

SECRETMAP

World Building for Next Level Experiences

secretmap.com
greg@secretmap.com

What is

SECRETMAP

We are world builders, storytellers, and interaction designers creating cutting edge **location based experiences.**

OUR WORK



Forbes
“a visually and sonically exciting journey”

OUR WORK

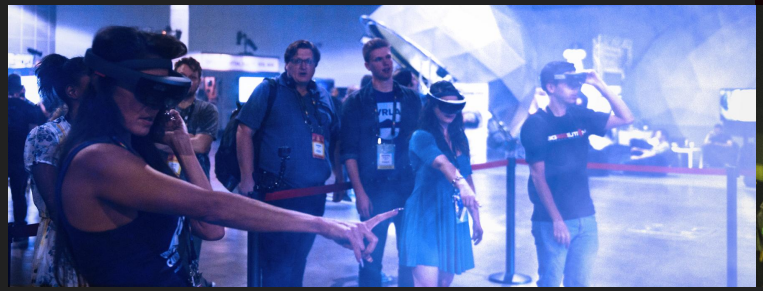


Mezo
is a transmedia immersive experience
that debuted at **VRLA 2018** in Los Angeles
in partnership with **LACMA**

OUR WORK

Mezo gathered many different creators, including artists, designers, engineers, historians, and producers to blend VR/AR, CGI, lighting design, spatial sound, music, dance, scent creation, web design, graphic design and more.

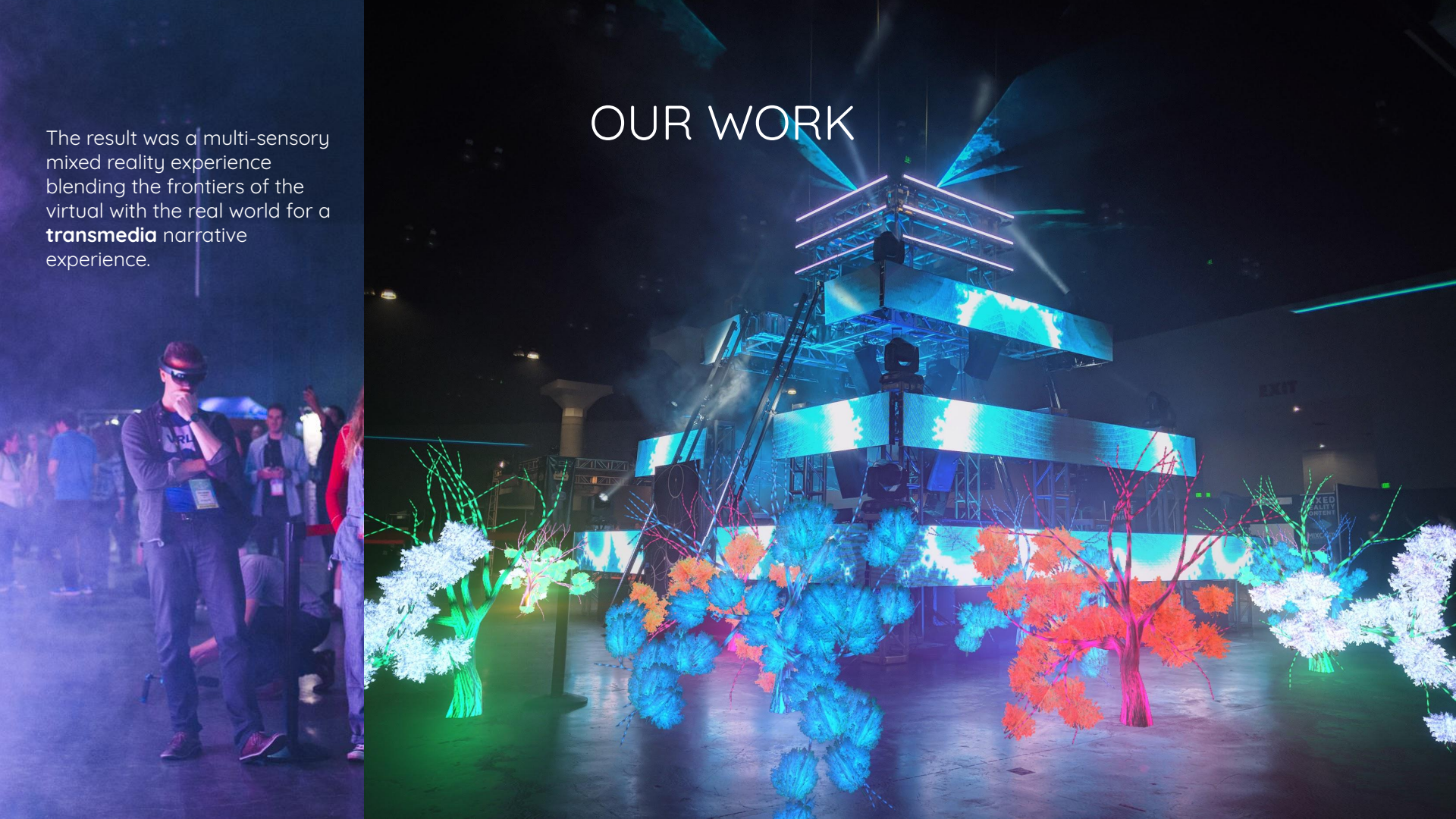






OUR WORK

The result was a multi-sensory mixed reality experience blending the frontiers of the virtual with the real world for a **transmedia** narrative experience.




Click to play
the recap video

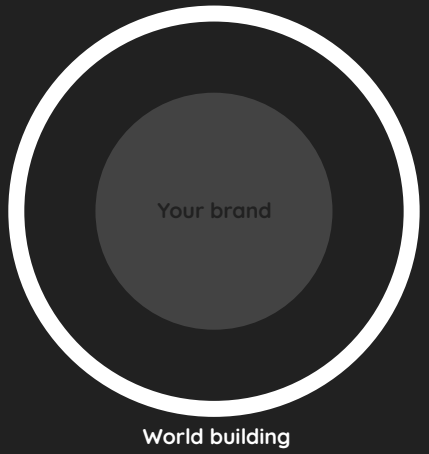
OUR PROCESS

We collaborate with you to define your message, your identity and your philosophy



OUR PROCESS

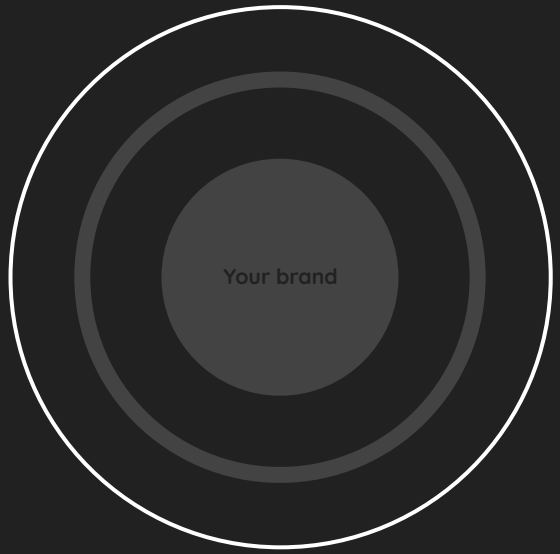
From your branding we create an enriched **world book** as a conceptual framework



This serves as the **core guideline** that every artist and collaborator will draw from along our design process

OUR PROCESS

We **scale** the content and technology forms in accordance to your needs and available resources



OUR PROCESS

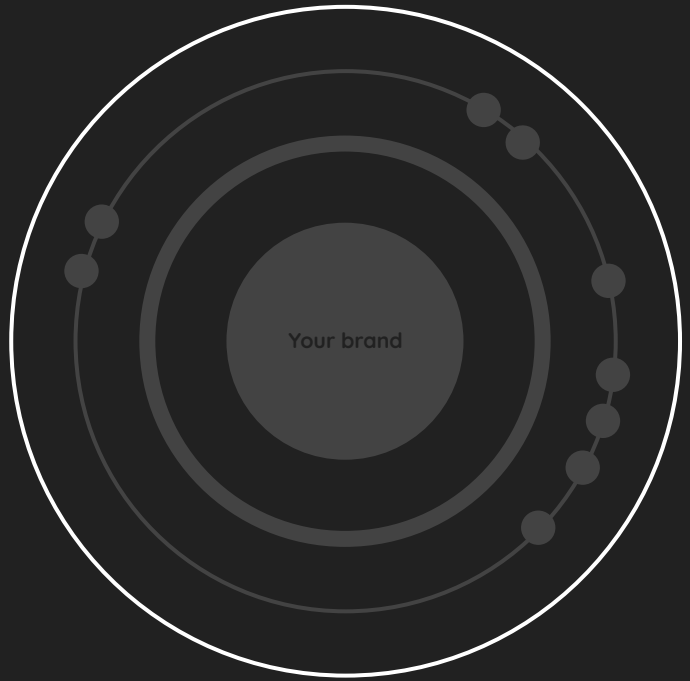
You can choose which artists or collaborators to work with



It’s an open artist formats, open storytelling formats.

Our playground and collaborators (so far)

Our creative decisions drive our choices when it comes to technology platforms



Brand

↓

world building

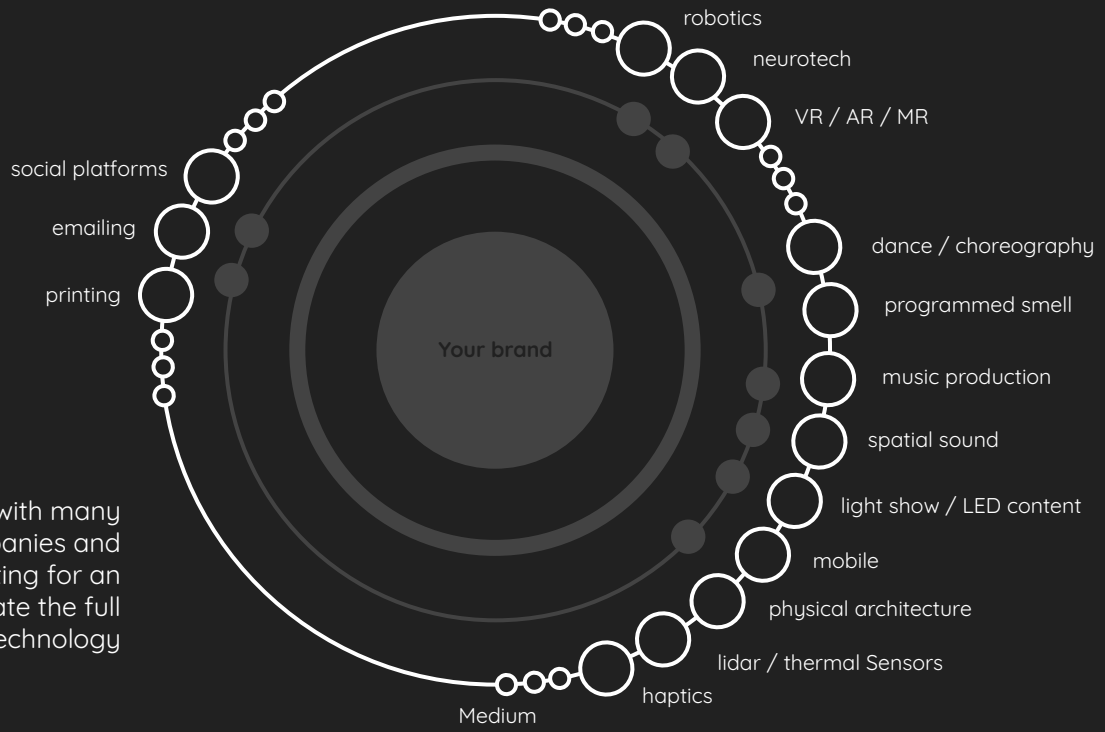
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content

↓

platforms (medium)

Our playground and collaborators (so far)



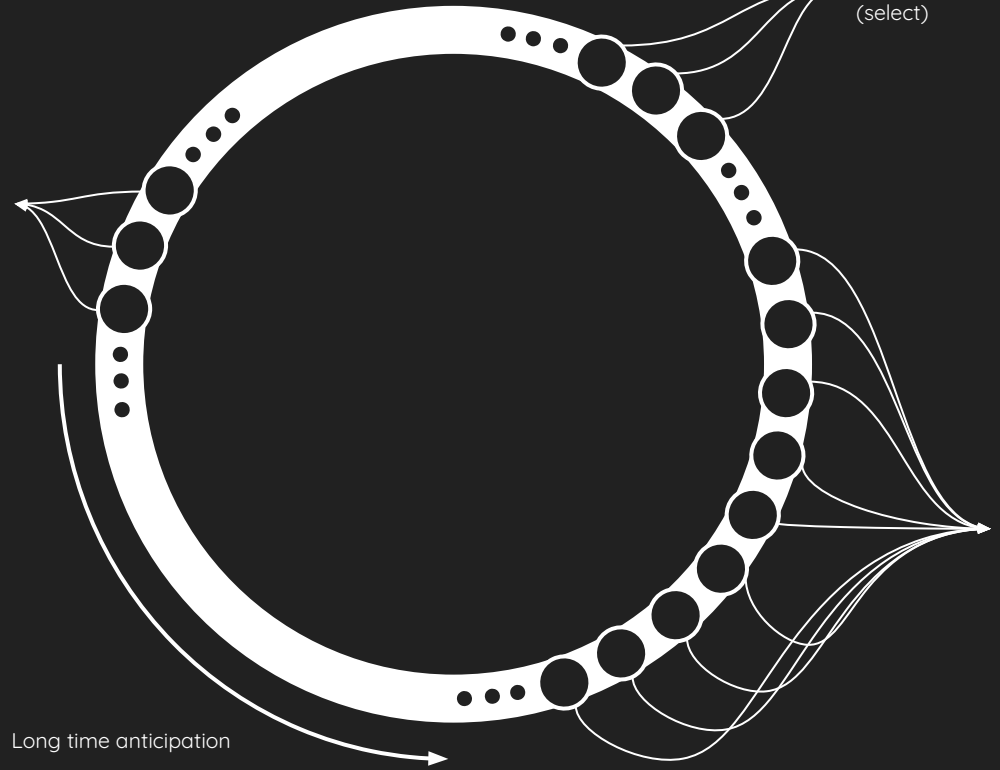
We are partnering with many specialized companies and freelancers who are waiting for an opportunity to demonstrate the full potential of their technology

THE AUDIENCE

Participant
(full immersion)
(select)

Distant
(social media)
(very large crowd)

We create a multilayered story
that builds anticipation before the
day of the event,
unfolds during the event outside
and inside the installation, and
follows after via social platforms



Spectator
(free roaming)
(large crowd)

THE AUDIENCE

Participant
(full immersion)
(select)

Distant
(social media)
(very large crowd)



Spectator
(free roaming)
(large crowd)

A large physical installation creates an imposant presence during the event and an important **social media awareness** after the event

THE AUDIENCE

Participant
(full immersion)
(select)

Multiple immersive performances between 1000 - 25000 audience members at one time (Maximum being 50,000), which can leave a **long lasting impression** on participants

Distant
(social media)
(very large crowd)



Spectator
(free roaming)
(large crowd)

IMPACT

Large media awareness with an impressive “instagram worthy” set-up

You will be associated with **developing technologies and changing landscapes** of artist interaction.



Driving impressions of **aspirational & inspirational impact.**

Audience members will walk away from the event knowing this is an exclusive experience, **unique** to any other concert or art experience.

IMPACT

The experience can also be made into a **package** that will travel throughout events and manageable by a small team



Change the World:

In the case of Mezo, real life trees were planted as a result of participants “planting” virtual trees during the show blending one more time the frontiers between reality and virtuality and leaving a real long lasting trace on Earth.

BRIEF

Transmedia based storytelling, involving multiple levels of artistic collaboration to produce a multi-media live experience that incorporates audience participation.

Collaborative talent can be selected by you to cater to local or national markets.

