

arcade capsule concept study

Client: Thomson Entertainment

- Automotive styling cues
- Close liaison with client teams
- Multiple concept directions
- Product consistency between modules

Brief:

Thomson Entertainment are a leading supplier of arcade capsules to the extensive entertainment market. Having worked on seating designs for Thomson previously, SA were asked to conduct a concept study for the next generation of arcade capsules and theme park

Solution:

Sadler Associates worked up a number of capsule and simulator concepts based on automotive styling cues. The idea was to attract people to the product through the use of exciting external forms to compliment the entertainment displays.

Result:

Thomson took SA's concepts 'in-house' for further mechanical development / refinement. Not long after this Thomson Entertainment were sold to an external organisation.



design studio
product design
architecture