**Brooklyn outdoor film festival**

Initial Presentation: April 27, 2019

# Overview

## Project Background and Description

For the grand opening of the new LEGO flagship store in New York City, a large spaceship installation piece will be featured where guests will be able to enter and play a videogame inside. This is in hopes of creating interest and buzz, attracting more visitors to the store on opening day, an in the long run. The spaceship will be built using of LEGO and the videogame will be installed and integrated into the spaceship design.

## Stakeholders

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| --- | --- |
| Eunice Jeon | Project Management, Lego |
| Terry Green | Accounting |
| Joseph Han | Marketing |
| Jason Simpson  Andrea Katz  Sherrie Jacobson | Lego Design Team; Builders |
| Julia Jo | Videogame Developer |
| Natasha Millard | Videogame Testing, GameStep Labs |

## Goals

* Create an eye-catching and entertaining centerpiece of the flagship for launch day
* Create interest and buzz
* Attract more attendants of the launch
* Have at least 50 photos on Instagram using #NYCLego
* Have at least 50 mentions of event on Twitter using #NYCLego

## Budget

## Timeline

|  |  |
| --- | --- |
| Spaceship design finalized | Week 1 |
| Videogame design finalized | Week 1 |
| Construction of spaceship commence | Week 2 |
| Skeleton game complete | Week 4 |
| Videogame graphics added | Week 5-7 |
| Videogame v.1 complete and testing commence | Week 8 |
| Bug fixes and testing of videogame | Week 9-22 |
| Construction of spaceship complete | Week 22 |
| Videogame installation and final testing | Week 23-26 |

## Technical Specifications