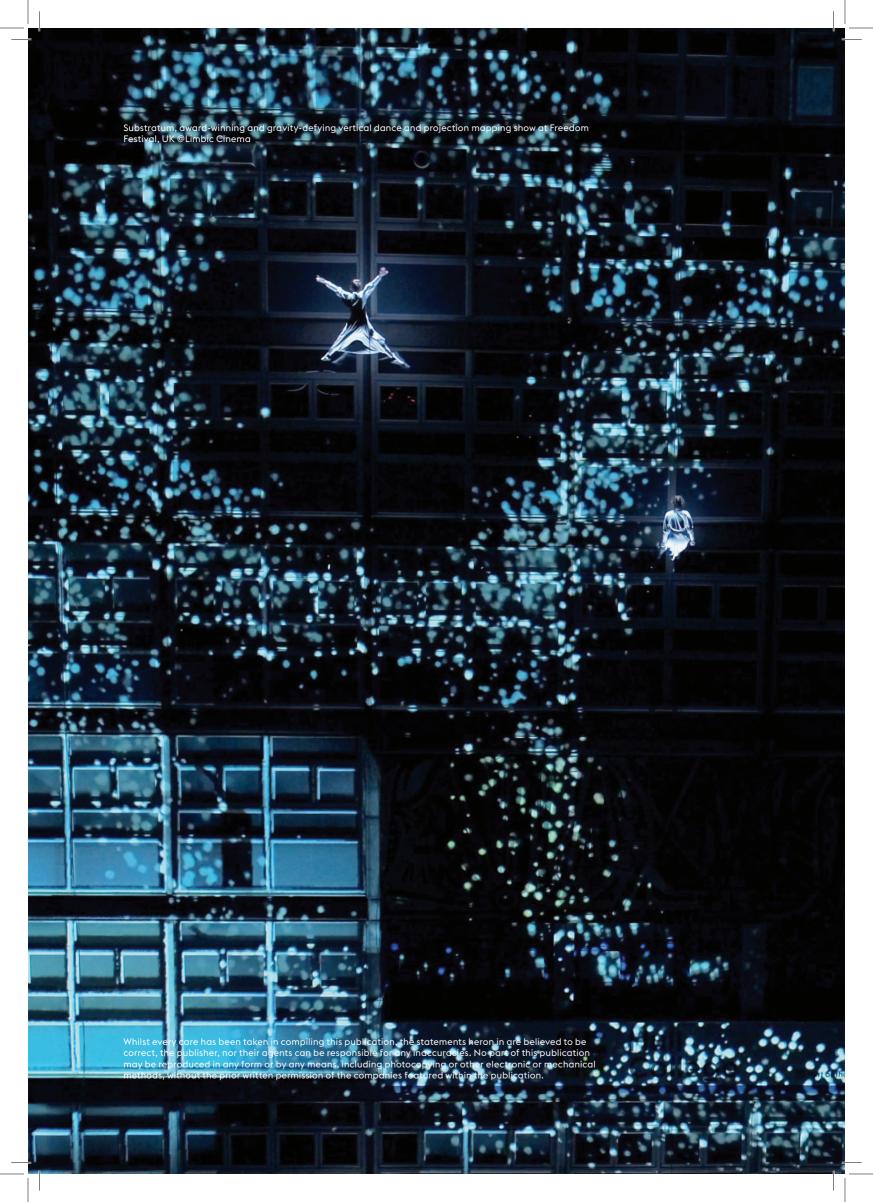
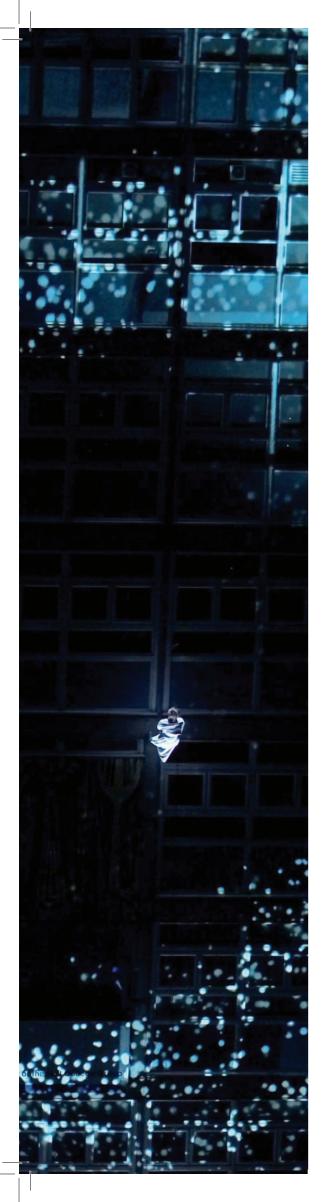




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#### **Foreword**

The COVID-19 pandemic has changed the world and - for millions - an established way of life. At the time of writing, the emergence of viable vaccines suggests that a return to some degree of "normality" can be anticipated. But what will that new normality look like? And how can those of us who work in and with the experiential community contribute to making that new normality as enriching as possible?



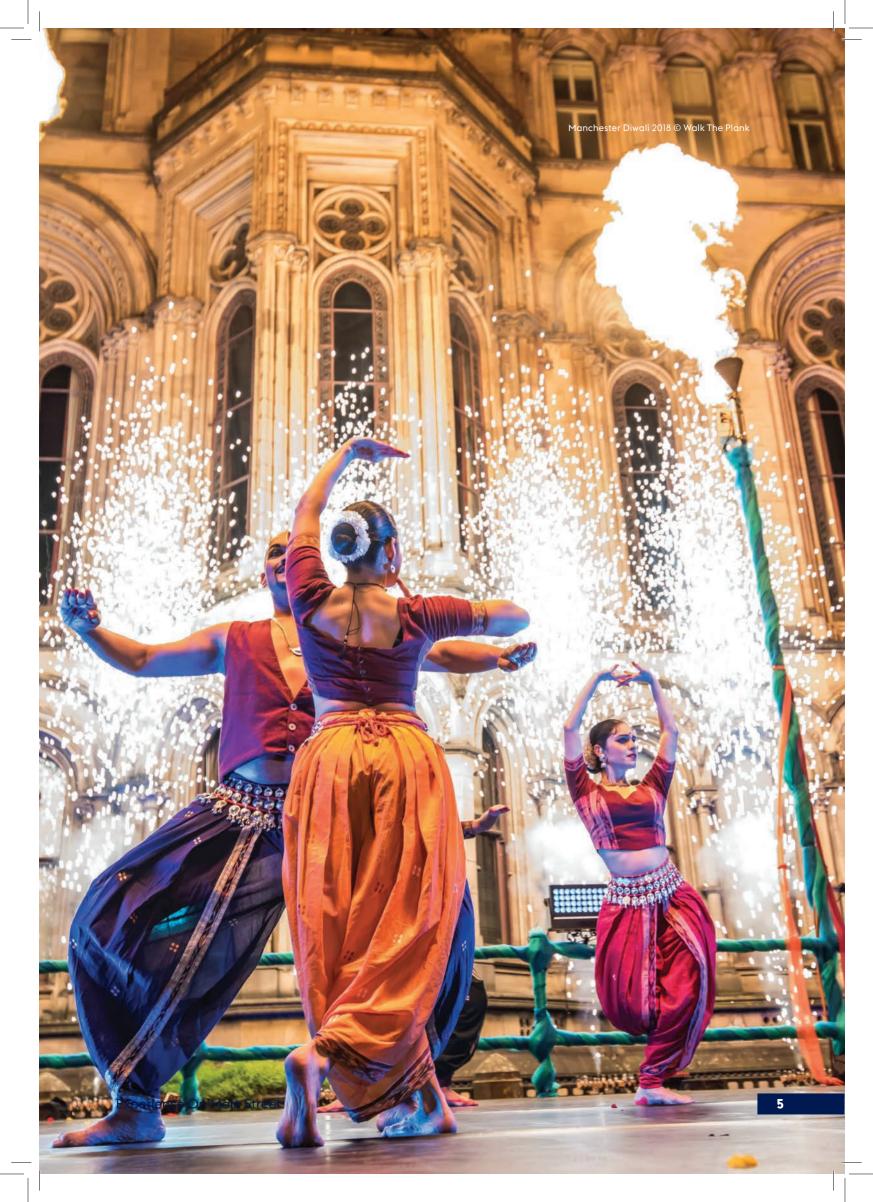
Richard Parry
Head - Experience Economy Team
Department for International Trade
Richard.parry@trade.gov.uk

Encouraging more footfall and therefore economic activity in our urban centres can – and will – contribute significantly to both commercial and societal wellbeing. The digiverse has been a wonderful tool in helping us to communicate and to process our in-trays – but, largely, we have been physically remote from each other. Commuting will never reach pre-COVID levels again. How do we manage city spaces and places designed for footfall that will never entirely return? How do we address lingering concerns about social distancing and hygiene?

This brochure features UK creative companies and people developing placemaking and enriching mini-environments capable of persuading people to spend time and money in downtown areas – thus contributing to commercial and retail operations and creating places where people want to be. It also includes some thought-provoking statements from leading lights in the experiential world.

I hope you find the ideas in this brochure exciting and appealing and that you will be encouraged to look to the UK as a partner in tackling this small but important part of the recovery process.

Wishing you good health!



## **AEA Consulting**

# How can cultural experiences help revitalise downtown areas?

By Natalia Vartapetova, Consultant, AEA Consulting

City and town centres - the 'downtown' areas – have long been the clusters of civic. business, and cultural activity defining the character, brand, and appeal of many urban environments around the world. A number of significant changes in the ways we commute, work and spend our free time have affected the downtowns in the 21st century and the pandemic has accelerated these changes further. Diaital and technological advances mean we can work and gather virtually from anywhere. Mass tourism has overpopulated some areas but left others to fight for visitors. Brick-and-mortar hospitality and retail need to innovate and pivot to compete with their online counterparts.

The implications of Covid-19 have compelled policymakers and urban planners to rethink

approaches to public life and the public realm. City governments, local authorities, and others with a mandate to manage the character and livelihoods of downtown areas are strategizing initiatives to reinvigorate downtowns with daytime and night-time activities and placemaking that can generate footfall, support retail and hospitality businesses, and contribute to the overall liveliness and attractiveness of downtowns.

The constituencies driving these initiatives range from artists, community leaders and activists, to creative businesses, cultural organisations, and districts, to public sector bodies and public-private partnerships.



6 AEA Consulting

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#### Artist and community-led revitalisation

The grassroots and artist-led movements have initiated many projects that have re-defined and repurposed the way we experience downtown neighbourhoods. Some call for action on policy level, others engage with communities on the ground. In the US, Philadelphia-based Monument Lab merges art, community participation, and storytelling in producing public and history projects that facilitate conversations around how monuments, art, and history live in public spaces. Their work has been celebrated for encouraging public engagement and critical thinking in major public spaces in Philadelphia and other US cities.

In cities around the world – from Melbourne to Manchester to Berlin – street art and performance have brought informal and authentic experiences adding a layer to those cities' character and creating additional 'hooks' for visitation.

#### Role of cultural organisations and districts

Cultural districts and large-scale cultural organisations can enable and facilitate public experiences in urban centres through community partnerships, public programming, and commissioning. For example, during the 2020 lockdown, Times Square Alliance commissioned artists to create billboards and video messages focused on celebrating emergency workers and the community displayed on screens in Times Square, NYC.

Regular activations such as festivals, seasonal events, and markets are effective at generating high footfall while also providing income opportunities to artists, makers, and small business owners. In Kingston, Jamaica, a monthly Artwalk festival and artisan market provides opportunity for local creatives to showcase and sell their work while

attracting increasing numbers of visitors to downtown Kingston.

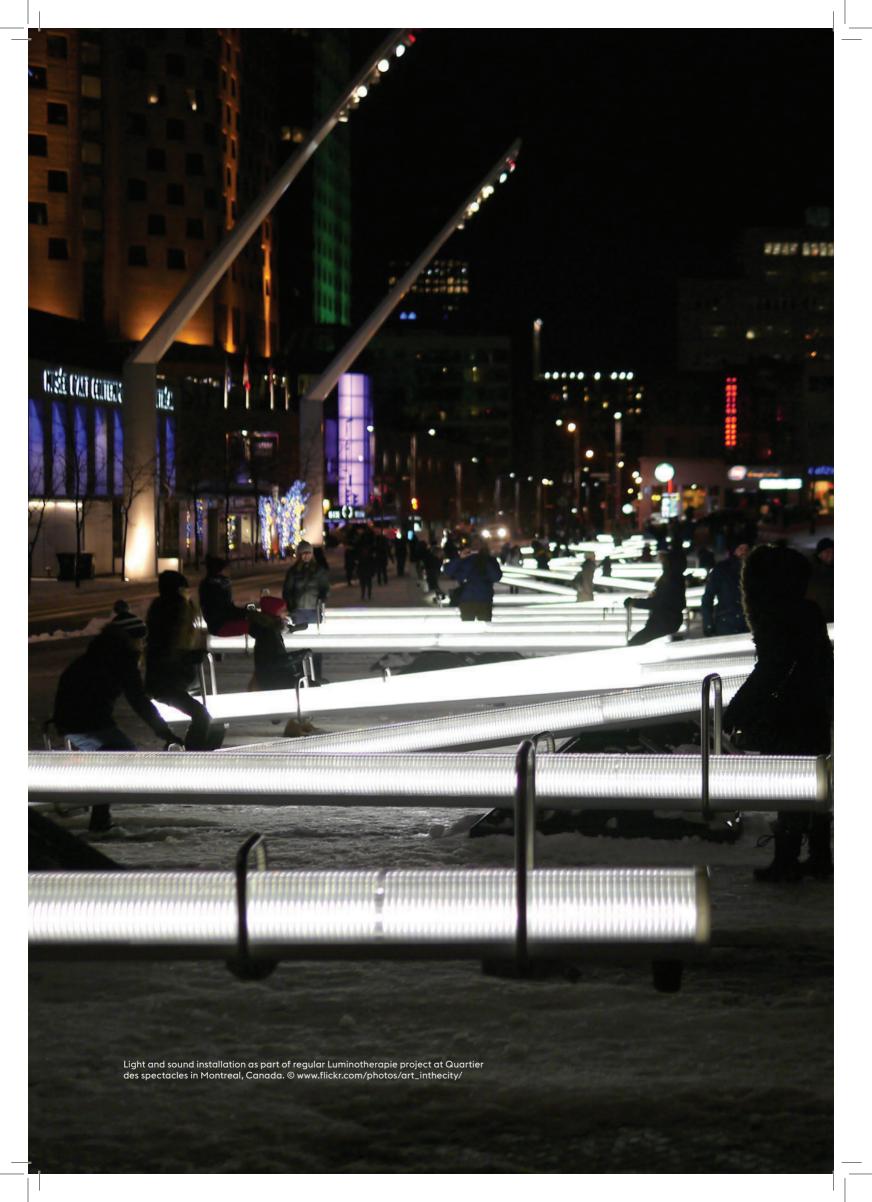
Restricted by their indoor spaces in the age of enforced social distancing measures, many cultural organisations have improvised or created long-term outdoor and offsite programmes – from concert series to film festivals to spoken word open-mic events across city centres.

Ballet can be found on rooftops (move over, cinema!), theatre can be experienced walking along what had been previously known as your daily commute to work, and public art commissions are likely to be coming to a square near you.

#### Public sector and public-private partnerships (e.g. BIDs)

Outdoor programming can create employment opportunities for artists. animate public spaces and bring in liveliness and a degree of informality to the dense urban environment of city centres. Artists and makers can contribute to innovative ways of designing public spaces with physical distancing measures in mind. This can be encouraged by commissioning permanent and temporary structures, street furniture, pop-up galleries, cafes, playgrounds, and other design elements for the public realm. One example of this is a recent commission in downtown Brooklyn – a result of a collaboration between a cultural district, an urban development not-forprofit institution, and a developer – that provided a safe and intimate outdoor pavilion to host a series of site-specific music performances.

Designated public funds to address the changing nature of the downtown areas can help stimulate daytime and night-time activity. For example, the Future High Streets Fund launched by the UK government in 2019 was set to renew and reshape the experience in downtown areas. In many cases, this renewal is led by projects with cultural uses at their core: transforming high street commercial spaces into creative studios, workshops, and galleries, performing arts spaces, cinemas, and multi-purposes arts



facilities. With the support of Future High Streets Fund, Fargate – a pedestrian precinct and shopping area in Sheffield, is being reimagined as a creative and cultural hub, which includes repurposing a five-storey building, currently used for short-term retailing, into a year-round event facility and providing outdoor space for major international events. This scheme is expected to attract over 100,000 visitors annually, of which 50% are assumed to be 'new' visitors to the area.

#### Zoning, incentives, and land use

Culture-centric tax schemes, official designation as business improvement or cultural districts, and other value capture measures enable local communities to recover the increase in land value and provide incentive to specific types of activities, e.g. arts and culture. Land use regulations enabling conversion of commercial property into other uses present opportunities for cultural programming or live-work and housing spaces for creatives. Commercial property can be used for pop-up projects, mixing retail, creative uses, and culture. Collaborations between multiple sectors and neighbourhoods encourage new uses of city centre commercial property and bring diverse groups of visitors to the central urban areas and high streets.

In thinking through the experiences that can reinvigorate downtown areas, some main principles can be applied to ensure long-term sustainability and public appeal:

- Hybrid arts, culture, and entertainment experiences co-curated with 'stars' from arts and entertainment sector and local communities and businesses:
- A welcoming, democratic, accessible, well-maintained public realm – plazas and city squares; expanded pedestrian and green areas; cycling routes; safe spaces for children and families; etc.;
- Regular curated activity, e.g. festivals, fairs, markets, public art;
- Enabling adaptive reuse, pop-up experiences, and cross-sector collaborations in downtown real estate and public space merging creative uses, retail, food & beverage, and immersive entertainment;
- Animation of street life with other curated and informal activity and provision of attractive and safe spaces to gather and improvise;
- Last but not least a clear vision and funding support beyond these efforts.

Research and studies internationally have shown that cultural experiences generate 'spillover' effects and bring long-term benefits to these host communities and neighbourhoods. Beyond urban revitalisation, these experiences create opportunities for new types of cross-sector collaboration and innovation and contribute to the character of the spaces they inhabit. City, industry, and community leaders would be right in prioritising culture and enabling these experiences in their multiple forms and manifestations.

www.aeaconsulting.com

## Department for International Trade

#### **Exploring the evolution of experience**

By Richard Parry, Head of Experience Economy at Department for International Trade

For the last few years, I have been trying to connect UK suppliers of experiential products and services to overseas demand. Luckily, I have the resources of a UK government department – the Department for International Trade – to help me do so

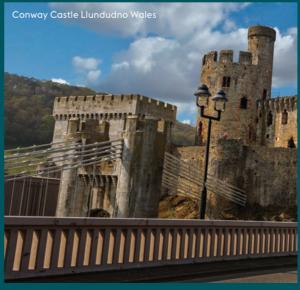
When we first started using the term "Experience Economy", our colleagues covering such mundane, tedious sectors as film, TV, publishing and games would smile benignly and humour us – not entirely sure what we did. Something about theme parks, probably.

But now, the experience economy is becoming part of everyday vocabulary – and even in government, not traditionally an early adopter, there is a growing recognition that experience is a "thing" and I am working hard to encourage that view. And I am convinced that the "thing" is going to grow and become increasingly mainstream – not least as it will help to form the ways in which society will emerge from COVID-19.

Back in early 1970, I went on a school trip to see a production of "The Revenger's Tragedy" by (probably – no-one is sure) Cyril Tourneur – I was studying it for my A Levels (the pre-university exams in the UK). The cast featured a young Helen Mirren and a young Patrick Stewart – but all I can remember about the evening was the dinner afterwards at a restaurant in Aldwych called "Old Orleans".

I was born, bred and buttered in working class South Wales. We didn't have themed restaurants. In fact, we didn't have restaurants.





#### 02

Stepping inside this kitsch and clumsy homage to the Deep South blew my mind. Of course, it was plastic and awful – I think there might have even been papier mache models of grinning black folk holding menus. Menus that referred to chips as "French Fries" (I wibbled audibly when I saw that). It was a new world and I loved it. I drank in the faux fixtures and fittings and felt I was really in the USA (somewhere which, at the time, felt as out of range as the moon). Even better, the waitress was from the Deep South, too. Croydon, I think.

This was a powerful experience and one firmly grounded in place rather than people – I had to call my best buddy from school to see if he had been with me...I could remember the restaurant but not my companions.

Which got me to thinking about the relative strengths of people versus places when it comes to memory-making. And, specifically, how this relates to the growing challenge of encouraging people back to town and city centres, post-COVID-19. Which has prompted the brochure you are reading.

To examine the power of place-memory, I recently conducted a small experiment on Facebook, using a Group based on the South Wales town where I grew up. I posted once about a tiny sweetshop (the shop was tiny, not the sweets) which operated in the 1960s and then again about a pub which closed in the 70s. Both got way over 200 responses. Most of the Group's posts get 10-20.

A couple of things struck me. Firstly, the aching wave of nostalgia for a simpler, slower way of life. "I remember" appeared in just about every response. People reminisced about a time when doors were left unlocked, housewives washed each other's front steps and had each other's babies. It was a time of strong community and high burglary levels.

The other thing was that the responders tended to recall places, aromas, and atmosphere rather than people. Which, in an utterly unscientific way, suggests that when we seek to encourage engagement with downtown areas, we need to create place-memories.

The trouble is, creating place-memories requires time. Time for places to achieve authenticity, atmosphere and reason-to be-there. Plug in and play experiential solutions will probably not - on their own – produce those. But maybe they could act as a first shot of vaccine that gives High Streets and Main Streets time to develop potent, herd-immunity style, place-memory destinations where familiarity breeds content.

And what will those rich-in-place-memory streets look like? I've seen some wonderful conceptual thinking involving turning roads into mini parks and green spaces. Do cities and towns have the imagination to take cars and trucks out of the equation? Let's face it, if we're serious about climate change (and Eco-Anxiety could be a useful ally here), we need to rethink how we get around. Making public transportation not just efficient but enjoyable would help.

Place-making does not have to be complex or difficult - it just requires some thought and awareness of the power of place. I am a Lifetime Titanium member of Marriott Hotels. This means two things - firstly, I've spent an inordinate amount of time experiencing the hospitality of Bill Marriott' folks and secondly, I've often been driven to despair by the lack of place-making that these (and no doubt other) hotels embrace. Just one example - the Fira Hotel in Barcelona. It's a lovely, super-modern and stylish hotel. My room was stunning. I went to the bar...and could have been anywhere. Barcelona is a very attractive city with iconic art and architecture to spare. Spain is a country with an amazing culture. But the hour or two I spent in that bar were as place-memory free as you could imagine. Not a hint of the city's wonders in the décor. And worse, in a country with a wonderfully rich musical heritage, I was subjected to endless minor variations of people wailing "Ooh, Baby, I ain't never gonna stop. No, really" and so on. Oh yes, and the only draught beer was Dutch.



# Forged in the Creative Crucible: Why is Britain so bloody good at experiential design?

By Sam Bompas, Co-Founder of Bompas & Parr and Friends

Britain, once the swashbuckling island of booze, fags, mags, monarchy and Shakespeare, is now the leading exponent of experiential design. The work of the likes of Secret Cinema, Marshmallow Laser Feast and DotDotDot London sits far beyond the bounds of theatre, music, museums or creative technology engulfing you in tangible, navigable worlds.

The memories forged and stories articulated become tales you will tell others for years to come. These experiences are currently being delivered around the world and if you haven't already, you'll be able to gorge on them soon.

But what is experiential design – recently I sat on three panels, and each had a dramatically different take on the matter. For one it was about mastery of poly-sensory design geared to stimulate each sense. This is, of course, total rubbish – the room you are in is a multi-sensory experience! Even less inspiringly, some digital marketeers thought it meant interactive, dynamic banner ads. Puke. The third had the most effective approach that encompassed storytelling as the secret ingredient. The definition was more open too; 'hard to define but you know it when you feel it.' There's a textural and emotive component with true experiential design.

So why did an island of codgers, scallywags, wastrels and rascals become leaders in this delightful medium? With experiential design so hard to define, I thought the most effective way to get to the root of Britain's success would be to canvass to the leading practitioners (and some of our creative heroes). I tracked down



three of the foremost experiential provocateurs, each with a different approach. Here's how they explained the matter:

Maximo Recio, Lead Designer of United Visual Artists attributes the magic to cross-cultural pollination: "Like any other design discipline, experiential design relies on sociocultural factors and rational layers of meaning. However, at its very core, there is a strong sensorial element that resonates with us at a very fundamental level. Britain is, and has always been, a crossroads of many different cultures and languages, which I believe fosters a certain sensitivity for this kind of shared, deep-rooted forms of communication."

Colin Nightingale, Creative Producer of Punchdrunk sees it like this: "For years the UK has been at the centre of so much of the best in live music, club culture, festivals, theatre, dance, literature, art and design. With so much rich inspiration and a natural desire to innovate, it's not surprising that over recent years, so many British creatives have been leading the charge to combine different strands of artistic expression. Culture has become more valued and part of the national identity. There is a restless energy to push the boundaries of what Art and Entertainment

can be in the 21st century, resulting in remarkable experiential projects being exported to the rest of the world." James Seager, Creative Director of Les Enfants Terribles shares his insights: "Britain has always been at the forefront of theatre and performance which has inevitably led to innovation and an ability to push creatives into working in different exciting ways, whether that be outdoor experiences, large scale events or indeed immersive. It has ultimately helped in that there is an abundance of talent in the UK raised by experimentation, questioning the 'norm' and a genuine desire to explore what can be achieved. The training and ability to work in these areas have also never been more accessible and exciting."

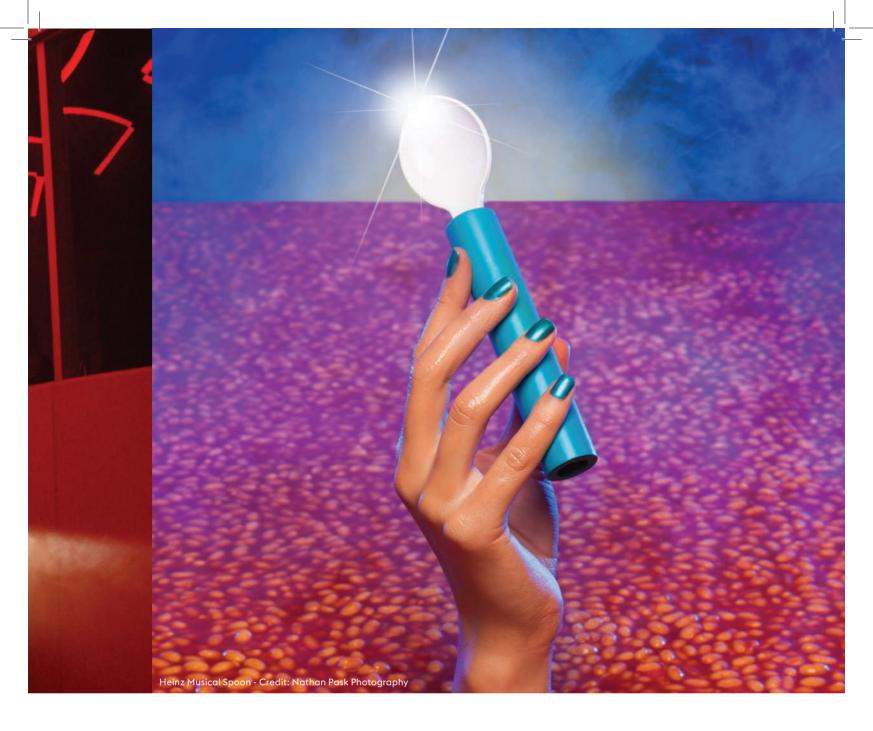
For myself, three other crucial factors come into play. The first is the British tradition of masquerade and carnival. From Inigo Jones designed courtly masques at Banqueting House under the patronage of James I's consort Queen Anne (when the proscenium arch was introduced to British Theatre) to Notting Hill Carnival, the world's secondbiggest street party, there's a tradition of dressing up, play, innovation, technology and cross-cultural engagement.



Rather more pragmatically, there's just the right availability of space to forge this form of entertainment. The UK has enough space for larger shows, but you are under a certain amount of commercial pressure. There's a need to deliver something so remarkable that a significant sized audience is willing to travel and pay for their pleasures.

Finally, there's the temperate, largely gentle weather. Moderation means that it's neither too hot nor cold to enjoy an experience in found spaces, rarely reliant on heating or aircon to be tolerable. That said, it's not gentle enough to spend the entire year outdoors. The demand for compelling indoor entertainment supplies the audiences required for a remarkable business.

Brace yourself. All those outfits outlined above are bringing their approach to experiential design to Asia with recent or forthcoming shows. The new retail and commercial landscapes that will emerge post-Covid will be ever more reliant on



experiences to drive footfall. Here's to compelling lived experiences once again.

Sam Bompas is the co-founder of Bompas & Parr, a creative studio recognised as leading experts in polysensory experience design.

The studio works with brands, artistic institutions, and governments to deliver

emotionally compelling experiences around the world. The studio launched its first international studio in Hong Kong in 2020.

www.bompasandparr.com

Credit: This article first appeared in Fused magazine and is reproduced with thanks.

## Lumsden Design

# How culture could reinvent our town centres?

By Callum Lumsden, Founder & Creative Director, Lumsden Design

Town Centres are having a hard time. And although Covid has not helped one little bit, it was, let's face it, an accident waiting to happen anyway. Crazy rents and rates marching onwards and upwards meant eventually something had to give. For years our high streets were kept teetering on the edge, terrified of change and too poor to try anything new. Switching off the global economy in 2020 resolved all that overnight. It is inevitable that flexible leasing will finally allow brands to show off and have a bit of fun without signing up for ten years at a time. So our toen centres will become venues for product launches, branded experiences and pop-up exhibitions

The fact is the experience of shopping has changed radically and has been for a long time way before the pandemic. Consumers want to be engaged, entertained and educated.

And this simply hasn't computed with the vast majority of current town centre models.

But lockdown has also taught us what we secretly knew all along: that shopping was never just about buying stuff, it was about getting out and having fun.

The world has changed too. There's no doubt that 2021 is the year retail sheds its skin.

There is, however, an opportunity for forward-thinking planners, local authorities and property developers to learn from other sectors. While traditional retail may be struggling, museums and visitor attractions were incredibly busy pre-covid, with people drawn in by blockbuster exhibitions accompanied by the promise of a well-designed store, curated product displays and the opportunity to learn something new.



Lumsden Design

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The appeal of a major exhibition is hard to denounce. The V&A's last major exhibition, Christian Dior: Designer of Dreams sold out in just 19 days. Four years ago, almost half a million people visited the museum's Alexander McQueen: Savage Beauty show. The Warner Bros. Studio Tour outside London generated £133M in 2019 pre-lockdowns.

So here we have one area of the property sector that is struggling with footfall and another that is thriving. It's not rocket science. Surely there is a really compelling case for the two to work together.

#### Bringing theatre to the shopping experience

Museums and galleries already share their collections with other institutions to great effect. In fact, 'Dippy' the 85ft-long plaster cast of a Diplodocus skeleton travelled on a three-year tour of the UK, visiting other museums and cultural venues such as cathedrals, drawing major crowds.

As an example, when Dippy was placed at the Birmingham Museum and Art Gallery, visitor numbers increased by an extra 140,000, with these visitors allegedly spending £4.2m during their visit. Imagine the potential spending power of these visitors if an exhibition such as Dippy was placed in local shopping district

In partnering with museums, galleries and visitor attractions to introduce touring exhibitions with supporting retail, developers can deliver that increasingly-important element of the customer journey. Experience.

Whether through interactive exhibitions, immersive VR experiences or talks and masterclasses provided by experts from the partner institute, the raw properties of a major exhibition – whether it's fashion or literature-based, musical or historical – offer immense potential for creative pursuits and active engagement with consumers. It offers a point of

difference. An added value and reason to visit a high street beyond the need to purchase basic goods. In essence, it turns shopping into a purposeful destination activity.

#### Interactive, experiential, curated

So, what does this look like in practice? Given the amount of vacant and boarded up shops in our town centres there is an abundancy of locations which are, sadly, available at the moment. The chosen sites can be identified according to the ambition of the project and would be tailored to suit the space available. Factors such as enabling ease of customer/visitor flow around the exhibits with ample space for informational story-telling, interactive additions like VR headsets and any set-ups for talks or masterclasses such as origami experts giving lessons in inventive gift-wrapping would have to be considered. The National Gallery in London has, for instance, just announced that its newest touring exhibition, Jan van Huysum Visits, will go on display at a community arts space – formerly a branch of Debenhams - in the seaside town of Great Yarmouth.

What this also allows for is the introduction of aligned retail in other shop units alongside the exhibition, offering consumers the opportunity to take home either a memento of the experience or a design-led product from the institution or attraction's curated collection. This can be anything from plush toys to books and apparel, rotating in content as new touring exhibits are placed on show.

In positioning these exhibits and supporting experiential retail within town centres, cultural partnerships do not detract from the commercial potential of the town centre. They don't impact the availability of full-paid commercial units. They are flexible, agile pop-ups that can grow or reduce in scale depending on the latest exhibition.

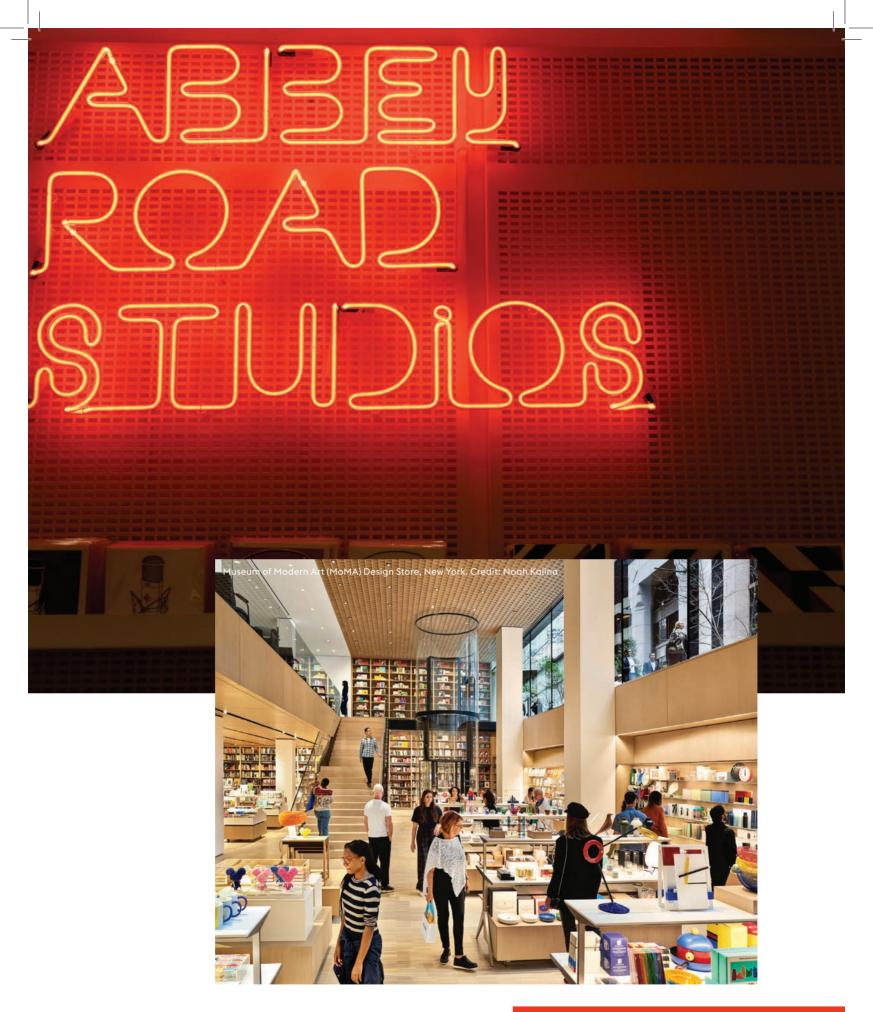
# The traditional town centre model is outdated

There is no disputing that the retail sector is undergoing a period of rapid change. Competition from digital platforms and D2C brands is higher than ever and bricks and mortar stores are under increasing pressure to adapt to this new environment, delivering experience-led retail to draw consumers away from their smartphones and into physical stores.

As a result, the traditional shopping models needs to change radically. The current set-up of the majority of retail outlets simply doesn't deliver the personalised, curated experience needed. Modern

consumers want stories, information and interaction. In short, they want the added value that most retailers simply aren't providing.

And this is where cultural collaborations could come in. Museums and visitor atttractions understand how to draw a crowd, keep them engaged and entertained, and leave with a branded product under one arm. The visitor feels enriched by the cultural engagement; the institution delivers a powerful experience and, with the support of well-designed retail, benefits commercially. It's a win-win.



www.lumsdendesign.com



# Bridging the gap between art and communities in city centres

The current COVID situation has taken the bustles out of city living and turned the lights of at museum and galleries, leaving the mental wellbeing of much of the global population in decline.

Through this, the team of world-leading creatives and disruptors at AlterProjects have seized the opportunity to bring public Art programs to the streets of some of the world's leading cities and their neighbourhoods. Seen in London, New York City, Hong Kong and across Australia – the plan is to inject life into the usually lively settings, by finding meaningful solutions around mental health through art and design.

Anne Pingreoun, Founder of AlterProjects explains their vision: "We strongly believe Art and Design can change cities, spaces and minds alike. At a time when sentiment is low, we

have the power to lift people's spirits, taking the mind on a journey to encourage reflection and conversation."

AlterProjects most recent collaboration with Grosvenor Estate executes this, with the team designing an outdoor gallery trail of immersive art and instillations through the heart of London's Mayfair and Belgravia.

Titled WANDER ART, the outdoor experience presents the diverse creations of world acclaimed artists and designers, along with emerging London-based talents. The immersive pieces are showcased across squares,

20 AlterProjects



streets and buildings to draw in audiences from every angle.

Being outdoors allows for unlimited and safe access to anyone who should visit, allowing Londoners to rediscover their city through a diverse range of artistic pieces.

Anne recalls the project being: "The fruit of the labour of months of creative thinking and deep

reflection on alternative solutions to bridge the gap between art and community."

There are plans to wrap up WANDER ART by June 2021 after six months on display. AlterProjects newly imagined focus has earned them the Best Outdoor Art Instillations in the World accolade by Wallpaper.





www.alter-projects.com



# Rethinking the role of city centres for tomorrow's consumer

Long have city centres been a hub for commercial activities, with I-AM setting their sights on revitalising urban experiences which host a seamless blend of retail, leisure, entertainment and dining with health, well-being and communities at their core.

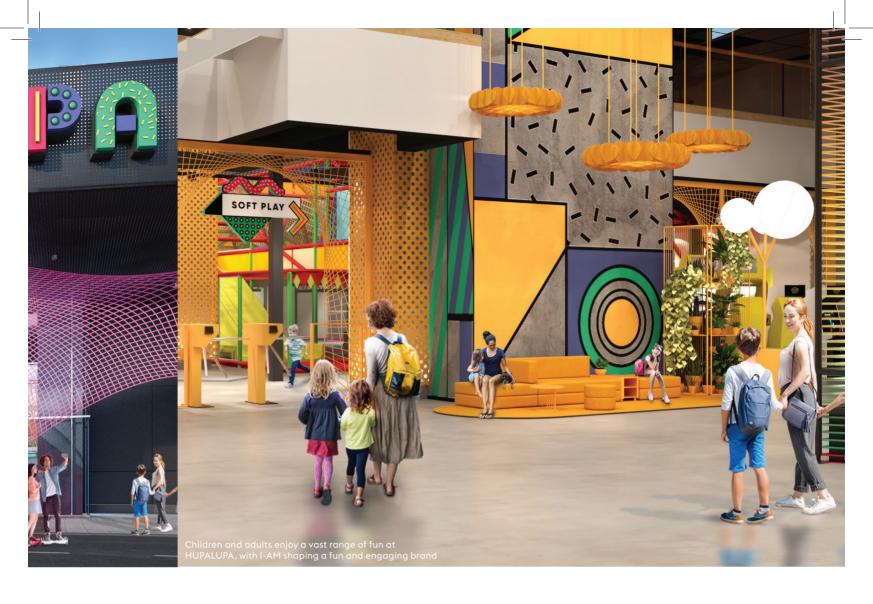
The talented team of I-AM have put in tremendous efforts to rethink the role of revitalised city centres for tomorrow's community and customer. They expect food and beverage offers to lead the way, niche fashion stores to make a comeback and health & well-being brands to continue to thrive.

Other predictions include a reboot in cinema and theatre, a surge in demand for

space to meet & co-work and the emerge of community activity spaces.

Explaining their vision, Jon Blakeney, Managing Director of I-AM says: "At the heart of every great high street or downtown area will be inspirational spaces for people to gather, learn, celebrate and thrive to reinitiate dormant communities into vital, thriving expressions of local cultural life."

I-AM create and design People Inspired Experiences. Their Life-Led™ approach considers people's lifestyles, behaviours and consumption - understanding how and why needs are changing and what



this means for businesses, brands, products and services.

Applying a Life-Led™ strategic lens ensures businesses and revitalised high streets that their offer meets the needs of the people it wants to connect with and for tomorrow's changing consumer.

The Life-Led approach puts people at the centre of urban transformation projects. I-AM's expert team of designers and researchers use the insights gained from the strategic Life-led approach to design urban transformations that are measurable, effectively implemented and create positive changes in people's lives.

I-AM's portfolio proves their bespoke approach to be successful. A model example

includes Burda Shopping Mall, with I-AM creating a modern Babylon, which seamlessly blended F&B, retail and entertainment to create engagement by awakening various functions.

Other completed I-AM projects include HUPALUPA, a branded experience for families in Istanbul and a collaboration with NIKE, to create a world-class experience which combined art and technology.

I-AM has proved experience is the catalyst to revitalising city centres, urban spaces and local communities. Inspired by the Life-Led™ approach? Get in touch with I-AM today.

www.i-amonline.com

# Alex Chinneck Studio

Playfully disrupting the fabric of the world around us



24 Alex Chinneck Studio

#### 07

**Alex Chinneck** Studio is responsible for some of the most highprofile public art projects of recent years. Extraordinary sculptures and public artworks are amongst the Studio's specialisms, which playfully disrupt the world around us.



"Our approach to commissions is always bespoke, responding to the setting of the sculpture, its context and community. We enjoy creating contemporary work that resonates with the past and that transforms perceptions of place," explains Studio Manager, Sophie Jeffrey, she continues.

"Our philosophy is one of accessibility and enjoyment. We are driven by a desire to create uplifting cultural experiences that make the world seem more magical, and that can be understood by people of all ages and backgrounds."

As expected, Alex Chinneck Studio boasts a rich portfolio of spectacular artworks, which promise to leave audiences mesmerised and bamboozled.

Stand-outs include a sliding brick façade from a property in Margate, a construction of a full-scale melting house using 7500 wax bricks, and the illusion that a stone building in London's Covent Garden Piazza was hovering.

The painstaking works and efforts of Alex and the wider Studio team haven't gone unnoticed, earning the creatives' work to be listed amongst the UK's annual cultural highlights. In addition, the Studio's 'unzipping building' for Milan Design Week was the most Instagrammed installation of 2019, welcoming 200,000 visitors in just six days.

Impressively, the Studio's Temporary Projects, which last less than a month, have received more than one million visitors and generated two billion media impressions.

So, what is the secret to Alex Chinneck Studio's stellar accomplishments? Sophie explains:

"The success of the work lies in its ability to connect with people. Our sculptures inspire curiosity and awe. Playful in character and yet hugely complex in terms of their design, engineering and construction, they borrow from industry and embody the crossover between art and STEM subjects.



Adding: "Working with the best engineers, fabricators and makers internationally, we are able to achieve seemingly impossible outcomes. Exquisite craftsmanship and attention to detail combine to guarantee the believability of each illusion."

www.alexchinneck.com

# Harry Dobbs Design

# Delivering ground breaking urban and architectural transformations

Harry Dobbs Design (HDD) boasts an award-winning team of Urban Designers, Architects, Landscape Designers and Product Designers.

The team has an established international track record of delivering ground-breaking urban and architectural transformations for leading authorities, airports, office and hospitality providers, along with retailers and developers across the world.

HDD's expert innovators are focused on developing uniquely tailored strategic and

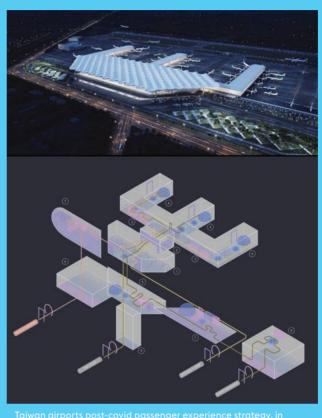
design responses to COVID 19. By doing this, they'll ensure their world acclaimed clients remain both resilient for the 'new normal' and ready for its challenges and the opportunities it will present.

Initiatives developed by HDD include a new 'Post COVID' passenger experience strategy and airport design roll out for the Taiwan Civil Aviation Authority, which supports their continued world leadership in the response to the pandemic.



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Another project is A Public Realm Digital Services Hub, designed to bring smart public health, security and city services to the City of London. HDD also teases that they're in the midst of developing new strategies and designs for serviced offices, hospitality and retail clients to ensure their geared up for what the end of COVID will bring.



Over the last 15 years, HDD has established a decorative portfolio, which includes designing the 'Worlds First Smart Street' and Smart City strategies for Europe's leading Retail and Financial districts. Other specialisms include delivering public realm strategies and bespoke urban furniture ranges for cities and nations.

HDD's expertise drives from introducing transformative new layers to existing environments, that can radically enhance user engagement, operational agility, and brand experience.

The team's cross disciplinary capabilities, strategic behavioural and data analysis techniques are uniquely suited to quickly

understanding the needs of a situation, while dentifying the full picture opportunities it can open up for the client.

This is matched by an in-depth understanding of the infrastructural requirements, high quality detailing and industrial manufacturing techniques - which are needed for rapid design development and deployment of efficiently operated solutions that have a sustainable sense of delight.

HDD has the vital tools to optimise post COVID response, which not only addresses the challenges but also identifies how to specifically enrich environments for the once in a lifetime transformation.

www.harrydobbs.com

### Reality Check Productions

# Introducing The Round: AR's first live performance venue

The brainchild of Reality Check Productions, The Round is a world-first immersive venue for live performance using Augmented Reality.

In the midst of creation, The Round is set to be the go-to destination for next-generation live entertainment. The cutting-edge software will feature the world's greatest artists performing for you and the entire world in a shared experience.

Working with state-of-the-art real-time motion-capture technology, the creative process

is tailored to the arts, and distributed using technology available on more than 2.4 billion devices.

Development has been funded by Innovate UK. Reality Check Productions proposes to occupy an empty retail space in the heart of London to create a pop-up, virtual entertainment distribution hub - which celebrates local and creative talent, with a global reach.





The Round has the ability to convert tourist hotspots into virtual open-air venues, drawing in visitors to watch live performances from their favourite artists, while simultaneously streaming to audiences all over the world.

And with the temporary capture stage occupying local retail space, visitors can enjoy an unprecedented live behind-the-scenes experience through the shop window, creating a truly world-first entertainment attraction and creative business venture in the heart of the city.

Reality Check Productions' has recently set up The Round at Hammersmith's Riverside Studios theatre, with plans to roll out the temporary motion capture stage across public spaces.

The team intends to work with local producers, agencies and entertainment companies to

curate a program of virtual productions in a 'highlights of local talent' format.

This would also create a great opportunity for commercial sponsorship, along with promoting innovation and creativity. The bespoke offering can also increase town and city centre footfall, something which has become extremely important post-pandemic.

Contact pip@realitycheckproductions.co.uk to find out more.

www.realitycheckproductions.co.uk

## Squidsoup

# Reinvigorating urban spaces to view the world from different perspectives

Squidsoup is a pioneer in the use of light, sound and technology to create immersive installations. Made up of talented creatives, the works encourages people to view the world from different perspectives, by presenting new kinds of evocative and beguiling experience.

The work of Squidsoup's artists, designers and producers have frequently been used as part

of a concerted effort to strategically re-think and re-invigorate urban spaces. The team have delivered bespoke installations in disused buildings, and is planning to roll out the concepts in derelict shop spaces and existing retail environments to create landmark events, which attract new visitors and ultimately increase footfall.



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Squidsoup's work has been seen by millions of people around the world and currently deliver three main strands:

#### **Submergence**

Dynamic, immersive, walkthrough experiences using massive arrays of individually addressable points of light to create the impression of movement and presence in shared physical space. Submergence has been seen 80 locations worldwide, from disused retail spaces to winter light festivals.

#### **Murmuration**

Hundreds of individual decentralised but intercommunicating units of light and sound, suspended in space to together create a choreographed or generative, highly spatialised, multisensory experience.

Murmuration was first commissioned by Scottsdale Museum of Contemporary Art (Scottsdale AZ) in 2019.

#### Sola (Tunnel of Light)

A recent strand of development has been to use lenses and LEDs to make 'light pixels' that together create the impression of looking at sunlight through a window. The optics make it appear that the sun is at an infinite distance – an experience otherwise familiar from looking at the real sky.

Sola was shown outside Guy's Hospital in London during the later stages of the COVID pandemic, as a gift to the UK's National Health Service staff and visitors.

"Our preferred approach is to design an experience for a specific location and context, building on our existing body of work to create a unique experience in its own right, tailored for the particular needs and requirements of the space in question." Explains Anthony Rowe, Artist and Founder of Squidsoup.





www.squidsoup.org

## Hagen Hinderdael

# Creating healthy environments: Using placemaking to inject greenery into our cities



Hagen Hinderdael unveils plans to infuse greenery into historically urban spaces.

Founded by Sofia Hagen and Lisa Hinderdael, the duo specialists in architecture, interior design and urban design have proposed transforming derelict commercial and retail spaces through placemaking, which are rich in biodiversity and encourage greenery to the cities. By doing this Hagen Hinderdael will achieve two goals, reinvigorating the fabric of the city, whilst also raising awareness on the environment and wellbeing.

"Placemaking needs to be come the anchor that supports cross-sector engagement

within our cities." explains Lisa Hinderdael continuing:

"One such narrative that increasingly emerged throughout the past year is that of a healthy natural environment - the greening of spaces. Looking at how design can merge the human made and natural worlds, we believe that the future of our city centres relies on a shift to creating immersive experiences which are ecologically sound, aesthetically satisfying and environmentally responsible."

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#### **Oasis on Oxford**

One of Hagen Hinderdael's proposals is an urban sanctuary composed of indoor forests, titled Oasis on Oxford. It speaks to the lost landscapes of London whilst immersing visitors in a lush greenscape.

The space would be a programmed indoor park that changes the trajectory for its surroundings. The installation emphasises the importance of a balanced coexistence with nature, stimulating to revive our environment.

Beyond its educational aspect, it will serve as an anchor to drive new retail, generate footfall, and reanimate interaction in the area.

Along with the proposed Oasis on Oxford project, Hagen Hinderdael is also spearheading

more permanent greening interventions within our streetscapes. Eden is an interactive installation located in the heart of Belgravia, educating visitors on biodiversity and promoting healthy natural environments.

"The driving force behind these proposals is a holistic approach reviewing what placemaking is at its core - creating unique urban centres that attract people, provide spaces for contemplation and interaction, and increase our cities green lungs." explains Sofia Hagen, adding:

"By establishing nodes of greenery in our cities, we bring the offering of nature that is drawing us out of cities back into the heart of them."

www.hagenhinderdael.com

# EXTREME International

# Tapping into the flourishing extreme and adventure entertainment sector

EXTREME is a unique brand, community and purpose driven company that lives at the nexus of sports, entertainment, and lifestyle. Their core aim is to drive positive change through extreme and adventure sports, ultimately enhancing mental & physical health, supporting communities, creating job opportunities and investing into local regions.

Adventure sports is seeing strong global growth with an active community of 490 million participants in a fast-growing industry, now worth over US\$200 billion annually. EXTREME provide a turn-key solution, expertise, experience and credibility to enable cities to instantly access the dynamic sector.

By creating city wide stories, EXTREME has the ability to link multiple activities & venues

together, to establish an open and inclusive offer to both the local community and flourishing adventure tourism sector.

EXTREME's specialisms include designing, developing and operating indoor & outdoor adventure parks and resorts. They also have experience in creating and delivering experience-led, adventure themed accommodation such as pods, lodges, rents and treehouses.

To bring their client's visions to life with a dose of EXTREME, the company operates with an integrated approach which encompasses strategy, design, development, and management of some of the world's most innovative destinations, events, media and brand campaigns.

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The business is segregated by three main pillars - Destinations, Events and Media - however, these pillars actively integrate with each other creating a unique, viable and sustainable business ecosystem.

EXTREME's global events business is led by industry event specialists, who have worked on some of the world's most high profile showcases, including Top Gear Live. The team's expertise drives inspirational world-leading events, showcases and experiences.

"We believe that the planet is our playground, which is why at EXTREME we have taken action to ensure the daily decisions we make across all our divisions, place our community, sustainability, the future of our planet and our environment at the forefront." Explained a spokesperson for the company.









www.extremeinternational.com

## **Total Ticketing**

# Innovative ticketing solutions for shopping malls and high streets

As high streets and shopping malls move towards the experiential economy, Total Ticketing offers seamless event ticketing technology solutions to entice customers into physical shop fronts.

Ticketing is an integral and essential component of the experiential economy, with high

streets, shopping centres and other retailtainment spaces displaying all the ingredients for having their own profitable ticketing platform. Large audiences, spaces that can be used for events, multiple stakeholders that host events and rewards programs.



**36** Total Ticketing

Martin Haigh,
Sales Director of
Total Ticketing
UK explains:
"The high street
and shopping
malls are swiftly
moving towards
having to offer
more in the way
of experiences
in order to
entice footfall.

Total Ticketing's system allows shopping destinations to get to know who is attending their events, whether they are free or paid

Continuing: "Shopping mall operators and high street associations will need to offer more than just the odd Easter Egg hunt or Santa's grotto event to get people to come to their retail areas, shoppers will be coming for experiences and many will be ticketed whether free or paid such as indoor climbing walls, zip-lines, indoor skydiving, concerts, exhibitions, silent discos etc."

Those who choose to partner with Total Ticketing to establish a ticketing system also enjoy several benefits. These include verified real time data capture of visitors, including name, gender, address and mobile – along with creating COVID-safe environments with timed entry, brand activations, social-distancing and capacity limits.

And its not just the shopping destinations which relish copious benefits, retail & hospitality tenants and consumers benefit too. Consumers often enjoy receiving discount codes and see it as an incentive to go shopping. They also enjoy having guaranteed entry to events and having the platform to pre-book parking spaces, F&B establishments and merchandise.

Total Ticketing brims with expertise to create your very own state-of-the-art branded ticketing system. They pride themselves on building the platform to suit your specifications, continuously releasing system upgrades and offer training to your staff, to ensure the system is intuitive and easy to use.

The team design and deliver the platform for free, and only charge per ticket distributed.

Martin adds: "Take a look at the Jewel at Changi Airport in

Singapore. Singaporeans travel out to the Jewel for a fun day out, even if they are not flying, its a destination in its own right and there are many ticketed activities taking place every day."

Total Ticketing is in the midst of collaborating with Hong Kong's largest shopping mall 11SKIES to provide an integrated ticketing system.

They look forward to helping revitalise shopping malls and high streets which enriches quality and quantity footfall for the good of all.



The platform create a safe space for shoppers with COVID-friendly tools, such as timed-entry, spatial distancing, timed sessions and more

www.totalticketing.com

# Adrian Fisher Design

## GEOMITICA: Injecting vibrancy into global destinations

Adrian Fisher Design, a name you might be familiar with as a world-leader mirror mazes, having delivered 700 internationally. Along with mazes, Adrian is an acclaimed specialist in a vast range of artistic fields - with a portfolio including mosaic, ceramic tiles and murals, along with decorative paving, stained glass, and printed fabrics and much more. Adrian's talents have taken him to all four corners of the world, with a portfolio of clients in more than 40 countries.

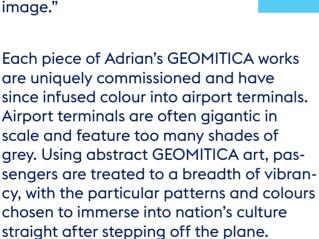
One of Adrian's bespoke concepts is GEOMITICA, which has the ability to inject spectacular vibrancy into a variety of public spaces. GEOMITICA pieces can act as the centrepiece to various destinations, harnessing the culture of its location and brimming with colours to reflect the mood of the setting, whether that being a calming airport lounge or a bustling train station.

To follow Adrian's vision, its important to understand GEOMITICA, he explains this here: "GEOMITICA literally means the Mythology of Shape with the word Mythology referring to the stories, shared truths, parables and values of our society and culture.



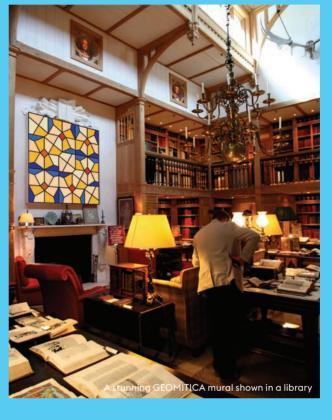
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Adrian continues:
"GEOMITICA is the fusion
of Geometry, Art and Spirit,
taking it beyond technical
merit and artistic impression
into the realms of context,
narrative, and making the
spirit soar. Some GEOMITICA
works are abstract, whilst
others have a discernible
image."



GEOMITICA has no limits, with Adrian Fisher revealing the bespoke concept can be rolled out at a variety of spaces globally, whether than being a library, shopping mall or railway station. To execute the brief of the client, Adrian collaborates closely, visiting the site in question and customising the pieces to suit the client's visions and scale of the showcase space. No brief is too big or small for Adrian.

Much of the world has turned dull through the impacts of COVID 19, with GEOMITICA promising to inject much-needed vibrancy into destinations around the world. To find out more visit www.geomitica.com.



www.adrianfisherdesign.com

## Unlimited Theatre

#### Introducing The Space Shed: Bringing fun science to public spaces

Unlimited Theatre is a company of artists and producers who specialise in making and telling inspirational stories for live performance in public spaces – including theatres, festivals, galleries, museums, the streets of your city, on the internet and for broadcast.

The company boast a dedicated strand for children delivered through the Unlimited Space Agency (UNSA). Partners include some of the world's most established names in Science, including the Met Office, The Science Museum and the European Space Agency.

Unlimited operates The Space Shed as UNSA's mobile headquarters. The fully-mobile, weather resilient instillation has toured several music, science and art festivals across the UK. The Space Shed has hosted more than 100 events since 2018, which have been seen by over 50,000 people.





The premise of The Space Shed is to appeal to family audiences, science enthusiasts and comedy fanatics with ample of showcases on offer. These include How To Save The Planet, a show about being active in response to global climate change, and How I Hacked My Way Into Space - a show which combines technology and art.

Curated Q&As and workshops are also part of The Space Shed's offering.

The Space Shed can be installed both indoors and outdoors, and is now available for COVID-secure programming and touring from June 2021. In response to the continued impacts of the pandemic, Unlimited also offers support on

developing a digital programme if a fully-live showcase isn't feasible. A live virtual version of How I Hacked... is currently in development.

After successfully touring consistently for the past five years, the Unlimited bespoke instillation recently won the Unique Shed of the Year Award from Readers Sheds.

To become part of The Space Shed's touring journey or to find out more visit www.thespaceshed.earth.

www.unlimited.earth

### Wind & Foster

## Moving Cities: Celebrating culture through dance

Moving Cities is a global award-winning placemaking artwork that captures and celebrates the identity of cities through dance. The transformative project has won 21 Awards and reached 44 million people worldwide building an impressive canon of permanent place-making installation art.

The project brings communities, businesses and dance organisations together to paint a portrait of a city. The immersive project transforms spaces and allow us to visualise the city as a stage. It is a magical project that has taken place across 23 global cities.

There are three popular themes of Wind & Foster's work, these include:

- Twin Cities: A highly engaging placemaking project creating a balletic portrait of two cities dancing as one.
- The Last Train: A large-scale 'wrap around' narrative photograph capturing city

residents and office workers racing through the city.

 The Time Traveller: A chronological large scale dance piece capturing a city over time as people and place collide into a three-dimensional journey.



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Recently, Wind & Foster partnered with the Hong Kong Ballet and 300 members of the community to produce This is Wan Chai, a 220metre long photographic installation that captures Hong Kong Ballet racing through 12 iconic city locations. The permanent artwork is seen by 200,000+ commuters daily, transforming Hong Kong's MTR station environment.

In the US, Wind & Foster were commissioned by Visit Dallas, to bring together community and businesses into one artwork - featuring the Dallas Cowboys Cheerleaders, American Airlines and 17 local dance organisations. The touring installation contributed to the regeneration of Klyde Warren Park and Deep Ellum.

Wind & Foster's work has exhibited in some of the most iconic visitor destinations around the world, including Tate Modern, London City Hall, Standard Vision Los Angeles and Casa Batlló Barcelona. It is not your typical city advertisement, but a portrait of people & culture - and is now, inspiring and encouraging people back into public spaces.



www.windandfoster.com

## MoCoFX & Picture this Productions

## Using smell to ground-break augmented reality and share stories of the past

Picture this Productions and sister company MoCoFX have teamed up to engineer a ground-breaking form of multisensory digital engagement within cultural heritage.

"Imagine you're not just hearing about the history or cultural heritage of a place, you're actually stepping back into a story as it's unfolding 500 years ago!" explains Charlotte Mikkelborg, the Creative Director who led on concept's prototype, Tudors Augmented.

Tudors Augmented is a physical trail game, which gives the user critical role to play in the stories that have shaped history, transporting guests not only on a physical journey, but also back in time.

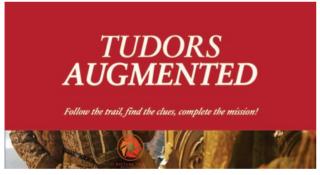
The AR game offers a heightened level of immersion compared to other AR games

because it features 3D holographic characters and a first of its kind mobile scent device. The ground-breaking feature has seen the productions teams augment reality using smell, along with sight and sounds.

The sophisticated mobile scent device looks like a badge which pins to the guests' clothes and releases custom scent at certain key points of the narrative.

This was done by remaking the legendary Elizabeth I's perfume using an original recipe provided by the Royal Horticultural Archive. By doing this, as soon as guests enter Elizabeth's bedchamber, they see, hear her and almost always smell her presence.





Charlotte continues: "Smell is the sense with the most direct connection to the limbic part of our brains that is where we develop memories, so we are quite literally, creating more memorable experiences of cultural heritage."

Picture this Productions and MoCoFX primary audience for Tudors Augmented is Gen Z, as they see children and teenagers as the future



guardians of our history. By offering the game on their mobile devices, it allows them to engage with cultural heritage on their terms.

The foundations of Tudors Augmented can be applied to different historical periods and places, with Romans Augmented and New York Augmented used as possible examples for the future.

www.moco-fx.co.uk

## The Big Picture

#### Lights, Camera, Action! How cinemas can revitalise the high street

Helping to transform town centres into a hub for entertainment and leisure, The Big Picture (TBP) shares how cinema can be the catalyst for a high street boom:

A trip to the cinema is a global favourite past time, and as many retail spaces lie derelict, TBP urge towns and cities to introduce a cinema offering to their destination. Not only does a cinema diversify opportunities for visitors, but can also strengthen the local economy.

TBP has revealed a wealth of factors of why high streets without a cinema are missing a trick, these include:

- Cinemas are a mainstream activity and can entice new guests into the destination, whether they are locals or new to the area
- With the busiest time period being between 6pm and 9pm, cinemas give town centres the opportunity to cash in throughout the evenings, after the shutters have been pulled down on nearby retail spaces
- A trip to the cinema is an inclusive experience for all which increases dwell time for locals, who may often seek to visit places out of town

TBP also shares how a cinema outing is often teamed up with a spot of shopping and/or a

meal in a restaurant, which in turn increases visitor numbers on all aspects of the high street.

In addition, cinemas are a year-round activity which create an abundance of direct and indirect job opportunities – boosting the social and economic impact all year round.

So, what are the facts to support TBP? Well, a survey conducted at Silverburn Shopping Centre found the addition of a cinema increased footfall by eight per cent and food & beverages sales by over 11 per cent.

Cinemas are super flexible and can be fitted to suit the demand and spacing of the destination. TBP operates a 'no size fits all' policy and suggests they can range from 4000 to 100,000 square feet.

To call lights, camera, action onto your development, high street or city centre contact the expert team of partners and advisors at The Big Picture.

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www.the-bigpicture.com

## **Urban Legacies**

# Making active pursuits a regular and fun activity for everyone, everywhere

Carefully positioned to embrace The Active Age, Urban Legacies'Project Activ represents a new category of experiential venue harnessing the emerging trend of sports, entertainment and lifestyle experience.

With a hospitality-led approach, Project Activ brings together collections of world-class adventure sports and active lifestyle activities. These include canyoning, surfing, climbing, caving, ice-climbing and virtual reality - along with well-crafted food & beverage offers, retail concepts, special events and brand partnerships.

By doing this, Project Activ seamlessly blends all elements to create welcoming, fun, safe and engaging environments, which are all under one roof.



Energised, inspiring and well-invested spaces are designed to appeal to both spectators and participants, supported by high quality customer service. With broad demographic appeal, Project Activ believes venues have the potential to attract more than 750,000 visitors annually, depending on location.

Alongside parties, functions and special events, the destination nature of Project Activ allows the experience to draw from a larger trade area, also acting as a catalyst for regional tourism, including overnight and weekend stays.

Project Activ venues support a wide range of governmental and municipal agendas, including sport, wellness, health and education. In addition, venues offer a wealth of partnership opportunities for schools, colleges, universities, community groups and other local stakeholders.

Having attracted interest from landlords, developers, asset managers and government agencies around the world, Project Activ is aligned with many types of real estate.

Venues can also act as a platform for future investment and adjacent development.

Through the creation of high-quality facilities, Project Activ venues can deliver a positive economic impact and multiplier effect, leading to new local spend and ultimately evoking the generation of long-term municipal revenues and taxes.

### For further information on Project Activ contact justin.beavis@urbanlegacies.com





www.urbanlegacies.com

### Walk the Plank

## Creating globally-acclaimed outdoor spectaculars to engage communities

Walk the Plank boasts a stellar track record of making large scale events and festivals that engage citizens in public celebration.

Founded on ambitious creativity which connects with ordinary people, Walk the Plank's portfolio includes fire gardens, site-responsive installations, parades and podcasts, which constantly attract global attention.

Completed projects include The Return of Colmcille with Frank Cottrell-Boyce for Derry UK City of Culture 2013. Over an entire weekend, the event animated a divided city on a scale never before seen in Northern Ireland.

Another is ZARA, a collaboration project between Walk the Plank and Mind the Gap. Supported by ACE Ambition for Excellence and the Wellcome Trust, the outdoor performance, centred around a spectacular large-scale baby model, gathered world-acclaim for putting stories of learning-disabled parents into the public eye.

One of the company's best loved events, the Manchester Day Parade, began in 2009. The annual event attracts 50,000 people to one of the North West's most significant civic and community celebrations.

Walk the Plank has also partnered with several heritage sites, with projects including a carnival of English eccentricity in the grounds of the National Trust site, Seaton Delaval. Other collaborations include Derby Silk Mill, Chatsworth House, and Nottingham Castle for East Midland's event, Elemental Force.



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In addition, the team has animated lochs, docks and harbours – including A Wave at Picasso, commissioned for The Tate and Liverpool's Albert Dock. Along with creating spectacular events in many memorable locations on land, including the Belfast slipway where the Titanic was historically built.

Walk the Plank boasts strong connections with British Council, and continues to partner with various European Capitals of Culture – found in Bulgaria, Serbia, Estonia, and Lithuania. Commenting on tapping into other countries. A Walk the Plank spokesperson explains: "This gives

us experience of transnational working; as well as building relationships with festivals in West Africa, the Caribbean and Ukraine."

The team prides themselves on being experienced at building partnerships with both public & private sector, along with working with sponsors to create sustainable relationships that marry corporate and community needs. Walk the Plank's environmental sustainability achievements have been recognised through a Creative Green Award for Manchester Day Parade.

www.walktheplank.co.uk

## Meredith Collective

## Nothing is impossible: Challenging conventions of visitor experience to embrace the real world's complexities

Founded Meredith O'Shaughnessy, Meredith Collective is an award-winning creative experientialist studio which blends art and artistic vision to vividly bring to life impactful experiences for audiences all around the world.

As an Experiential Architect and Creative Director for the last 15 years, Meredith designs experiences that solve a problem and which challenge conventions.

Storytelling is at the heart of everything The Collective does, with their specialisms including the transforming of disused buildings into immersive experiences that delight and engage

the senses, while creating bold installation art that embraces and celebrates the complexities of the real world. Each of their projects often has a clarion call for change and progress at their core.

Previous projects completed by Meredith Collective include the Nordic Yulefest, which converted a disused railway tunnel into an enchanted forest to host a restaurant & bar, the world's first avocado-only restaurant Avopop-up, and the Secret Garden at London's Rosewood hotel.





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In response to a year of lockdown the Collective's work is now focused on building spaces that allow people to (re)connect again, while investigating the intersection and overlapping themes of between biodiversity, sustainability and future city living.

Meredith and the wider Collective team have spent the past year developing soon-to-be revealed projects that address the need to draw people back into our cities and provide solutions for the large number of derelict retail units.

Using world-class immersive storytelling which effortlessly blend art, technology, performance and a response to space, Meredith will reconnect locals and visitors to their physical environment with an aspirational glimpse of our shared future.

Simultaneously unifying a global and local approach, Meredith Collective works collaboratively with regional artists and artisans to bring stories to a wider audience that resonate and connect emotionally.

www.meredithcollective.co

## **Figment Productions**

#### The Imaginarium: Breakingground with hyper-reality

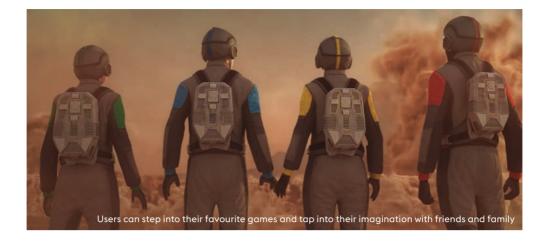
"Why just sit in front of a screen? Step into the movie. Step into the game. Step into your imagination—and take your friends and family on the journey with you."

- Figment Productions boasts a decorative portfolio in the entertainment and leisure sector, following several years of pioneering virtual reality (VR), enjoyed by four million visitors at attractions around the world. Keen to remain hot on their heels with the latest industry trends, Figment has recently developed the ultimate, next generation, shared immersive experience –The Imaginarium.
- Reaching new hyper-reality experience heights, The Imaginarium allows guests to arrive at the venue to enter a real-world version of the Matrix or the Holodeck. Figment combines a series of ground-breaking features including full-motion & free-roaming VR, with physical props & sets, and 4D effects like wind & rumble, all while using the unique multi-user avatar system.
- Having worked with huge entertainment IPs like Harry Potter and LEGO, Figment's worldclass pedigree in digital media production promises best-in-class content, delivered as multi-user, social experiences. The goal is to go beyond 'VR-laser tag' to deliver the next generation of immersive entertainment,

where guests can step inside the worlds of fantastic stories.



54 Figment Productions

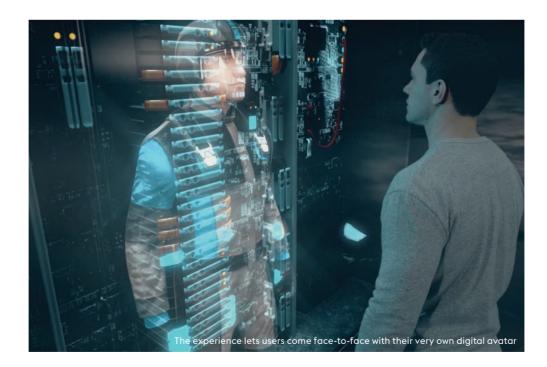


The flexibility of the cutting-edge technology means it can deliver a diverse range of artistic experiences such as a Jurassic Park style adventure and Christmas Spirits, an immersive festive take on A Christmas Carol.

Figment's The Imaginarium made its hotly anticipated debut at the Royal Opera House in Covent Garden, May 2021.

Over the next few years, Figment intends to build a library of new content which encompasses entertainment and education, to cater for 'field trip' experiences.

The Imaginarium is the first-of-its-kind experience in the UK and is slated to draw in crowds and increase footfall to locations across the country and beyond - all by blowing the minds of the 'experience generation.'



www.figmentproductions.co.uk

## **Environmental Street Furniture**

## Setting the benchmark in street furniture

Environmental Street Furniture (ESF), a globally acclaimed street furniture specialist, has designed and developed an innovative range of products to support the world revitalisation in response to the COVID 19 pandemic – which are currently being utilised in markets all over the world.

Social Distancing Street Furniture is one of their new offerings. Alan Lowry, Founder of ESF explains this being a "difficult challenge, given the fact public benches, picnic tables and seating were designed for close social interaction." However, after exploring new strategies, ESF created a range of oversized and over-spaced picnic units, benches, stools and chairs which adhered with ongoing pandemic guidelines.

Hand washing has been at the core of everything we do for the last year, with ESF seizing the opportunity to create a duo of instillations to keep the public COVID safe. Teaming up with manufacturer Composites, ESF developed and launched the HydroPod free-standing station – which has the magnitude to hand-wash a large number of people. HydroPods have been used in sport grounds, visitor attractions and warehouses – with ESF planning to roll out the product to events when the sector kickstarts again.

In 2020, ESF also unveiled the Stand Up hand sanitiser station, which are currently used in schools, offices and factories, along with sports clubs, retail shops and churches. Not only does the product keep individuals safe – but also gives the unique opportunity for the buyer to brand them, a never-seen-before concept on the market.

Other bespoke products developed by ESF in the last year include the 'Stellar' Smart Benches, which offers wired & wireless phone charging, LED 'dusk to dawn' lighting and WiFi. Alan comments: "With more outdoor activities the Smart Bench ensures that all guests and visitors can always keep their cell phones fully charged."









ESF's stellar fruits of labour have earned them a series of accolades over the last year, including the prestigious Queens Award for International Trade in 2021.

www.worldofesf.com

### **Nexus Studios**

## Harnessing cutting-edge technologies to make culture accessible to all

Nexus Studios, a world leading animation, film and interactive specialist, acted as pioneers for a ground-breaking tour which helped made the legendary Changdeokgung Palace more accessible for all.

Dating back to 1406, Changdeokgung Palace is one of Korea's 'Five Grand Palaces' and the only to be named a UNESCO World Heritage Site. Sitting at the heart of Korean culture, the historical destination attracts more than 18 million visitors annually.

Though hugely popular, it was recognised thousands of guests have physical disabilities which means access to some areas of the Palace were often tremendously difficult.

South Korea was the first nation to launch a commercial 5G network, with SKT, a flagship

South Korean wireless telecommunications operator, seizing the opportunity to use their cutting-edge tech to make history and culture more accessible at the Palace.

By appointing Nexus Studios to design the tour, visitors are greeted by the virtual guide and mythological guardian of the Palace, Haechi, and are taken around an eclectic mix of 12 educational, immersive moments.

Visitors can explore secret portals and partake in ancient customs and traditions with members of the Joseon court, sensitively reimagined in AR. Every detail of the experience was informed by a cultural committee and filmed in beautiful high definition using 4K Volumetric Capture.



58 Nexus Studios

These hyper-realistic visuals were then placed accurately in the palace grounds using SKT's advanced 5G MEC technology and Google's Cloud Anchors. Areas of the Palace, including a secret garden, which has limited access in real life, were recreated entirely in AR so that wheelchair users could still experience these magical moments.

Changdeok ARirang is paving the way for the future of cultural experiences, demonstrating the incredible potential of 5G technology, making history and culture accessible to all.

Nexus Studios has partnered with some of the world's most unstoppable brands, including PlayStation, WaterAid and Guinness.



#### Visit www.nexusstudios.com to discover more.



www.nexusstudios.com

### **Nexus Studios**

## Using augmented reality to connect families with the outdoors

Nexus Studios has expertly made a trip to the forest fun for children, by designing an app to encourage children to explore and let their imaginations run wild.

Commissioned by Magic Light Pictures and in partnership with Forestry Commission England, The Gruffalo Spotter AR app invites families to take lead roles in the world-famous children's trail, The Gruffalo. Visitors follow a trail of clues and track footprints of the family-favourite characters, while visiting the 26 Forestry Commission England sites.

Once families have spotted the characters, they're brought to life in AR. Users can stand next to the characters to interact with them and take photos as keepsakes using their phone or tablet.

The team placed interactive markers across the trails that parents could point their phones toward and conjure up the much-loved Gruffalo characters, adding a virtual layer of immersive storytelling to the trails.



60 Nexus Studios

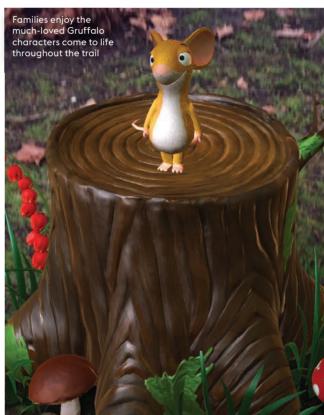
To ensure the activation was available for as many people as possible, the experience operates on most smartphones. The team pushed the boundaries of what was possible for consumer devices at this time and, through careful design, ensured that the experience was optimised for both children and adults following the trail. The characters emerge at child height to appeal most to the target audience.

Made with accessibility in mind, the team made sure that the experience operates on iPads, making it suitable for children with vision impairments. The sound has also been carefully designed for children with learning disabilities.

The Gruffalo Spotter takes family forest walks to new heights, encouraging children to get exploring, firing their imaginations and enabling them to have a unique forest experience. The project encourages physical activity and play in nature through imaginative storytelling and brings characters to life in a charming and memorable way.

Over 400,000 people have downloaded the app, earning the Gruffalo Spotter app to be nominated for a Children's BAFTA Award in 2017.





www.nexusstudios.com

# Counterculture Partnership LLP

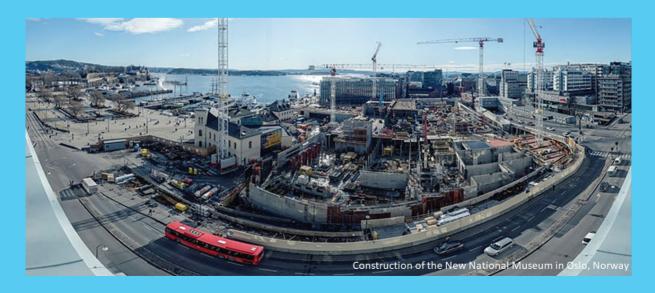
## Strategy and management: Helping your destination to thrive

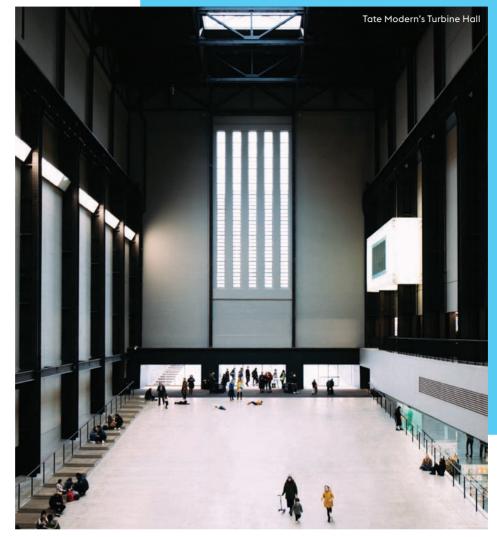
Counterculture Partnership LLP helps cultural, educational and creative organisations to plan, manage and thrive. The placemaking specialists collaborate with governments, public bodies, businesses, not-for-profits and individuals within the UK and internationally. With a talented team of staff and partners, Counterculture provides clients with a seamless series of specialist services, which range from capital projects, strategy, finance, law, management and governance.

To ensure all services are executed, Counterculture is made up of management consultants, governance professionals, accountants, lawyers and project managers – along with expert creatives, including art managers, curators, fundraisers and event organisers.

Counterculture's prestigious reputation within the sector is recognised on the back of the high quality of work they continue to deliver for their clients.

With strong leadership experience, key qualities of Counterculture include the ability to give strong strategic & operational advice to major cultural institutions, including Queen Victoria and Prince Albert museum, (V&A) Dundee, Tate Modern and Hepworth galleries.







Other experience includes proven success in advising & managing organisations and experience in developing & implementing cultural policy and placemaking at international, national, and regional levels.

Tom Wilcox, Senior Partner and Founder of Counterculture explains:

"We are all deeply connected to the places we share. Placemaking reinforces these connections between places and the people invested in them, crafting our public spaces for the shared benefit and wellbeing of all who meet, work, learn, rest and play there.

"Creative placemaking is about more than beautiful design, and it is not a quick fix - it is a strategic, collective process that maximises the capital and potential of a place and its community while respecting the physical, historical, cultural and social character that gives a place meaning and helps it to evolve."

Counterculture is regulated by the UK Solicitors Regulation Authority.

www.counterculturellp.com

### **M** Worldwide

# Using the Experience Masterplan Strategy to transform physical visitor experience

Award winning strategic consultancy M Worldwide specialises in creating exceptional experiences for end-users that transform and transition malls, districts, towns and cities. Their aim is to activate destinations to create relevance which drives footfall and revenue.

A flagship product of M Worldwide is an Experience Masterplan Strategy. The Strategy delivers growth through targeted investment, which also supplies the vital tools and framework for Activation and Delivery.

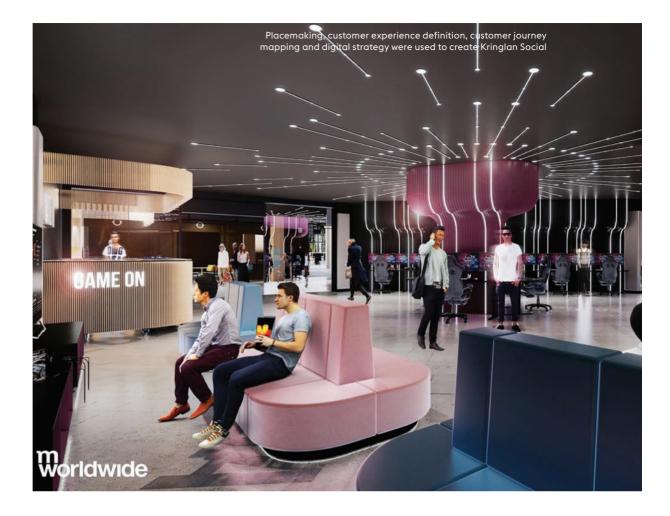
"Our approach is centred on a deep understanding of end-users; residents, communities, visitors and businesses. It is steered by evidence-based commercials along with an appreciation of direct and indirect competition, emerging consumer and shopper trends." Explains Michael Heanue, Joint Managing Director of M Worldwide.

The FutureBack™ diagnostic process uses a wide range of inputs to shape a long-term vision which then identifies a series of milestones back to the near term. This approach can deliver incremental change at pace whilst retaining value for money over the lifetime of the project.





64 M Worldwide



Along with researchers, strategists, and future urban foresight specialists, M Worldwide boasts a team of experts which include retail & leisure gurus, commercial analysts, creative thinkers and designers. Together they work closely with city and local authorities, planners and developers to create strategies and business cases for the design and implementation of experience-based entertainment, retail and leisure environments.

M Worldwide's diverse range of skills incorporate future visioning, experience master planning, and behavioural science. Additional specialisms include retail, leisure & workplace strategy and digital & technology connectivity, along with data tracking & analysis and

architecture & design activation. A key pillar of M Worldwide's activation work is to consider the sustainability impact to create eco-friendly solutions.

Digital connectivity is at the heart of M Worldwide. The team thrives on shaping the future and understanding how digital blends seamlessly with all aspects of the physical experience.

Michael adds that their intention is to "create experiences that are rooted in the needs and potential of local communities, connecting people with a dynamic environment that will become a beating heart for the future."

Contact michael@mworldwide.co.uk for more information.

www.mworldwide.co.uk

## Bompas & Parr

# First to the table: Creating world class experiences using food and drink

Bompas & Parr is globally recognised as the leading experts in multisensory experience design, achieving international dominance in location-based experiences with a specialism in food and drink.

The studio works with cultural institutions, commercial brands, property owners and developers, along with national, regional and local governments to deliver emotionally compelling and transformational experiences to connect with a wide range of audiences.

Unlike other areas of cultural endeavor, everyone is an expert when it comes to food. It is a topic everyone can engage with, communicating deep about who we are. Bompas & Parr leads in articulating these stories.

Globally acclaimed Bompas & Parr projects include Alcoholic Architecture, an inhabitable cloud of gin and tonic with earned reach of 3.7 billion, the world's first Multi-Sensory Fireworks display for London New Year's Eve and the Taste Experience for the Guinness Storehouse in Dublin – which is visited by 1.7 million each year.

Bompas & Parr also founded the British Museum of Food, the world's first cultural space exclusively dedicated to food and drink.

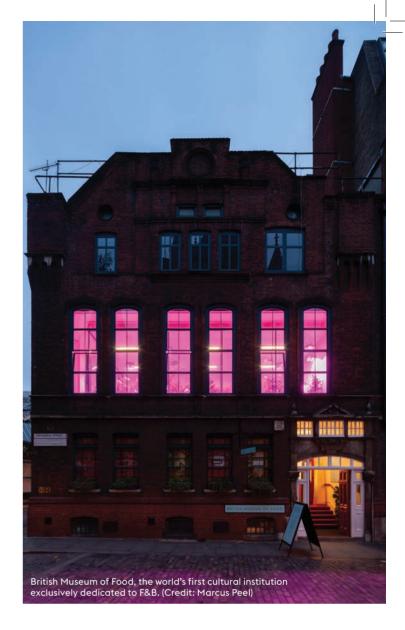


66 Bompas & Parr



The London based company operates locally and internationally, having expanded their global footprint on all six continents in the world.

Bompas & Parr boast a stellar portfolio when it comes to collaborating with some of the biggest cultural institutions, including The Met, Garage Museum of Contemporary Art and San Francisco Museum of Contemporary Art.





They've also partnered with the world's most unstoppable brands including Hermes, Coca-Cola, Google and Facebook, along with global governments, retailers and developers.

www.bompasandparr.com

### Hirsch & Mann

## Using digital to create meaningful and artistic experiences

London based design and technology agency Hirsch & Mann has a passion for creative unique, impactful and memorable physical and digital experiences for cities, cultural and educational spaces for brands and hybrid environments

Combining emotional and compelling storytelling with technology, Hirsch & Mann aims to stimulate intrigue and impact, connecting the experience's message with the audience in new, emerging and unexpected ways.

The agency's specialisms include the ability to craft narratives for a wide range of industry sectors, from science & technology, to food & beverages – with their core aim to put the audience at the heart of the experience. Hirsch & Mann prides on designing environments which are responsive, playful, stimulating and immersive.

A diverse range of projects have been completed by Hirsch & Mann, encapsulating spectacular design, storytelling and technology. These include the Instrument Cloud, an interactive light and experience that records the 'pulse' of the city, by inviting people to make music through their interaction with six biometric and robotic stations on the ground below the cloud.

Others include Bat Tagging, an Interactive LED activation that calls for pedestrians to co-create artwork by putting an LED push pin into

the wall, while creating illuminating street art. Along with Engine, an ever-evolving generative artwork that paints what it sees using dynamic brush strokes.

Hirsch & Mann's experiences and instillations can take place in a diverse range of spaces, from window displays, to visitor centres and pop-ups.

Lately, the agency's focus has been directed towards playful and meaningful experiments that address the needs of the post-pandemic world, with the aim of actively injecting life back into cities all around the world.



68 Hirsch & Mann





www.hirschandmann.com

### YourTour

## VR and AR: Connecting shoppers with the heritage and culture of your city

Seamlessly blending cutting-edge technologies and compelling storytelling, mobile platform YourTour promises to be the hidden treasure in upgrading your town or city's visitor offer.

Town centres are more than just a collection of shopfronts, they brim with history and culture that often have lots of stories to tell.

YourTour specialises in maximising in-person experiences, whether onsite or virtually. The team have painstakingly developed two linked products that be combined perfectly to increased footfall.

These include GPS-triggered audio tours which are enhanced with augmented-reality (AR) and 360-degree virtual visits for remote interaction.

Key features of YourTour include allowing the audience to explore at their own pace, in their

own time and in their own language - which can be enjoyed individually or synced with others for a shared experience.

Guests will also enjoy a personalised timeline of the experience – with the app providing photos and information on distance-walked and calories burnt.

YourTour also encompasses a series of extras to further upgrade the offer. These include linking up with deal systems to give shoppers an additional incentive to engage.

The award-winning platform can connect new visitors into the heart of your town and city centre, while also encouraging shoppers to extend their trip after they've finished exploring the high street.

#### TRAVOLUTION AWARDS

2020 WINNER

70 YourTour

YourTour already boasts a stellar portfolio of experiences, which include A Ramble through Historic Richmond, The Secrets of the North Bank, London and a Brief History of Manchester City Centre.

With dozens more of experiences in the pipeline, the platform has also expanded their footprint into Europe – with the Beethoven Tour of Bonn, Germany and Discover Vondelpark: Amsterdam's Oasis current offerings which are proving hugely popular.

Those who are interested are urged to contact YourTour directly through the website to organise a 15 minute demonstration.





Insightful, interactive audio tours that bring the world around you to life





Skip, pause, repeat – explore at your own pace, in your own time





Tour solo or go social and listen together with friends and family

The YourTour Explorer App brings the shopping centre around your customers to life by turning their mobile into a personal, interactive tour guide













YourYour attracts potential customers who are yet to physically visit by giving them a real-life, authentic 'feel' using 360-degree virtual video

www.goyourtour.com

#### Ray hole architects

#### Footprints: Installing art in public spaces to support the world's endangered species

Ray hole architects shares how art instillations themed around wildlife conservation can revitalise public spaces.

Footprints<sup>™</sup> is one of ray hole architects' primary "awareness building" tools, which by creating transformational experiences, can establish positive lifelong beliefs and values for young people. Through footprints, ray hole architects installs artworks based on the representations and activity of the world's endangered species. The initiative is primarily targeted at five to 11 year olds, but also has an appeal to the general public - with the aim to affirm more "ecologically aware" citizens.

"A Footprints™ art installation can revitalise a public space during its implementation stage and act as a continuous attractor -literally creating a living artwork embedded in the urban fabric of a place - yet tracking the status of endangered species, demonstrating a community's affinity to the natural world." Explains Ray Hole, Founder and Director ray hole architects.

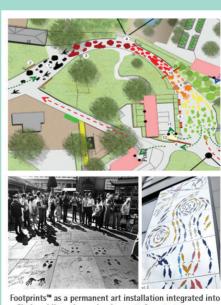
Not only does a Footprints instillation encourage positive change, but can also draw together an inclusive coalition - formed of youths, local companies, environmental institutions and political bodies.

This concept provides the opportunity for private and public bodies to express their green credentials – either by association

through corporate responsibility programs or local authority manifestos. This promotes an inclusive and flexible local funding opportunity at each installation town or city by its citizens, shareholders and stakeholders.

Developers may also incorporate this into their public realm strategies and development agreements.

ray hole architects would project manage each installation of footprints, which can be implemented at a variation of public spaces. Those interested in the opportunity can contact Ray Hole, at rh@rh-architects.com.

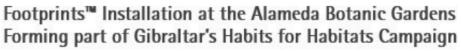


a City's public realm or developers % for art strategy













His Excellency Governor of Gibraltar (Edward Davis) and The Honourable Minister for the Environment (John Cortes)

www.rh-architects.com

#### Arcade

### Storyality: Ultra immersing into stories of the past using AR

Storyality is an innovative, highly accessible, audience engagement platform for the heritage sector, reflecting Arcade's core mission of 'connecting people to place through play."

Created in partnership with StoryFutures, it uses augmented reality technologies to offer a new way of immersing audiences into the narratives of historical locations - whether onsite, at home or anywhere else, using nothing more than their mobile device.

It's easy-to-navigate content management system enables non-technical staff at guest experiences to create their own stories to engage their audiences.

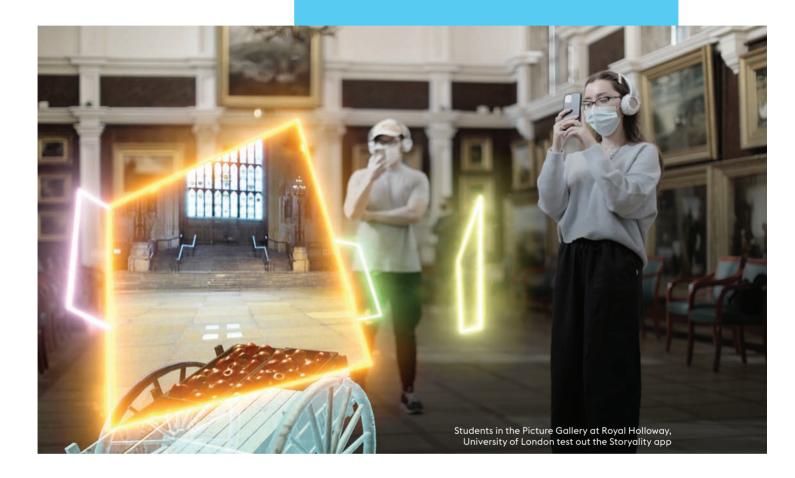
The platform's first prototype was in partnership with UK Parliament. Using the majestic Westminster Hall as its physical canvas, Storyality offers multiple perspectives on historical events and enabled users to forge their own experience based on their responses to the narratives laid out in front of them.

Guests experience these stories spatially, physically moving from one to the next, choosing which perspectives to engage with and which doorways to explore next. Arcade's goal was to research the potential of this novel form of immersive storytelling with audiences, and explore the technologies required to deliver it in a scalable way.





74 Arcade



Forced attraction closures and social distancing measures in place have made the demand for virtual experience more pivotal than ever over the last year. Through this, Storyality was tested with remote as well as physical audiences – which earned Arcade overwhelmingly positive feedback.

Users particularly enjoyed how different it is from traditional heritage interpretation, and its ability to play with their sense of

proximity to Westminster Hall despite being many miles away from it. Others enjoyed the feeling of 'stepping back through time' to hear the stories of past centuries, and their ability to determine their own navigation throughout the experience.

Storyality has the capacity to be implemented at multiple heritage sites and other locations of interest across the UK and beyond.

www.arcade.ltd

#### Arcade

# A spotlight on the Camden People's Museum: The museum with no doors and walls

Camden Alive is a programme of arts and culture that celebrates the people of Camden. As one of the leading innovative boroughs, Camden Council wanted to explore new ways of showcasing this work and approached Arcade to develop a digital platform with immersive technology at its core.

The result was the Camden People's Museum. A new concept in the 'museum' space, it challenges preconceptions of what a museum is –it has no door, no walls and exists in the world around us, spread across the Camden landscape.

'Visitors' to the Camden People's Museum can enjoy its collection of artworks and experiences that reveal the stories, sounds and spirit of one of London's most iconic boroughs.

The initial phase of the Camden People's Museum covers ten separate collaborations, spread across the borough from Lismore Circus in the north, to the Sidings and Alex & Ainsworth in the west, east to Maiden Lane and south as far as Holborn and the British Museum.

Users can look for branded panels that Arcade have designed to give the Camden People's Museum its own distinctive identity - and use these to trigger immersive experiences relating to that area.





**76** Arcade



Augmented reality is the perfect technology for a challenge like this. It is an inherently fascinating and engaging medium, challenging people's perceptions of art and culture, and enables artworks to be put on permanent display in public locations with none of the issues that physical installations face. It also has a unique ability to fire the imagination, revealing artistic creations that are otherwise hidden from the senses, and adding new creative dimensions to the art, and the stories it celebrates.

Councillor Jonathan Simpson, Cabinet Member for Promoting Cultures and Communities have voiced his appreciation for companies like Arcade who are helping to shape Camden Live, he comments:

"We are very excited about these new partnerships. Camden Alive is building momentum and with the help of artists, digital technology experts and musicians, the stories and history of Camden and its residents will be brought to life."

www.arcade.ltd

#### **UpFest Ltd**

## Driving football using cultural instillations

UpFest Projects thrives on using culture to animate cities and drive visitor numbers to interesting spaces. Along with hosting Europe's flagship Urban arts festival, the creative footfall and placemaking specialist has delivered some of the largest art murals in the UK.

With museums and galleries currently subject to closure and strict social distancing measures, UpFest's core aim of bringing engaging culture to the high street has never been more prevalent.

It could appear the last 10 years of UpFest's projects have been a rehearsal for COVID safe experiences.

The team have created public art instillations across town centres, established placemaking initiatives and conducted projects with social

purpose - using super-sized murals, floor paintings, sculpture trails and anamorphic art.

Recently tapping into COVID reopening and social distancing projects, UpFest partnered with Bristol BID, Plaster Communication and Visit Bristol on the award-winning Bristol Together campaign.

Carried out through Summer 2020, UpFest helped to create a captivating series of more than 300 three-metre hearts across the city's green spaces.

The vision was to encourage the public to safely gather while supporting local businesses. As expected, the wholesome initiative attracted worldwide attention and was later used by a BID in Singapore.





78 UpFest Ltd

In line with the government roadmap out of lockdown, UpFest 2021 is also set to take place in June. The annual urban arts festival is the largest event of its kind in Europe, with usual visitor numbers exceeding 50,000. Through attending, visitors can watch the instillation of 100 largescale artworks.

UpFest's vast range of services allow them to be your inspiration for your next artistic showcase, whatever your tastes, desires and preferences. Those interested in collaborating with the Bristol based creatives are welcome to discuss ideas with their Creative Director, Stephen Hayles at Stephen@upfest.co.uk.





www.upfest.co.uk

#### Chomko & Rosier

## Lighting up our city centres with Shadowing

Shadowing is a streetlight that records and plays back the shadows of those who pass underneath.

Birthed by Chomko & Rosier, Shadowing is an award-winning artwork that encompasses streetlamps to record and play back the shadows of those who pass underneath.

Each of the high-tech shadowing lamps feature a camera, computer and projector. By entering the light, guests are greeted by the previous visitor's shadow. Their response is then captured, ready to greet the next visitor who steps foot in the lamp.

Over the past six years, Chomko & Rosier have enjoyed stellar success with Shadowing – with the instillation being presented in destinations around the world, including Tokyo, Austin, Paris and London.

The pandemic gave Chomko & Rosier's creative team a chance to reflect on Shadowing's abilities to create connections between people. Partnering with Southwark Council and as a gift to London to Londoners, they installed a Shadowing lamp outside the Tate Modern where it has remained throughout lockdown.

Commenting on how Shadowing has benefited passers-by, Director Matthew Rosier explains:

"We've seen first-hand how the work has created a much-loved space of performance and socially distanced interaction, both for occasional visitors, and those who walk the route every day."

Shadowing has won multiple awards, including the Playable City Award 2014, and the Active Public Space Award 2016.

Instillations range from three to nine lamps and had a typical duration of one week to six months. Chomko & Rosier are currently developing a permanent version of Shadowing. The first set is gearing up to launch with the support of Doncaster Council and Arts Council England in Summer 2021.

Chomko & Rosier hopes to roll out longerterm Shadowing experiences in city centre locations, whether they are based in the UK or internationally. Those interested in discussing a commission can contact info@chomkorosier. com.

80 Chomko & Rosier





www.chomkorosier.com

#### Frontgrid

# Flying high with retailtainment: Introducing ParadropVR

Frontgrid continues to make unstoppable presence when it comes to innovative adventure experiences - and believe their cutting-edge ParadropVR can be a driving force for city centres & shopping malls which are seeking to diversify their offering.

Owning the skies when it comes to virtual reality (VR) experiences, the product offers varied content, gamification and esports & event capabilities.

Frontgrid explains ParadropVR is a proven business model with a highly commercial throughput, which has been recognised globally by awards in the VR, leisure, entertainment and retail sectors.

There are four main components offered through ParadropVR, these are:

- Multisensory and motion hardware which simulates the experience of flying under canopy
- VR content, which works in tandem with our hardware to enable flyers to explore environments as diverse as the desert, to the mountains, from cityscapes, to out of space. These can also create custom

content tailored specifically to your creative theming or destination

- Omni-reality marketing opportunities, including brand experiences, in game branding and direct links to retail, as well as amplifying the experience via marketing campaigns using email and social media
- Support ecosystems, to help optimise installation



82 Frontgrid

Currently seen in nine countries worldwide, ParadropVR is proving to be a catalyst in retailtainment and guarantees to revitalise and upgrade towns, cities and shopping centres footfall & dwell time.

Wanting to fly high with ParadropVR?
Contact sales@frontgrid.co.uk for further information.





www.frontgrid.co.uk

#### Marshmallow Laser Feast

# Using breath-taking virtual reality to connect humans with the natural world

We Live in an Ocean Air is a multisensory, virtual reality by Marshmallow Laser Feast. The premise is to bring together art, science and technology to reveal the invisible but vital connections between humans and our natural worlds.

The experience premiered at London's The Saatchi Galley, selling out between December 2018 and 2019. The stellar success earned We Live in an Ocean Air Forbes' prestigious XR Instillation of the Year Award and is now being offered as a touring exhibition.

The 20-minute showcase harnesses cutting-edge technology to reveal the hidden connections between ourselves and the world we live in. A stand-out feature allows the audience to interact with an entire ecosystem around the legendary giant sequoia tree, known as the largest individual living organism on the planet.

The experience is kitted out with breath sensors, heartrate monitors and binaural sound, along with scent dispersal systems and wind machines. The components seamlessly blend together to offer an unparalleled level of

immersion which engages viewers with Earth like never before.

Pushing the boundaries of experience design, the breath and heart sensors track real-time breathing, which encourages audiences to reflect on our dependence and responsibility to other organisms as humans.



84 Marshmallow Laser Feast

Through ground-breaking technology, viewers can see oxygen and carbon dioxide which reveal the very essence of life, while being immersed in breath-taking nature using vibrant lighting and colour.

We Live in an Ocean Air builds on the earlier works by Marshmallow Laser Feast, including winner of the Storyscapes Award, TreeHugger and In the Eyes of the Animal, which received the Wired Audi Innovation Award for Experience Design.

Marshmallow Laser Feast is delighted to now offer the instillation as a touring experience. The minimum hire duration is three months and can be transported overseas.





www.marshmallowlaserfeast.com

#### **Limbic Cinema**

# Project-mapping, light and sound: Transforming public spaces to transport audiences

Limbic Cinema's award-winning projection-mapping work connects people with place, transforming spaces and transporting audiences through vibrant animations and awe-inspiring immersive spectacles.

Their wide spectrum of work ranges from small and intimate experiences for individuals and families at light festivals across the world, to large-scale public displays to over 10,000 audience members at music festivals and city centre events.

Managing all aspects of the project delivery, from concept and ideation to technical delivery and live-operation, Limbic's team of experienced artists and technicians work closely with individuals, organisations and city councils to tell stories in public and private spaces.

Storytelling is consistent across all of Limbic's work, which requires a deep understanding

of the locations, audiences, and partners of projects. Limbic is no stranger to engaging with well-established organisations, who are looking for new ways to uncover their rich heritage.

In 2018, Limbic partnered with Aardman Animations to produce a permanent video installation in the foyer of the historical Bristol Old Vic. Collaborating closely with historians, the project team uncovered the theatre's 252-year history to create a new video experience which was breathtakingly augmented onto a wall, formally part of the original theatre.

The team did a stellar job at transforming the Chelmsford Shire Hall to celebrate Christmas in 2017. A visual narrative was built using festive scenes which blended seamlessly with the history and culture of Chelmsford City.





86 Limbic Cinema



Performance, music, and integrated lighting combine with moving-image in their innovative shows to create multi-sensory experiences that transform well known facades into theatrical canvases.

Limbic won the 'Live-Mapping' award at the internationally renowned Video Mapping Festival in Lille for their work on Substratum in 2019.

The common thread across all of their work is its power to transform and transport, taking on overlooked locations and bringing them to life with light and moving-image. The studio creates mesmerising, meaningful and memorable encounters that empower audiences and revitalise locations through the use of digital technologies.

Their clients include various cultural institutions such as museums, theatres and concert halls, along with charities such as Eden Project, festivals like Glastonbury and world-leading brands including Redbull and Mercedes.

www.limbiccinema.com

#### **Fat Red Bird**

# Hi(Story) of a Painting: Inspiring young and new artists through the stories of art

Birthed by Fat Red Bird, (Hi)story of a Painting is an animated VR series aimed at engaging young audiences with art, by creating accessible and relatable experiences focused on the human stories behind some of the world's most iconic art pieces.

The idea is to inspire young and new audiences through the stories of artists' struggles and successes. The series shares intimate narratives about the artists who have created some of the most influential pieces in pop culture.

Each episode focuses on a single artist, their most renowned work of art, and their struggles against the odds to success.

Showcased in VR, the experience gives the viewer a chance to actively engage with the

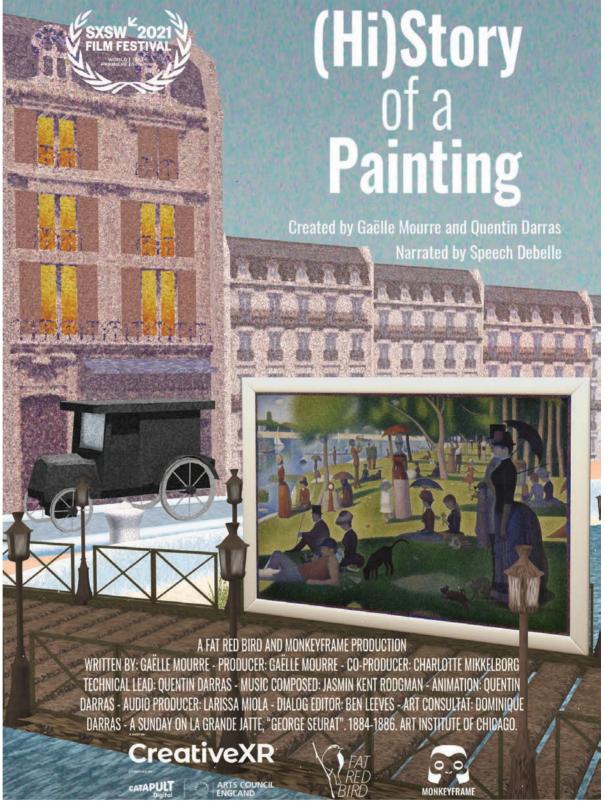
story by discovering and activating "story bonuses".

(Hi)story of a Painting uses a personal and familiar tone, narrated by contemporary creative influencers. Each episode uncovers themes from the artist's context and practice that resonate with contemporary life.

The VR environment gives the viewer a sense of scale of the artwork, allowing anyone, from anywhere in the world, to form an intimate bond with each featured piece. Viewers remained hooked, as the overall series follows the artist's twists and turns on the winding path to success.



88 Fat Red Bird



(Hi)Story of a Painting promotional poster

The first episode of (Hi)Story of a Painting illustrates this. Viewers join acclaimed French post-impressionist Georges Seurat, to explore how La Grande Jatte took Georges from relatively unknown to a world-renowned artist.

(Hi)Story of a painting has been designed to be enjoyed as a location-based entertainment,

which Fat Red Bird expects to flourish in demand again post-pandemic. Aimed at younger audiences seeking immersive experiences, the showcase will give a new perspective of art which can ultimately drive city centre footfall.

www.linkedin.com/company/fat-red-bird-ltd

#### Surround Vision

## Introducing Cupsy: Making virtual recycling a reality

Surround Vision has unveiled an innovative product to upgrade your high street's offer - the world's first immersive and interactive recycling bin.

Cupsy features a unique combination of consumer psychology, computer vision, emotion recognition and augmented reality technologies - with great storytelling to encourage people to correctly recycle their coffee cups.

The prototype was in collaboration with Heathrow Airport in 2019, with the visions of Cupsy brought to life through funding by StoryFutures and Heathrow's Centre of Excellence for Sustainability.

Cupsy was installed at Heathrow Terminal 5 for four weeks. Its performance was compared with previous recycling rates at the same location.

Previous research at the airport has shown that people have the intention to recycle but don't actually do so.

Cupsy represented an experiment to not only change attitudes but to change behaviours directly as well. This was done in an engaging and entertaining way, which exceeded Surround Vision and the Airport's expectations.

The ground-breaking product encouraged an upturn in recycled coffee cups of 130 per cent,

with more than 6000 cups recycled during the four week trial.

Cupsy also worked to improve the passenger experience economy at the airport. Results showed more than 75 per cent of passengers enjoying the installation, while 83 per cent indicated they would like to see more experiences like Cupsy.



90 Surround Vision



98 per cent of passengers who interacted with the display disposed of their coffee cups correctly.

The difference Cupsy might make to Heathrow's sustainability goals are clear, but the possibilities it points towards for immersive and interactive story-telling in the high street are much wider.

Surround Vision ensure there is significant potential for Cupsy's development to generate wider and more meaningful behaviour change.

In the wake of the pandemic this technology can be used to engage and uplift people, while also delivering meaningful narratives. Surround Vision is looking forward to Cupsy's pivotal role in injecting positivity into towns and city centres nationwide.





www.surroundvision.co.uk

#### Screen Moguls

## Gomarket: The innovative digital toolkit to connect new audiences

Gomarket is a simple, easy to use platform that enables small business owners to run all your digi-tal marketing activity from one simple interface, without any prior experience or knowledge.

Digital marketing is more important than ever, and gomarket simplifies the process of running paid digital media to your desired audience, helping you reach new customers local to you, and grow your business.

gomarket was designed for small businesses - either those that have no time, experience or re-sources to run digital marketing, or those that want to do something more advanced, but don't have big agency budgets.

Digital marketing has become incredibly complex, and as a result the knowledge and experience required to navigate the various interfaces has too. It takes a specialised agency to get the most out of digital media, and many

smaller businesses that can't afford this are finding the results un-derwhelming.

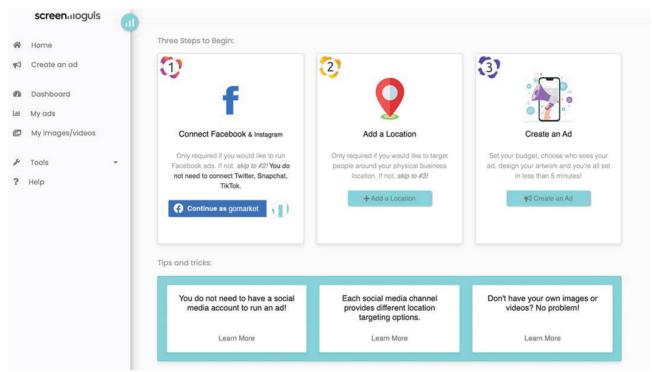
Whether you have a product that is only sold online, or a local service, such as a restaurant, shop or gym, gomarket makes it simple to run sophisticated, targeted paid media campaigns, without any prior experience. gomarket's expertise stretches across a diverse range of channels including Fa-cebook, Instagram and Snapchat, along with Twitter, Pinterest and TikTok.

As gomarket uses the in-platform targeting capabilities, the product works anywhere in the world - helping local businesses on a global level.

gomarket aims to make it simple for smaller and local businesses to compete against their bigger competitors, by giving them the digital toolkit to help them find new and existing customers, and thrive in a complicated post-COVID environment.

For further information contact Jess Carlin at jess@screenmoguls.com.

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Welcome page, which users land on when first logging into gomarket  $\,$ 



gomarket

www.screenmoguls.com

#### Geotourist

#### Your personal guide to the world

Known as the "the future of travel-tech" by VisitBritain and "game-changing technology for travel" by Euromonitor International, Geotourist is highly-regarded as an indispensable travel companion.

The digital platform features a global collection of localised stories, which are activated by the users' location. These are told by reputable organisations, well-known celebrities and local & expert gurus, who guide the user in real-time around their chosen destination.

Geotourist is in the process of building an accessible audio map of the world to promote seamless travel for visitors across borders through a free smartphone app and web platform.

Curators have designed Geotourist to remove barriers for people to travel further and explore more - by delivering an experience in multiple languages which connect visitors to culture, heritage, landmarks and trails all over the world.

Users can consider Geotourist as a natural social media platform for travel stories, which drive footfall, engagement, revenue and insights. Its also the perfect solution to navigate people away from the busiest travel hotspots to lesser-known locations while enhancing their overall experience.

#### Enticing locals back into their town centres

Another benefit is that it can be utilised as an experiential marketing tool to reach potential visitors virtually, wherever they maybe. A core aim is to connect communities with their high streets and draw people back into their town centres by using the stories of real locals.

Geotourist supplies the facilities to support a variety of themes, including food & shopping, personal stories and heritage of places & buildings.

The team endeavours to measure analytics and footfall to help inform local and economic development both on a micro & macro level, and can offer support through the creative process to delivering location-based stories for visitors to access.



94 Geotourist

Geotourist demonstrates experience in working with small-scale to well established organisations, including charities, media agencies, tour companies, governments, museums and universities.

As well as guiding people around your destination, Geotourist plays a pivotal role in attracting potential visitors to increase footfall, dwell time and more.





www.geotourist.com

#### WeJam

# The immersive rock Star experience

WeJam is the world's first and only immersive rock star experience - a tech-enabled group activity letting you start your own band, even if you've never picked up an instrument before.

Conceived as a more exhilarating alternative to karaoke, WeJam's patent pending technology allows complete beginners to play their favourite songs in less than an hour on the specially modified drums, keyboards, and guitars provided.

Each session is led by a professional musician who not only guides players through the chosen song but is there to entertain and ensure everybody has a great time.

With a range of difficulty settings available, players of all abilities can jam together and challenge themselves accordingly. On the easiest level, participants simply play a single note every four beats. Correctly hitting that note unlocks or 'triggers' the more complex music from the original song to be audible. At the hardest setting, experienced performers can choose to go 'freestyle' and play the instruments in the regular manner.

All players have their music displayed to them on-screen, which syncs automatically with the song. Beginners follow a colour coded system whilst more advanced players can choose to see standard notation. Via their tablet, players can also change the sound of their instrument and experiment with different effects. Just like professional bands, they can also adjust the levels of each band member in their personal headphone mix.

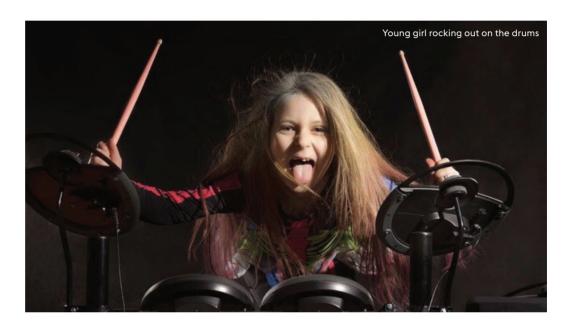


96 WeJam

Customers can of course choose to purchase a recording of their final performance, and also pre-order their 'rider' – the backstage demands (typically food and drink) made by real rock stars.

A WeJam 'studio' can be created in as little as 4m2, and suits both permanent and pop-up spaces. For the full experience WeJam recommends a soundproofed room where the main audio output goes through loudspeakers, however with our headphone system we can also operate almost silently.

Suitable for all ages, sessions last between 45mins to 105mins.





www.wejam.studio

#### **REBO** wall

#### Any wall, any REBO wall: Using fitness and entertainment to boost footfall

As high streets and shopping malls move towards the experiential economy, REBO walls offer low-cost high-return leisure, entertainment and fitness experiences for all ages and abilities.

Looking for a low-cost, high return in leisure, entertainment and fitness experiences which will suit all ages and abilities? Look no further than the REBO wall.

A REBO wall is a modernised revision of the practice wall found in many tennis courts globally. Many of the world's leading sports organisations and members train using the cutting-edge REBO walls, including the former World Number 1 tennis player, Andy Murray.

Along with tennis, the ground-breaking instillation can be tailored to several world-renowned sports including football, basketball, squash and even paddle ball.

The REBO walls have been kitted out with an abundance of high-tech features which

strengthen their position on the market. These include a playing, training and a coaching POV which can replicate playing with or against another playing partner.

So, how can the REBO wall benefit your high street? Well, the UK brims with millions of 'round-ball' players and coaches across the UK, with not enough all-weather courts or pitches to keep up with their demand. As an instillation which boast low capital expenditure and can be offered permanently or temporary, the REBO wall provides the perfect environment for your shopping centre's sports apparel and equipment to retailers for a new product launch or demonstration.

The REBO wall offers healthy leisure and entertainment which can increase quality footfall and dwell time, while also enticing a new dimension of customer to your shopping centre's visitor offer.





98 REBO wall



REBO walls measure width 5.75 metres x height 2.50 metres ,with a playing depth of 10.00 metres. Current instillations are showcased indoors, outdoors and even on a deck of a super yacht.

Adrian Hutchins CEO of REBO comments: "Millions of people can become more active around the world – no matter their situation – and experience success by practicing and improving their ball skills and fitness against a wall.

"I'm convinced that REBO walls represent an ideal opportunity for shopping malls to connect with their communities in an authentic, accessible and healthy way".



https://www.rebowall.com/





Without the recovery of the experience sector there can be no economic recovery from the coronacrisis. For goods and services are no longer enough; it is experiences that now drive the economy forward. So towns and cities around the world need to understand that without engaging, memorable, and remarkable experiences people will not come back to the high streets.

B Joseph Pine III – author: The Experience Economy





Notes			

# **Notes**



#### **Department for International Trade**

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government department with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward looking trade diplomacy strategy.

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