

Brooklyn Architecture Firm JPDA “Raises the Bar” for Customer Experience at Europe’s Premier Music Venue – The O2 Dublin

The O2 Dublin Brand Experience, designed by Jordan Parnass Digital Architecture, opened recently following an €80 million redevelopment of Dublin’s historic Point Theatre. The venue pampers O2 customers within fantastical themed environments including the Blue Room, Indigo Lounge, and the Concierge entry experience.

BROOKLYN, NEW YORK – April 20, 2009 – O2 mobile customers will enjoy VIP treatment attending a concert at The O2 Dublin, courtesy of exclusive visitor experiences and hospitality spaces designed by Brooklyn based architecture firm Jordan Parnass Digital Architecture (JPDA). The spaces elevate the design of venue bars and audience amenities to a new level, providing a journey of memorable encounters – bubble-like seating booths hover implausibly amidst the century-old stone walls and an ethereal LED firmament with points of light shooting along a warped Cartesian grid.

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Telefonica O2, a leading provider of mobile services in Europe, challenged creative agency JPDA to set a higher standard for customer experience at their newest music venue, The O2 Dublin. JPDA responded with a series of visitor touch-points that give O2 customers the red carpet treatment. Amenities include: the *O2 Concierge* – an exclusive entry, featuring personalized concierge services under a celestial lighting installation; the *Blue Room* – a VIP Bar where O2 customers can escape the queues and enjoy a drink while floating above the crowd in translucent glowing “bubble snugs”; and *Indigo Lounge* – a top floor VVIP lounge with panoramic views of the city and docklands for special invite-only guests.

The new entertainment venue, sponsored by O2, opened to the public hosting sold-out crowds for Kings of Leon and Coldplay. The building, a repurposed shipping depot from the 1880’s, has been refurbished to host audiences of up to 14,300. The venue is the first of its size which is custom designed for live music.

The O2 Dublin Brand Experience is the latest in an ongoing collaboration between JPDA and long-time client O2. Previous work includes the iPhone UK launch; brand experience projects at The O2 London (formerly the Millennium Dome); Shop O2 – an interactive concept store; and several experimental, play-oriented retail shops around the UK.

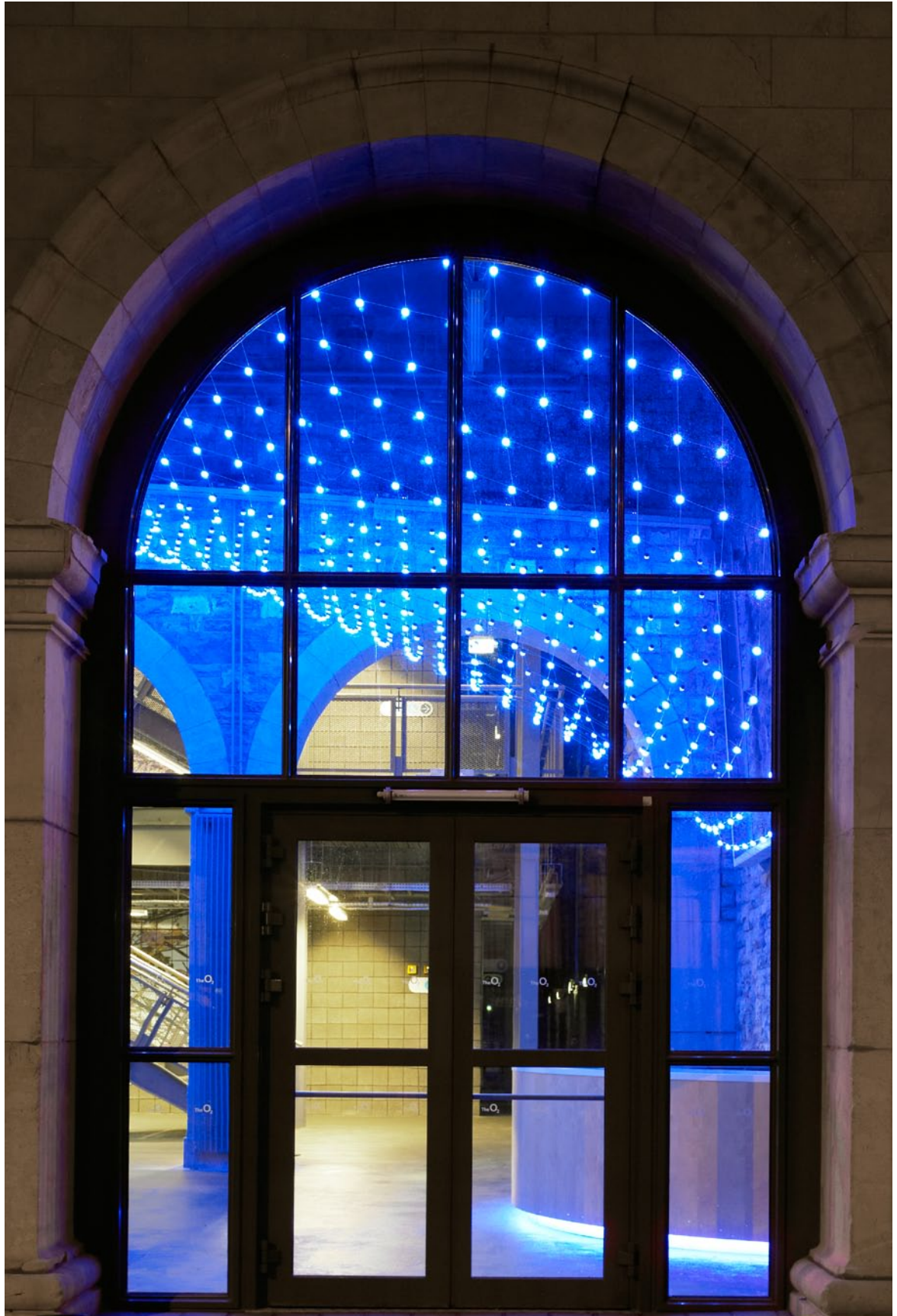
About JPDA

Jordan Parnass Digital Architecture is an interdisciplinary practice incorporating architecture, digital media, branding, retail strategy, and experience design. JPDA creates customer-centric experiences that touch audiences with authentic, innovative and memorable interactions. For more information, visit www.jpda.net.

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O2 Concierge, a programmable, color changing LED mesh, shimmers and pulses beyond the stone entryway, teasing audiences as they queue for shows at The O2 Dublin.





O2 customers receive personalized concierge services below the celestial lighting installation.



Inside the Blue Room,
O2's customer-only VIP
bar, guests are invited
to enjoy a drink floating
in translucent glowing
"Bubble Snugs."



Ascending the transparent metal mesh staircase, visitors are transported to a semi-private mezzanine which overlooks the bar below.



The seemingly weightless seating bubbles provide an intimate moment for a small group of concert-goers before the show.



O2's Indigo Lounge is conceived as a relaxed, pampering, minimalist garden, elevated high above the city.



A dedicated lift brings select invite-only guests to the top floor lounge for a cocktail and the city view.





Guests can cozy up in leather-upholstered conversation platforms. Live plants and a lush wall mural set an ambrosial tone.



Color-changing bubbles ascend into the skylight above a glossy white sculptural bar.