

EXPERIENTIAL DESIGN - CASE STUDY

Solstice

One day of light, in twenty minutes.

A touring immersive installation — the concept, the visitor journey, the spatial score and the interaction that drives it.

SCOPE

Concept · spatial · light & sound · interaction

FORM

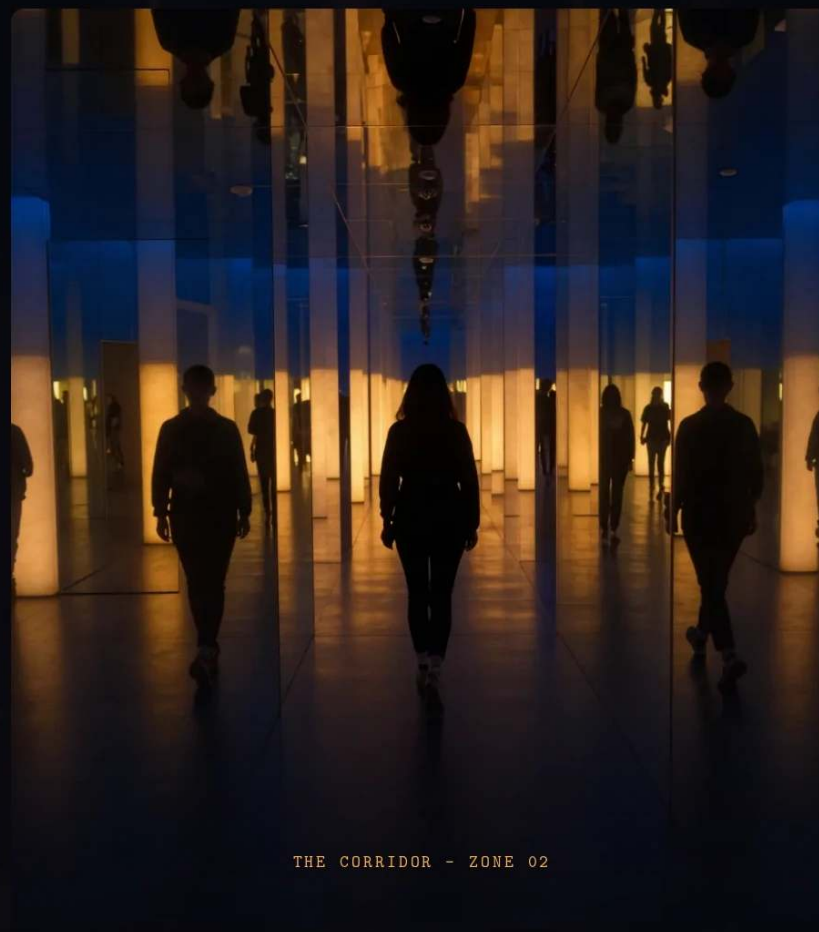
5 zones · 20 minutes · 900 m²

IDEA

You don't watch it. You're in it.

Loli Mari Montalvo

Experiential design · lolimari.com



THE CORRIDOR - ZONE 02

Solstice

OVERVIEW

Solstice is a touring immersive installation that compresses a full day of light — dawn to zenith to dusk — into twenty minutes, and puts the visitor inside it. I led the concept, the spatial design, the light and sound score, and the interaction that makes the room respond to the people in it.

CHALLENGE

Immersive has become a genre of projected wallpaper: big screens, loud music, a queue for a photo. The brief I set: an experience with no screens and no narration that still holds a room of strangers for twenty minutes — and that earns its scale instead of just having it.

STRATEGIC THINKING

I wrote the piece in time before designing it in space. Solstice is a score: every zone has a light state, a sound state and an emotional target, and the arc of the day — build, flood, turn, fade — is the structure. Light is the medium, not the decoration. If the room needs a caption, the room has failed.

THE CONCEPT

The concept

THE CONCEPT

You don't watch it. You're in it.

Solstice compresses a full day of light into twenty minutes — dawn to zenith to dusk — and puts the visitor inside it. No screens. No narration. Light, sound, and a room that answers you.



THE THREE RULES

- No screens

Light is the medium. Nothing is depicted — it is simply present.

- No narration

If the room needs a caption, the room has failed.

- No exit rush

The last zone is designed so nobody wants to leave yet.

THE MEASURE OF SUCCESS

Average dwell: 26 minutes in a 20-minute piece.

The visitor journey

THE VISITOR JOURNEY

A score, not a floorplan

The piece is written in time before it is built in space. Every zone has a light state, a sound state and an emotional target.



LIGHT INTENSITY



SOUND DENSITY



THE CURVE IS THE DESIGN - EVERYTHING ELSE SERVES IT

SPATIAL PLAN

Spatial plan

SPATIAL PLAN

Five rooms, one continuous walk



900 M² · ONE-WAY CIRCULATION · NO DEAD ENDS



INTERACTION

Interaction

INTERACTION

The room answers you



HOW IT WORKS

- Presence

Depth sensors read where bodies are, not who they are. Nothing is recorded.

- Touch

The amber wall is capacitive. A hand blooms light and pulls a tone from the score.

- Chorus

With twenty people the room becomes an instrument nobody is playing alone.

Privacy by design: no cameras, no faces, no data leaves the room.

THE MOMENT

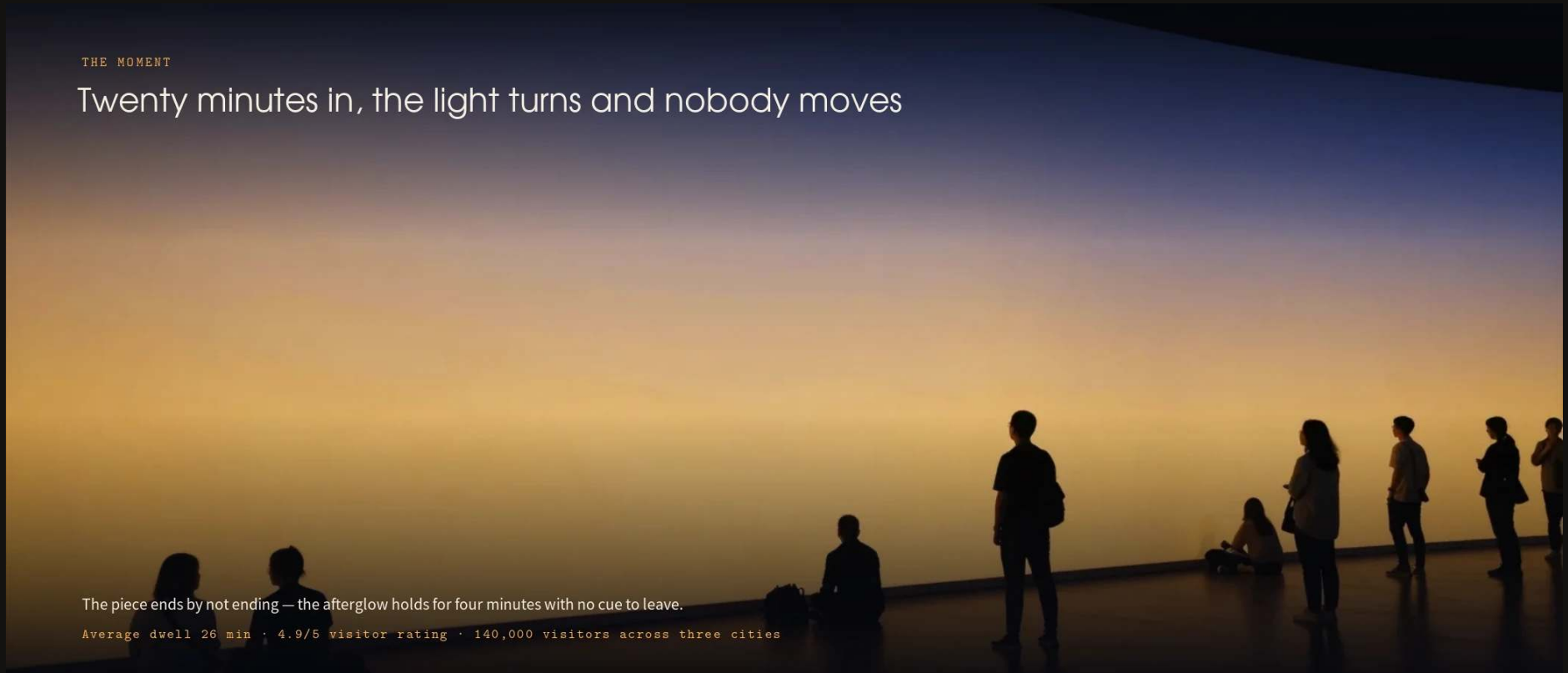
The moment

THE MOMENT

Twenty minutes in, the light turns and nobody moves

The piece ends by not ending — the afterglow holds for four minutes with no cue to leave.

Average dwell 26 min · 4.9/5 visitor rating · 140,000 visitors across three cities



OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

A twenty-minute walk through a day. It opens in ninety seconds of near-darkness so your eyes adjust and your expectations drop, builds to a full amber flood at Zenith, then turns — and ends by not ending, holding the afterglow long enough that nobody wants to be the first to move.

RESULTS

140,000 visitors across three cities, a 4.9/5 visitor rating, and the number the whole design was aimed at: a 26-minute average dwell in a 20-minute piece. People stay past the end. That was the brief.

LESSONS LEARNED

Experiential design is choreography, not decoration. The temptation is to add — another projection, another sound, another surface. The work is in the restraint: build a room that does one thing precisely, and then trust the audience to feel it without being told.

Loli Mari Montalvo

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