

"3D in 360"

Rapid + TCT

... is North America's preeminent event for discovery, innovation, and networking in additive manufacturing.

CHALLENGE | OBJECTIVE

Establish a general session stage set and supporting media that parallels the technical advancements in the 3D Printing (Additive Manufacturing) Industry.

SOLUTION

To create an immersive 3D projection mapped experience that uses physical 3D printed assets as set pieces to be projected on, as well as create media that highlights the breakthroughs in 3D printing in the past 360 days.

OUTCOME

Set and media became one throughout the entire conference. Starting with 3D printed hexagons that were married to the 76'x16' tapered main screen. We projection mapped each individual hexagon separately as a subtle way to always reinforce the 3D printing industry's efforts. In addition, the message of the client's objective to grow the industry through their efforts as an association supporting the industry was elevated to new heights.

The overall engagement of the attendees was heightened and social sharing of the general session events increased significantly from the past year, creating renewed and sustained engagement for SME.



LINK: <https://vimeo.com/297164737/97d7d7d24a>