

AUTODESK GALLERY

The Virtual Experience



ASSIGNMENT

Extend the Autodesk Gallery experience beyond the physical gallery space to a broader audience.

Create a piece of communication that allows people everywhere to experience the Autodesk Gallery.

Create a 'virtual' user experience that is equal to the 'wow' reaction people express when touring the gallery.

THE CONCEPTS



THE WORLD IS OUR GALLERY

THE AUTODESK GALLERY - The World Is Our Gallery

The World Is Our Gallery is a motion graphics tour de force that asks viewers to envision a world where paradigms are Play Doh and impossible is the only rule. That world is revealed as a gallery unlike any other. The Autodesk Gallery.

STORY SYNOPSIS

In a rhythmic, evolutionary montage, we see everyday objects go from ordinary to extraordinary, and from sublimated to sublime.

Minimal techno music plays, as a voiceover begins:

Imagine a world where cars grow from seeds. Where buildings have no walls. Where cities make more energy than they consume. Imagine a world where motorcycles are water fountains. Bridges are destinations. And movies are seen before they are even made. Imagine churches that are not churches. Wheelchairs that are not handicaps. Where guitar gods go for new objects of worship. Imagine a world of human invention. Where ideas are things, inspiration is air. And people are actually re-inventing the wheel. Imagine a place where everything you thought you knew was changing by design. That world exists, in a museum unlike any museum anywhere at all. At 1 Market Street, San Francisco, California, USA, Earth. The Autodesk Gallery. A world of never before, every Wednesday. Come witness creation.

THE AUTODESK GALLERY - The World Is Our Gallery

The montage wraps up in a whirling building that becomes an orb-like brick and magic logo. Lego dinosaurs and towering skyscrapers sprout from its sides.

These things exist. The World Is A Gallery captures that epiphany, and makes it accessible to all.

HOW IT WORKS

- A programmable media player app for customizing presentations.
- The presentation has two play modes - self guided and auto guide.
- The content is a series of 3-min, mini narrated docs telling the story of a selected number of gallery exhibits.
- The spinning globe animation serves as the content menu.
- For self-guided the presenter chooses the content by pinpointing it's location on the globe launching into that exhibit's story.
- CMS - content management solution



A photograph showing two men in silhouette from behind, looking at a large architectural model of a dome-shaped building. The model is made of a white grid and has a brown, textured top. The background is a blurred outdoor setting with trees and a building. The text 'DESIGN INTERVENTION' is overlaid in the center in a bold, brown font.

DESIGN INTERVENTION

THE AUTODESK GALLERY - Design Intervention

Design Intervention is a stylized capsule-documentary that illuminates the possibilities of design through the insights and inspirations of contributors to the Autodesk Gallery. Spanning questions that both vex and inspire the shapers of our material world, the film invites viewers to consider the transformative power of design, and to see the world as they never have before.

STORY SYNOPSIS

Through the prism of their work, Autodesk artists and designers shed light on where we've been and where we're going as we endeavor to reconnect our natural, material, and spiritual worlds.

The film begins with a brief prologue:

The words and creations featured in this film were supplied by contributors to the Autodesk Gallery in San Francisco, California.

Then a voice intones as we open on abstracts of design, natural and man-made:

Design is implicit in all of creation. Nature challenges us to adapt and innovate as it does. Our job is to listen, observe, and make things new. We invent the future by letting go of the past.

The storytelling will not be technical or how-to, but instead will create a deeply aspirational sense of how design is a change-agent in our world, while inciting participation and co-creation moving forward.

THE AUTODESK GALLERY - Design Intervention

HOW IT WORKS

By tracing projects and makers back to seminal creative moments, in the environments where they took flight, we will expand and extend the gallery experience in ways a Wednesday walk-through cannot.

Five beats inform the arc of the story as expressed by the designers through their work:

- What is design?
- Tools and process
- Design matters
- Take to the cloud
- We are all designers

The video content play will be customizable:

- A programmable media player app for customizing presentations.
- The presentation has two play modes - self guided and auto guide.

SKETCHFEST



Image courtesy of
CREATUREBOX

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SKETCHFEST @ The Autodesk Gallery

CONCEPT

A group artist and designers come together and celebrate Sketch Book.

HOW IT WORKS

An event held at the gallery where a group of artists and designers come together and use Sketch Book to create a collaborate piece of “exquisite corpse’ art.

PROGRAM ELEMENTS

- One day event
- Webcast
- Exhibition