

storycraft LAB

The art + science of experiential engagement

3D Storytelling Spaces

 **About Us**

 **Capabilities**

 **Work Samples**

Microsoft..... Page 6

SMPTE Page 9

Altria Page 13

Tech Co..... Page 18

Hubb Page 19

Retail Page 21

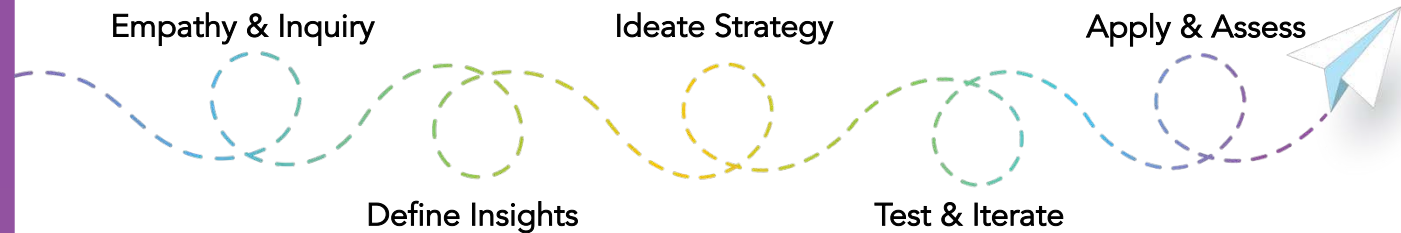
About Us

We work as a team of co-LAB-orators:

A collective who love to inquire, ideate, imagine and create – together.

We know that every story we tell, every message we deliver is different, and see ourselves as collaborators in the catalyst space where intersectional disciplines spark the generation of ideas.

And, where multi modal areas of expertise ensure that the message is well-crafted, and the end result is impactful.



Capabilities | 3D Experience Strategy & Design

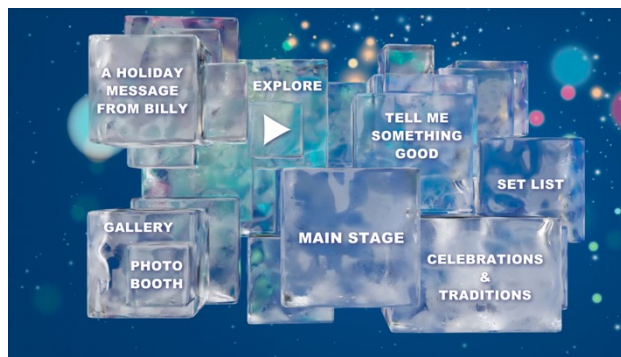
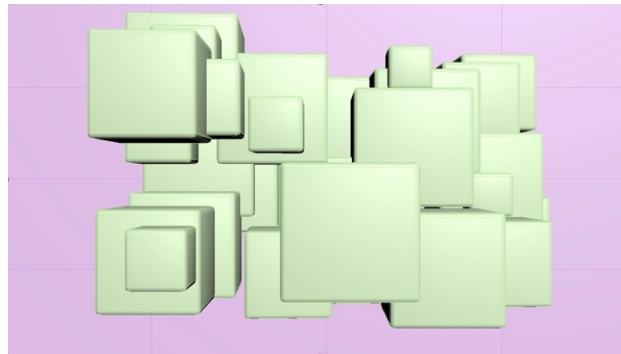
3D Environments

We visualize and craft both real and imagined spaces that can support functional navigation and accessible user experiences



3D Animation

We concept, storyboard, and build animated scenes that reflect the theme and storytelling journey.



[Watch Here](#)

VR Experiences

We immerse users into the 3D environment and empower discovery, exploration, and unique engagement.

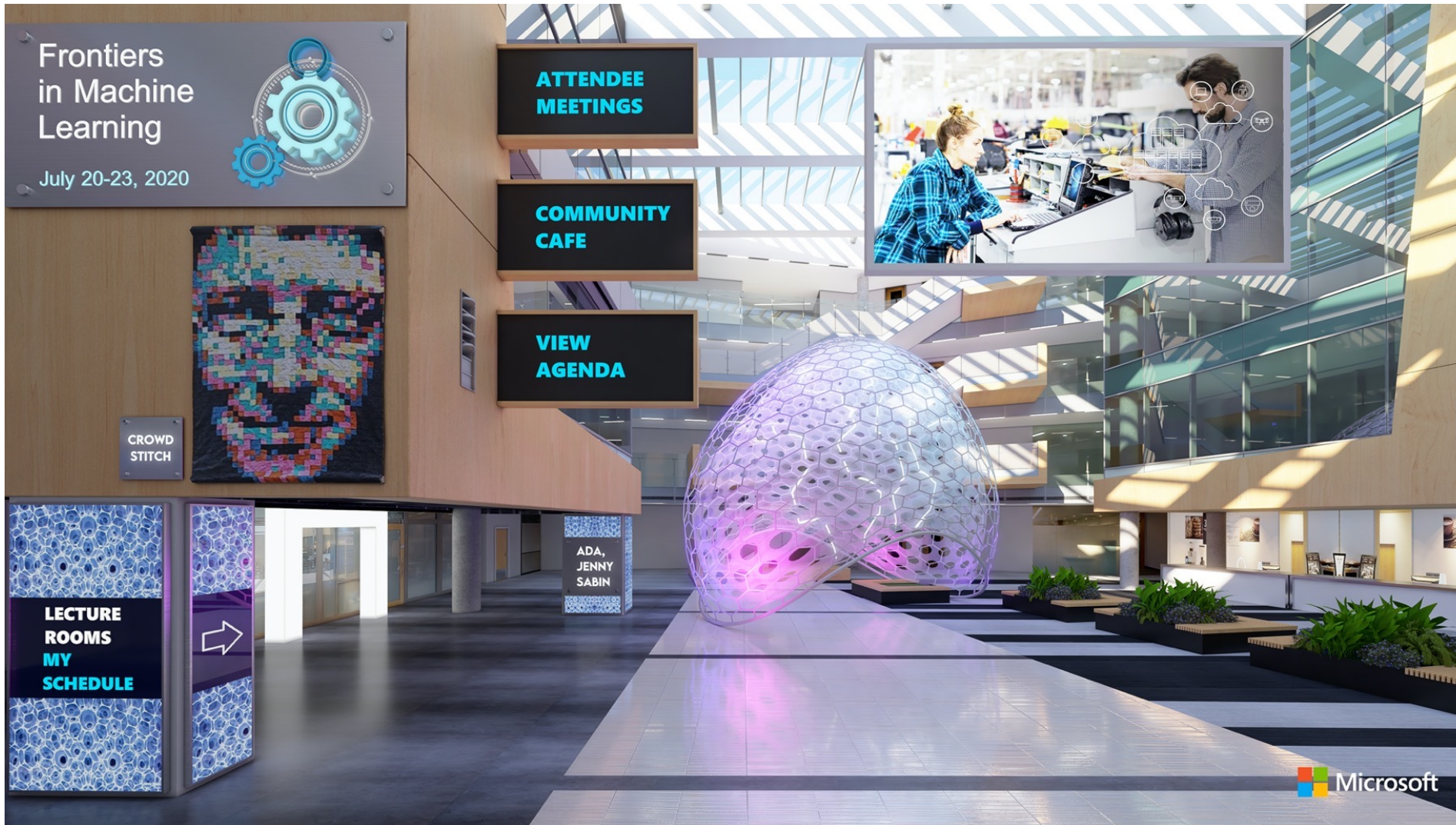


[VR 360 View, Unreal Engine](#)

[VR Walkthrough, Pano 2 VR](#)

Microsoft Research | Frontiers in Machine Learning - 3D Environments

Main Lobby



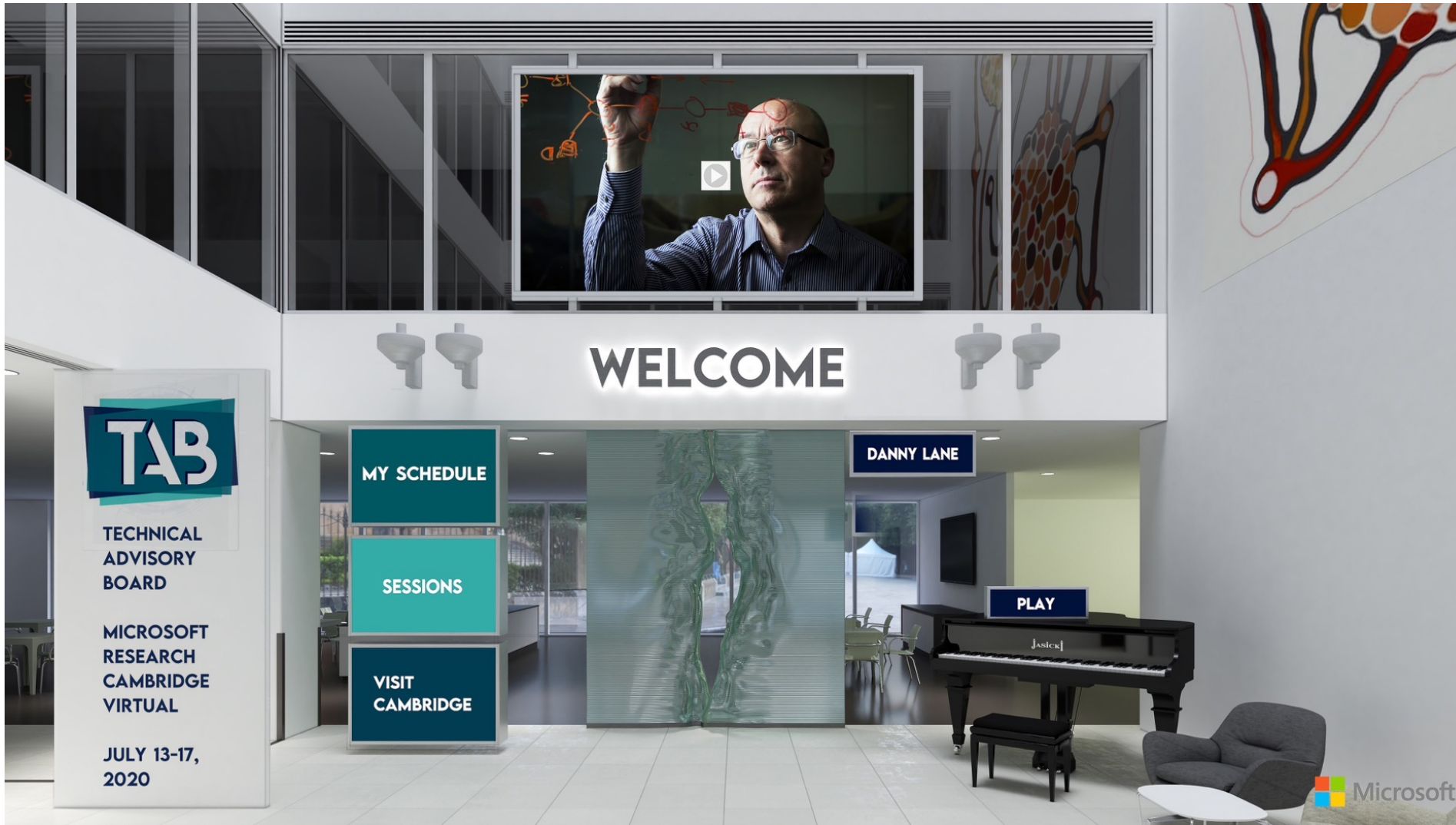
Microsoft Research took attendees to their campus buildings for their summer events.

The lobby of Building 99 allowed virtual event attendees to visit the Microsoft Campus.

They could explore artworks from the campus, like ADA by Jenny Sabin, and the CrowdStitch portrait of Bill Gates.

Microsoft Research | Cambridge Tab - 3D Environments

Main Lobby



Microsoft Research took attendees to their campus buildings for their summer events.

Cambridge UK center included a lobby area that allowed visitors to 'play' a video of the piano in action and learn more about artist Danny Lane.

Microsoft Research | Cambridge Tab - 3D Environments


Sessions Lobby (by Track)



Microsoft Research utilized an In-Situ artwork as the vehicle for their Sessions Interface. We adapted the architecture of the atrium to integrate buttons that added dimensionality to the view.

Society of Motion Picture & Television Engineers | Game On – 3D Environments


Experience Mapping



**SMPTTE 2020
GAME ON**

Experience Mapping Workshop
June 25, 2020

Touchpoint Map



AGENDA

Overview of Touchpoint Map

Workshop 6 designated Landing Pages (spaces)

- Identify SMPTTE goals for each space
- Identify audience needs/wants in each space

AUDIENCE PROFILES

"The Surveyor"
Engineer/Technologist

Experts in their fields | Appreciates accuracy & data | Questioning

CONNECT

- Connects through the act of learning
- Networking as extension of knowledge, or where gathering occurs (Event)
- Professional ideas, People (events)

LEARN

- Workshops, Labs, Hands on Playtesting
- Experimental formats but facilitated, with a clear framework to test test

LEAD

- Operationalized decisions
- Innovation or product
- Revenue fueled by exhibitors

"The Sage"
Executive

Interested in a white glove experience | Big Picture Thinker

CONNECT

- Leadership Community - connecting with shared problems/challenges
- Respectful experiences
- Preference: Object/People

LEARN

- Traditional modes - presentations and round tables, Panelist Q&A, Smaller groups
- Appreciates a curated approach

LEAD

- Tech Leadership: wants to hear innovative stories from reliable people
- Interested in sharing their own experience and expertise

"The Explorer"
Software Developers

Early tech adopters | Detail-oriented | Experimental

CONNECT

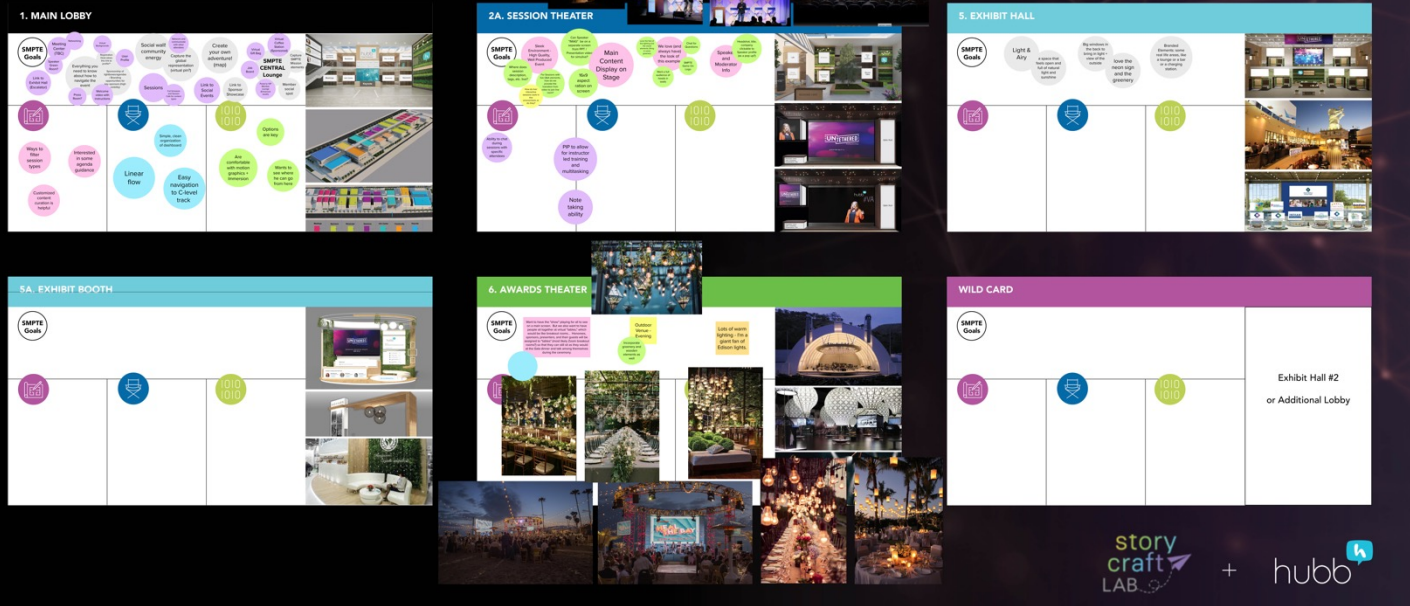
- Thematic - organic sensations or experience. Effects of lighting generation technologies
- Co-create & discover: portals or Easter eggs


LEARN

- Collaborative with analogies, presentations and round tables
- Interactive Q&A, Smaller groups
- Appreciates a curated approach

LEAD

- Software innovations that stimulate creativity
- Tools and toolkits that they can "hack" and apply in their unique way



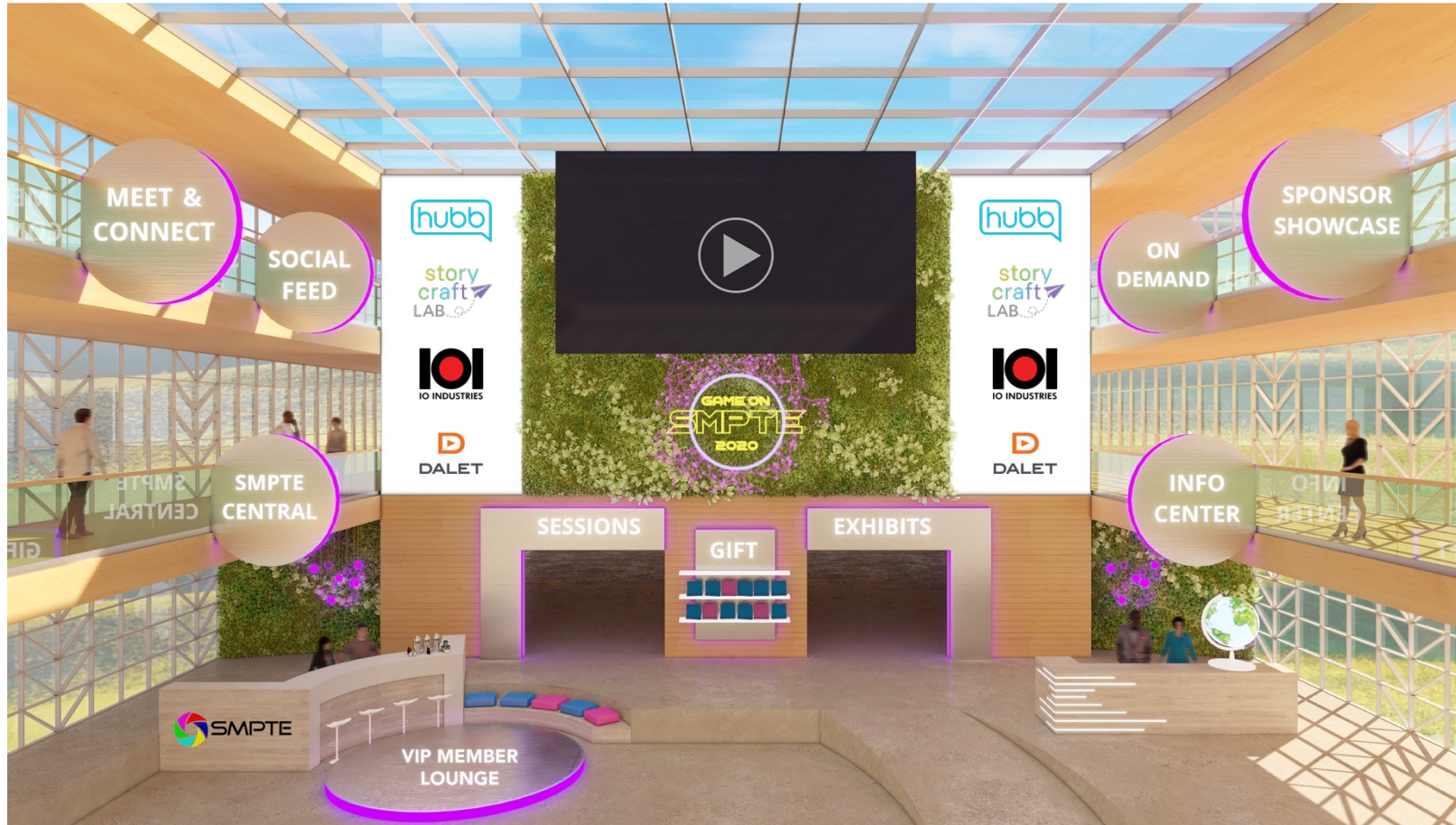


We partnered with Hubb and Dynamic Events in the development and delivery of this event. Our up-front work included Experience Mapping support, to help the team consider audience experience touchpoints and align a diverse group of stakeholders around the creative strategy to engage their audience.

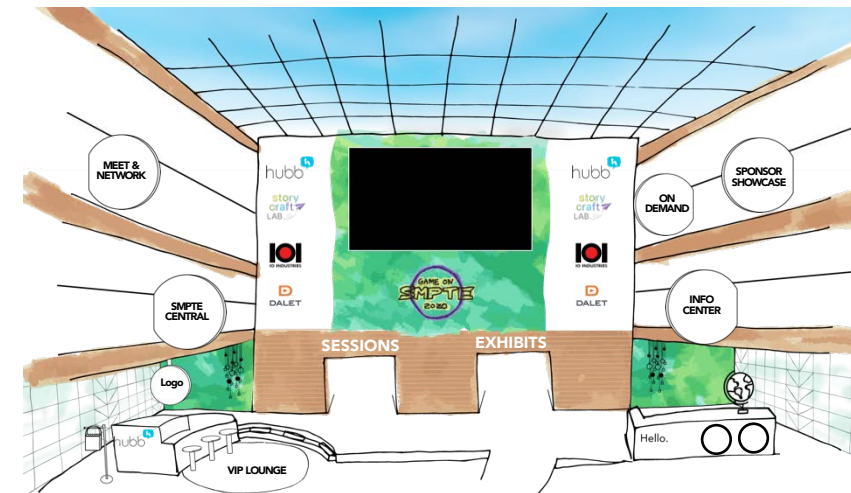
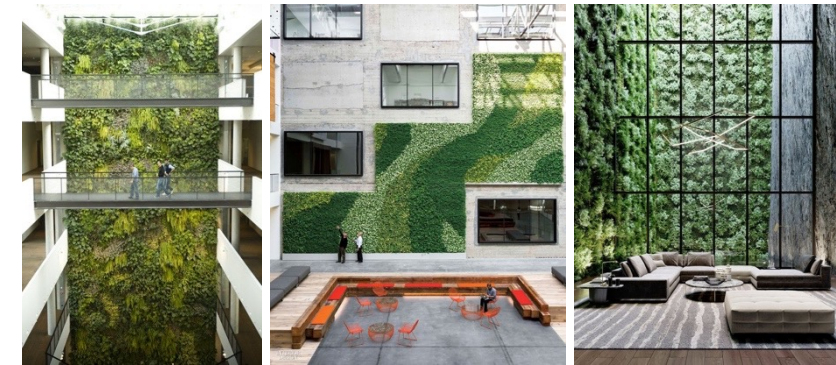
From here we jumped into the creation of the different areas we were customizing. We began with the exhibit halls and booths to fit with the sales cycle and event revenue generation. From there we moved to the lobbies so that SMPTTE could build an exciting visual story to market to attendees.

Society of Motion Picture & Television Engineers | Game On – 3D Environments

Main Lobby 3D Design



Main Lobby Visual Concept & Sketch



In 2020, SMPTE reimagined their flagship event for a virtual format on the Hubb platform. Using a Game On theme to celebrate digital engagement, they incorporated elements like Easter eggs and incentivized 'gamification' to encourage interaction and exploration of the site. In this lobby, the globe linked attendees to an interactive map that they could add to. And the gift bags did in fact allow you to collect event 'swag'.

Society of Motion Picture & Television Engineers | Game On – 3D Environments

Exhibit Hall



Exhibit Hall - Design Sketch



SMPTE wanted the designs to reference some familiar physical elements of their live events from years past as well as their HQ building -light, glazed atriums, incorporating green walls and textured stonework. These material treatments were applied throughout the site so that the spaces felt connected and continuous.

Sessions Theater



Exhibit Booth



Gala Theater



The result was a creative and thoughtful mix of reality and fantasy that only virtual can provide - custom designed Exhibitor booths to support sales conversations and capture key metrics on the one hand, and on the other, a grand theater showcase for their gala event inspired by the Dolby Theater in LA - a dream venue that might not have been possible without some virtual magic.



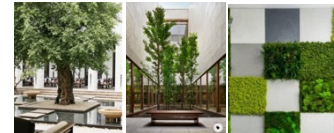
3D Main Lobby Design



Design Sketch



Greenery panel within wood frame, inner edge glow; welcome signage.



Courtyard landscape study: opening behind the welcome lounge; water feature and view beyond.

This consumer products company developed a campus environment to host their virtual and hybrid experiences year-round. Spaces included a Main Lobby, Brand Showcase, Social Space, and Keynote Stage.

3D design work completed by Storycraft Lab, the platform development and coding by platform host, Hubb.

Brand Showcase



Brand Showcase – Design Sketch



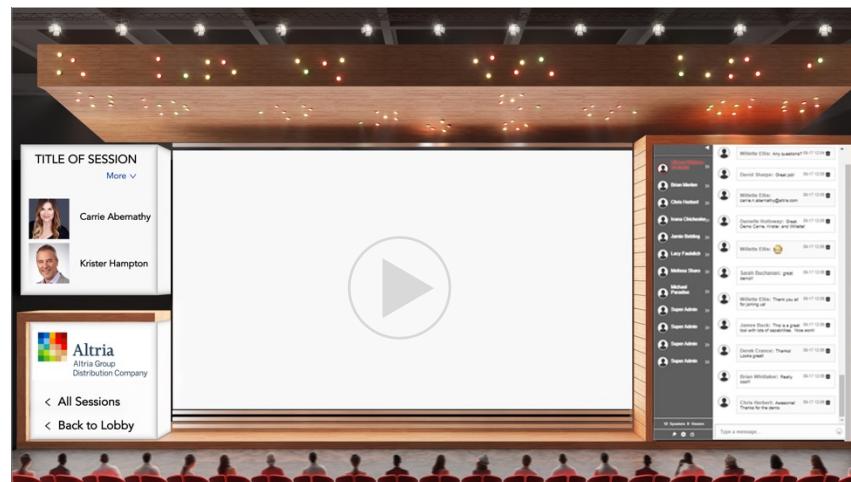
This consumer products company developed a campus environment to host their virtual and hybrid experiences year-round. Spaces included a Main Lobby, Brand Showcase, Social Space, and Keynote Stage.

3D design work completed by Storycraft Lab, the platform development and coding by platform host, Hubb.

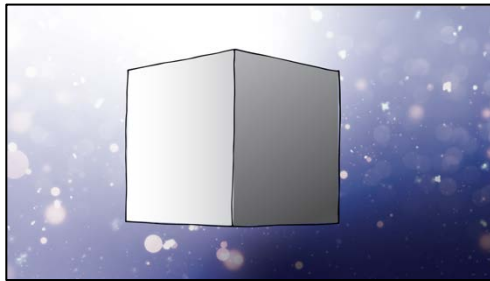
Engage & Entertain



Keynote Stage

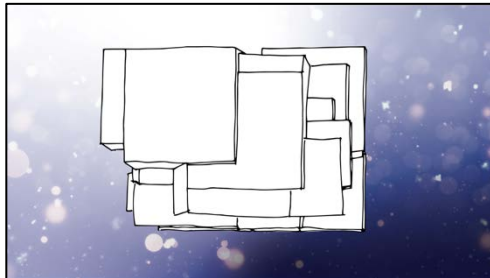


Animation Storyboard



Shot 1:

Cube appears onscreen and begins to rotate 180 degrees.



Shot 2:

During its next rotation, the cube begins to divide and split into a collection of connected cubes.



Shot 3:

Rotation stops and the cube formation is fully defined.

When the animation resolves, the non-clickable cubes maintain soft, subtle movements.

Visual Concept



This animated 3D lobby was designed to support the festive theme and event navigation for Altria Enterprise's company-wide holiday party.

The rendered objects are a formation of ice blocks. The animation begins as a single ice cube and evolves into a connected, extended family of cubes that support the main menu of clicks. Mouseover effects reveal inner sparkles and a performance silhouette to tease the event experience and add an element of delight.

Altria | Virtual Holiday Celebration – 3D Animated Landing Page

Rendered Animation Sequence

0:00 - 0:08 Intro (cube evolution)



[Watch Animation Here](#)

0:09 - 5:00 Main Menu Buttons with some soft-moving cubes

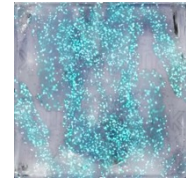


Mouseover Effects

The translucency of ice texture allowed the colorful confetti-style background to peer through.

We tested various sparkle effects, colors, and movements within individual ice cubes as a mouseover action to create a playful user experience and to inspire exploration.

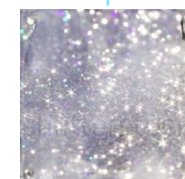
The silhouette guitarist was the unique mouseover for Main Stage, which hinted at a surprise performance by an award-winning artist.



Blue Sparkles



Silhouette Performer



Iridescent Sparkles

Tech Company | Bond Themed Event – 3D Animated Landing Page

Welcome Animation – Theater Entrance

[Watch Animation Here](#)

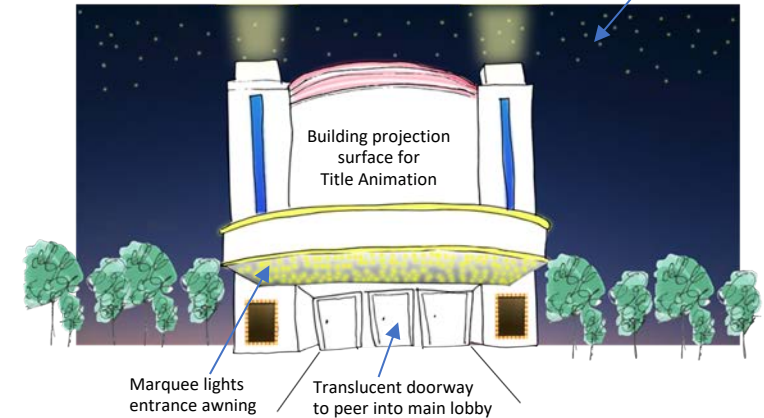


This tech company developed a theater to host their James Bond themed, virtual event experience. The welcome animation was designed for the arrival, red carpet moment before entering the main event. Moving lights, an animated title projection, a zooming Aston Martin, and a couple shooting stars set the tone for a cinematic and classy evening affair. Upon entering the Theater doors, visitors were taken into the Main Lobby and could navigate to the Concessions Royale Lounge, the Main Theater, and more.

Design Concept Sketch

Exploring the classic Cinema Architecture language + modern materials

Night time sky, illuminated by cinema lights



Glass curtain wall view into interior

3D Virtual Campus – Event Center



This 3D Campus was designed for the Hubb platform, to host a cohesive virtual journey throughout an event experience. Consistent design material and aesthetic language was utilized to craft each space so that the experience felt fluid and connected.

Hubb Sessions Café – VR Experience



VR Experience from a fixed point of view using 3D platform, Unreal Engine.

While not selected for this project, Avatars can be added, if needed.

[Sample VR Experience](#)

Sample Retail | Interactive VR Experience

3D Interactive Walkthrough



Pano 2 VR can be integrated with a floor plan, link points, description labels, and shopping cart.

While not selected for this project, Avatars can be added, if needed.

[Sample VR Experience](#)