



Electrify America has re-thought the experience of visiting an EV charging station | Photo source [Electrify America](#)

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## RETHINKING ELECTRIC VEHICLE CHARGING STATIONS

 MOBILITY & TRANSPORT

### **A US company is changing the look and feel of charging stations with more inviting designs that incorporate solar awnings and customer services**

**Spotted:** We are used to thinking of charging stations—and gas stations, for that matter—as entirely utilitarian. No-one expects them to incorporate innovative designs. But charging station company Electrify America has a different vision for the future of electric vehicle (EV) charging. The company is developing more inviting charging stations that incorporate unique designs, waiting area amenities, and solar canopies.

Even with super-fast chargers, charging up an EV can take longer than filling a tank with petrol. But what some see as a deterrent, Electrify America is determined to see as an asset. The company is designing charging stations to create ‘planned, comfortable spaces focused on enhancing the human experience’. Eventually, all of the stations will feature a redesigned ultra-fast charger with a smaller footprint, a brighter human-machine interface screen to reduce glare, and a cable management system.

Architecturally, the stations will be designed to blend into the local milieu. Depending on their location, the stations will offer extras which could include: customer lounges, electric vehicle showcase areas, dedicated event space, overhead solar canopies that can power the stations’ operations, valet charging, and curbside delivery. The idea is that the appearance and offerings of charging stations will reflect a more aspirational lifestyle, which could prove appealing to potential EV owners.

“Electrify America will be reinventing the look and feel at many of our charging stations to meet and exceed the expectations of customers moving from a gas-powered vehicle to an electric lifestyle,”

said Giovanni Palazzo, president and CEO of Electrify America. “These new designs will help elevate the charging experience for our customers, building on the foundation of our ultra-fast and reliable coast-to-coast network.”

At Springwise, we have covered not only technological innovations to make charging faster and more sustainable, but design innovations that aim to make charging a more pleasant experience. These have included a [solar-powered](#) station in China, and a charging station that can double as a [drive-in](#).

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### **Takeaway:**

Electrify America’s move to think of charging stations as an opportunity could well catch on. After all, most people will be waiting for 10-20 minutes while their EV 'fills up' and this is a great opportunity to provide services. We can envision a future where charging stations incorporate coffee shops and mini-grocery stores, or deliver food to your car. Station waiting rooms could be turned into mini-spas or business centres – there are an endless amount of ideas. Far from seeing charging time as a deterrent to EV take-up, in the future we could be viewing it as a benefit.