



The art + science of experiential engagement

Case Study: Altria // Retailer Council, 3D Lobby Design

3D Main Lobby Design



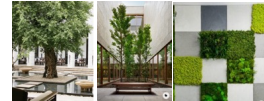
This consumer products company developed a campus environment to host their virtual and hybrid experiences year-round. Spaces included a Main Lobby, Brand Showcase, Social Space, and Keynote Stage.

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

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.

Brand Showcase



Brand Showcase – Design Sketch



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[Preview Live Site](#)

Engage & Entertain



Keynote Stage



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CREATIVE + STRATEGY = ENGAGEMENT

How can we help engage your audience?



Naomi.Clare@Storycraftlab.com



@Storycraft_LAB

