



AVIATION



HOK Aviation at a Glance

70 years in the making...



50

Airports

350+

Projects

20

Countries

Since **1955**

\$100 B

Global Construction Value

1 Billion+

Passengers pass through
an HOK designed terminals
per year

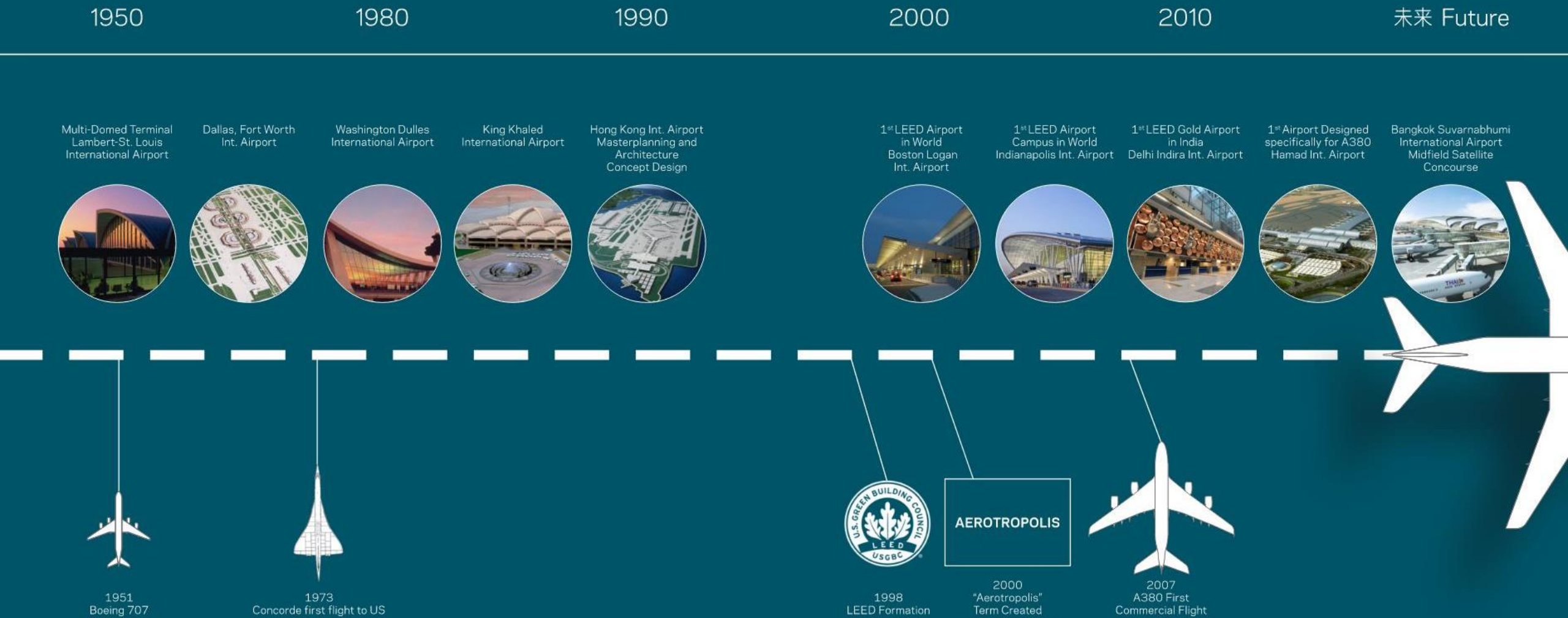
25

Times HOK
designed terminals
have ranked **#1** for
passenger
satisfaction



Planning
Architecture
Interior Design
Sustainability
Structural Engineering
Mechanical/ Plumbing
Electrical Engineering
Information Technology
Lighting Design
Experiential Design
Landscape Architecture

HOK Aviation from the Jet age to Aerotropolis to LEED and Beyond



1

Transportation Space



1

Transportation Space

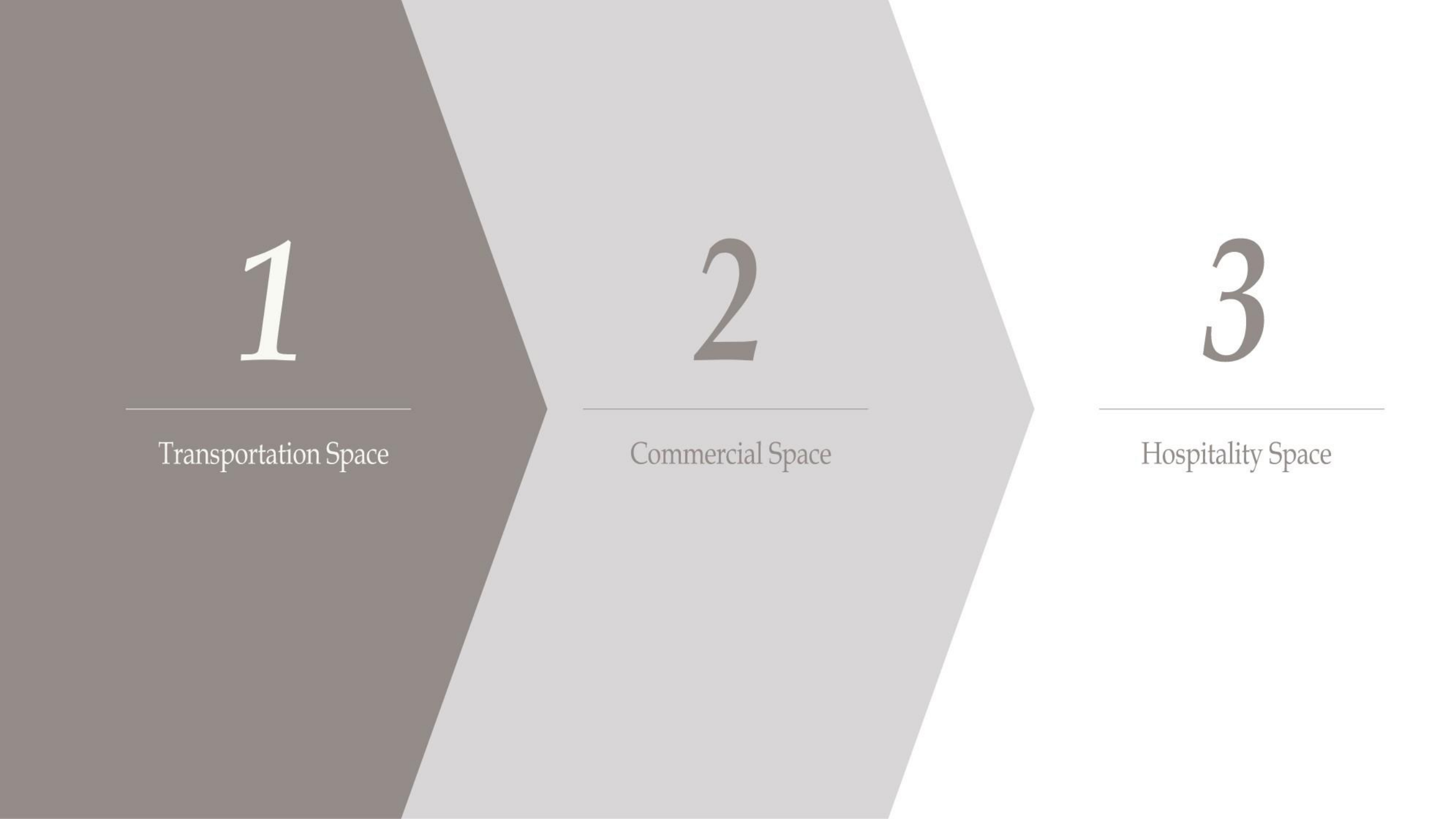
2

Commercial Space

SHOPPING

1-25 ↑ The Airport





1

Transportation Space

2

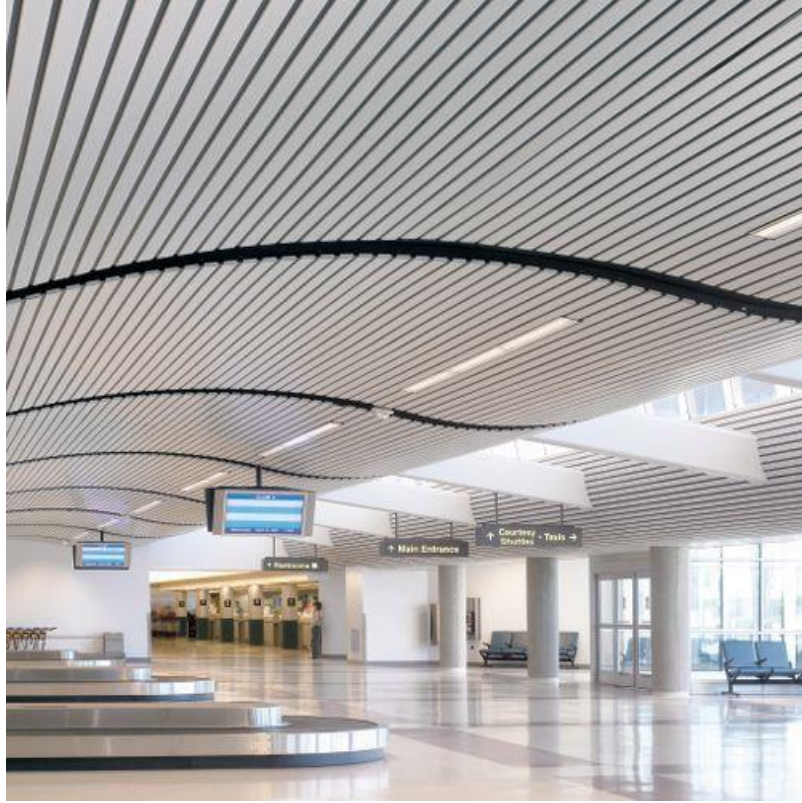
Commercial Space

3

Hospitality Space



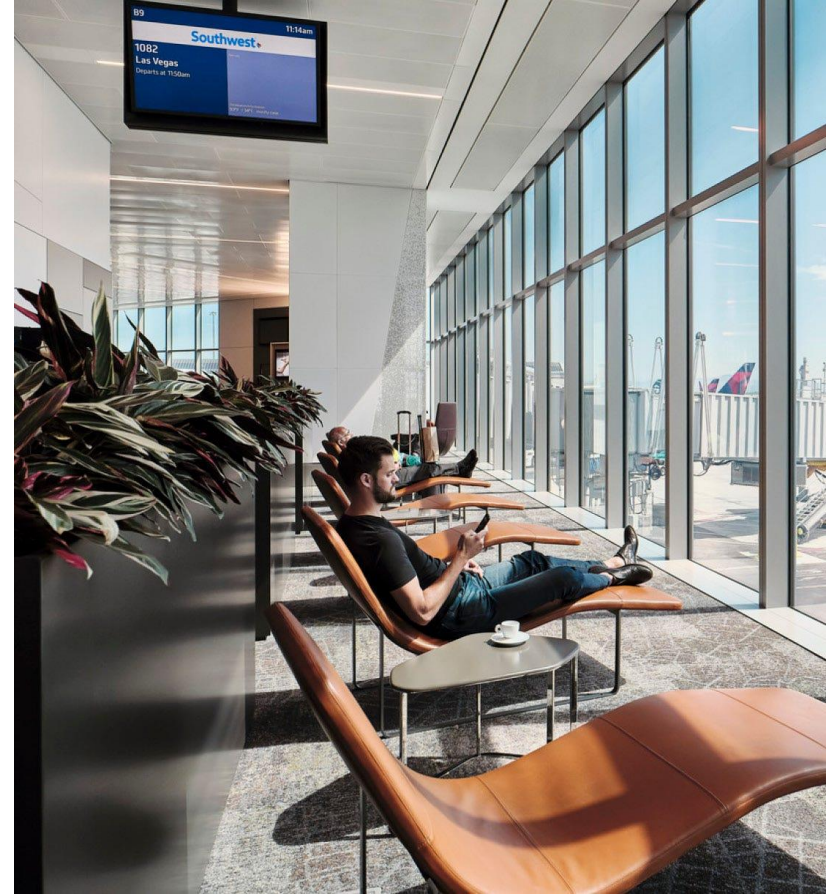
Decision Fatigue Processing



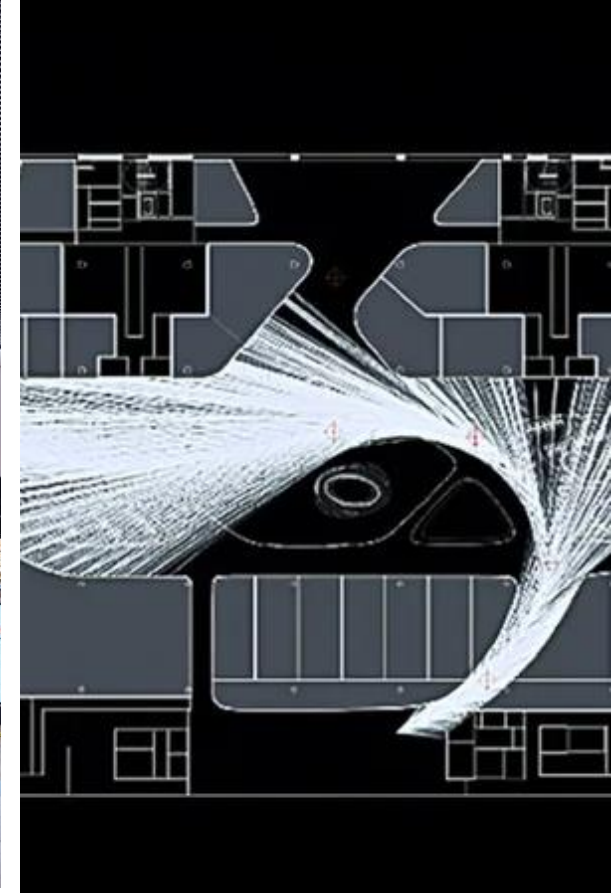
Intuitive Wayfinding



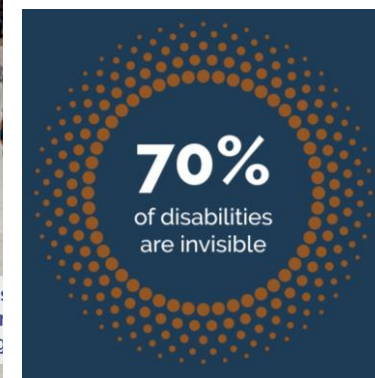
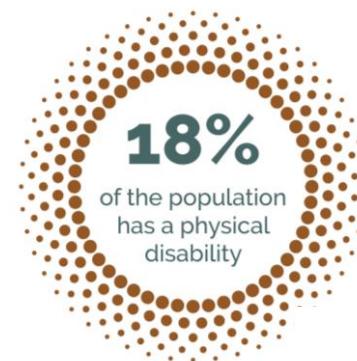
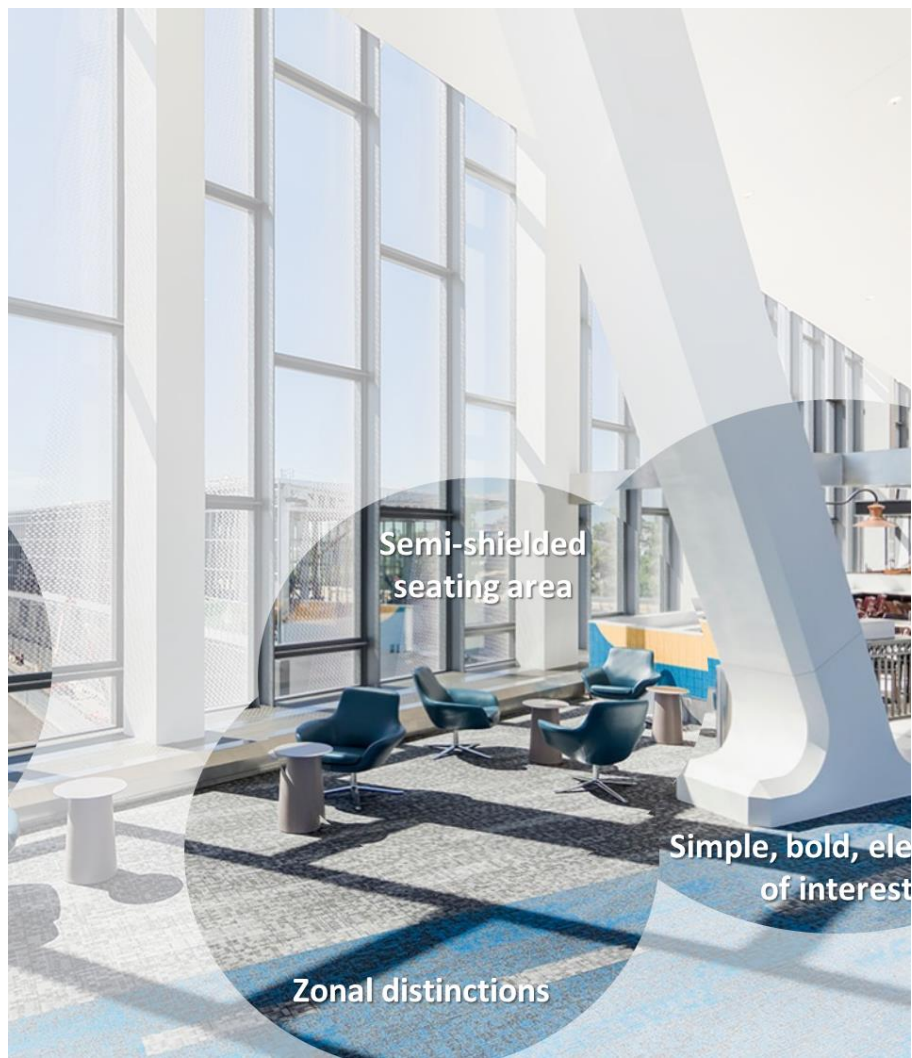
Trends Sensory Rooms



Holdroom Seating



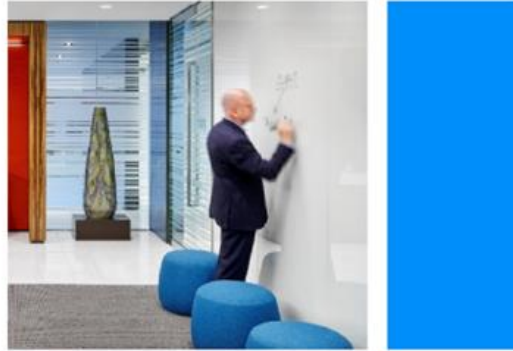
Retail Therapy Frankfurt



Calming Colors



Colors Supporting Analytics



Refresh | Natural Colors



Creativity Colors



Energizing Colors



Wayfinding



Metaphoric Relationships with Nature



Biomorphic Forms
from Nature



Simultaneous
Complexity & Order



Fractal Patterns
& Non-Rhythmic
Sensory Stimuli

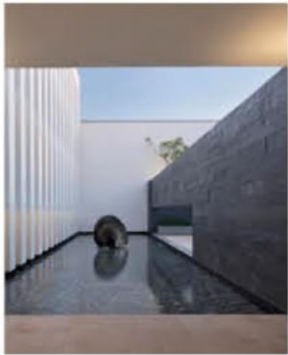


Non-Visual/Local
Natural Materials

Direct Connection with Nature



Physical/Visual



Auditory



Olfactory

Biophilic Elements In Design

Experience Connection with Nature



Experience Natural
Systems



Thermal Airflow
Variability



Dynamic &
Diffused Lig



Blurring Exterior/
Interior



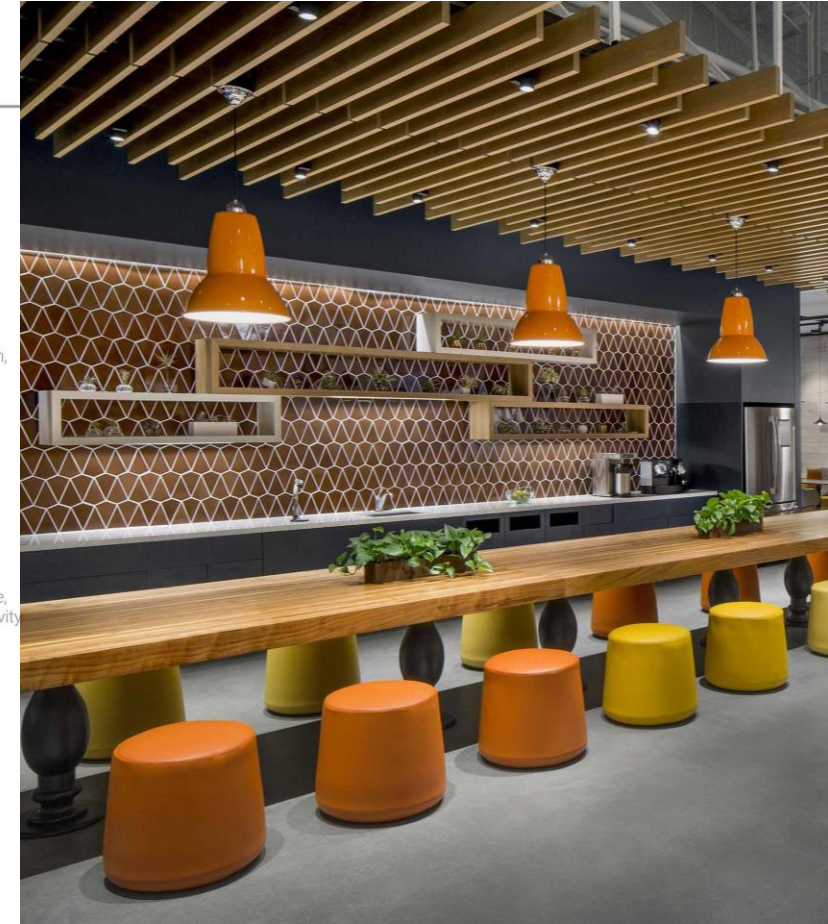
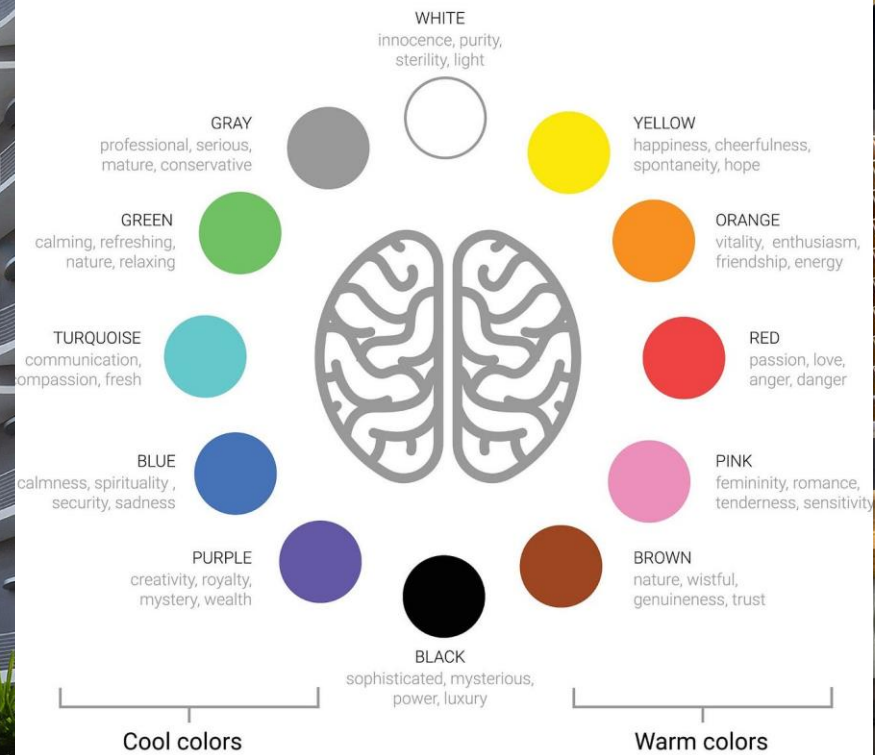
Prospect



Refuge



PSYCHOLOGY OF COLOR





La Guardia International Concourse



Phu Quoc International Departures





Utah International Delta Lounge



La Guardia International Concourse



4th Street Vine

Long Beach International California, USA

lo
h+k



Zurich Airport Dock A



Zurich Airport Dock A



Utah International Canyon



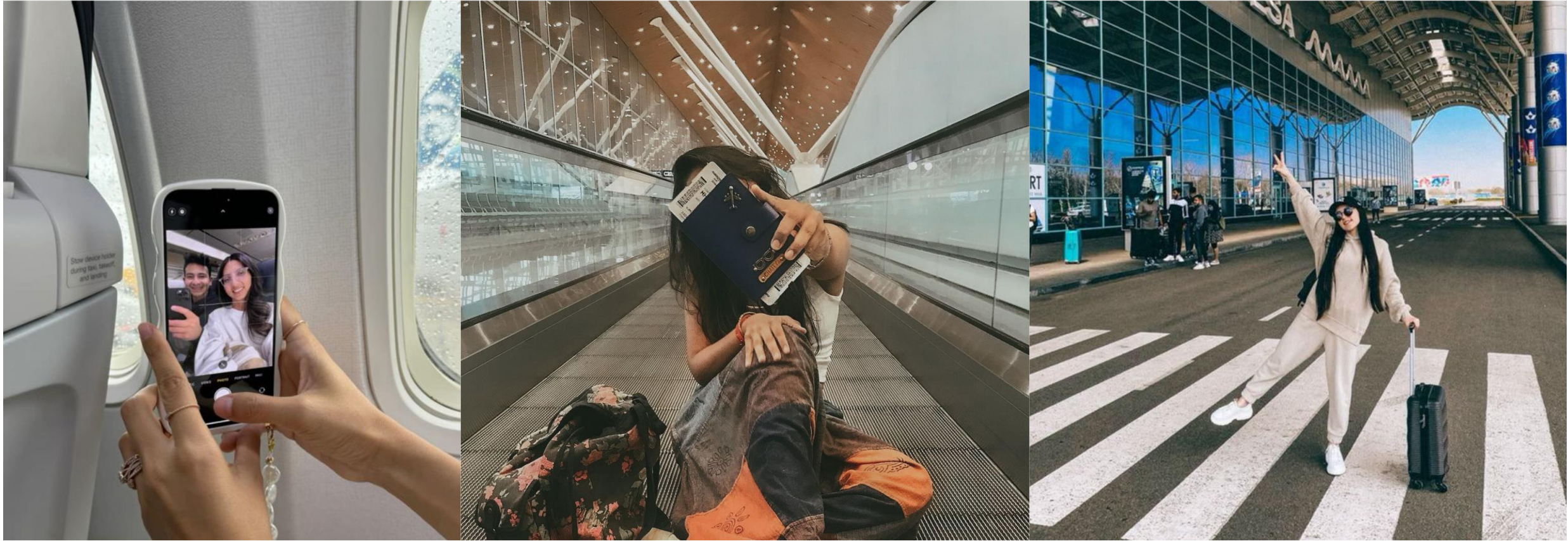
La Guardia International Check in



La Guardia International Baggage Reclaim



La Guardia International Concourse



Turning Travel Into an Exciting Adventure Every Moment is Designed to Delight



Instagram Moments

Experiential Design

- **Delight:** Grand structures and innovative designs can inspire a sense of wonder and admiration.
- **Inspire:** Moving architecture and inviting spaces can create feelings of joy and excitement.
- **Connection:** Community-focused designs can foster a sense of belonging and togetherness. Multiple meanings.
- **Comfort:** Design solutions that inspire peacefulness, pleasure and safety.
- **Clarity:** Spaces that support functionality and accessibility can enhance feelings of independence and capability.
- *Discontent, dissatisfaction, depression*
- *Bore, dishearten, deaden*
- *Antipathy, detachment*
- *Inconvenience, irritation*
- *Ambiguity, uncertainty, lost*

IT'S EASY TO BE NOSTALGIC ABOUT THE '**GOLDEN AGE**' OF FLYING
WHEN THINKING ABOUT THE FUTURE OF AVIATION



AND WHILE THIS IS A BIT BYGONE, WHAT CAN WE EXTRACT FROM THIS IN TERMS OF **PASSENGER EXPERIENCE**?





THERE WAS ATTENTION TO THE INDIVIDUAL AND A SENSE OF **HOSPITALITY**. ANTICIPATING NEEDS BEFORE THE GUEST DOES AND SPACES FITTING OF THE EXPERIENCE



Hamad International Doha

DESIGN MANTRA

A unique passenger journey borne from the cultural generosity of the Qatari spirit.

DEPARTURES

Passenger Service
Starts at the Curb



DEPARTURES

Passenger Service Service Kiosks



DEPARTURES

South Node Plaza



SOUTH NODE PLAZA | LOUNGES



ANTONIO CITTERIO & PATRICIA VIEL INTERIORS

lo
h+k

SOUTH NODE PLAZA | AIRSIDE HOTEL



SOUTH NODE PLAZA | SPA



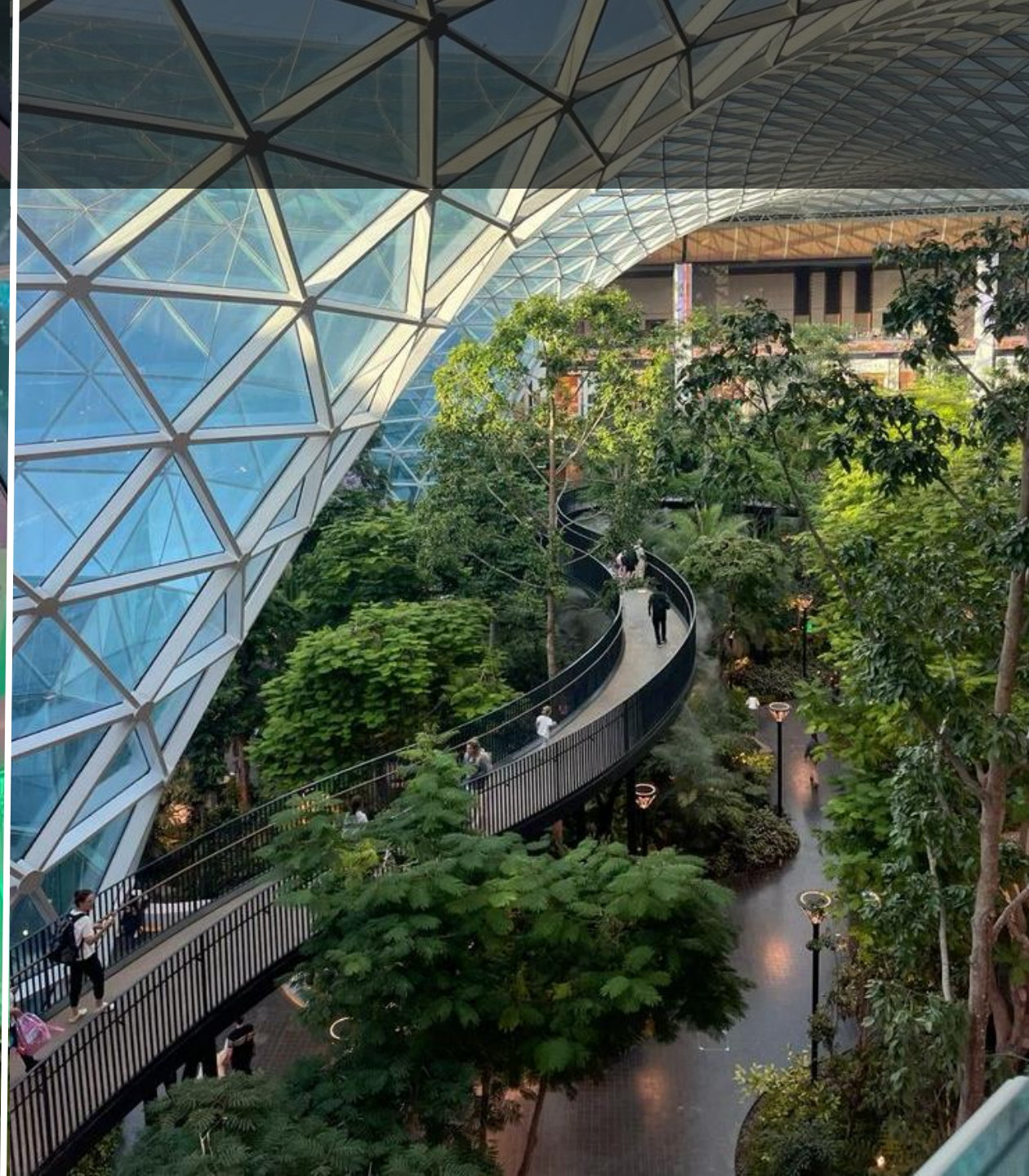
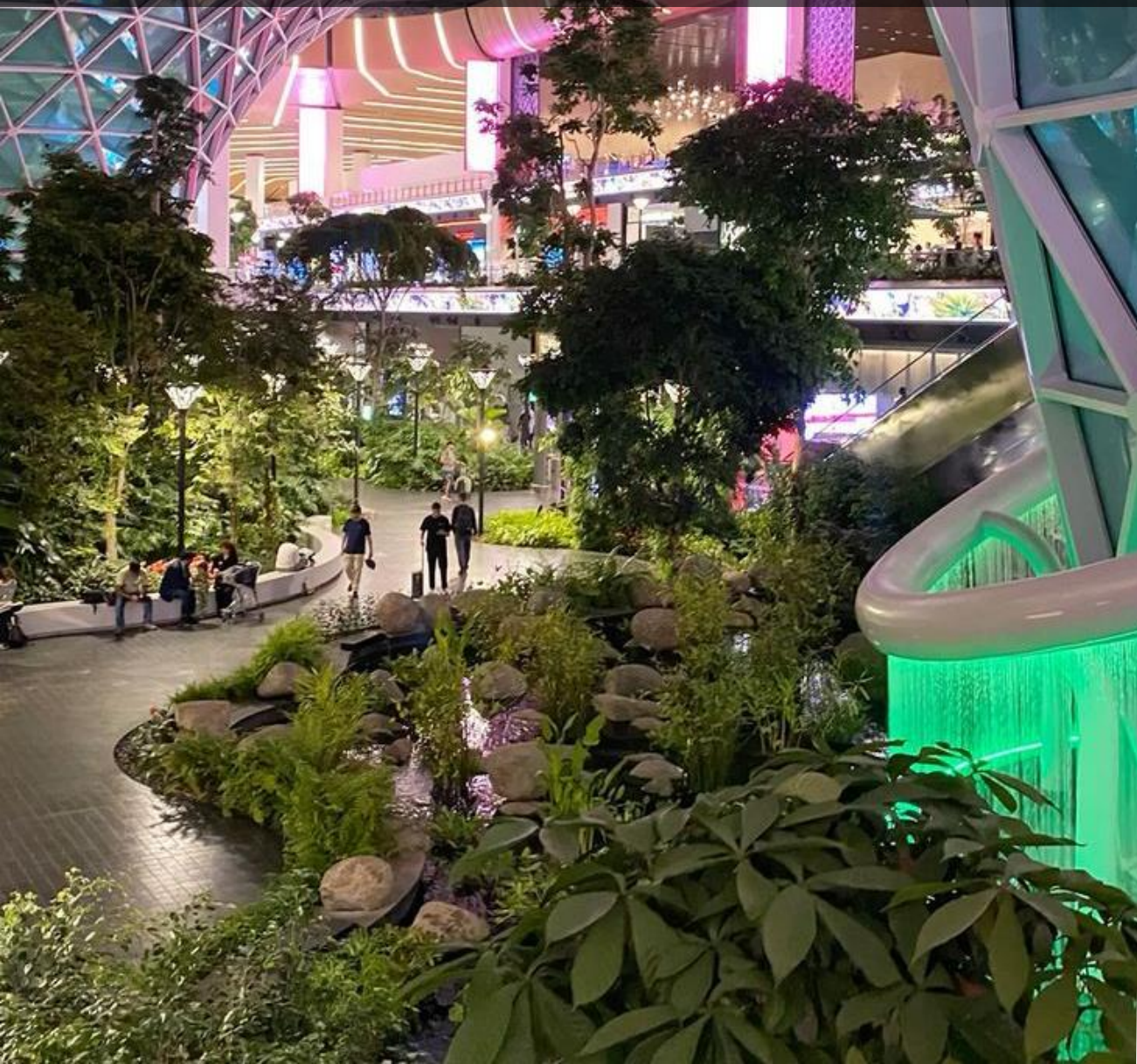
SOUTH NODE PLAZA | SPA



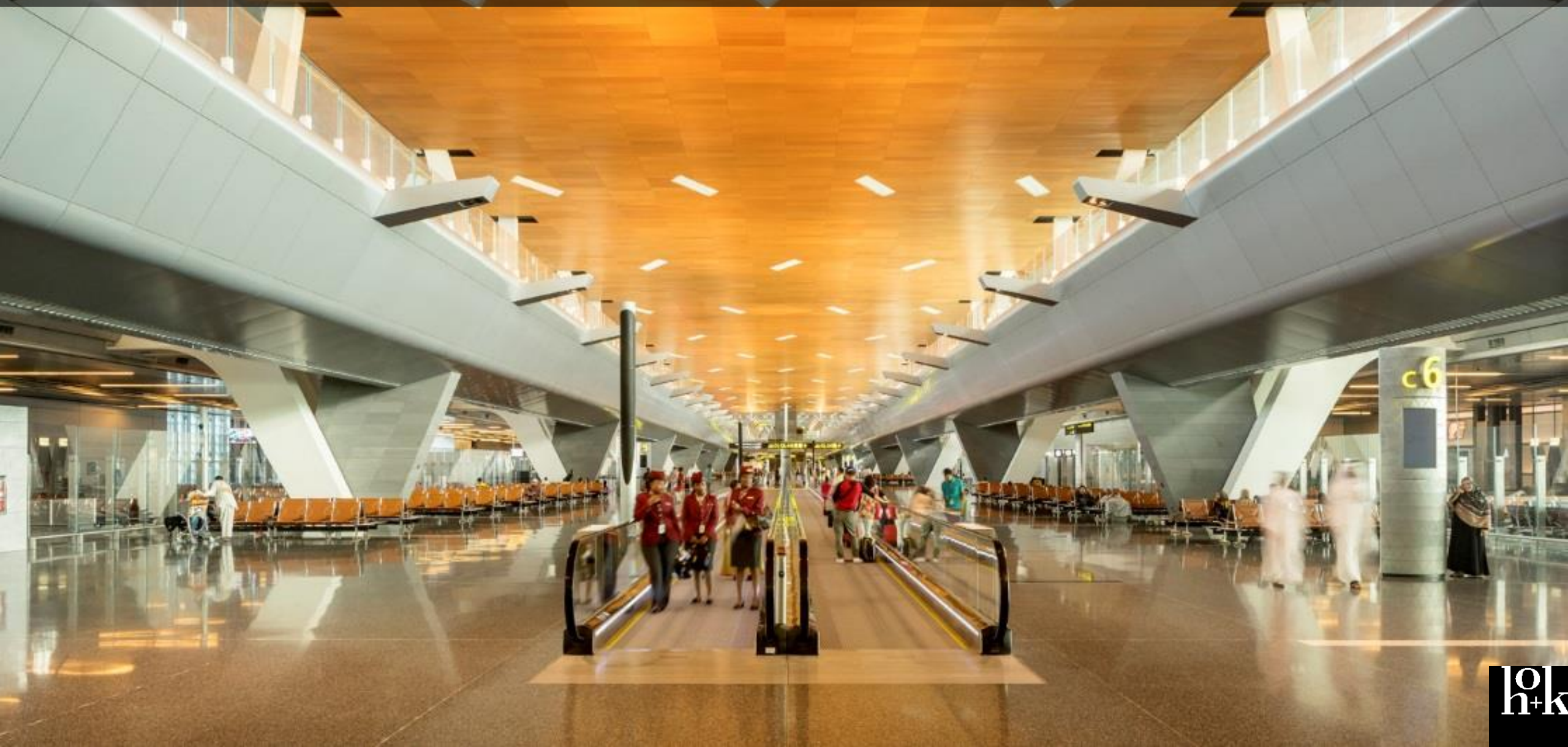
SOUTH NODE PLAZA | SPA



NORTH NODE PLAZA



CONCOURSE | AMENITIES

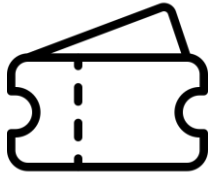


ARRIVALS

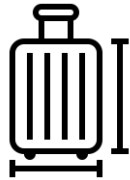


Tactical Design

Peak Period/Distribution



Check-in/Bags Quantity



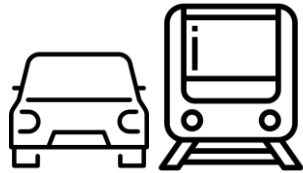
Concessions
Demand/Revenue



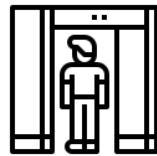
Art/Revenue Opportunities



Dwell Time Opportunities



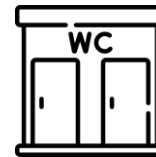
Access
Channels/Distribution



Security Requirements



Lounge/VIP Offerings

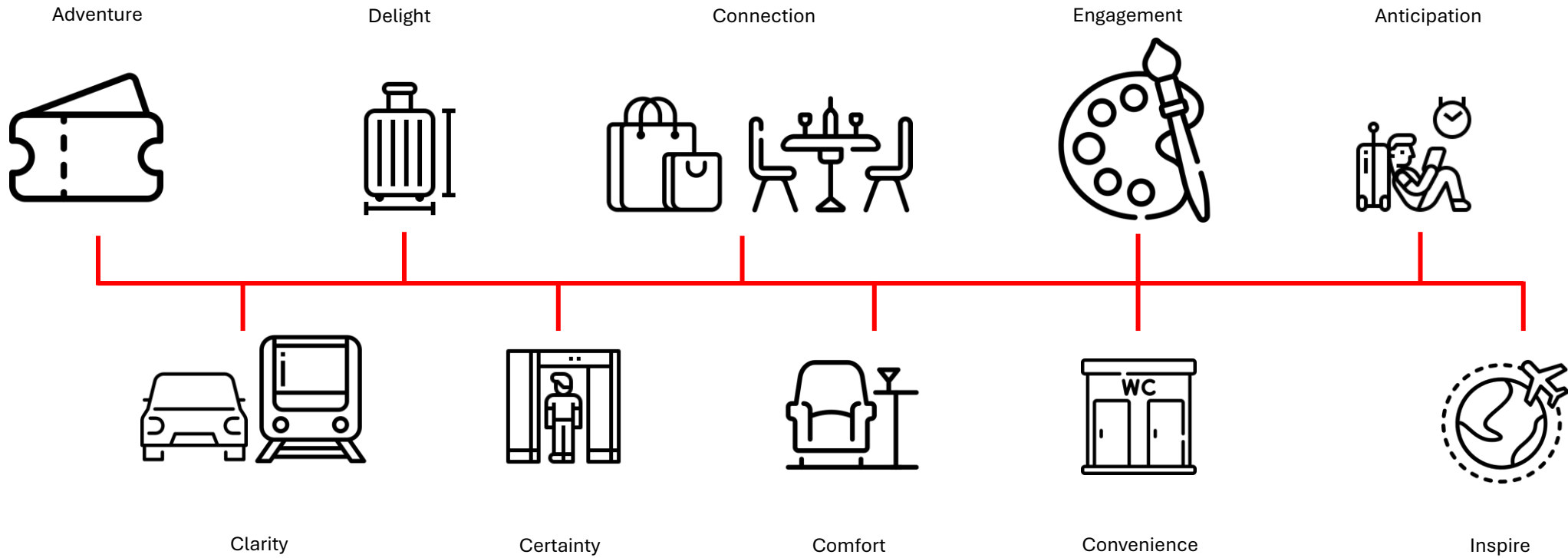


Restroom Quantity/Distribution

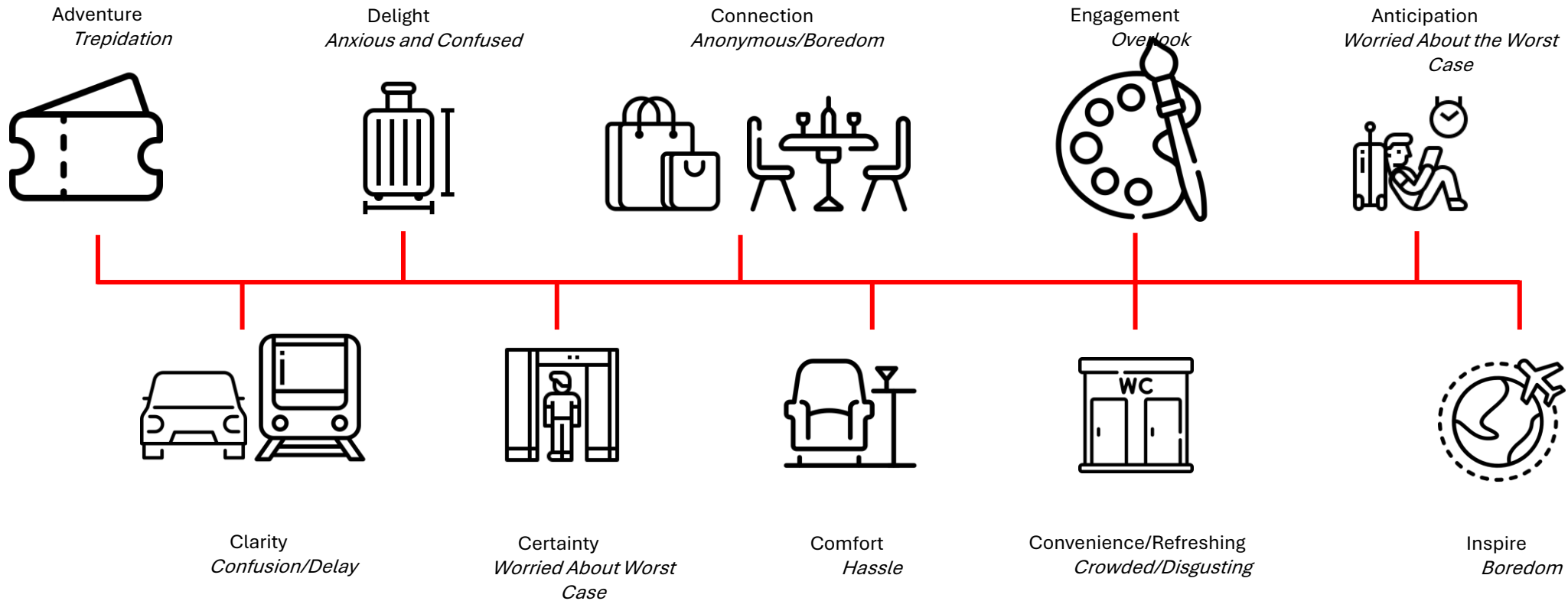


Main Event Logistics

Experiential Design



Intentional Design



An aerial night view of a large, modern airport terminal. The terminal has a long, curved, and illuminated roof. Numerous commercial airplanes are parked at gates along the terminal, with their boarding bridges extended. The tarmac is lit with green and blue lights. In the background, a dense city skyline is visible under a twilight sky, with lights from buildings and streets reflecting on the water. The overall scene is a detailed architectural rendering of an airport at night.

Thank you