

HOW TO SURVIVE THE NIGHT

Presented by Brandon Schmittling
IgniteDC #2

Mass Culture Events



WHITE HOUSE
PERSHING
PARK



Life as a Game



WHITE HOUSE
PERSHING
PARK

GALLE
M
MERIA CENTRE

JOURNEY TO THE END OF THE NIGHT DC

MCMILLAN
RESERVOIR

Journey to the End of the Night



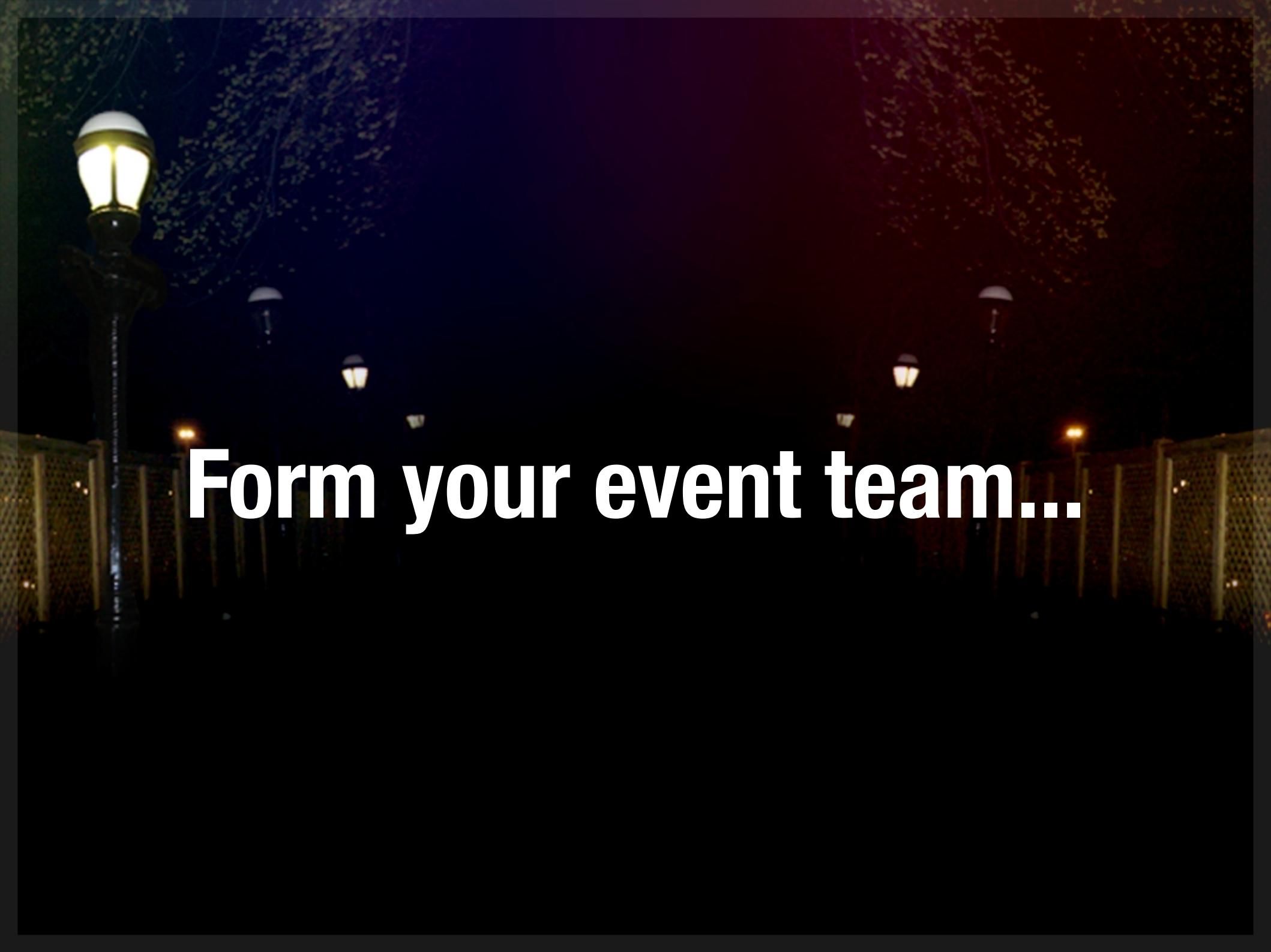
WHITE HOUSE
PERSHING
PARK

Can you really do this?



WHITE HOUSE
PERSHING
PARK



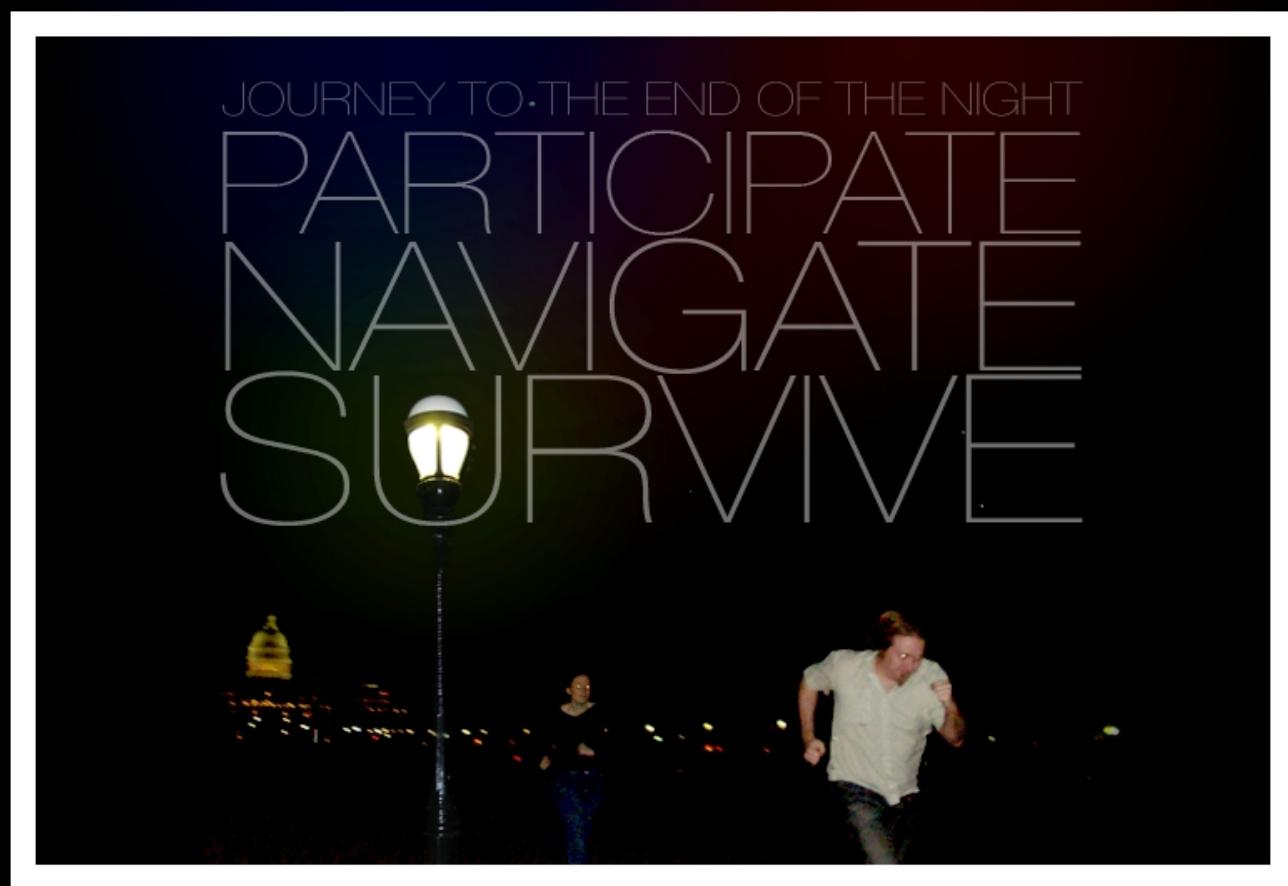
The background of the image is a dark, nighttime scene. On the left, a tall, ornate street lamp stands illuminated, casting a warm glow. Behind it, several smaller, lower streetlights are visible, some also glowing. To the right, there's a large, dark tree with dense foliage. In the foreground, the dark silhouette of a chain-link fence runs across the bottom of the frame.

Form your event team...

Plan the game...



Get a web site...



[WARN A FRIEND](#) [FACEBOOK EVENT](#) [PHOTO EVIDENCE](#) [CONTACT](#)

WHITE HOUSE
PERSHING
PARK



MCMILLAN
RESERVOIR

COLLEGES
BRYANT ST
HOWARD
UNIVERSITY

7TH ST
PARK

M
metro

C
M
metro

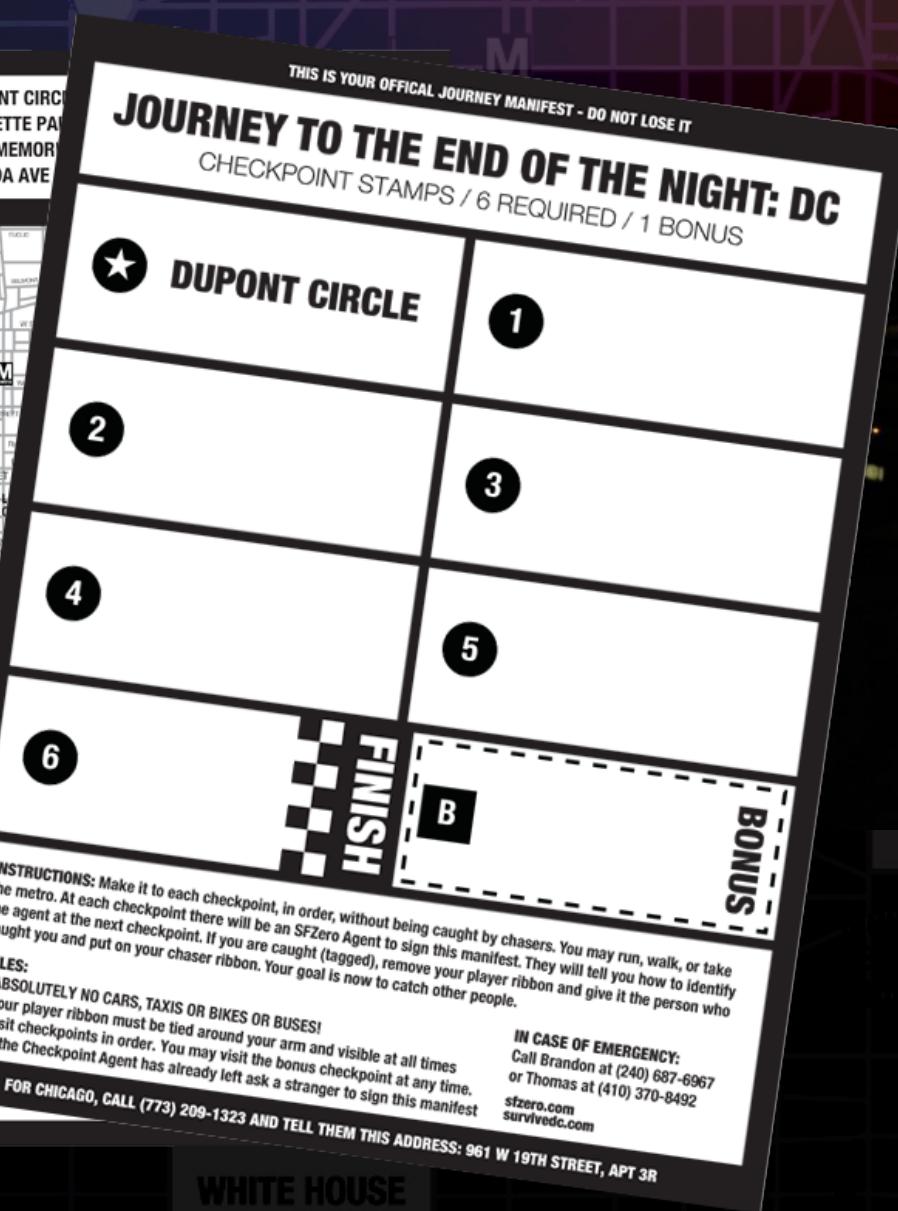
B

GALLE

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VERA
CENTRE

Set the course...

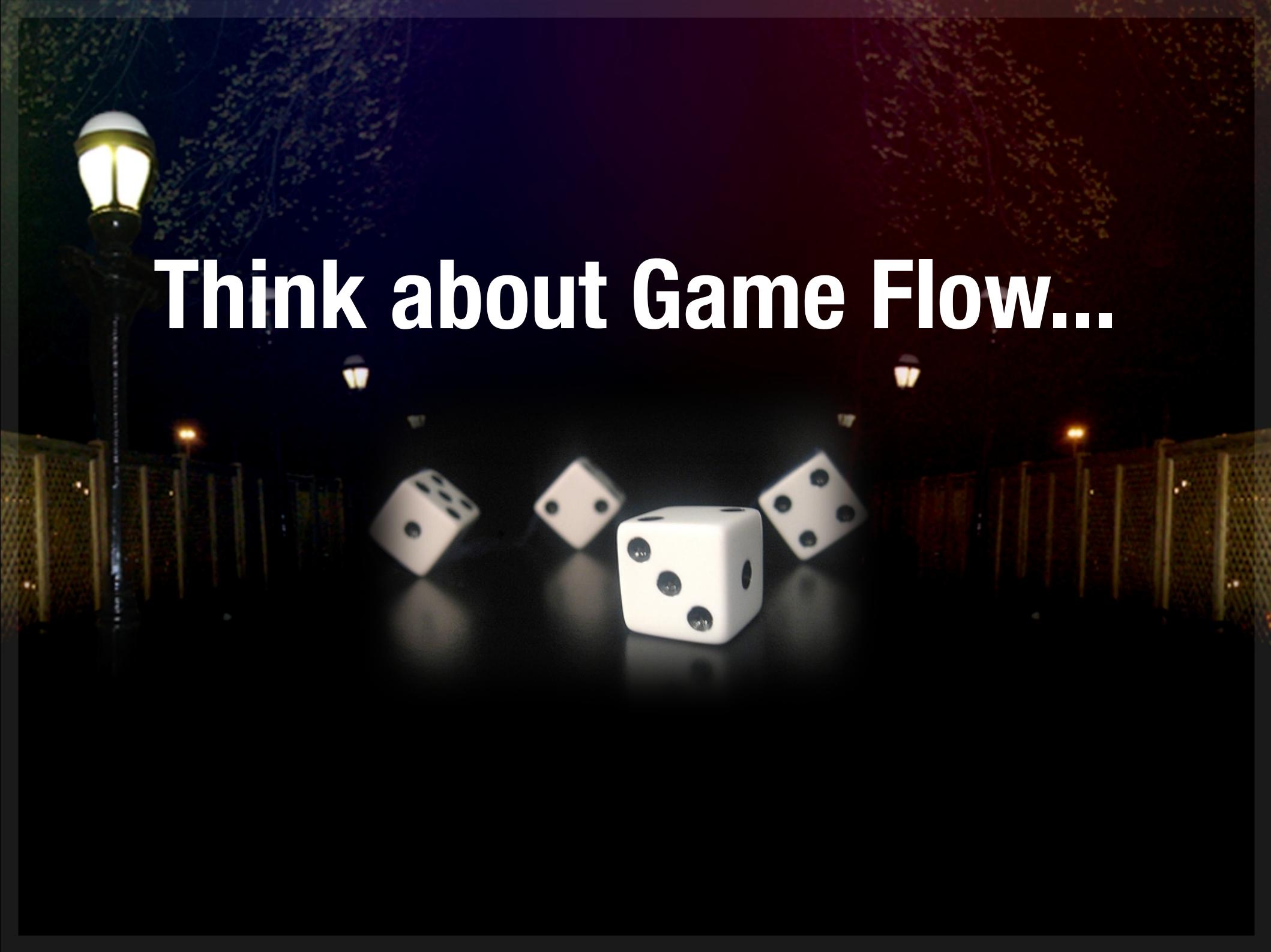


Get the word out...



WHITE HOUSE
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The background of the image is a dark, nighttime scene. On the left, a street lamp with a white glow illuminates some trees. In the center, four white six-sided dice are scattered on a dark surface, showing various faces with black pips. The overall atmosphere is mysterious and focused on the concept of game flow.

Think about Game Flow...

Checkpoint Setup



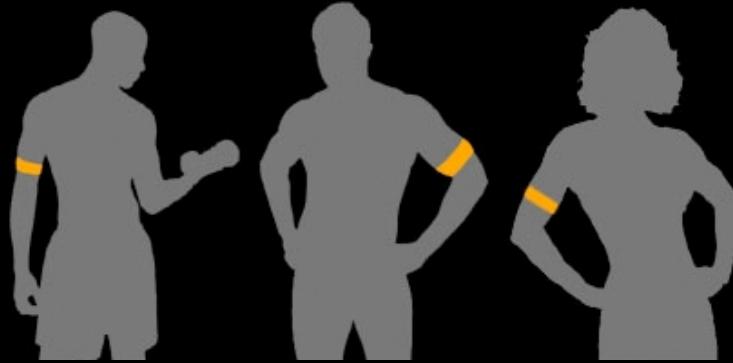
The Assembly



The Release

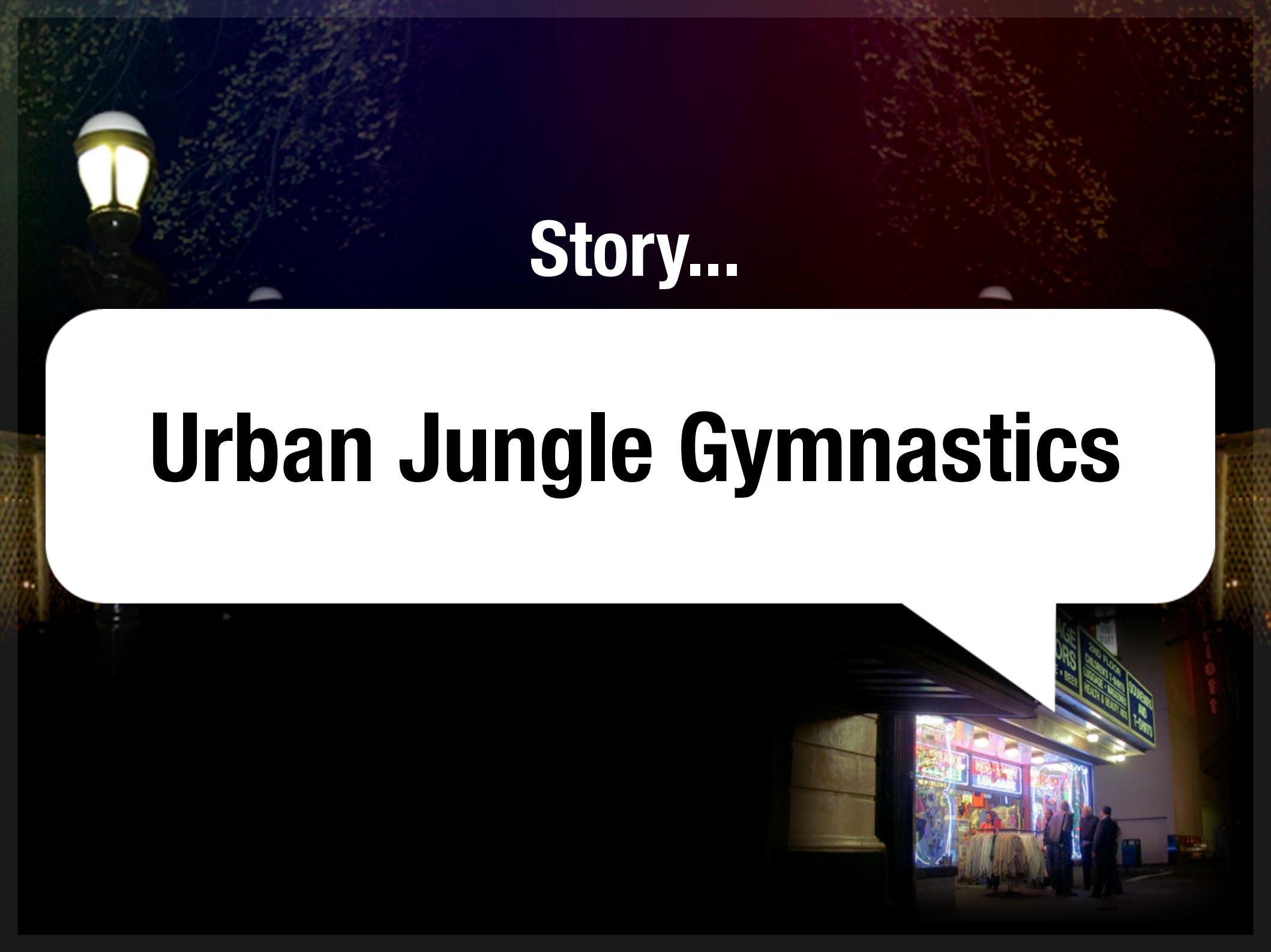


Gameplay Dynamics



Personalities

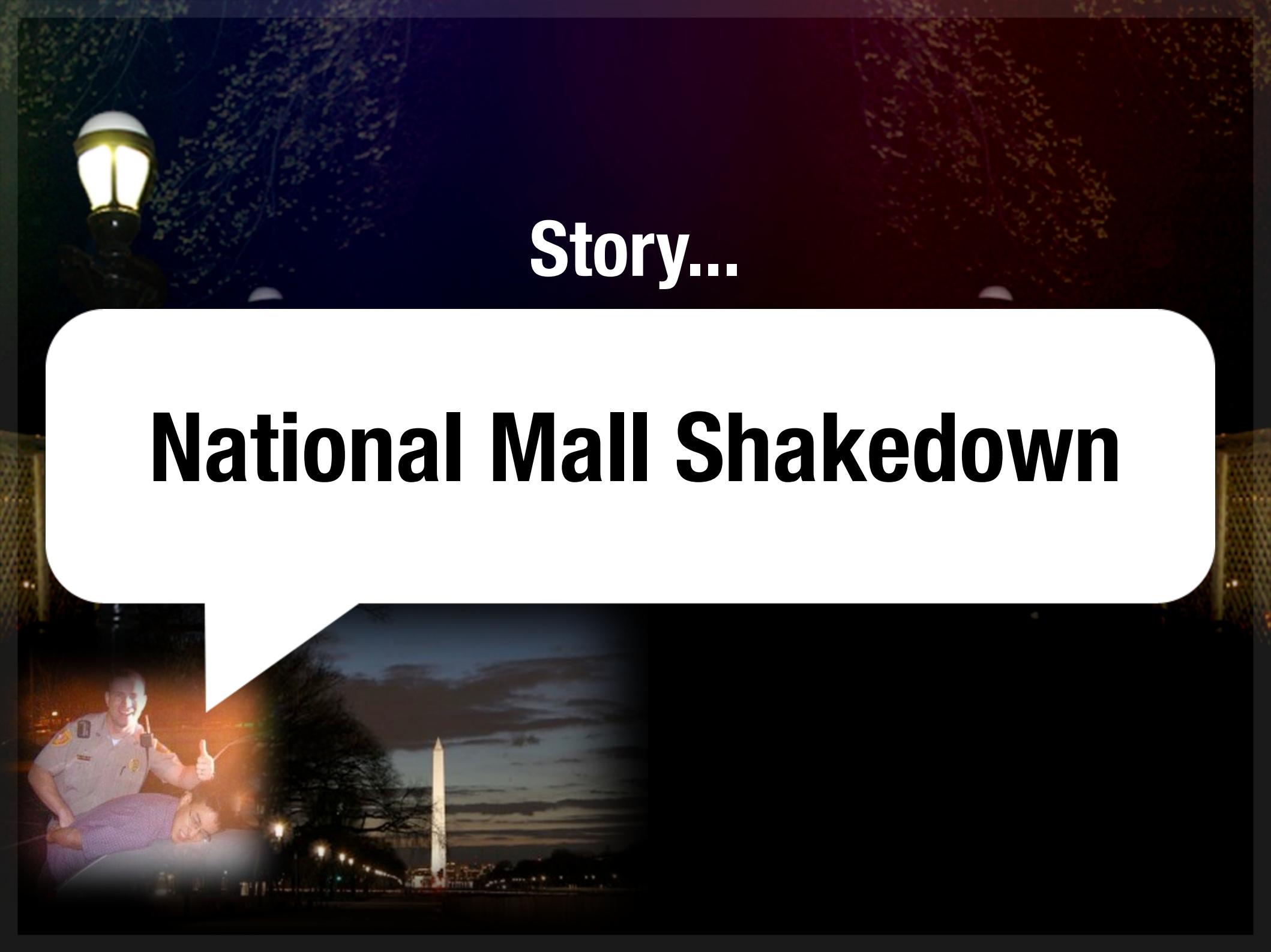




Story...

Urban Jungle Gymnastics

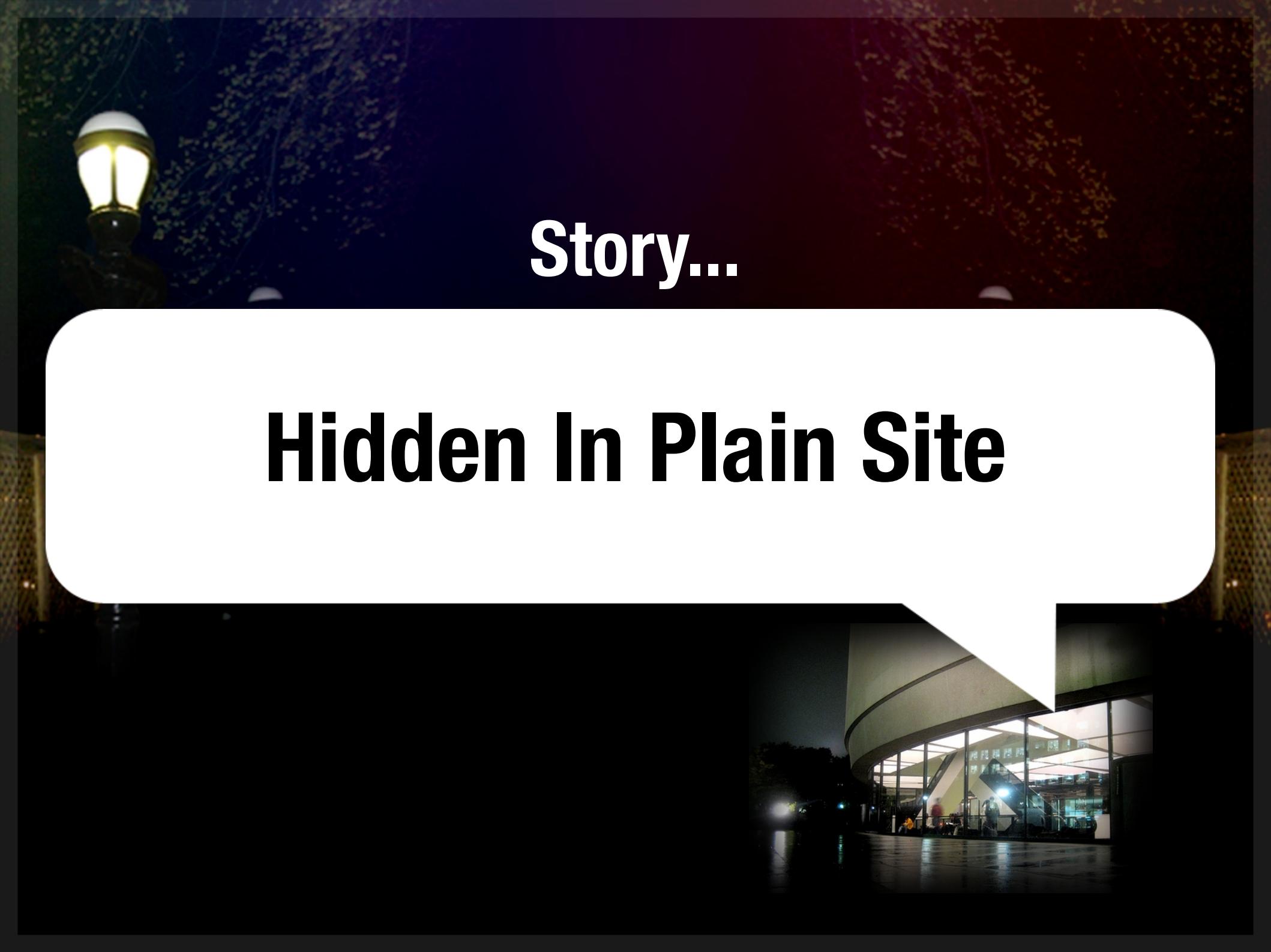




A large white speech bubble is positioned in the center of the slide, containing the title text. In the bottom left corner, there is a smaller inset image showing two people, a man and a woman, smiling and posing together outdoors at night. The man is wearing a uniform, likely a park ranger, and they are standing near a street lamp.

Story...

National Mall Shakedown



A dark, atmospheric night scene featuring a glowing street lamp on the left and silhouettes of trees and foliage against a dark sky.

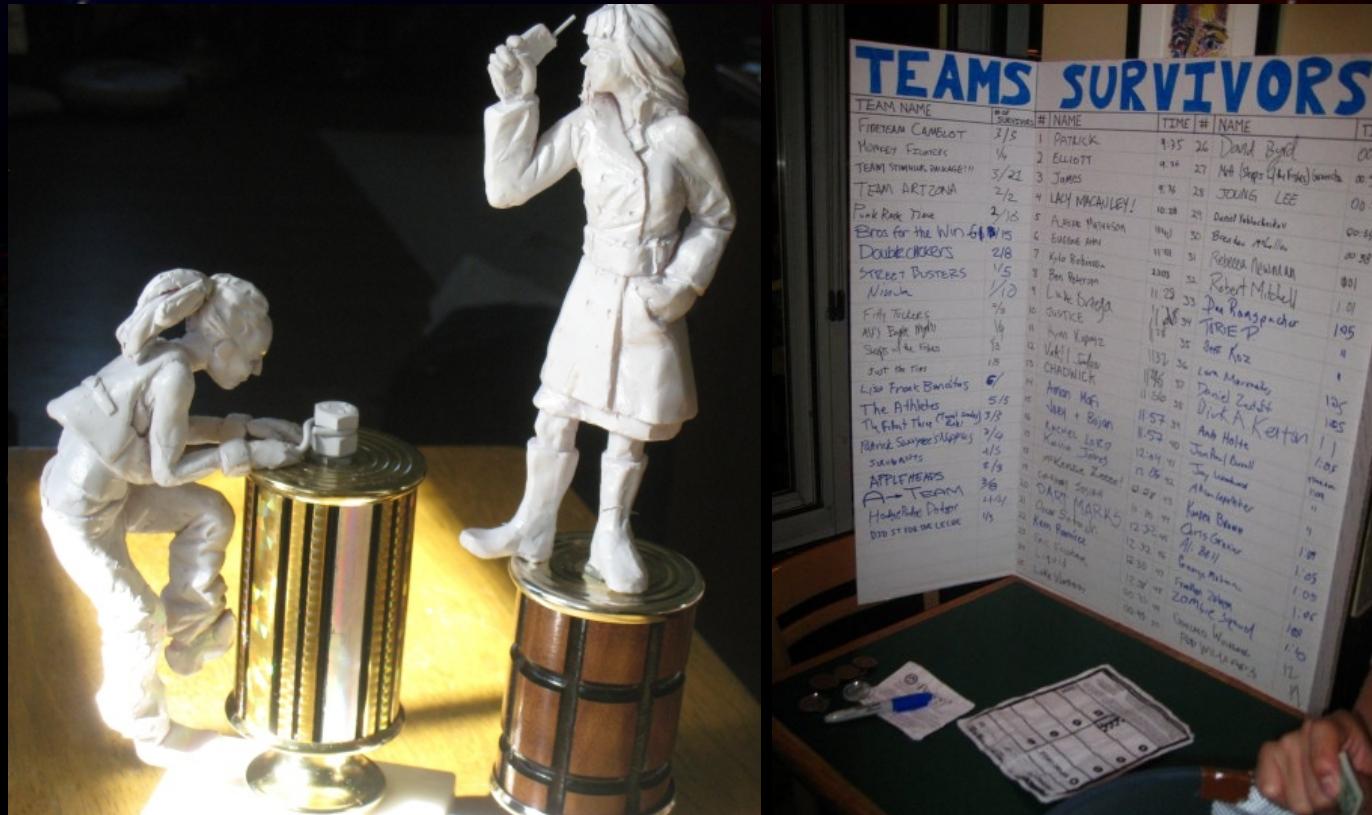
Story...



A photograph of a modern architectural structure at night. The building has a large, curved, light-colored facade and a prominent glass-enclosed entrance. A few people are visible near the entrance. The ground in front is wet, reflecting the lights.

Hidden In Plain Site

Award Ceremony





Thank You!

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SurviveDC.com
sf0.org



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