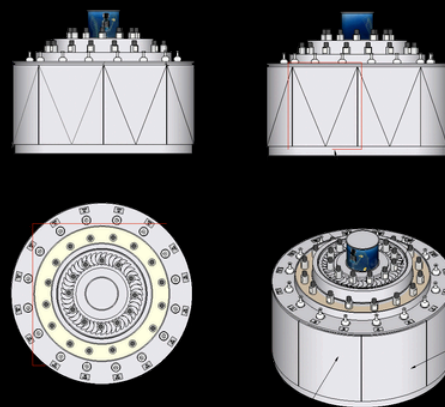


The design transforms retail into an immersive landscape of exploration, where users can discover, interact, and connect through dynamic spatial experiences.



## Perfume display

A central showcase designed to highlight curated products through a layered composition and 360° visibility, creating a focal point that draws visitors into the retail experience.



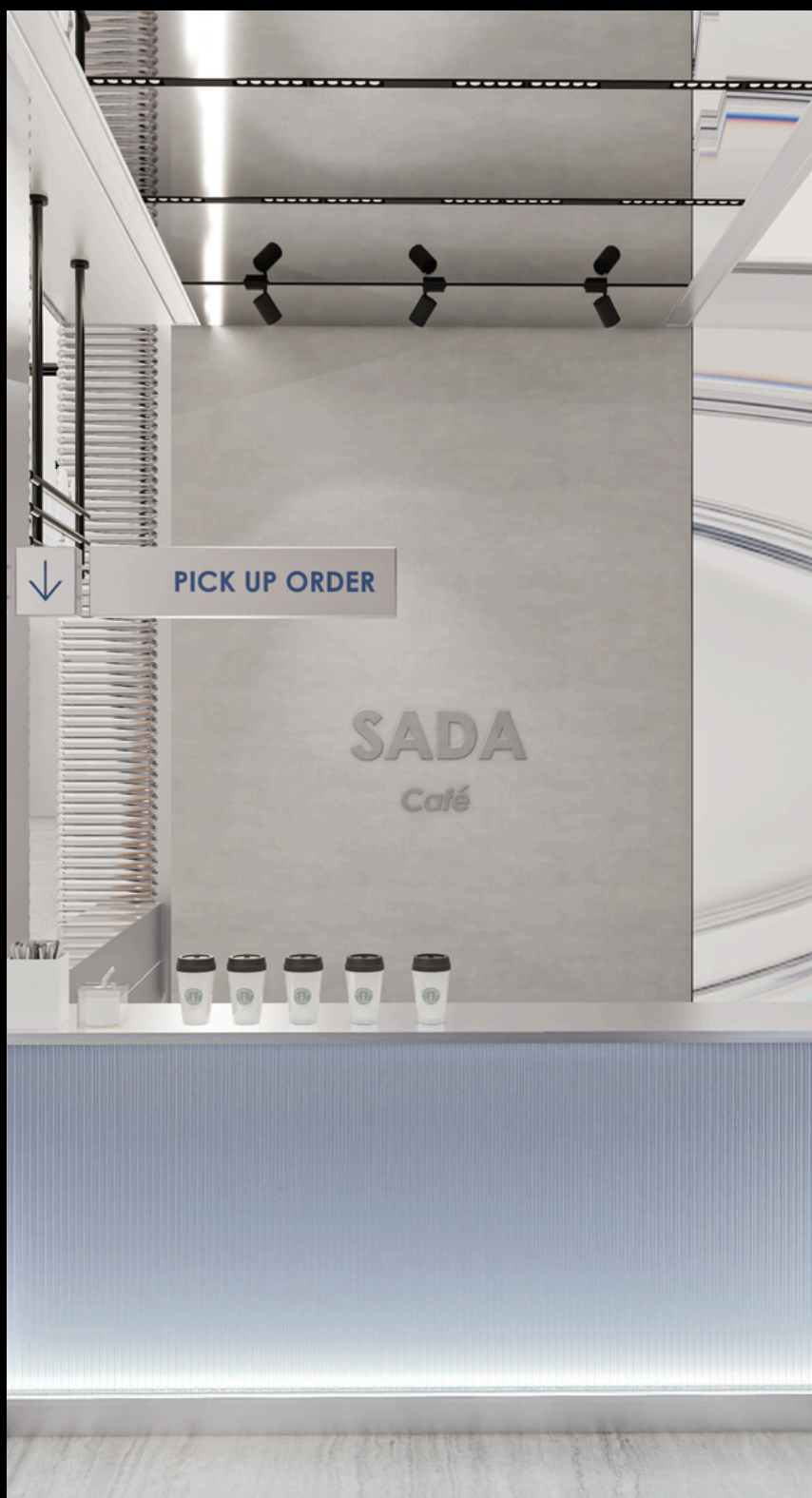
LIFESTYLE



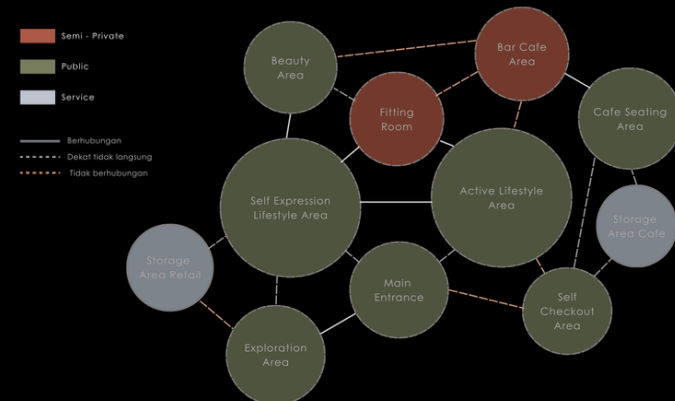
CONCEPT DESIGN

# SEEKSCAPE

Seekscape is envisioned as a retail landscape that transforms shopping into a journey of exploration. Rather than guiding visitors through a fixed and linear path, the space encourages curiosity, discovery, and interaction through dynamic circulation, immersive experiences, and layered visual attractions. Users are invited to seek products, encounter brands, and engage with the environment in a more meaningful way. Through the integration of Industrial Futuristic elements, adaptive technology, and experiential spaces, Seekscape creates a contemporary lifestyle destination where retail, social interaction, and brand engagement coexist within a cohesive spatial experience.



### Spatial relation diagram



The spatial relationship is organized to support a continuous user journey from exploration to interaction and transaction. Public areas are strategically connected to encourage movement and engagement, while semi-private and service areas are positioned to support operational efficiency without disrupting the overall user experience.

