

At the feet of Eros

London's latest a-v based visitor attraction is particularly sexy.

Geny Caloisi reports

ATTRACTIVE, INTELLIGENT, WELL connected, clear, to the point and beautiful. No, that's not the description of your next date, although if you follow Amora's advice it might be.

Amora is a new permanent exhibition at London's Trocadero shopping centre, just a few minutes from Piccadilly's Eros.

This latest tourist attraction is an academy of sex and relationships. Divided into seven interactive zones, visitors are gently guided through the exhibition by their own 'Whisperers' – wireless, phone-like guides into which they can punch the number of the exhibit and get further information.

Soothing music and localised sound throughout makes the experience more personal.

Investment banker Johan Rizki is the man that dreamed up Amora and made it a reality. He says he was looking to create a fun interactive experience for adults that would present sex in a 21st-century manner.

Having visited other sex museums around the world, Rizki realised that they were all static and sometimes boring. Amora's aim is to strike a balance between entertainment, education and information.

Interactive touch screens in the Amorgasm zone teaches visitors how to improve their techniques

THE ZONES

The entrance to the exhibition is via a darkened room, in which a beautiful blonde lady in a red dress



welcomes visitors and gives a brief introduction to what they are about to see. Using the Pepper's Ghost effect, the high-definition 'Avatar' appears to be suspended in mid air. Wonderworks provided the structure and the screen and Electrosonic, which carried out the a-v design and installation of the project, installed a projection design F3 projector and Electrosonic MS9500 HD player.

Although the effect works now, Amora's operations manager said that initially it couldn't find a way to make the holographic image apparent. It wasn't until one of the installers was crawling behind it that they realised they needed to put some light effects in the background to create depth. This would give the illusion that the image was standing in front of the visitor.

LOVE AND DESIRE

A gentle introduction to the power of attraction and seduction provides useful tips on how the visitor can improve their own techniques and gives an insight into understanding the opposite sex's mentality.

There are interactive, vertical touch screens in which visitors can find the perfect match. Electrosonic used Impulse LCD monitors for most interactive displays.



SENSORIUM

Did you know there are 250 different ways of kissing? Have you mastered the art of teasing your partner while undressing? Have you worked out where your erogenous zones are?

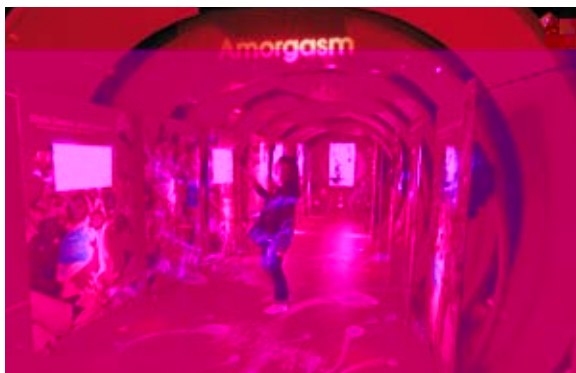
In Sensorium, big screens hidden behind mirrors tell you all about kissing and undressing, while male and female mannequins demonstrate those sensitive areas. The white figures are wired to respond to every touch and they light up when visitors' hands work their magic.

SEXPLORIUM

The area in which visitors can learn foreplay skills includes a series of touch screens, which guide them through questions to learn more about how to maximise your sexual experience. The answer to the questions comes with a very explicit video. According to Rizki, the couples featured in the videos are real-life couples, not porn stars.

AMORA SUTRA

A big projection screen connected to a touch panel explains and shows the different sexual positions – there are 64 in total. More helpfully, wired mannequins, help visitors learn how to find the G-spot, for men and women. These are also wired and when you 'hit the spot' a scream of pleasure surprises you from the directional speakers.



TECHNOLOGY

AMORA IS ONLY for adults, no one under 18 is allowed in and the admission price of £15 might also be a deterrent for youngsters. Rizki says the price tag of the ticket also ensures Amora gets the right type of people and that the exhibition has made profits since it opened.

Although full of a-v, the operating system that Electrosonic installed is not complicated. Most projectors are projectiondesign EVO2 SX+ or F1 models, while Sony FWD42 42in LCD, NEC 50XM5G 50in plasma and NEC LCD3210 32in LCD displays are used for most video exhibits. The control is based on an AMX Netlinx system for all show elements, while Soundtube FPS20 localised loudspeaker domes around the exhibits and Work studio loudspeakers for most spot exhibit audio provide an immersive experience.

The difficult part of the project must have been keeping a straight face when emails about the building of Amora revealed problems such as connecting the erogenous zones.

www.amoralondon.com
www.electrosonic.com

'AMORGASM' – THE ORGASM TUNNEL

This is a temporary exhibition within Amora which explores arousal, plateau, climax and after play, which surprising for some, is not just falling asleep.

'The idea behind this exhibition is that it has to be very flexible', says Rizki. The wall panels and the displays can easily be changed and re-dressed either for a new exhibition or for a day event.

FANTASY AND FETISH

By this point, any inhibition and blushing of cheeks should have passed. Now it's time to play. Sexual fantasies and fetishes have the green light, as long as the partner is willing. You can look through key holes to small screen displays with suggestive videos. Or, if you have the energy and the inclination, you can also try your hand on the Spankometer.

Another interactive screen connected to a big projected screen reveals that not everyone is what they seem. Entering the interactive street scene, you can select an image of someone walking down the road to open their secret fantasy world – including a policeman wearing stockings and a wig and a secretary in a dominatrix outfit.

WELLBEING

Play and learn about sexual health and well-being. The displays teach you how to recognise some diseases, with some images that are better forgotten, and it also touches on contraception, fertility, hormones and so forth.

Sexologists are at hand in Amora and can be found walking around the exhibition and talking to people. They can also be consulted privately.

APHRODISIAC LOUNGE

This lounge/meeting area provides space to sit and talk in a relaxed manner, while sipping a smoothie or a cocktail created from recipes known for their aphrodisiac effects. There is also a library with books on the subject.

Fitted with a large projection screen and a flat screen, this space can also be easily set up for special events.

Besides the lounge, there is the Amora Gallery, which is set up for talks and events. Then there is the Amora boutique, where you can find useful aids to put in to practise what you have just learned. □



Visitors can try their hand at the Spankometer in the Fantasy and Fetish zone