

EXPERIENTIAL DESIGN PLAYBOOK

SOLUTIONS FOR ENGAGEMENT DURING COVID-19 & BEYOND

“WE BELIEVE IMAGINATION – THE CAPACITY TO CREATE, EVOLVE, AND EXPLOIT MENTAL MODELS OF THINGS OR SITUATIONS THAT DON’T YET EXIST – IS THE CRUCIAL FACTOR IN SEIZING AND CREATING NEW OPPORTUNITIES, AND FINDING NEW PATHS TO GROWTH.”

**Martin Reeves and Jack Fuller, Boston Consulting Group Enterprise Institute,
“We Need Imagination More Than Ever” in the *Harvard Business Review***

The COVID-19 pandemic has been compared to putting our society under an X-ray. The bones of the systems and services our communities and businesses rely on have been exposed in sharp relief.

Social distancing, virtual meetings, mask wearing, washing hands with unprecedented frequency, new rules for navigating through public spaces and buildings... things that at the beginning of the year so many of us thought we would only see on computer screens or history documentaries have now become part of our everyday experience. Our ability to keep ourselves and our families safe and well could now depend on how quickly and how thoroughly we can learn the new rules.

How do we get back to normal? Is such a thing even

possible? When will it be safe to go back to work? Take the family back to the town square? Go to a concert? Enjoy a meal at a restaurant? Spend an afternoon in the library?

**HOW DO WE DESIGN THE FUTURE
TO BE BETTER NOW THAT WE HAVE
A DIFFERENT PERSPECTIVE?**

Now more than ever we need inspiration, joy, beauty. We need opportunities for community building and access to the tools for human connection that will make

that possible - in a safe way. We need to accept that this might not be over in a month, or three months, or even a year. Or even longer. We just don't know enough about this new virus to predict.

We're in this for the long haul. Yet we're already feeling the benefits of the different kind of life that's been required in an effort to protect our citizens. We don't need all the things we thought we did. We have a lot more in common across the globe than we thought we did. We're understanding how, with all the distractions and fears that crept into our lives before, we may have taken for granted how important it is to have more dynamic, creative and critical connections with the people around us in the public sphere, the people who make our community what it is.

For five years, Alt Ethos has been developing ways for people to connect creatively with each other that synthesize design, creative technology and social awareness. For each new challenge, we reimagine and reinvent public spaces to strengthen connections in real and virtual realms alike. We constantly strive to

transform the world of storytelling through permanent and temporary designs, using environments and objects that fuse physical, networked, and shared virtual worlds.

DESIGN FOR THE MODERN WORLD

Our outdoor interactive installations in particular encourage the very kinds of behaviors and interactions we will all now need to build a new, healthier world that is more prosperous for everyone. They have been designed to be experienced by only a few people at a time and operate in locations where there is plenty of space to safely observe social distancing. Some operate 24 hours a day, some are only turned on at night, but all are in operation on a permanent basis and at the very least for several hours per day, thus avoiding the crowding that happens at events offered for a more

limited time. Our indoor interactive installations were also purposely designed for participants to be able to move within a large space with no physical touching necessary.

We are now adapting the design ethos that fed into the creation of these social distancing-friendly designs to provide new solutions for cities, corporations, museums, and event planners who are looking to engage their employees, customers and constituents more creatively, productively and safely as we adapt to the new rules.

Our very name, Alt Ethos, encapsulates our fundamental commitment to creating a new era of community both connected and aspirational. That includes ensuring that we achieve the highest standards of integrity in everything we do, and aligning our activities so that they maximize the potential for people to find enriching new ways to connect through creative technology.

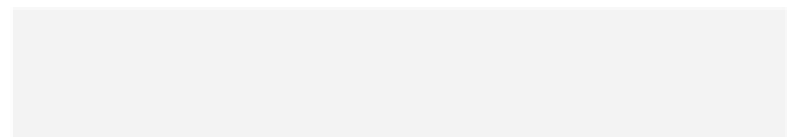
We are all here in this moment together, and we will continue to evolve, no matter what challenges the future holds. These designs are meant to help keep us

safe, productive, and connected so that we can become stronger and smarter as we move forward. Technology for the purpose of elevating the human experience like never before.

If you have any questions, suggestions, or would like to see where we can collaborate, don't hesitate to contact us. Please email us at <mailto:hello@altethos.com>

Be well,

The Alt Ethos Team 2020



ENGAGING SOLUTIONS

For the stages of Recovery

Alt Ethos has looked at a range of government initiatives, medical reports, think pieces and test runs of public events to identify and compile a range of general rules and conditions that are occurring or are anticipated to occur in each of four stages of recovery from the COVID-19 pandemic: Stay at Home, Safer at Home, Restart, and Post-COVID world.



What follows is not an exhaustive list. Alt Ethos prides itself on developing designs that respond to the unique needs of each new challenge. Our responses are built on our core commitments to the flexible approach and openness to change which continue to be at the heart of our working practices.

Please note that COVID-19-related rules and conditions will vary from place to place according to the different measures being taken by each individual local jurisdiction across the country. You should check in with your state and local government for the particular rules, requirements and recommendations that apply to your area.

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STAGE ONE: STAY AT HOME

“IN EMERGENCIES, CITIZENS CAN SUDDENLY COOPERATE AND COLLABORATE. CHANGE CAN HAPPEN... THE TIME TO SEE HOW CONNECTED WE ALL ARE IS NOW”

David Byrne, *“The World is Changing - So Can We”* in the *Wall Street Journal and Reasons to be Cheerful*

At this Stage, strict rules are put in place at the workplace, in stores, in the neighborhood, at home, and elsewhere, resulting in sharp divisions of roles according to what is and is not considered essential. As the workload of health workers increases, those who can work remotely or at essential businesses do, and those who can't stay at home as much as possible. Most follow the rules and shelter in place, only going out for food or exercise and wearing a mask while doing so.

Many struggle with what to do with all this new (and sometimes unwanted) free time. People spontaneously

seek out ways to connect while in isolation, singing from balconies or in the parking lots of senior living facilities and pot-banging and howling at the moon with neighbors at set times in the evening. These connections can take different forms: showing appreciation to health care workers on the front line, brightening up the day for seniors cooped up in quarantine, or simply joining in on the fun.

In Stay At Home, all meetings and conferences are moved online, creating new challenges as screen fatigue and absence of person-to-person contact become drains on wellness and productivity. People miss the camaraderie of the office or co-working space and the hustle and bustle of shopping centers, concerts, parties... anywhere where people gather in large numbers to work or play. As opportunities for human contact diminish, mental health is a growing concern.

Stay At Home doesn't necessarily end when the restrictions are lifted. When they are, it usually means that there has been some success in "flattening the curve" or reducing the number of new cases, which

eventually may lead to a substantial decline. However, opinion varies widely as to how long interventions like social distancing, hand-washing, school closing, and reducing elective surgeries will need to be in place due to all the unknowns surrounding a new virus that has proved to be difficult to understand and control.

**"NOTHING CAN DIM THE
LIGHT WHICH SHINES WITHIN."**

- MAYA ANGELO

ALT ETHOS SOLUTIONS

Immersive Lighting People do not live by bread alone, to paraphrase the well-known saying. When people venture out to buy essentials, they will be hungry not just for what's on their grocery list but for new experiences that will give a much-needed lift to their spirits. Seeing their favorite public places and spaces brought to life would be a great way to do just that. But how can that happen if they are empty of the people who once filled them with activity? Lighting design can reinvigorate places and spaces and bring them to



vibrant, permanent life. Murals or large building surfaces can be transformed into glowing dreamlike creations when they would otherwise be obscured in shadow. Social distancing protocols can be incorporated so that people can join communal gatherings from a safe distance.

[Learn more about](#)

[Immersive lighting here.](#)





Virtual Events and Conferences

These will inevitably become more commonplace in our newly socially-distanced marketplace. Virtual conferences, online trade shows and concerts can now be designed to accommodate millions of attendees, and workshops & breakout rooms can accommodate hundreds of participants. Yet the organization of a successful virtual event is a complex process. Live-streamed feeds and pre-recorded content need to be seamlessly synchronized and safeguards put in place that can respond quickly to technical glitches - or, through additional advance planning, avoid them altogether. Content providers, speakers, and

artists need to be prepared in advance for connecting at the highest level of quality possible. Above and beyond the necessary task of ensuring everything is in place for a smooth-running event, additional measures can be taken to make the event more visually exciting and fun - and thus more productive. Advantage can be taken of the near-limitless potential of virtual events for lowering barriers to attendance. Hybrid and mixed reality events, including experiential and interactive music events, can be presented in 360 virtual world with real world streaming. Virtual reality solutions that take the experience up to the next level can be designed for VIP attendees.

[Learn More About Virtual Events here.](#)



STAGE TWO: SAFER AT HOME

“ONE DAY WE WILL WAKE UP AND DISCOVER WE ARE FAMILY.”

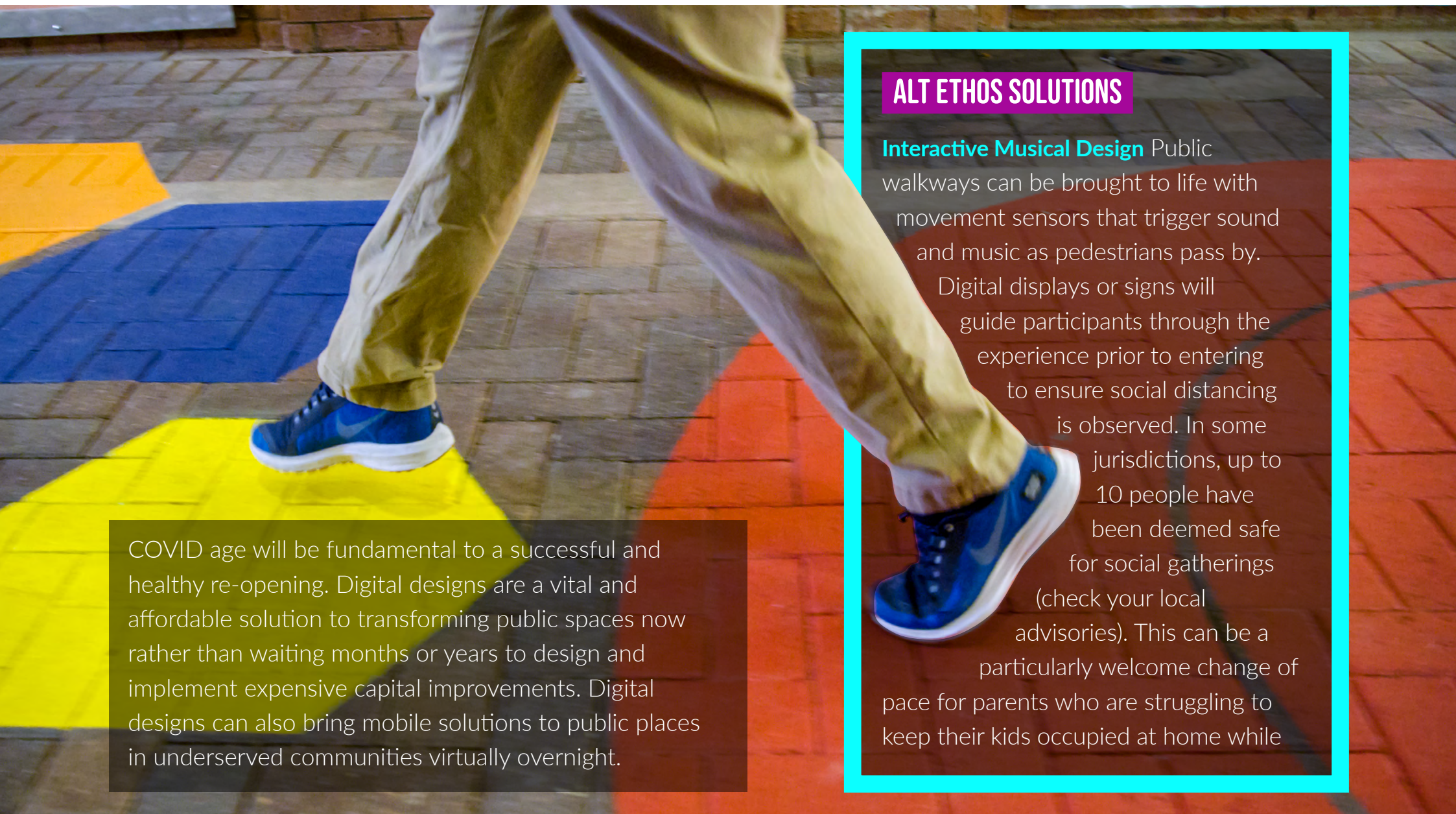
Desmond Tutu

Phil Myrick, CEO of Project for Public Places, has said that the recovery will happen in public space - and we agree. As restrictions are lifted and non-critical businesses are allowed to open on a limited basis, many will go back to work while those who don't (or can't) will be eager to be out and about in public spaces. Many activities will be safer outdoors than indoors. Free event programming can dispel apprehension, rebuild health, and foster a renewed sense of community. Digital strategies can be applied on multiple levels, whether it be attracting visitors to essential services such as nutritional assistance and wellness programs, establishing the proper distancing between vendor tents, making clear and vibrant one-way pedestrian signs, or making lighted beacons for curbside pickup. Cities will be asked to make provisions for new or

expanded outdoor dining at restaurants, either by closing off streets or loosening existing restrictions. Parks become a beacon of hope, as some of the safest places for having dinner parties, with family and friends keeping themselves and their picnic plates six feet apart.

As they drive or bike to curbside pickups or roam anew through town centers, people will be hungry not just to taste food they haven't had to make themselves but for new opportunities to connect with people while social distancing. If all goes well, more restrictions will be lifted one by one, not according to a pre-set schedule but rather as the situation develops and more is learned about COVID-19 and its impact on each demographic group, economic sector or geographical area. Large gatherings will continue to be discouraged (or outlawed), and socially-distanced attendance quotas - for example, only one person every five seats in an auditorium or every three desks in a classroom - will be widely introduced.

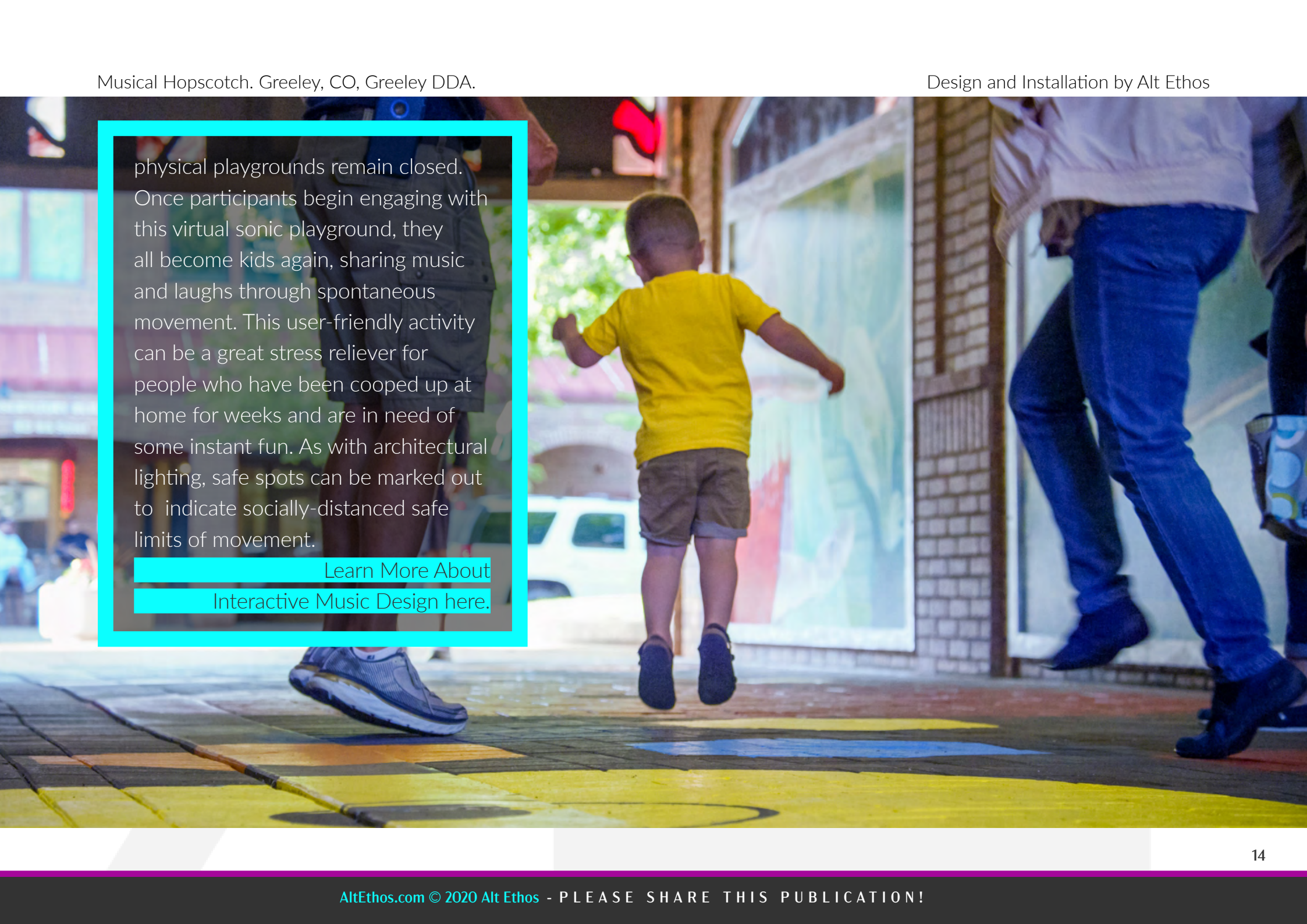
Innovative and ongoing collaborations on reinventing public spaces so they can meet the needs of the post-



COVID age will be fundamental to a successful and healthy re-opening. Digital designs are a vital and affordable solution to transforming public spaces now rather than waiting months or years to design and implement expensive capital improvements. Digital designs can also bring mobile solutions to public places in underserved communities virtually overnight.

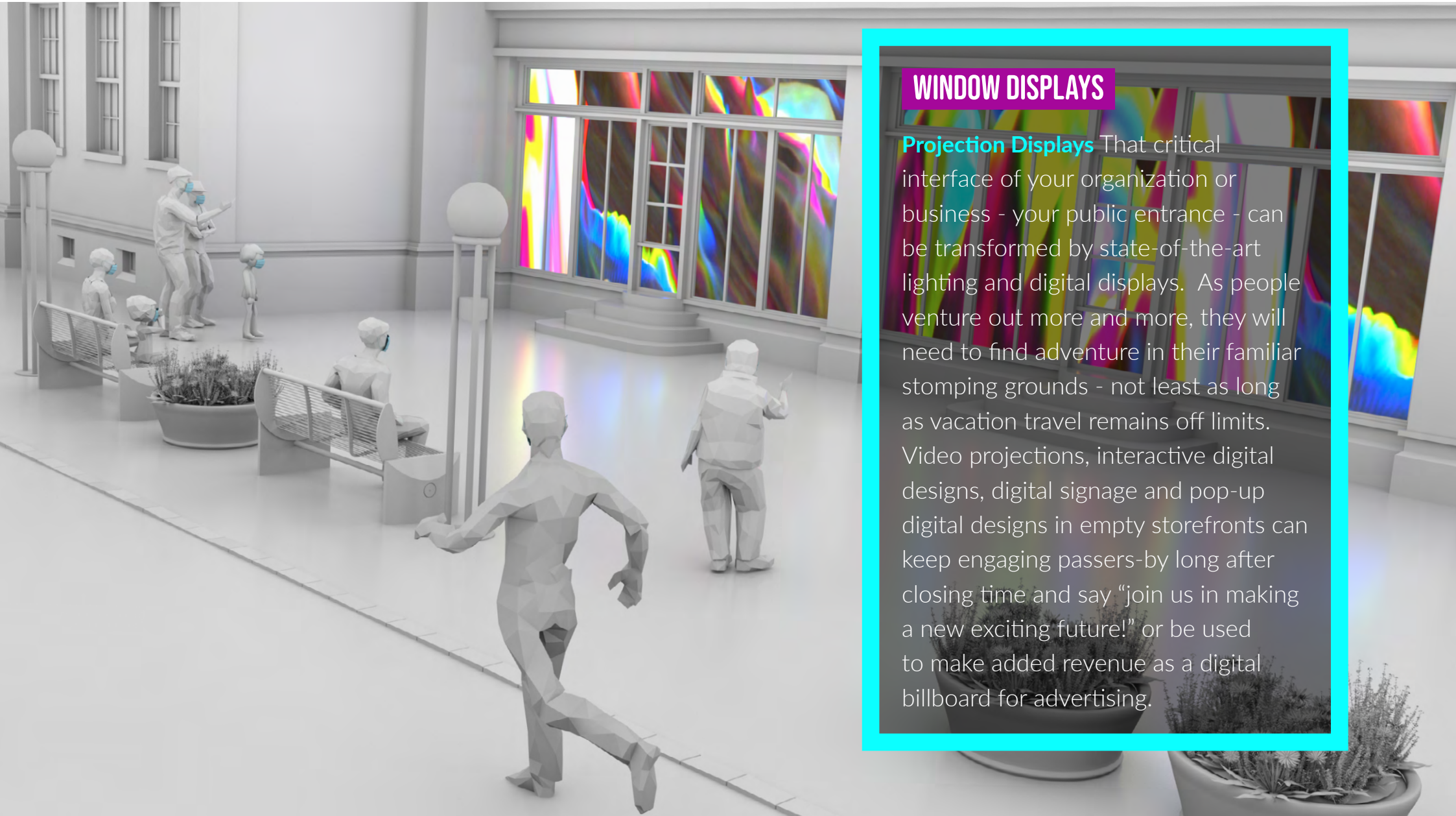
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Interactive Musical Design Public walkways can be brought to life with movement sensors that trigger sound and music as pedestrians pass by. Digital displays or signs will guide participants through the experience prior to entering to ensure social distancing is observed. In some jurisdictions, up to 10 people have been deemed safe for social gatherings (check your local advisories). This can be a particularly welcome change of pace for parents who are struggling to keep their kids occupied at home while



physical playgrounds remain closed. Once participants begin engaging with this virtual sonic playground, they all become kids again, sharing music and laughs through spontaneous movement. This user-friendly activity can be a great stress reliever for people who have been cooped up at home for weeks and are in need of some instant fun. As with architectural lighting, safe spots can be marked out to indicate socially-distanced safe limits of movement.

[Learn More About
Interactive Music Design here.](#)



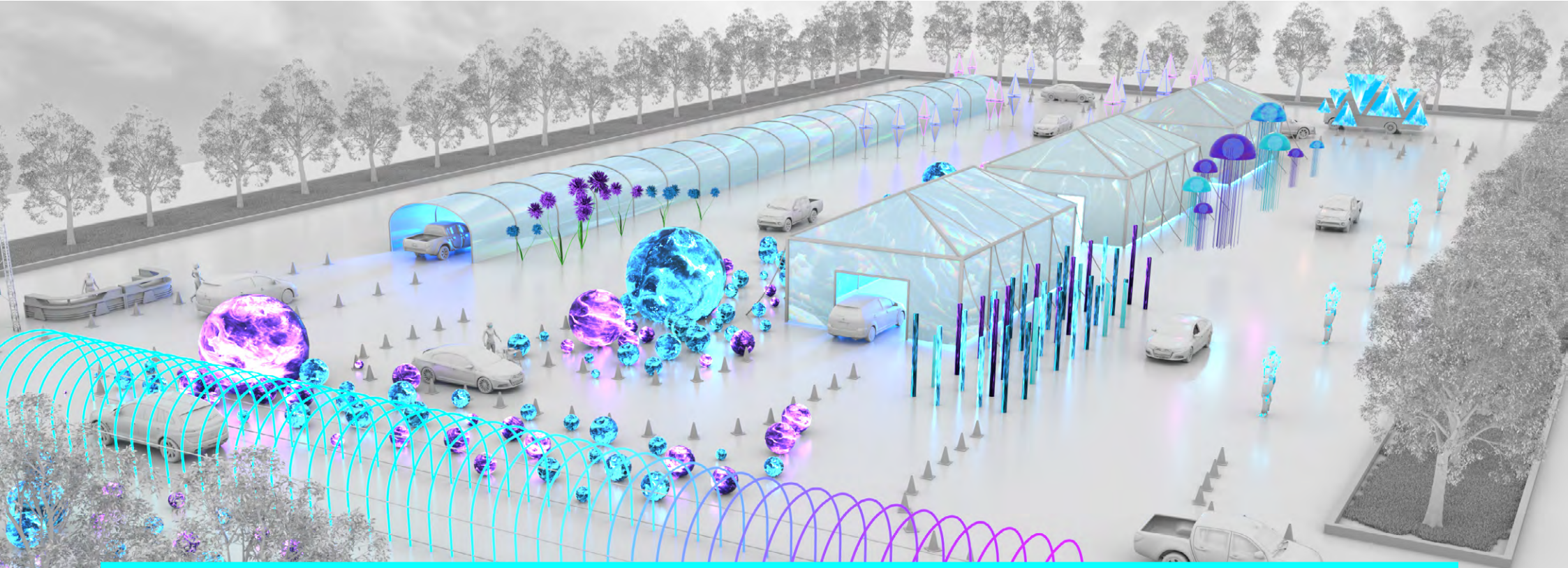
WINDOW DISPLAYS

Projection Displays That critical interface of your organization or business - your public entrance - can be transformed by state-of-the-art lighting and digital displays. As people venture out more and more, they will need to find adventure in their familiar stopping grounds - not least as long as vacation travel remains off limits. Video projections, interactive digital designs, digital signage and pop-up digital designs in empty storefronts can keep engaging passers-by long after closing time and say "join us in making a new exciting future!" or be used to make added revenue as a digital billboard for advertising.

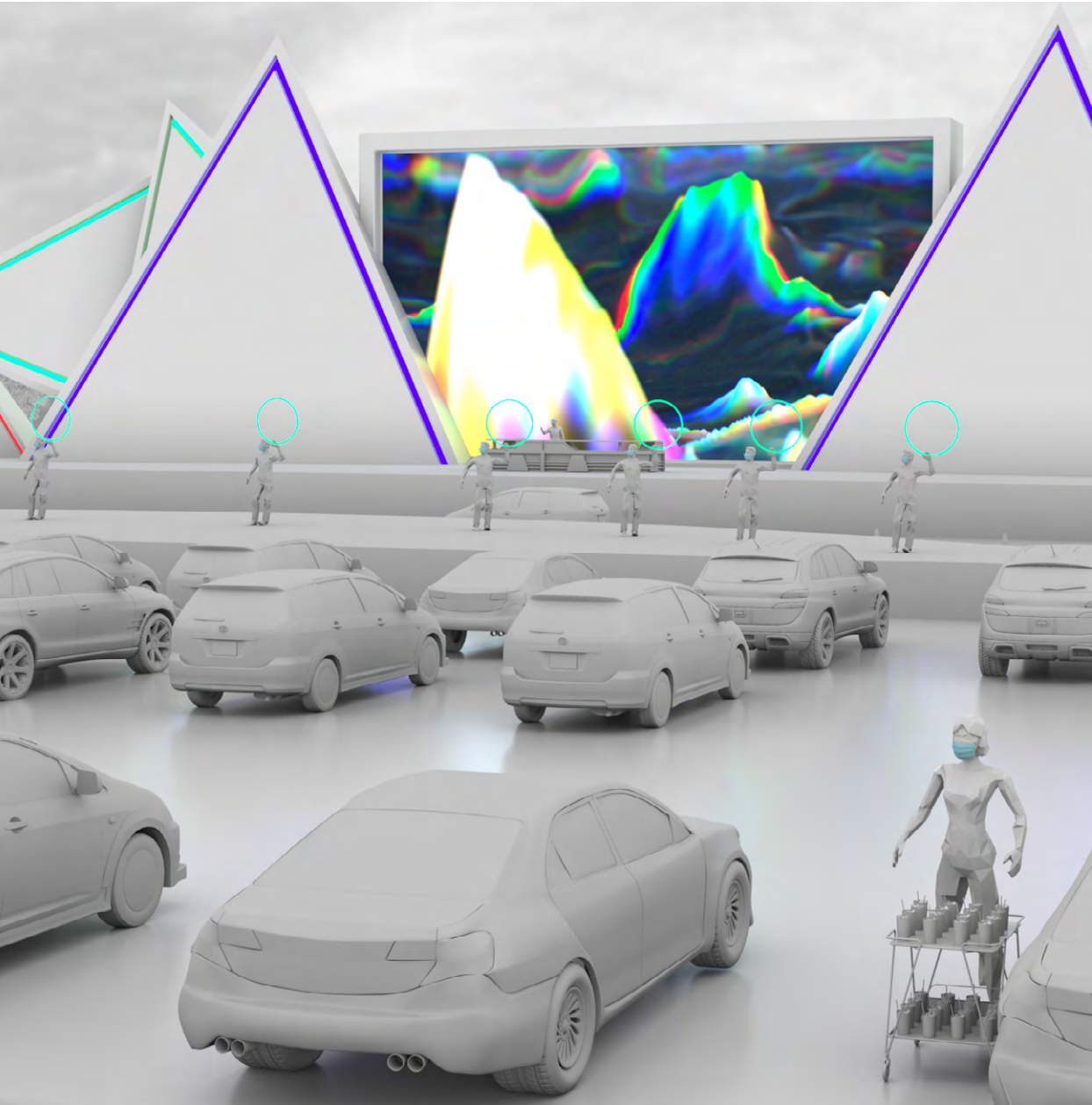


Three Dimensional Window Displays

A range of options are available from projections or LED screen windows to holograms and interactive activations. Sidewalks can be transformed into places where people don't just glance at storefronts but are inspired to immerse themselves in captivating visuals - and share their amazement with onlookers who are socially distanced by designated safe spots. Webcams can display real-time activity on your website, making the most of the potential for your display to attract (and reassure) potential visitors or customers remotely.



Drive-Thru Experiences These experiences can preempt the need for social distancing protocols through satisfying people's need to participate in communal events in the comfort and safety of their own car. Participants can have an underwater alien experience or experience floating holograms in a 3d dynamic design while enjoying live performers and physical designs as a customized soundscape plays on the radio. These immersive experiences can be installed in car washes, parking lots and warehouses. The Drive-Thru Experience can also be installed in parking lots converted into pop-up theme parks where cars roll through fantastical immersive worlds designed by multiple artists and designers.



Drive-In Experiences The drive-in movie experience we are all so familiar with have the same health and safety advantages of Drive-Thru Experiences. Movie, concert, live action, circus, or App-enabled game experiences or fundraising events in drive-ins are also prime Stage Two solutions. Events could feature bespoke interactive digital designs as well as movies. Live performance could be staged in front of the big screen, socially distanced and with or without projections. Digital and audio content could be streamed to mobile phones or personal computers in the cars to offer collaboration and interactivity in the digital designs. Interactive experiences areas with limited numbers of people could be incorporated - for example, enough space left vacant adjacent to each parked car to allow people to safely get out and dance to prompts from the screen.

For Stage Two, masks will be required, and made available for purchase at the entrance. Temperatures will be taken at the entrance, and those registering too high will be asked to return at a later date. Designated safe spots will be marked out wherever necessary to control pedestrian traffic at bathroom entrances, and elsewhere. Socially-distanced service and protocols will be established for purchasing food and drink. Hand sanitizer dispensaries will be installed throughout. Auto sanitizing bathrooms will disinfect after every use. Security guards will be on hand to make sure everyone is safely socially distanced.

**“I DO NOT BELIEVE IN MIRACLES,
I RELY ON THEM.”**

- YOGI BHAJAN

STAGE THREE: RESTARTING

**“GET YOURSELF OUT OF WHATEVER CAGE
YOU FIND YOURSELF IN.”**

John Cage

With the vast majority of the workforce returning to work and conference centers, cinemas, sports stadiums, concert halls, theaters, gyms, bars and dance clubs looking for ways to re-open and attract customers who may be wary of the dangers of extra exposure, the challenge of ensuring that this is done smoothly and safely will be paramount. People will need help with navigating buildings and public and private spaces alike. Announcements, signs and memos can only do so much.

If Stage Three is successful, the number of new cases will continue to decline in sufficient numbers, more restrictions will be lifted and we can progress to Stage Four. If they don't, Stay at Home rules will be reinstated and we'll be back at Stage One.

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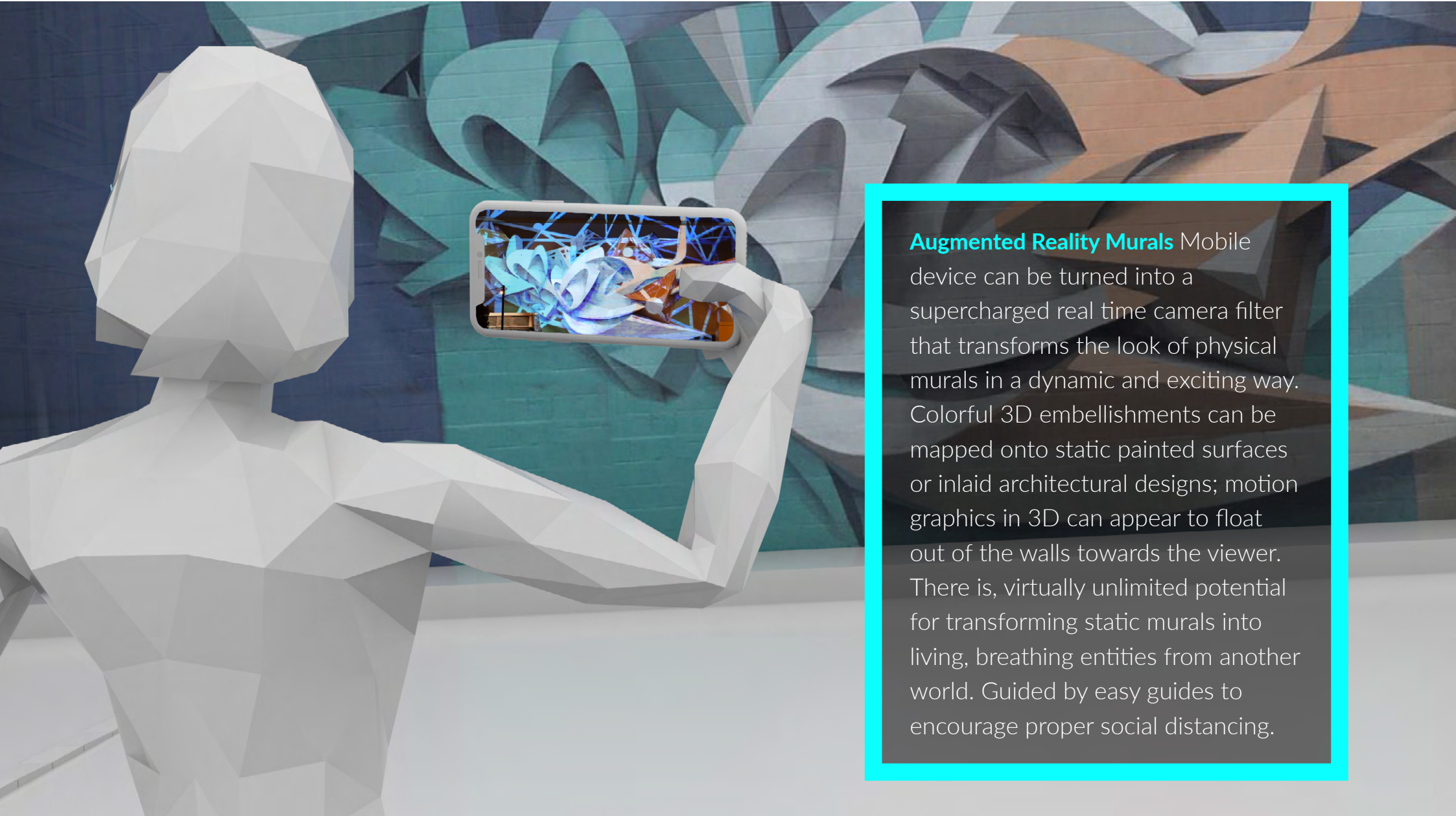
Interactive public installations

These can offer much-needed opportunities for creative experiences and friendly interactions while cinemas, theaters, restaurants, and other places where people spend their leisure time before remain off-bounds. Alt Ethos specializes in creating installations that encourage this kind of creative and fun public engagement. Talk into a phone to design your own sound waves or kinetic visual designs. Walk through a tunnel with LED safety lights showing the way. Witness an expanse of artificial clouds shimmer with technicolor digital weather. All guided by easy guides to encourage proper social distancing.



An Augmented Reality Scavenger Hunt

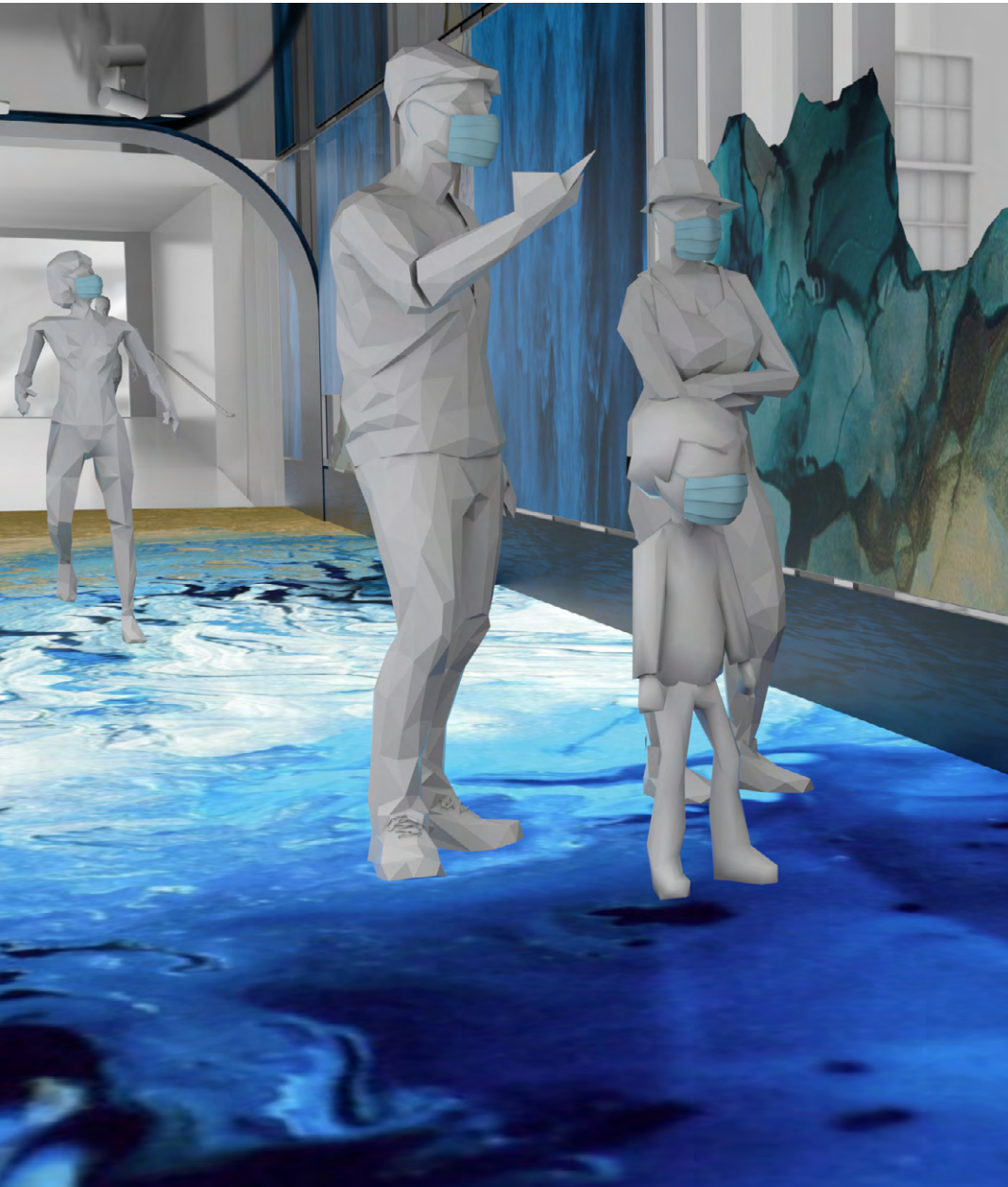
These can combine the appeal of digital games with social distancing. A hunt can be designed for destinations such as vacant buildings or little-used walkways where social distancing can be easily maintained and played by anyone who downloads the custom-designed App to their iPad or mobile phone. For a more interactive experience, Alt Ethos will create a series of unique digital designs that will guide scavengers through the hunt including checkpoints, rewards, image filters, tasks, quizzes, and interactive customization options for scavengers to share. Or we can create 3D AR designs that will make the familiar magical for scavengers who can simply marvel at paintings or buildings come to 3D life on their iPad or phone. They can even walk in, around and through holographic recreations of artworks.



Augmented Reality Murals Mobile device can be turned into a supercharged real time camera filter that transforms the look of physical murals in a dynamic and exciting way. Colorful 3D embellishments can be mapped onto static painted surfaces or inlaid architectural designs; motion graphics in 3D can appear to float out of the walls towards the viewer. There is, virtually unlimited potential for transforming static murals into living, breathing entities from another world. Guided by easy guides to encourage proper social distancing.



Street Portals Digital designs can be brought to life on the streets or public squares of your city. Imagine walking down the street of your city and just ahead you see Japan. You get closer and realize it's a digital kiosk with a live stream of a sister city. And the people on the other end are having a similar discovery as they notice you in real time. Interactive overlays can be placed on the image to allow the people to create and design an image together turning a casual stroll down the street into a collaboration made across the world. Street Portals are the exploration of the appropriate use of technology to enable cross-cultural social understanding and cooperation.



Local Themed Entertainment These can be produced in event spaces suitable for hosting private parties. Participants are invited to reveal and explore the mysteries of a landscape that at first seems familiar but becomes more and more fantastical and wondrous as they peel back the layers of the unknown. At the way of a hand, digital projections can be changed from games to augmented worlds to in-depth stories to digital escape rooms and back again. Users will be guided through how their gestures can influence and alter design patterns. These stylized virtual experiences inspire a spirit of collaboration and exploration and offer choices of a plethora of activities based on scavenger hunt and escape room methodology, keeping patrons engaged and excited and eager to come back for more. Spaces will be thoroughly sanitized after use. At conferences or ticketed experiences, sanitation technology can automatically clean surfaces or flag compromised surfaces that need to be cleaned immediately.

STAGE FOUR: POST COVID WORLD

“WE ARE CALLED TO BE ARCHITECTS OF THE FUTURE, NOT ITS VICTIMS.”

Buckminster Fuller

We don't know what a post COVID world will look like. Few are counting on things going back to the way they were before the lockdowns began. We are one of those who are working towards seizing this unprecedented opportunity to take the bull by the horns and develop innovative and mindful solutions that can define our future. What needs to be put in place to accommodate and encourage the new social practices, norms, health and safety measures, architectural spaces and more that will be necessary to ensure that a post-COVID world is not only more sustainable but more equitable, inclusive, environmentally friendly - and healthier?

To be sustainable in the 21st century is to be nimble enough to adapt to the formidable challenges that

have been flying at us in the rapidly accelerating world we have been living in since the digital revolution. The COVID-19 pandemic is the biggest challenge yet in our still-young century. Nimbleness in the face of change is in Alt Ethos' DNA. All of our designs are flexible, and we are constantly creating new ones.

Our designs are aimed at doing nothing less than creating a new era of community that is connected and aspirational. They inspire participants of all ages to reach beyond the everyday and immerse themselves in interactive storytelling, both with the designs and with each other. The more meaningful connections and re-invigorated aspirations that ensue take us step by step towards a world that is more welcoming, alive, creative, productive, healthy, compassionate and alive for all.

Through integrating realities with the new tools that are making the coming together of those realities every more attainable, we work towards a new understanding of what we can all achieve in our shared future.

ALT ETHOS

Alt Ethos was formed in April 2016 to create collaborative installations for Corporations, Public Art Spaces, Themed Entertainment, Event Producers, and more that excite and connect. We treat our clients and competitors as collaborators, working together to establish lasting connections with audiences. We think bigger and embed continuity and reliability into everything we do.

We thrive on design for solving problems and offer a wide range of collaborative ways to work with our team. All of our work comes with a comprehensive warranty which is itself designed to reassure you that your investment is sound - so you can relax.

This playbook contains just a few examples of the many designs we create that are available for purchase or rental.

To see the full range of what we offer, please visit

AltEthos.com

Phone 888-253-2135

Email hello@AltEthos.com

“CAN MILES TRULY SEPARATE YOU FROM FRIENDS... IF YOU WANT TO BE WITH SOMEONE YOU LOVE, AREN'T YOU ALREADY THERE?”

- RICHARD BACH