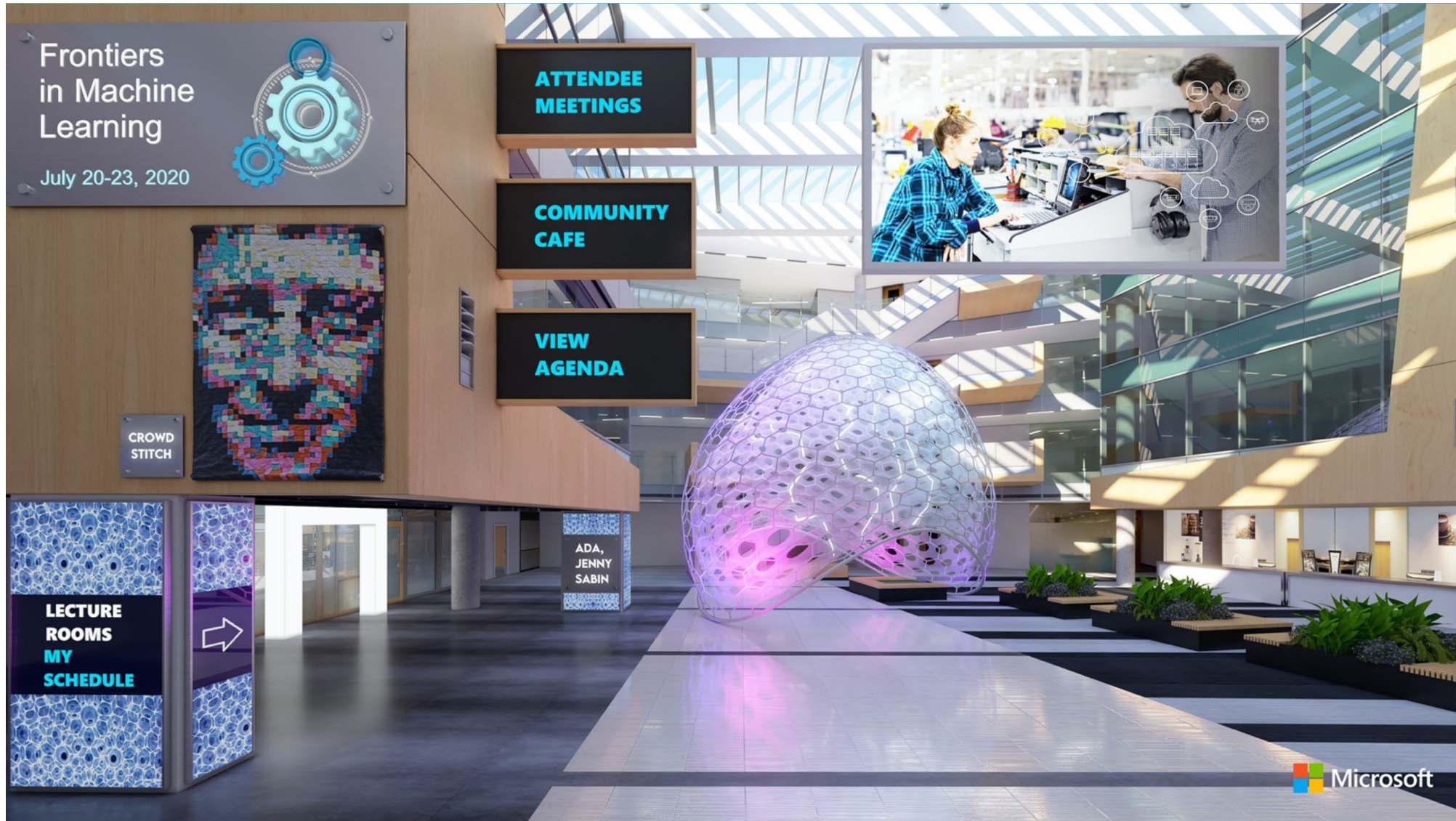


Storytelling Spaces

Virtual events give brands an opportunity to welcome attendees to their campus. In this study: Microsoft Research.



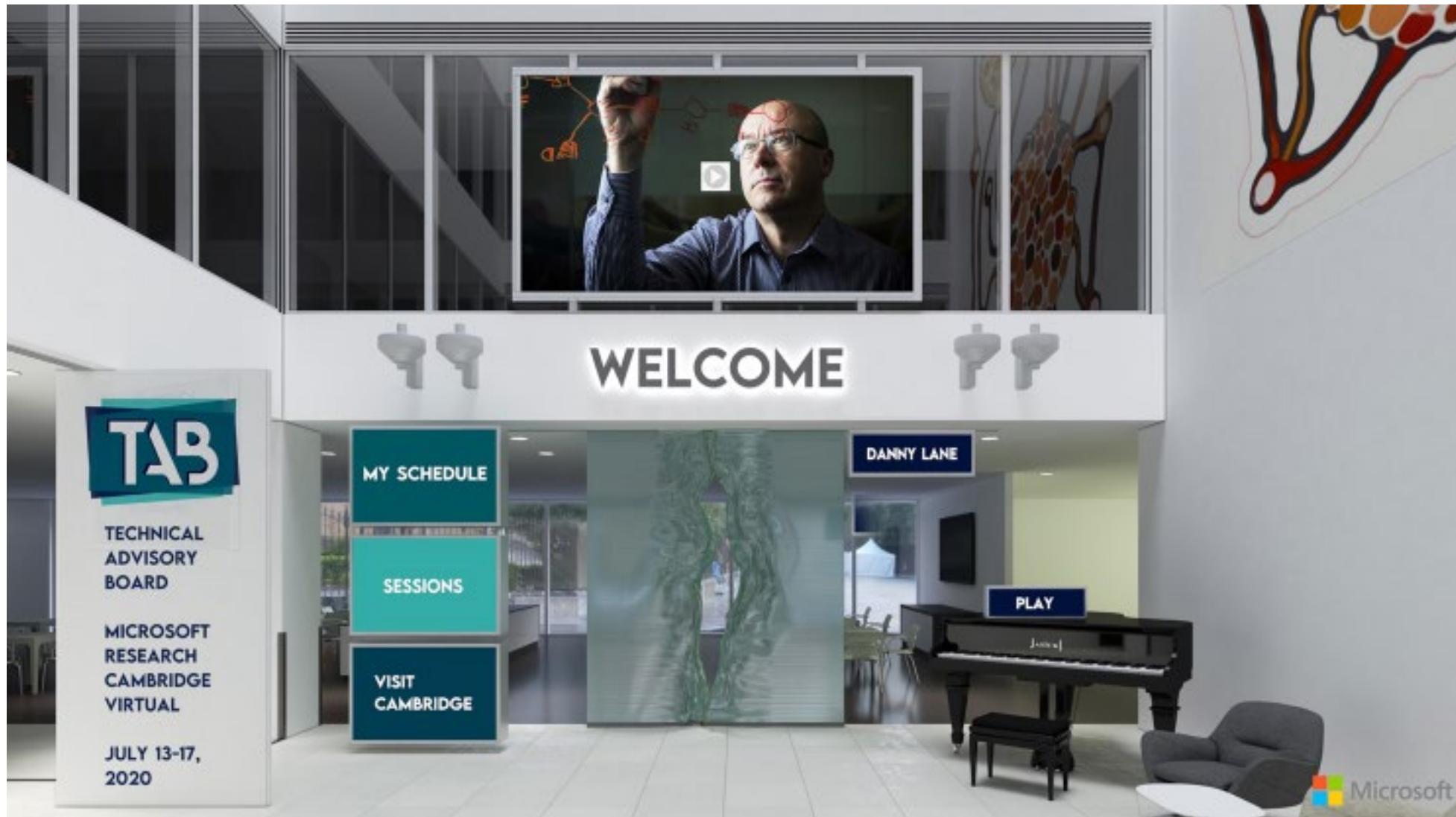
Microsoft Research took attendees to their campus buildings for their summer events.

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.

Storytelling Spaces

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

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

Storytelling Spaces

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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.

Storytelling Spaces

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Clicking on an image of Cambridge took you to a virtual tour and pub quiz

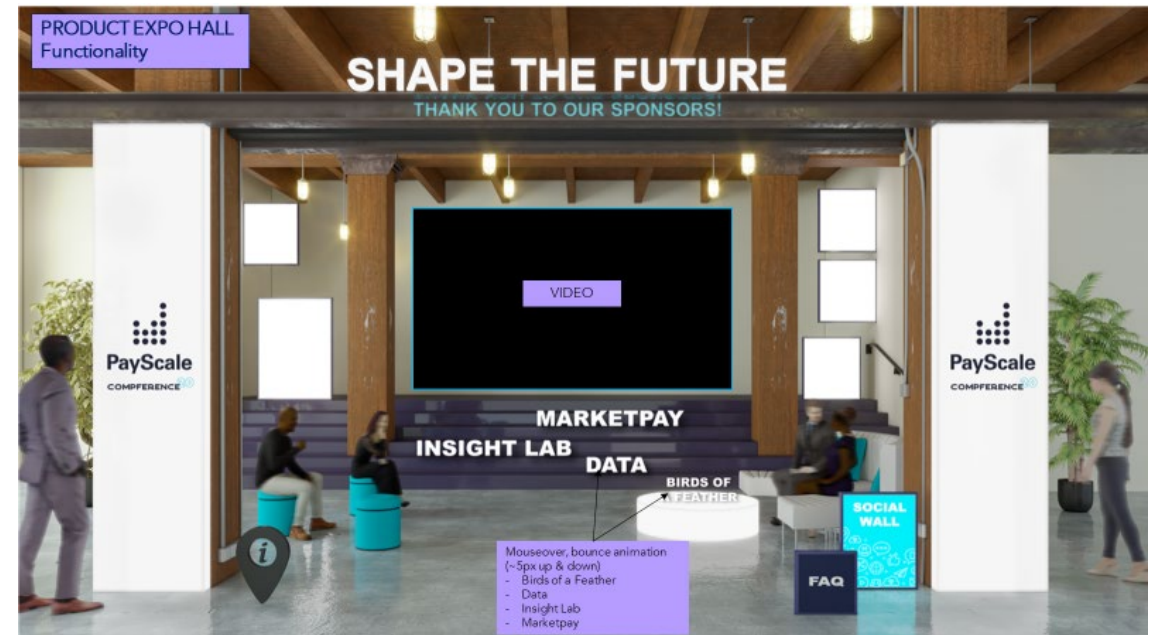
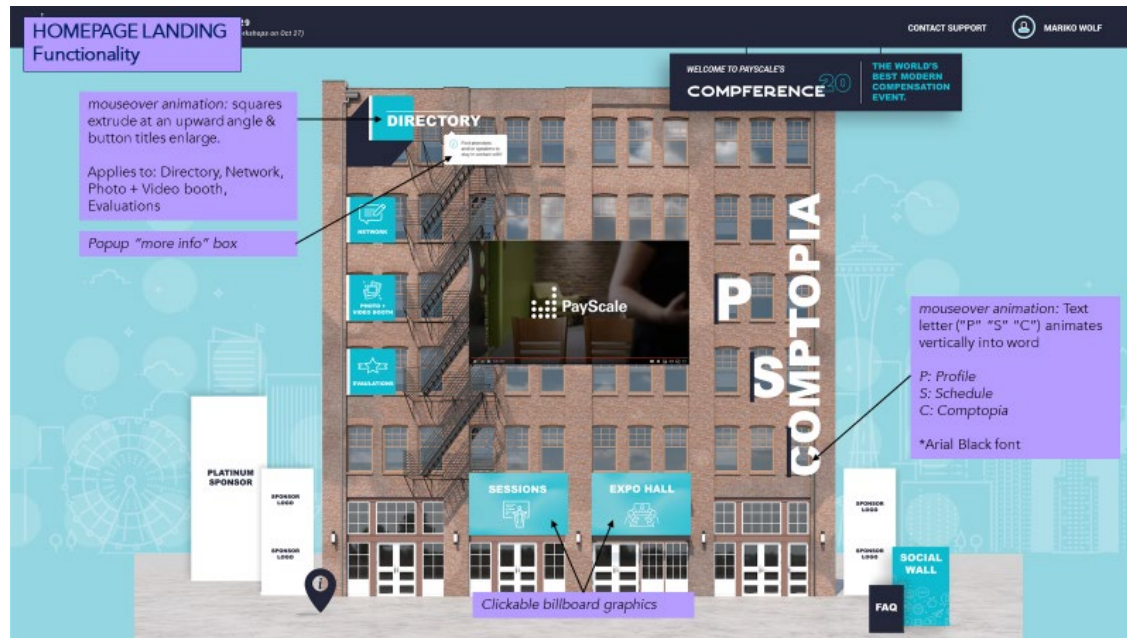


Microsoft Research took attendees to their campus buildings for their summer events. On this page, the Cambridge UK center – which included a virtual tour of the city.

Storytelling Spaces

Virtual events give brands an opportunity to welcome attendees to their campus. In this study: Payscale's Conference20.

The Payscale team also wanted to bring their attendees to their offices in Seattle for this virtual event. Using a bold architectural graphics approach, they activated their building's exterior as an interactive surface, and took attendees into their office 'Eagles Nest' for the Expo Hall.



Shown here – the functionality pages provided to the dev team at Hubb.

Storytelling Spaces

Virtual events give brands an opportunity to welcome attendees to their campus. In this study: Payscale's Conference20.

