

experiential atelier SEI

self-sustained, environmentally-friendly, invention hub



Tree House, Almaty by A.Masow

retail & innovation hub to achieve Sustainable Development Goals

CO-CREATION • CIRCULAR ECONOMY • CULTURAL DIPLOMACY

VISION

- Reconnect consumers with nature showcasing, exploring and co-creating **sustainable solutions** for Planet Earth.
- It is in human nature to live in harmony: this experiential atelier goes back to the **foundation of peace** via cultural diplomacy.
- The entire project is built on the **United Nations' Sustainable Development Goals**.



EXPERIENCE ECONOMY

based on Connection

- As Consumption Economy has moved to Experience Economy, consumers are reaching a **Flow state when all senses are activated through participatory experiences.**
- A behavior change in favor of a peaceful Planet Earth will be achieved through the **promotion and co-creation of sustainable products and solutions** along with the integration of **sense-activating experiences** that can be found, shared and lived in one place: **a self-sustained innovation hub.**
- Entering consumers will go through active transformation phases and leave as **conscious messengers of peace adopting sustainable practices.**



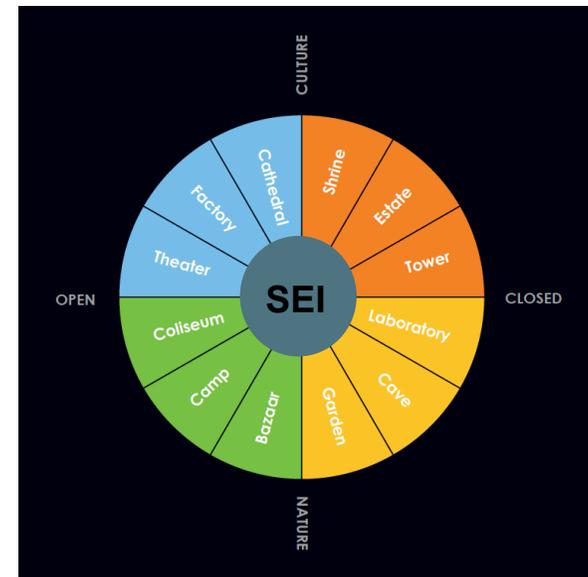
Fish skin is a new material developed under FAO's Blue Fashion Program offering various advantages ©FAO/Luis Tato

WHY NOW

- Second-Hand Shops on the rise – confusion over sustainability: circular economy resale market: \$24 billion in 2019, **\$51 billion by 2023** (Global Data)
 - **Future of Retail: Mix of Museum, Entertainment and Shopping** correctly predicted by Joseph Pine II and James H. Gilmore **since 1998**
- NGOs, intergovernmental organizations, scientists and policymakers are putting a lot of effort in communicating the urgency to act by trying to create coalitions, public-private partnerships or simply launching campaigns. It is believed by **showcasing real solutions, real change will be achieved** (Hayta, 2019)



Patagonia's Worn Wear Store (Nov, 2019)



hybrid archetype for value-based retail SEI

USP & ESP: BRICK & MORTAR 2.0

3Cs: Co-Creation, Circular Economy, Cultural Diplomacy

Value and experience-based retail stores drive the sense of community and enable FLOW states in participatory consumption experiences.

To complete the unique selling proposition (USP) in **stocking innovative products** and **providing customized experiences**, SEI's emotional selling point (ESP) in **unleashing a human being's creativity by 'being' him/herself** (SEI stands for 'to be' in German) not only gives the consumer the **sense of agency** but it also showcases that authenticity is the easiest way to give back to the world.

Co-Creation

Sense of Community

- Enable every consumer to become a changemaker
- Creativity is fostered in a safe environment and it is not exclusive

Circular Economy

Linear Economy is not an option

- Showcase throughout the building that everything can be circular
- Local sourcing for each experience and product

Cultural Diplomacy

New language for harmony

- Everything we have in culture is enough
- Blend tradition and wisdom with modern approaches

IN-REAL-LIFE EXPERIENCES

different experiences on each floor of five-story-building

take off your shoes & FEEL...

yoga mattress

mindfulness classes along with
mixed dance courses



sand

safe space for discussions



water elements

circular economy



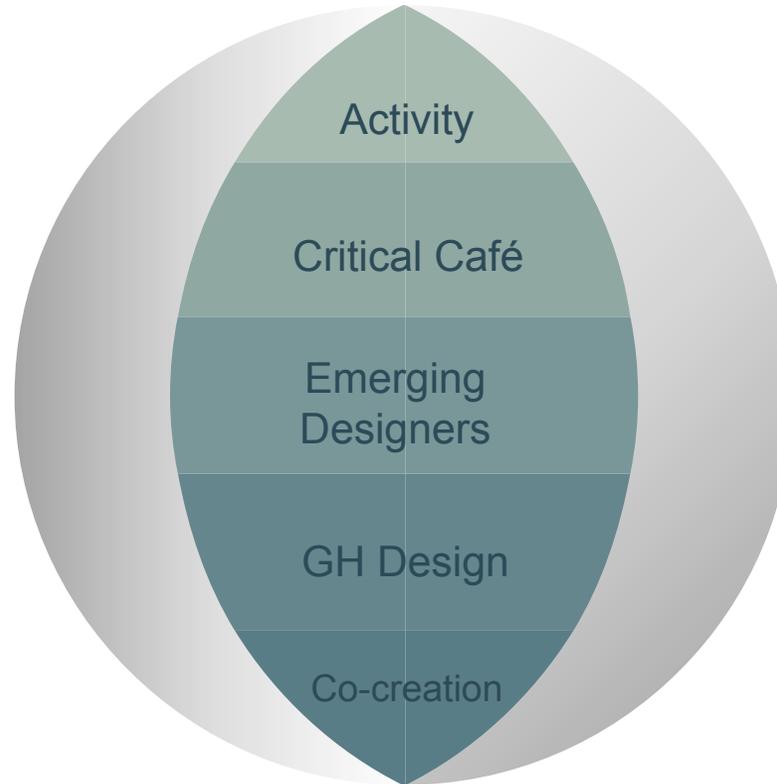
meadow-style carpet

repurposed items



little massage stones

fashion / art / lifestyle



mind – body – spirit

next to active physical classes,
various artist performances



rotating topics + library

café organization: food sharing,
waste management



innovative solutions

e.g. Blue Fashion (SEI to be the first
stockist)



cultural education

various vintage items with rich
cultural heritage will be repurposed



handcraft in-situ or at home

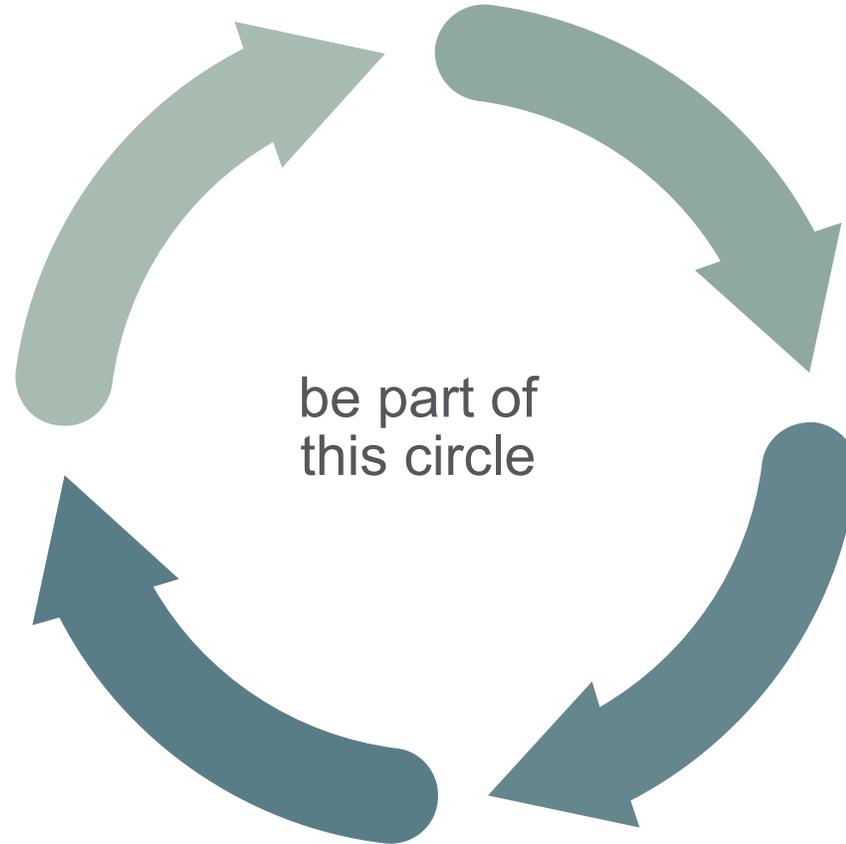
pieces of finished items can be put
together in collaboration with SEI
creators or at home with provided
handcraft kits

retail design to be discussed further

GH's COMPLETE CIRCLE

2020:
strategic launch of
experiential atelier with
authentic partners in
Germany, Turkey, Hawaii
(in future: franchise)

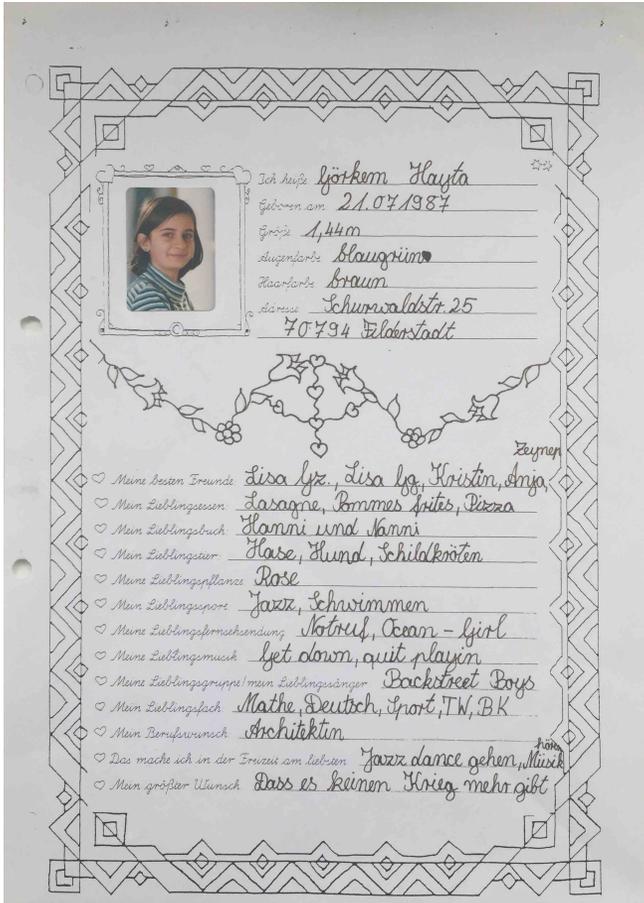
2017:
from politics to fashion,
through gender equality,
to island resilience and
ocean health



2011:
95% for MA business
strategy unit at University
of the Arts London

2013:
career start as
MarComms freelance
consultant in Paris'
fashion industry

THANK YOU • DANKE • TEŞEKKÜRLER



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THE FUTURE IS NATURE:
details of partnership agreement to be
discussed upon conversation opening

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About

Fields of expertise: strategic marketing, content creation, campaign development – event management & production – international buyer & press relations – experiential design & cultural diplomacy – multilingual communication (DE/ES/FR/GB/IT/TR) within the realms of fashion, art, design, politics, gender equality, island resilience and high-seas regulation.

www.gorkemhayta.com

CRITICAL THINKER • FEMINIST / HUMANIST • ENVIRONMENTALIST

Three Women Arrive

Your Dashboard
Private to you All Star

140 Who viewed your profile	26 Post views	42 Search appearances
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The physical launch of the store is planned for 2020 as part of the kickoff of the United Nations’ Decade of Action.