The World o

GRAVITY

UX



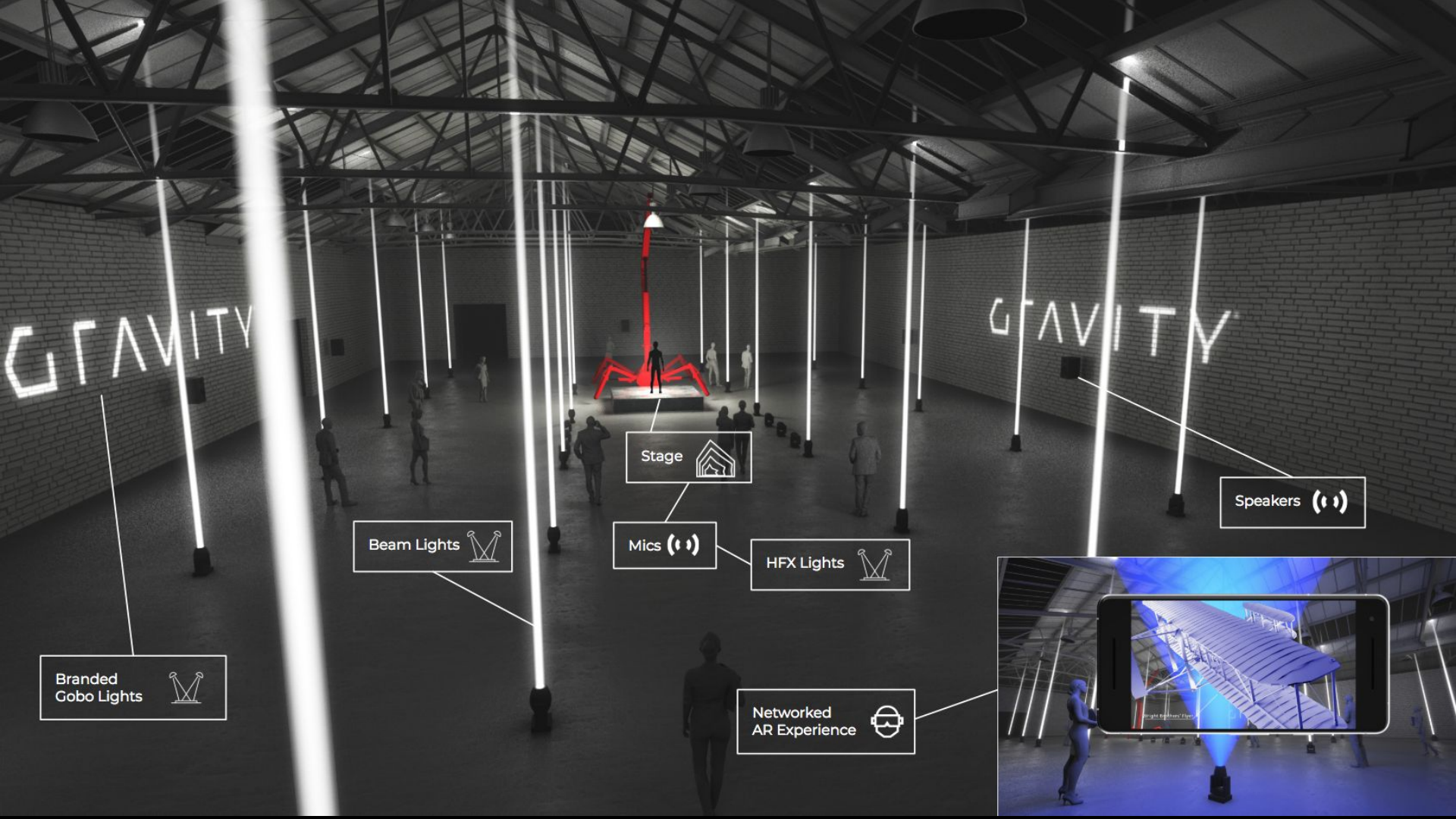
SECRETMAP

secretmap.com

The experience progress gradually from minimalistic design and subtle changes/interactions to a fully immersive and climatic show.

Features are progressively added one by one to create a constantly growing experience where each phase triggers a more engaging and emotional response.

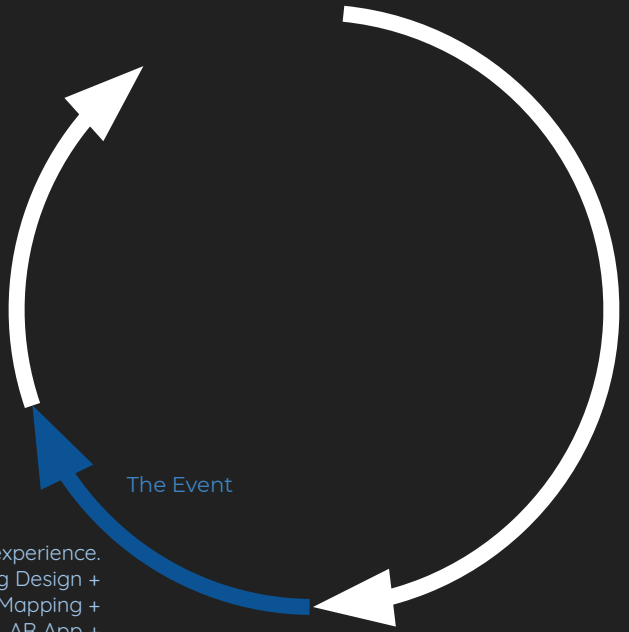
This will create a feeling of mind opening and awakening leading to an potent moment of transcension.


GRAVITY
GRAVITY
Stage
Speakers
Beam Lights
Mics
HFX Lights
Branded
Gobo Lights
Networked
AR Experience


Mirrorcube with gumbo
by **Schmiegel**


Equirectangular
by **Tatasz**

Technologies through the Story



People are given the opportunity to learn more and participate to the adventure through the social media platforms

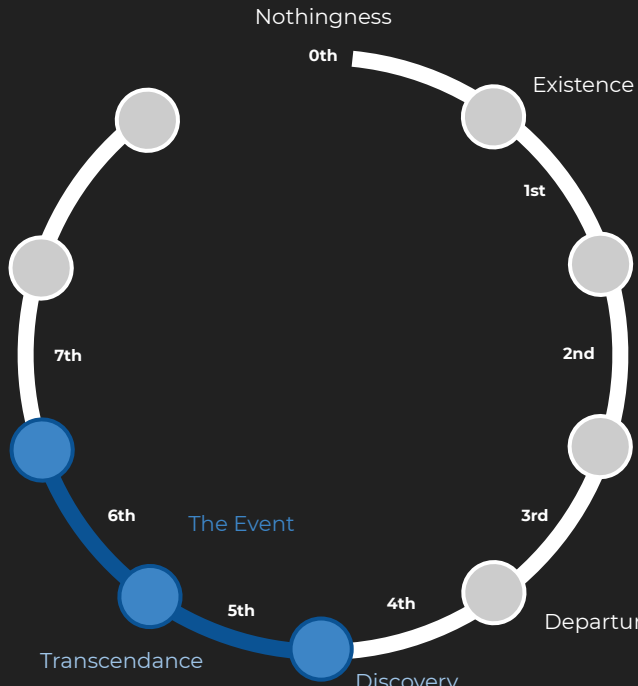
People are gradually given information about the event through the app.

Features in the app get unlock progressively

The Event

People get the full immersive experience.
Lighting Design +
Projection Mapping +
AR App +
...

UX through the Story



Single dot. Mono dimension. People become aware of the existence of the event.

2D world expansion. People understand they are embarking into a journey of a new kind. Curiosity arise.

3D VR system. People start being free to move in this world. A sense of exploration arise.

Far world born. The objective finally appears. Distant and inaccessible, like a far away storm getting closer, growing. Excitement arise.

People reach the world of Gravity. They engage with the philosophy of the company that triggers there interest.

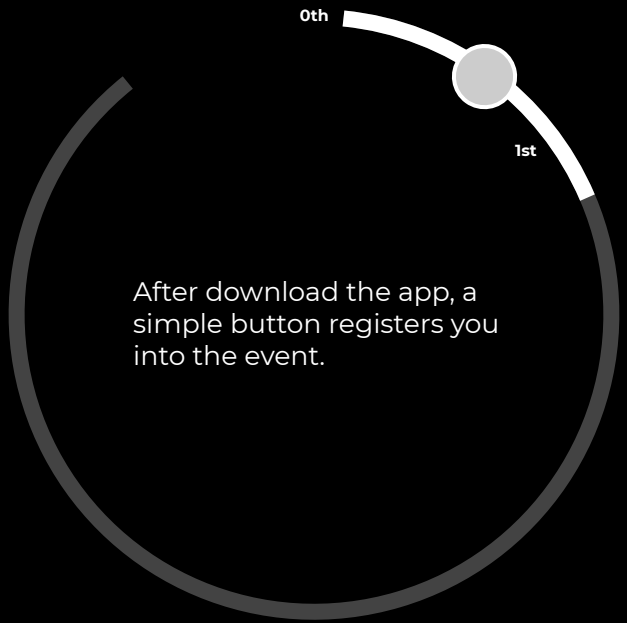
Climax. This is the Transcendance.

After the event, attendees can continue to implant interdimensional doors in AR

1st Dimension

Existence

AR App

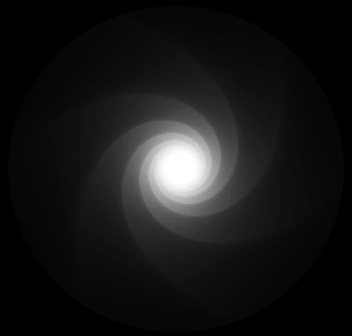


After download the app, a simple button registers you into the event.

1st Dimension

Existence

AR App





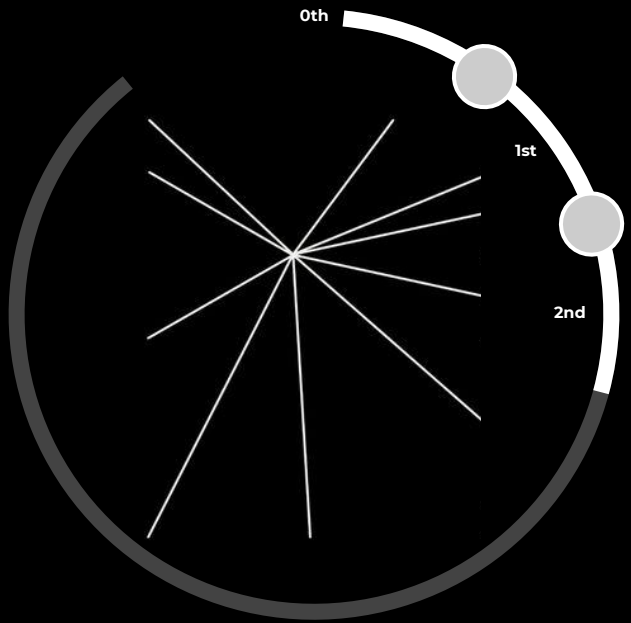


The button disappears and a single mysterious dot animates on the screen. It seems to have a life of its own.

2nd Dimension

Movement

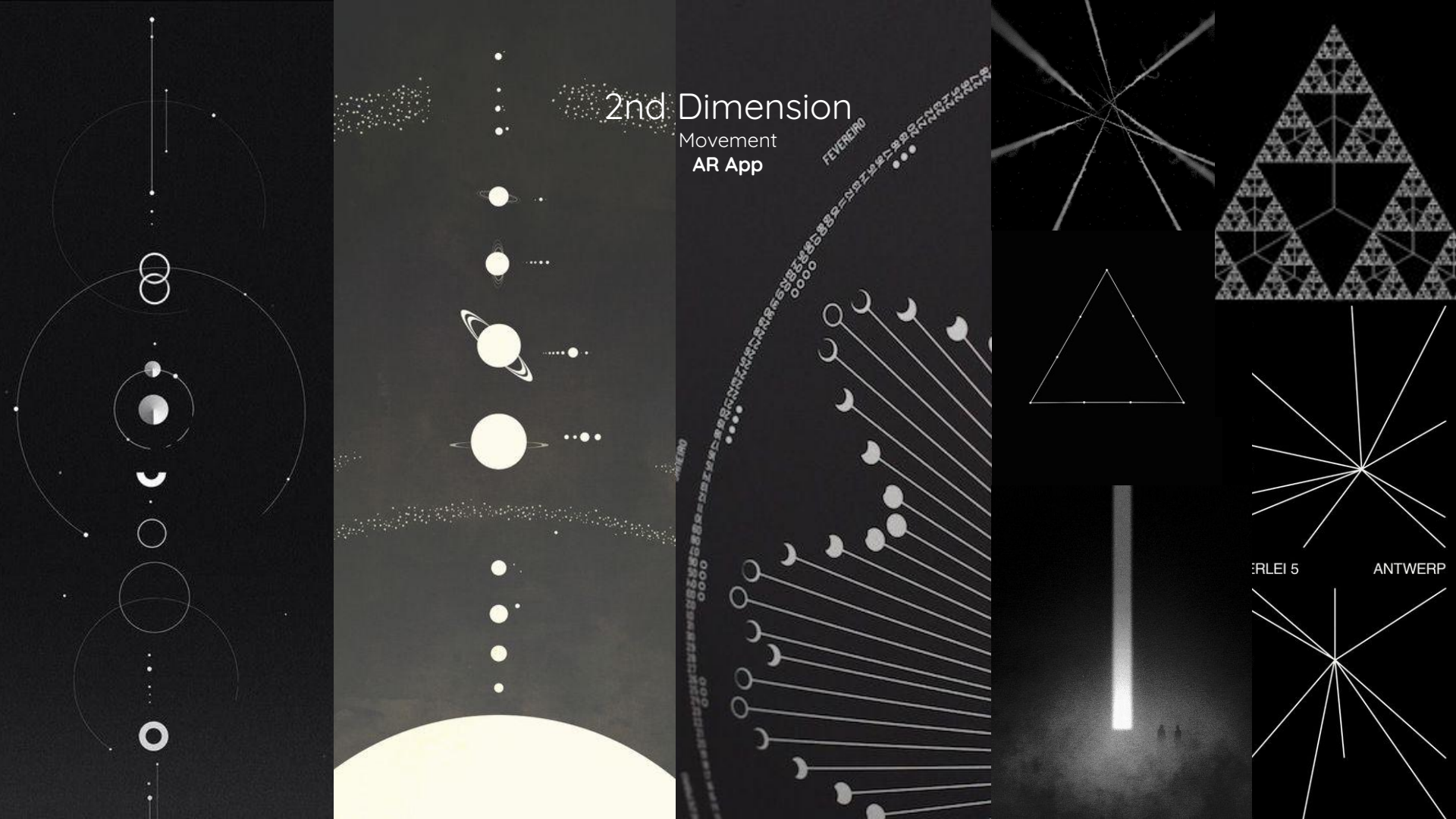
AR App



The dot animates progressively more frenetically inside the app. One day your phone buzz, a notification welcomes you to the second dimension.

When you open the app the dot seems to explode and project lines and matter around it. There is a slight parallax effect when you rotate your phone.

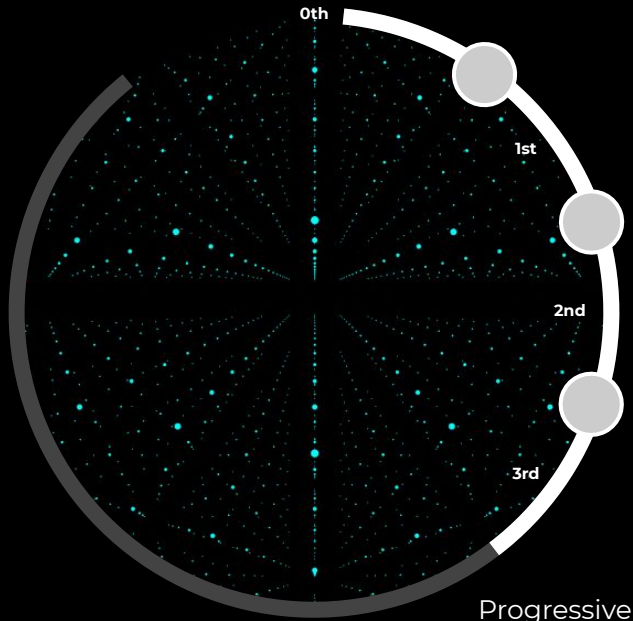
You realize that you embarked in a deep journey


2nd Dimension
Movement
AR App
FEVERDRO
ERLEI 5
ANTWERP

3rd Dimension

Exploration

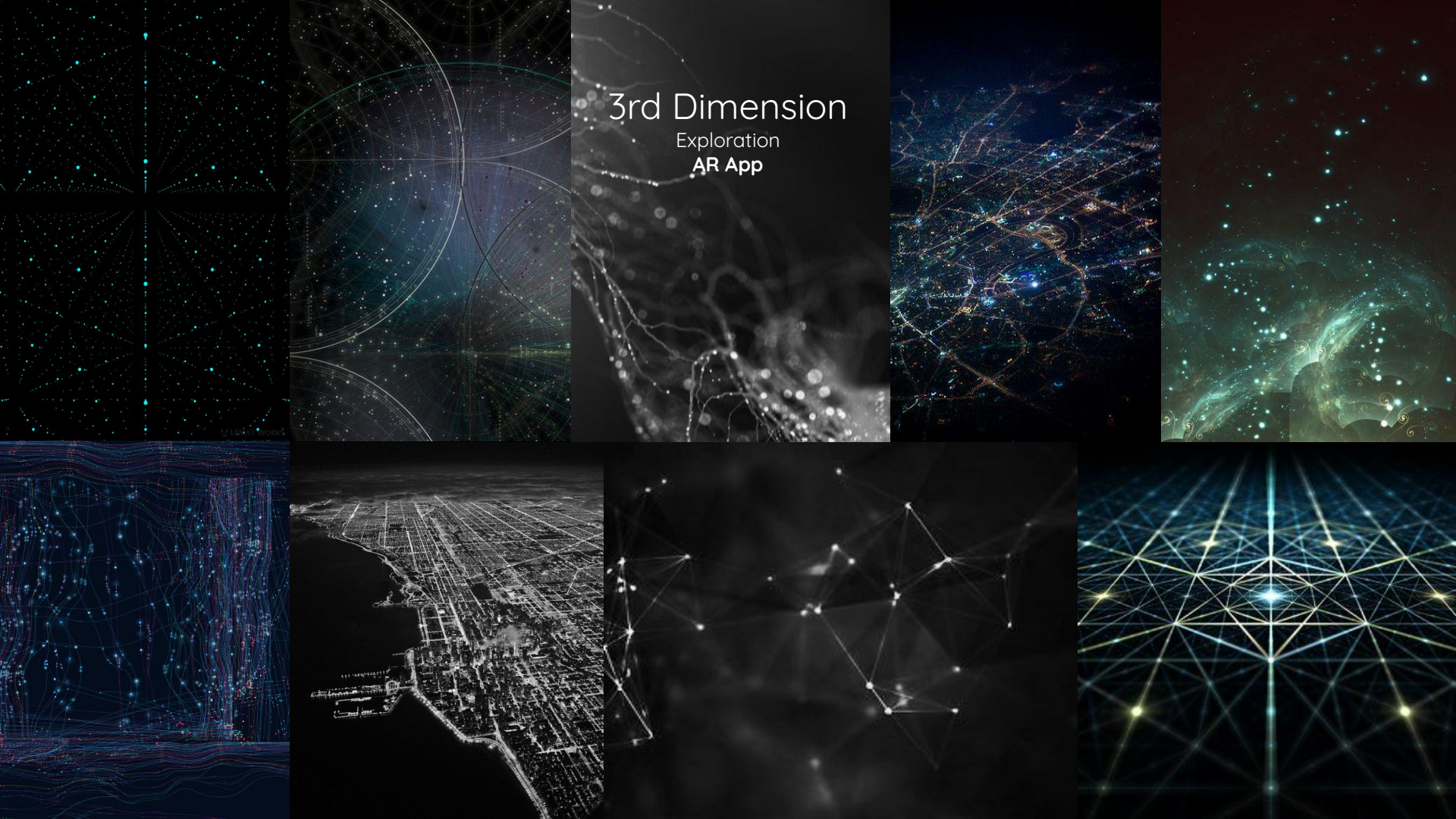
AR App



The app still evolves when you don't look at it. If you check it you will see that more and more matter have been projected all around.

On the welcome notification to the third dimension you realize that not only an entire system has appeared around you but that you can now move freely and explore this dark universe.

Progressively the darkness dissolves and we can see further.

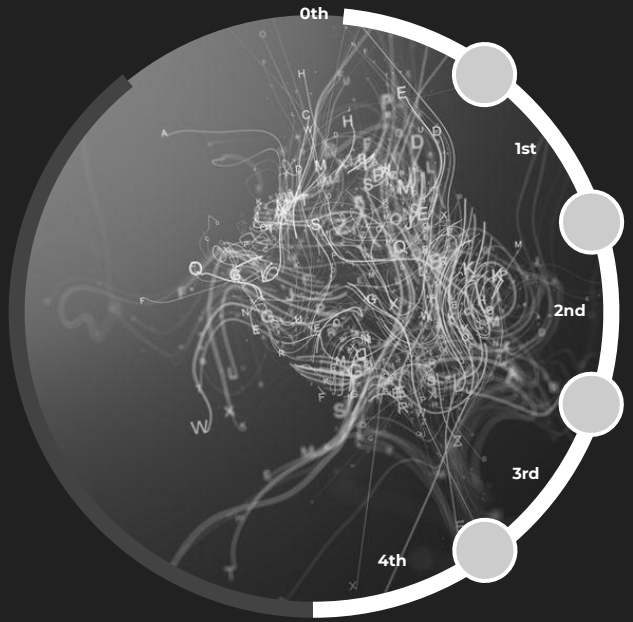

3rd Dimension
Exploration
AR App

4th Dimension

Departure

AR App

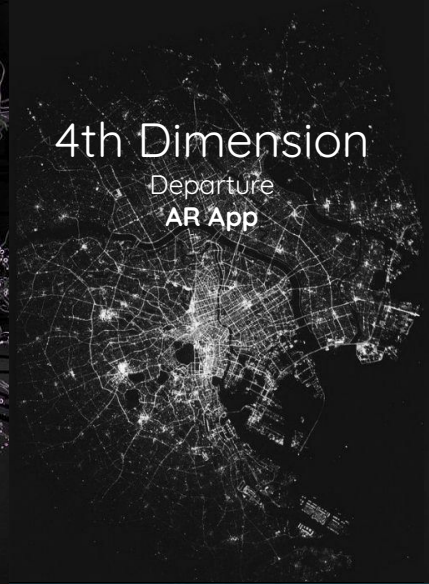
When you go through the 4th dimension you see appearing exactly in the direction of the event a distant glowing bubble of light in the middle of the universe.

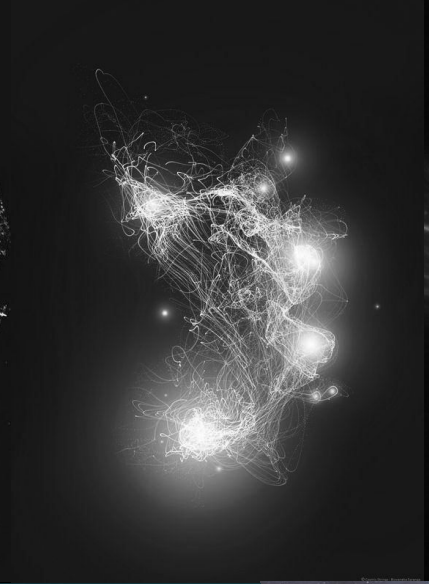


Like a far galaxy, a world has spawned. You can barely hear it or see it. But it grows progressively through the days. If you take your car and approach the location of the event, you can have a better view and hear sound coming from it.

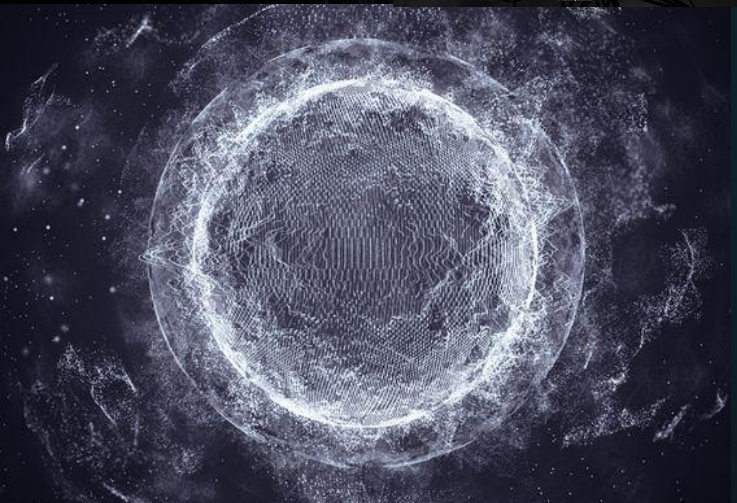


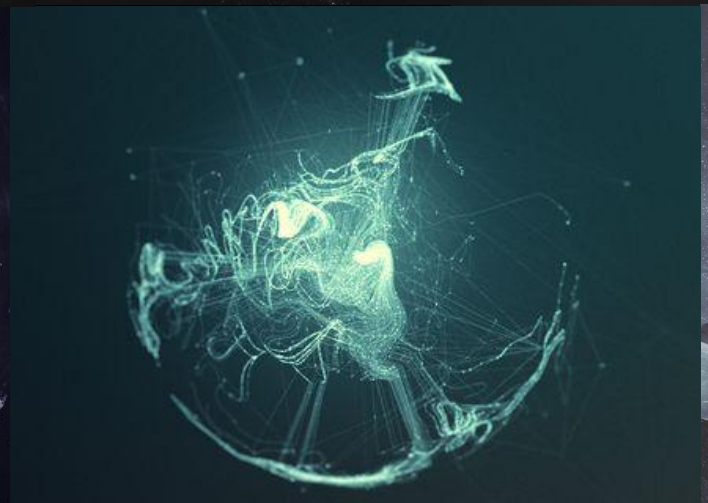

SIX SECONDS

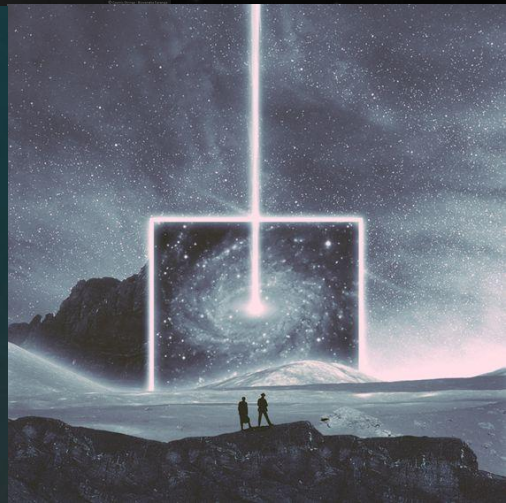

4th Dimension
Departure
AR App











4th Dimension

Departure

AR App

The app reminds you that the 5th dimension awaits. The bubble is now glowing intensely and calling for you.

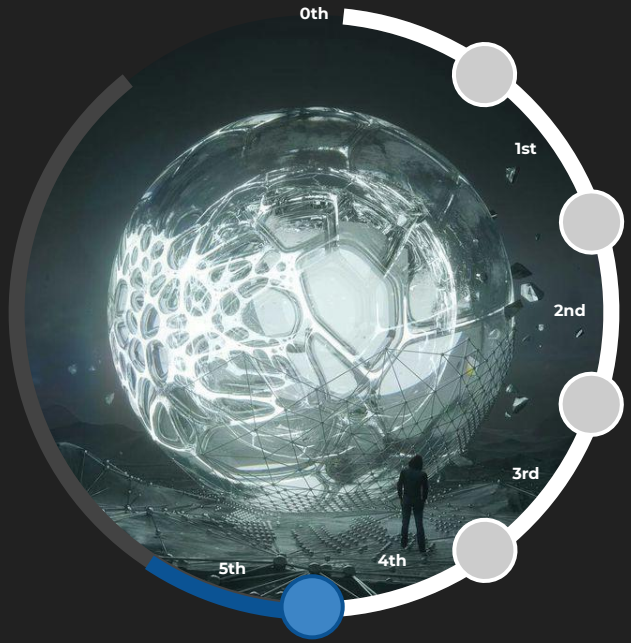
It is time to embark.

5th Dimension

Discovering Gravity

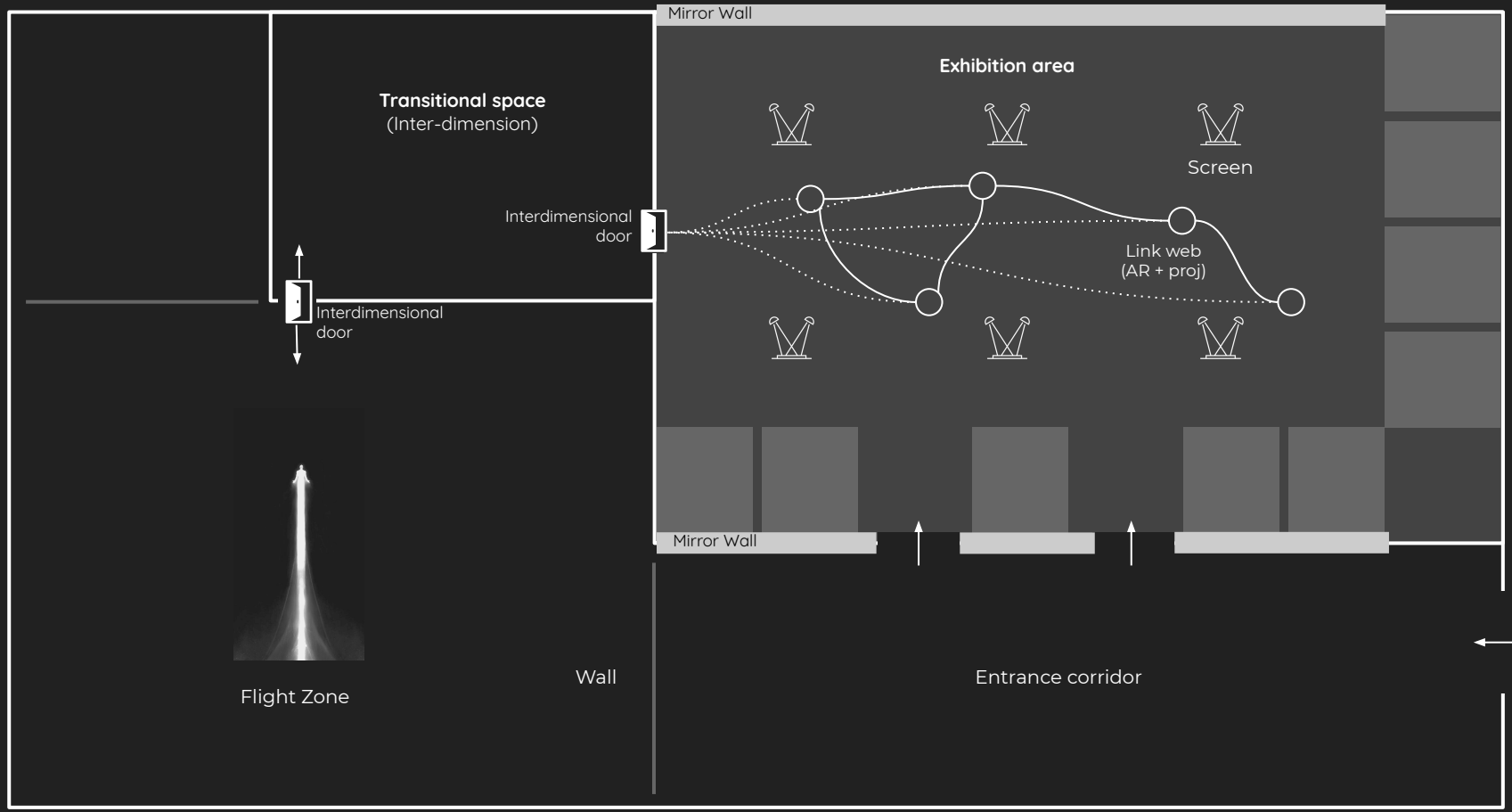
Entrance Corridor (AR App + Light design)

When approaching the event a designed entrance welcomes you to the 5th dimension.



Through the app, this entrance is glowing. All around the bubble universe is shining.

Event layout



Event Narrative

7pm - 11pm

Exhibition space

2h (20 min loop)

5 min transition

10 min flight

2h (20 min loop)







The 5th dimension

Elevating environment stimulating interest, elevating the mind and displaying conceptual elements about Gravity's philosophy

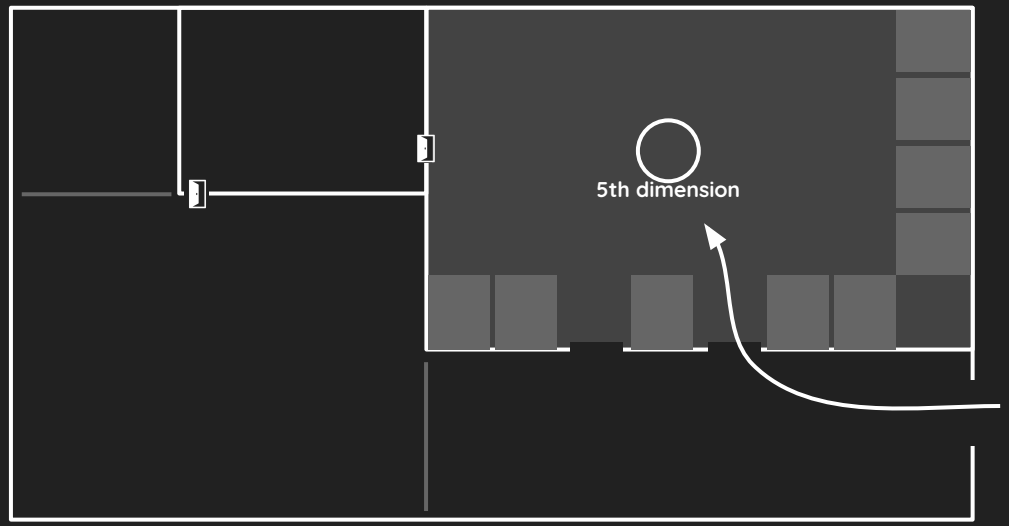
The Show

Big bang, colorful climax, bass drop, stroboscopic lights.

The 6th dimension

Visuals and music reflecting a higher dimension. We've enter a new realm of experience.

Event layout



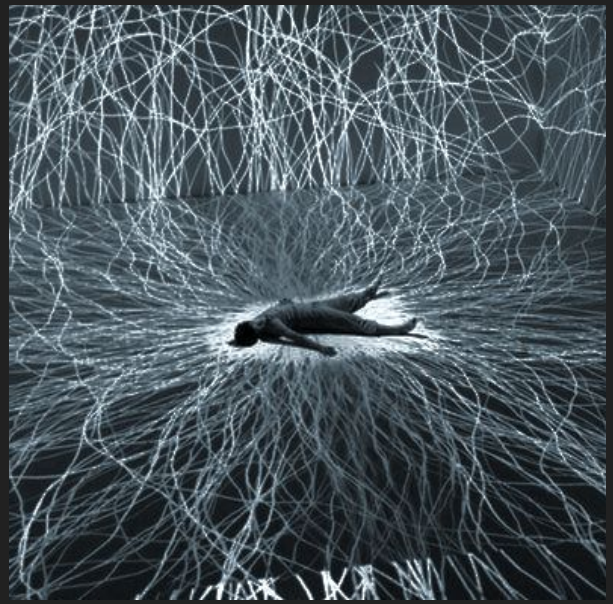
5th Dimension

Discovering Gravity

Link web (Projection mapping + AR App)

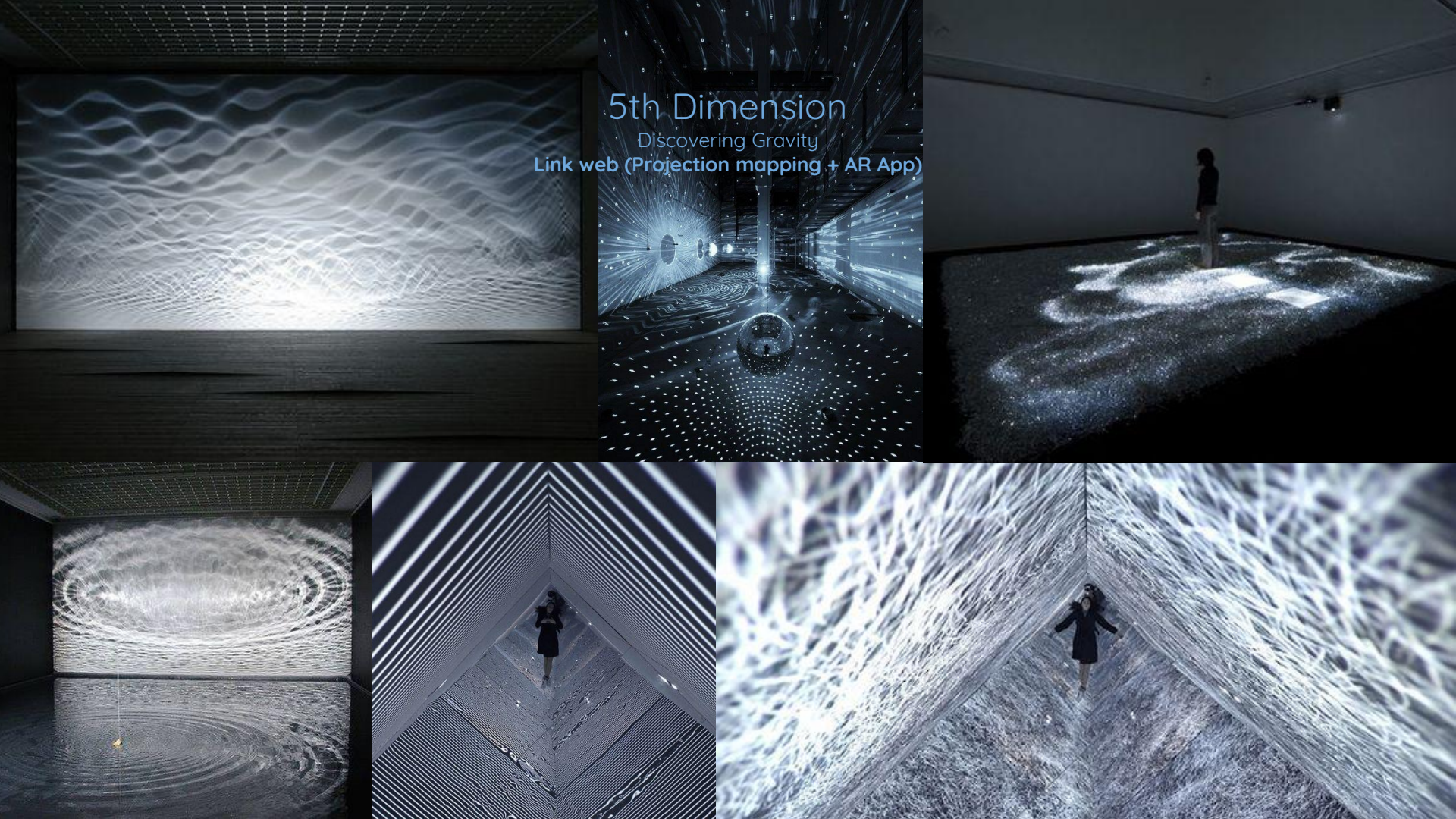
Inside the event, some people have lines on the floor linking them when they get closer to each other and linking with the screens and the Interdimensional Door.

Those people are the ones whose app is active. If you open your app and let it run, a link gets created on the floor between you and others.



You realise that you are part of and linked to everything in this universe.

Those links, as well as the entire interface of your app become more lively when you cross the room to the Interdimensional Door.


5th Dimension
Discovering Gravity
Link web (Projection mapping + AR App)

5th Dimension

Discovering Gravity

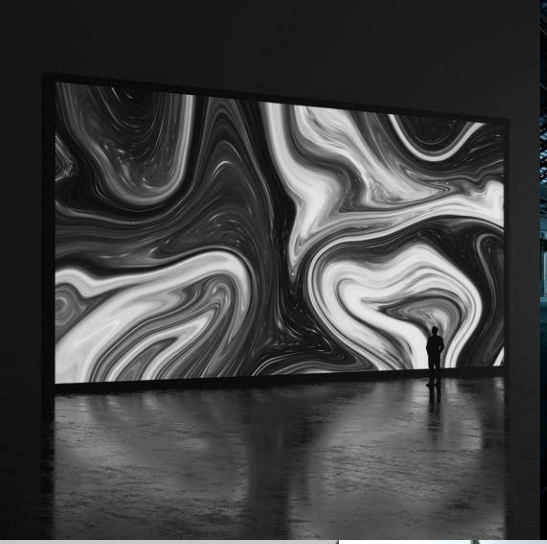
Screens

In the room, giant screens display concepts that played a role in leading us to Gravity's future. Aligned in a grandiose and magnificent fashion they give the room the look of an otherworldly Temple of Time or an Endless Library storing all timelines.

Some of them can display sponsor content.



The idea is to make the audience feel small in front of the grand ideas and objectives of Gravity and Secretmap





5th Dimension

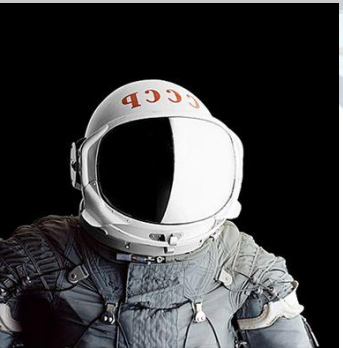
Discovering Gravity

Screens





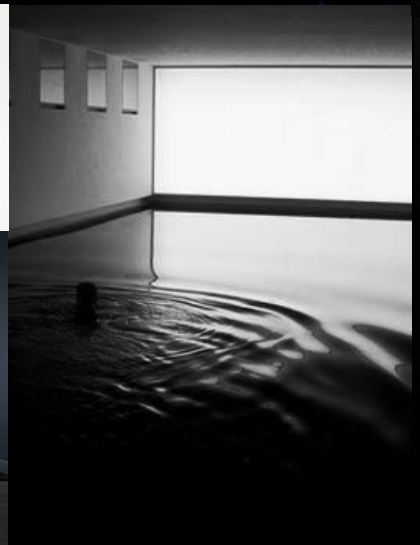














5th Dimension

Discovering Gravity

Mirror wall

On opposite walls giant mirrors reflect the projections. They make the room look never-ending.



The audience will feel part of a giant multiverse of infinite version of themselves.



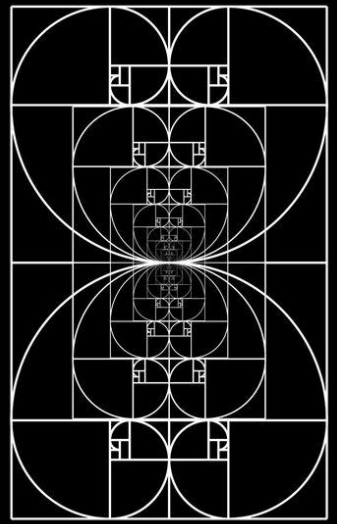


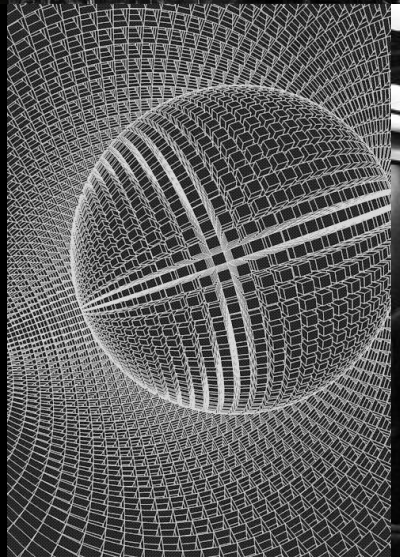
5th Dimension

Discovering Gravity

Mirror wall









5th Dimension

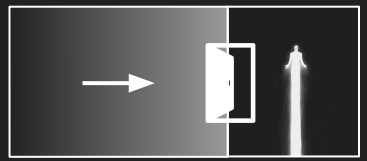
Discovering Gravity

The Door (AR App + Light design + Projection Mapping)

The door looks like an interdimensional portal. It glows and vibrates and it seems to affect your app and attract everything in it like a giant magnet. Everything seems to get sucked up in it like a black hole.



There is a gradual change of ambience between the entrance of the room and the interdimensional door.



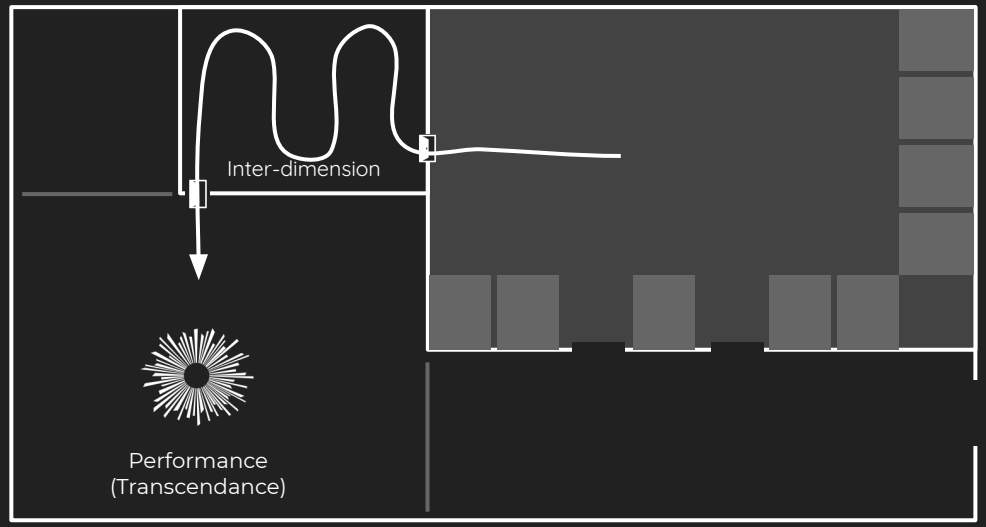


5th Dimension

Discovering Gravity

The Door (AR App + Light design + Projection Mapping)

Event layout



5th Dimension

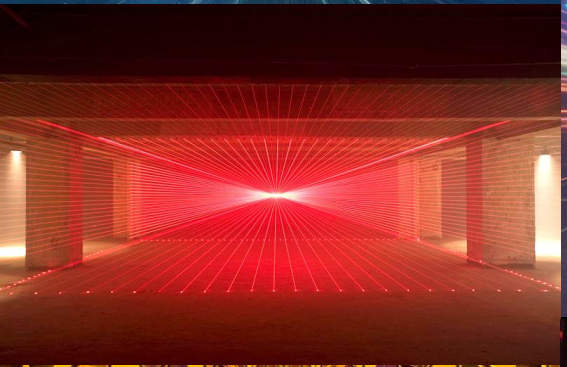
Discovering Gravity

The inter-dimension (Light design)

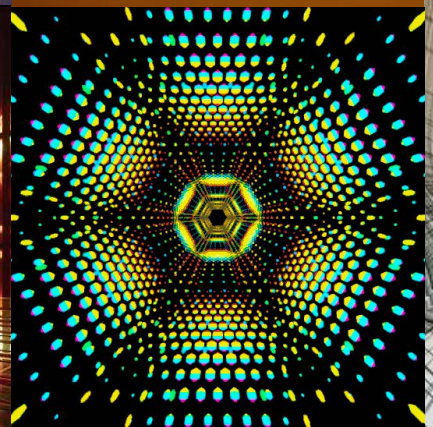
When the door opens the attraction of the crowd is suddenly drawn to it. The app reacts dramatically and seems to be glitching.



For the first time, the crowd experiences color. People lose themselves inside the space. Their senses are saturated with loud sound, bright lights and colors. They can already hear the suit roaring outside. People are literally sucked out of the building through a vacuum.







5th Dimension

Discovering Gravity

The Door (AR App + Light design + Projection Mapping)

5th Dimension

Discovering Gravity

The Door (AR App + Light design + Projection Mapping)



5th Dimension

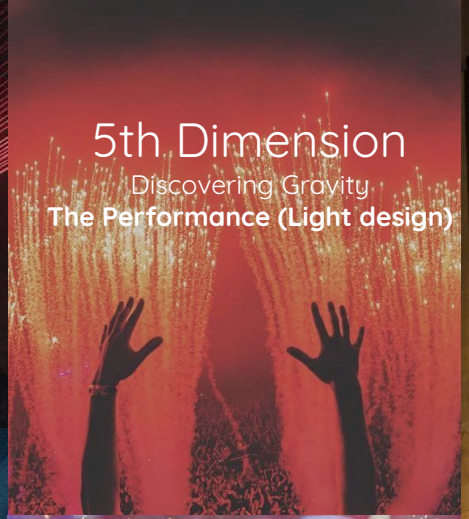
Discovering Gravity

The Performance (Light design)





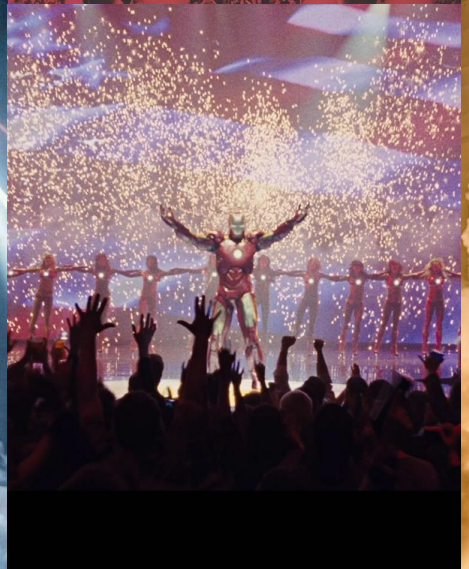




5th Dimension

Discovering Gravity

The Performance (Light design)





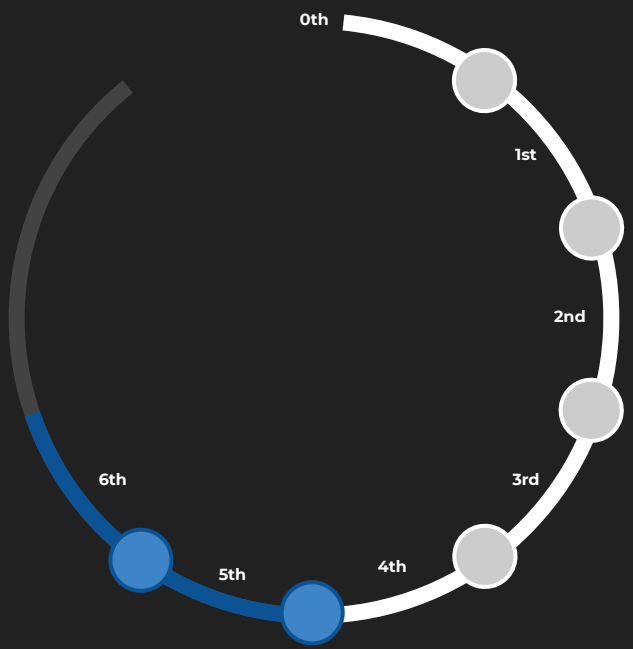


6th Dimension

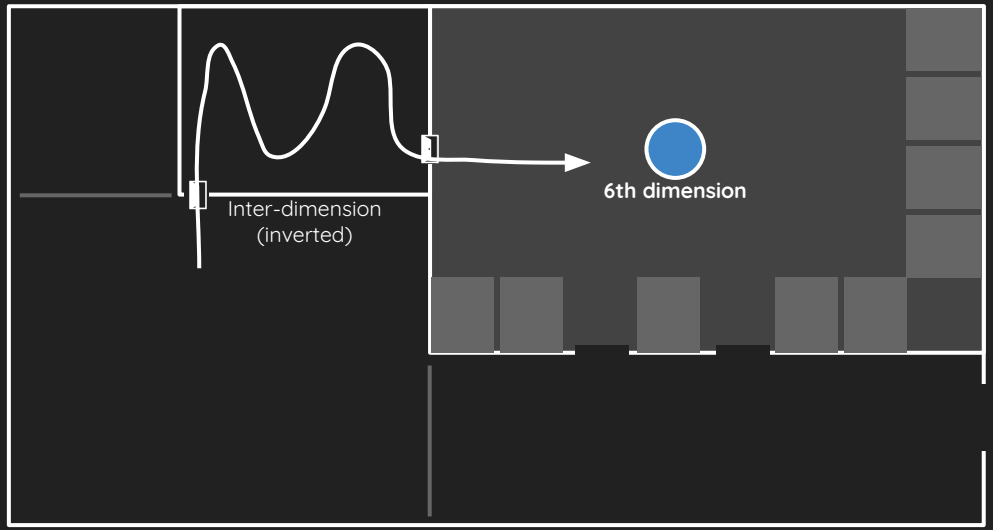
After the Performance

Light design

After the performance the inter-dimension plays in revert, visually and sonically. It literally sucks people back in the exhibition space.



Event layout



6th Dimension

After the Transcension

AR App + Light design + Projection Mapping

People come back to the other room.
The ambiance has changed a little bit.
It is calmer and more peaceful but also more colorful than before.

Micro bubbles I floating in the space.
People can start creating their own microverse by clicking anywhere in the space.