



## CASE STUDY: TUPPERWARE CONFIDENCE CENTER



The Tupperware Confidence Center takes an innovative approach to conveying the history and future of this American icon. The center creatively combines historical narrative, visual storytelling through films and interactive media, and features changeable product displays.

Multi-media screens and interactive kiosks allow visitors to explore information on the company history, new products, worldwide associates, locations, and it's future direction. To create a look and feel of Tupperware, all the exhibit walls are curved and the media blended into the environment. Curved media walls, spherical projections, and large interactive displays provide cutting edge engagement for visitors.



Tupperware had two criteria for the project content: feature everything in four languages and have the ability to update it remotely. By displaying all the content digitally, we are able to have the visitor select their language and display graphically or apply the selected language as narrative audio. The remote content management system allows changes for special events and future growth which ensures the space is always up to date.

