

Corona: Immersive Online Campaign

The Principles of Relaxation

October 16th, 2007

The following is a simple and cohesive list created to establish a set of overarching design and interactivity principles, which will guide and influence all aspects of the Corona Immersive Online Campaign.

The Principles

When you experience the Corona site's brand of relaxation, you realize:

1. We can't tell you how to relax. This is something you will discover for yourself.
2. Being in a hurry is not relaxing.
Anxiety has nothing to do with tranquility.
3. You shouldn't have to try to relax.
Beach activities should not take concerted effort.
4. The perfect beach is not a place, but a state of mind.
5. The beach is infinitely expansive.
The environment should feel liberating and not claustrophobic.
6. You are very secluded, but you are not stranded.
You're never too far away, but you are far enough to be meaningful.
7. Technology shouldn't intrude on the beach.
Observe nature, not email.
8. The beauty of the environment will come from the harmonious relationships amongst the elements in the environment.
9. The interface and interactivity should feel like an extension of the environment.
Interactivity should feel natural and physical, and should not interrupt your relaxation.
10. Sound can be musical, without being music.
11. Opinions about relaxing music can differ, but nature is the most relaxing soundtrack.