

PROJECT: Create a simulation video of a 270-degree, floor-to-ceiling immersive, interactive video and audio experience, as a member of a 5-person team.

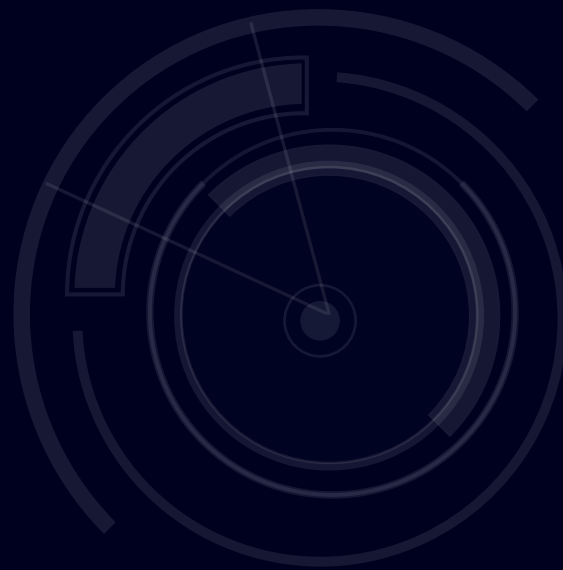
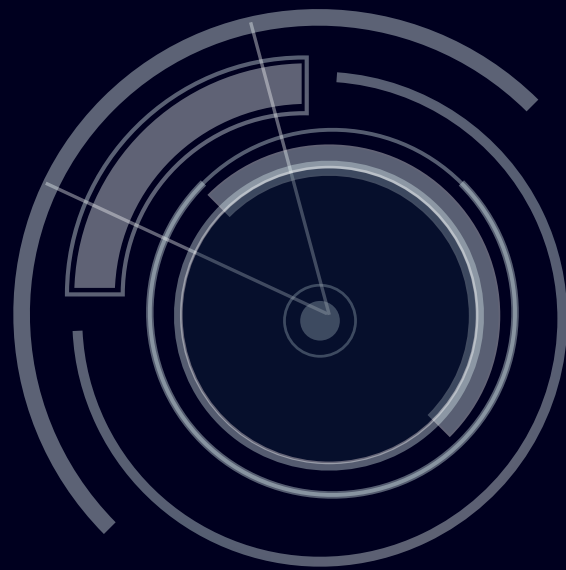
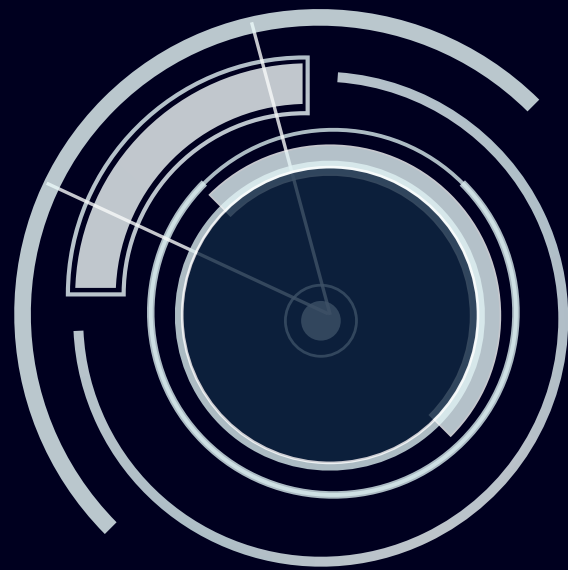
CLIENT:



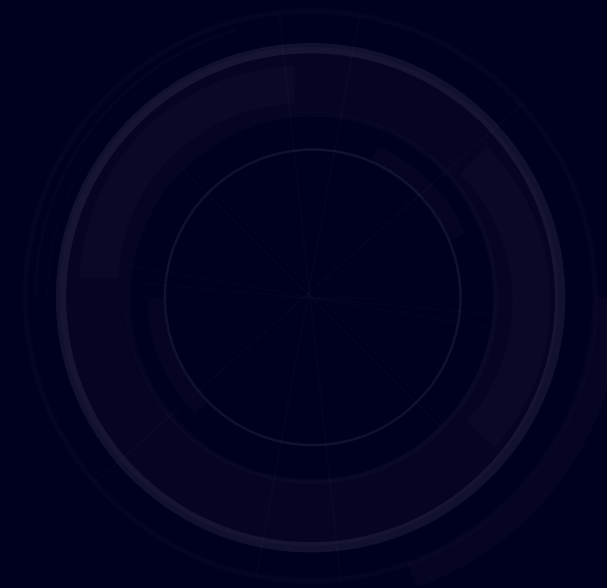
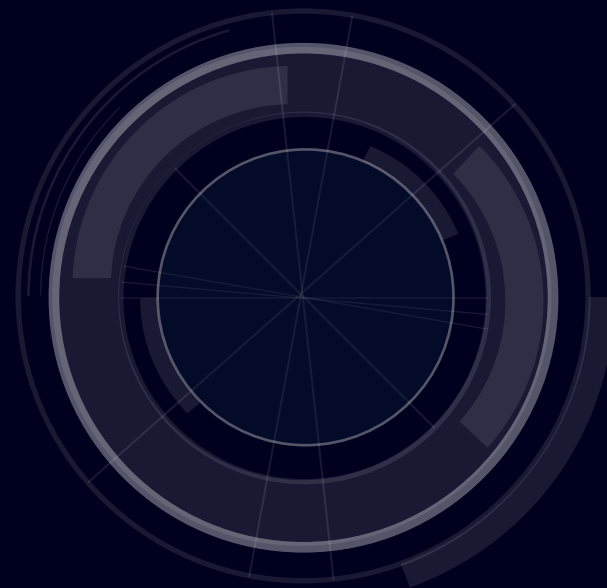
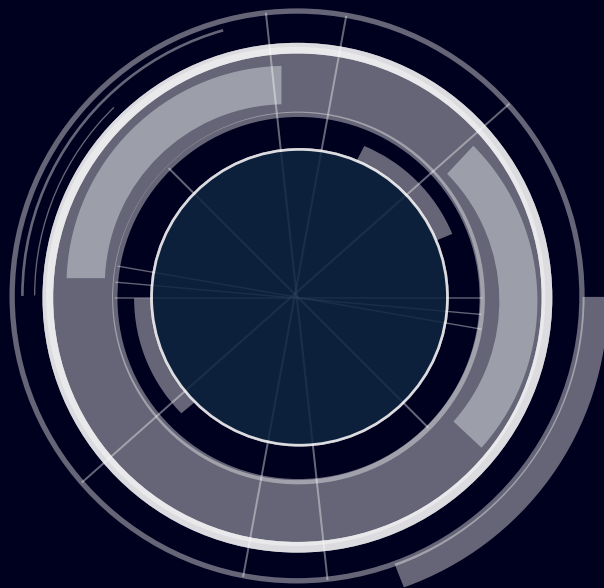
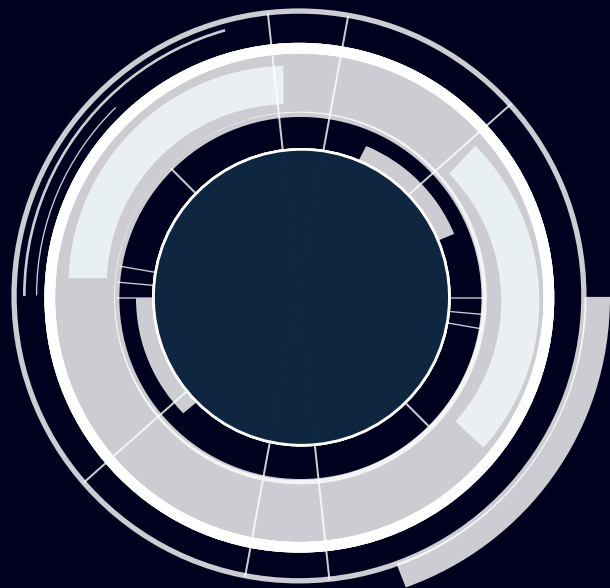
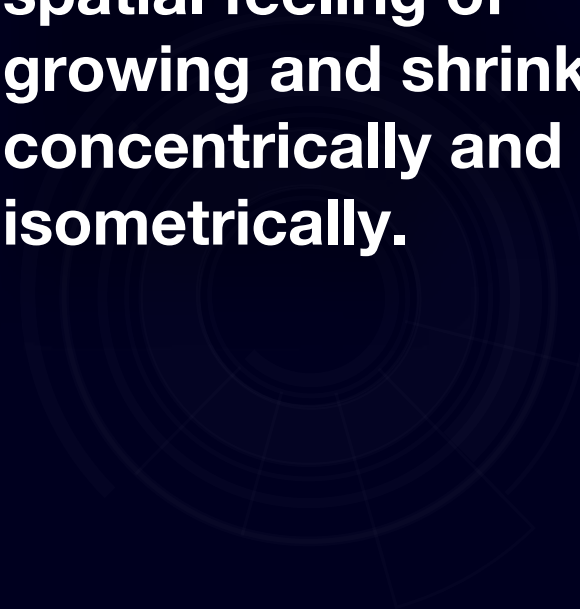
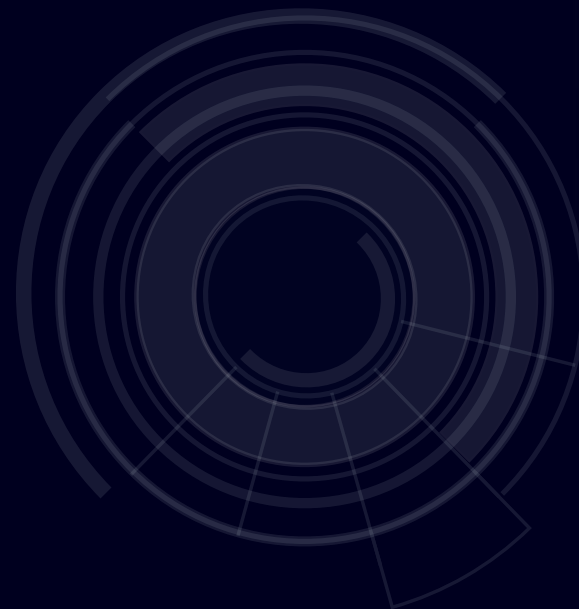
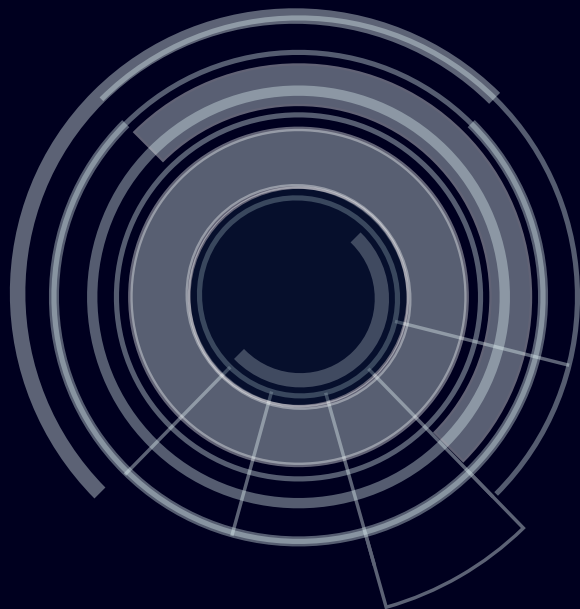
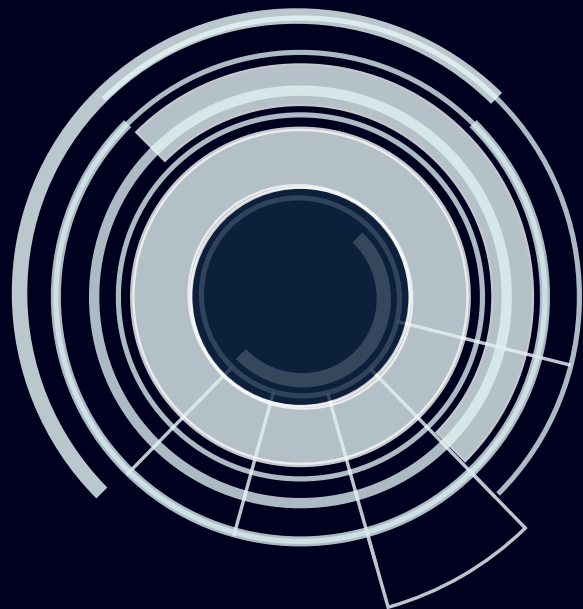
MY TOOLS: Illustrator
PhotoShop
AfterEffects

DESCRIPTION: My primary role was to create a conceptual UI, and give the UI look and feel. This project was by request from a major real estate corporation, simulating an immersion room that would deliver an incredible, positive client experience.

SLIDES: 4 plus video 480x270 640x360



My design focused on smooth, filling animations, round shapes using flat edges as gauge needles, and the spatial feeling of growing and shrinking concentrically and isometrically.

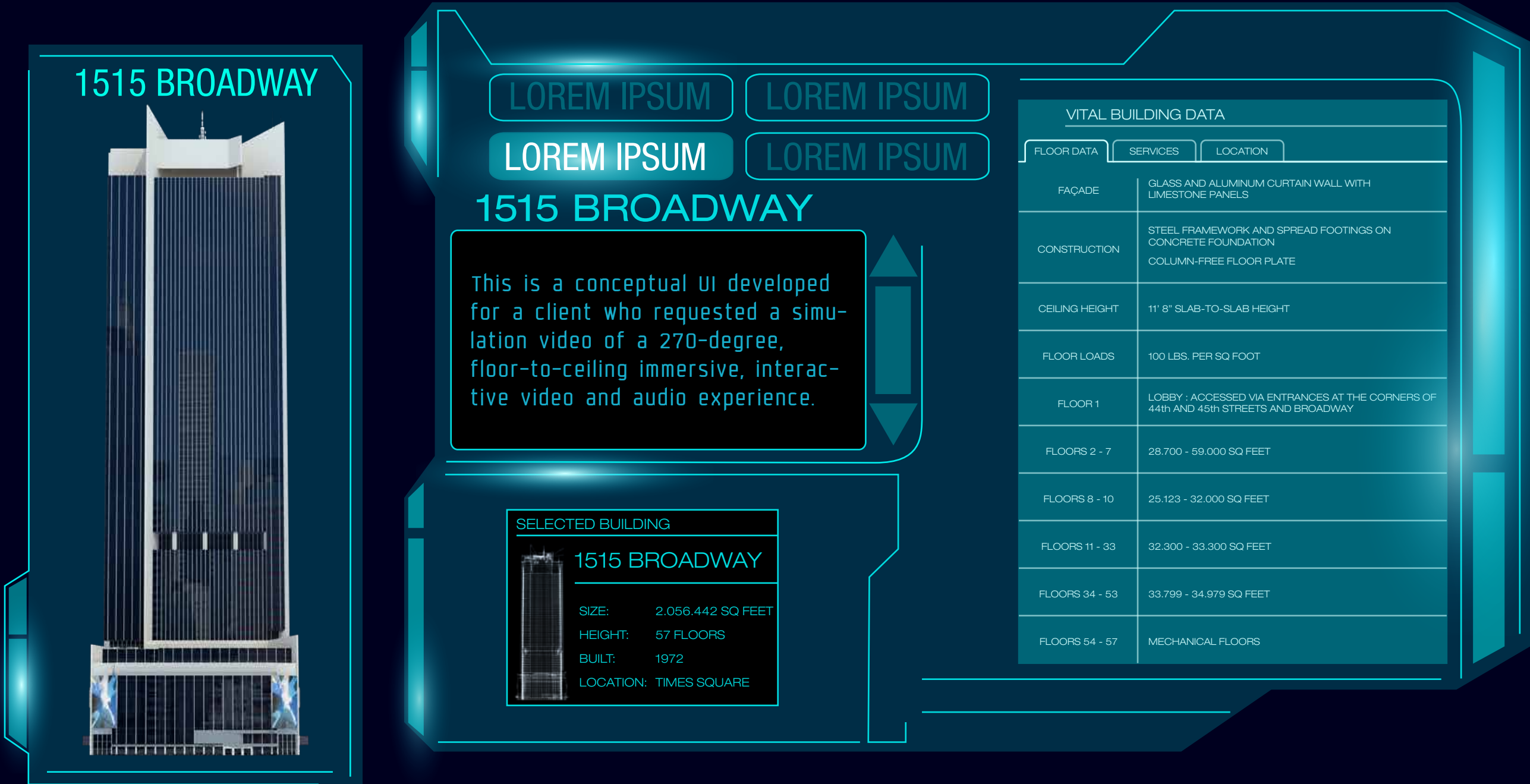


One of the most significant design requirements was to keep color and motion as subtle as possible while still directing the viewer. Motion and color are two major ways to direct user focus in immersive environments, so the design should not send false signals to the user.

We decided the project UI should feature iconic properties of the ownership. Below: MTV's headquarters in Times Square.

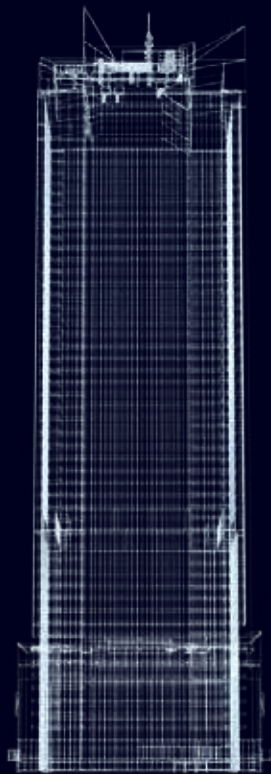
In the animation, you will see rotating wireframes of buildings where the 3D model of 1515 Broadway is pictured in these mockups.

The simulated UI borrows from the established tropes of Hollywood and the video game industry: the future is very, very Blue.





The simulation room is narrow, surpassing the edges of peripheral vision. With no horizon, any vertical motion could cause vertigo. The vertical ‘striping’ effect in the initial launch moment works because of this phenomenon.



Content is aligned to avoid landing on screen edge bevels.

HELVETICA
NEUE LT
PRO 53
EXTENDED

1515 BROADWAY



SELECTED BUILDING

1515 BROADWAY

SIZE: 2,056,442 SQ FEET
HEIGHT: 57 FLOORS
BUILT: 1972
LOCATION: TIMES SQUARE

VITAL BUILDING DATA

FLOOR DATA	SERVICES	LOCATION
FAÇADE	GLASS AND ALUMINUM CURTAIN WALL WITH LIMESTONE PANELS	
CONSTRUCTION	STEEL FRAMEWORK AND SPREAD FOOTINGS ON CONCRETE FOUNDATION COLUMN-FREE FLOOR PLATE	
CEILING HEIGHT	11' 8" SLAB-TO-SLAB HEIGHT	
FLOOR LOADS	100 LBS. PER SQ FOOT	
FLOOR 1	LOBBY - ACCESSED VIA ENTRANCES AT THE CORNERS OF 44th AND 45th STREETS AND BROADWAY	
FLOORS 2 - 7	28,700 - 59,000 SQ FEET	
FLOORS 8 - 10	25,123 - 32,000 SQ FEET	
FLOORS 11 - 33	32,300 - 33,300 SQ FEET	
FLOORS 34 - 53	33,799 - 34,979 SQ FEET	
FLOORS 54 - 57	MECHANICAL FLOORS	

TELECOMM

VERIZON
NEXTERA ONE

ELECTRIC
CAPACITY

6 WATTS PER SQ FOOT
EXCLUDING
BUILDING HVAC

SECURITY

COORDINATED PROGRAM OF
CONTROLLED ELECTRONIC ACCESS,
ELECTRONIC SURVEILLANCE AND
UNIFORMED SECURITY GUARDS ON A
24/7 BASIS. ELECTRONIC TURN-
STILES, MESSENGER CENTER AND
EXTENSIVE CCTV COVERAGE

RESTROOMS

TWO RESTROOMS ON
EACH FLOOR WITH ONE
A.D.A. UNISEX
RESTROOM ON
EACH FLOOR