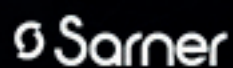
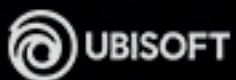




878AD

BIMA Awards 2023: Technology-driven Experience





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BIMA Awards (BIMA Awards 2023): Technology-driven Experience

Entry details

Organisation: Sugar Creative

Project Title: 878AD

Produced By: Sugar Creative, Ubisoft, Hampshire Cultural Trust & Sarner

Produced For: Hampshire Cultural Trust

Release Date: 2022-11-25

878AD is a next generation immersive experience by Sugar Creative, Hampshire Cultural Trust, Ubisoft and Sarner. This groundbreaking project brings the Viking age to life through an immersive exhibition and city-scale augmented reality (AR).

Users can explore Winchester and uncover hidden stories using geolocated AR technology which uses, for the first time, assets and content from Assassin's Creed Valhalla.

The app and exhibition offer a unique glimpse into a key moment in history—the defeat of the Vikings by Alfred the Great in 878. Audiences are transported to Anglo Saxon England, witnessing the aftermath of the battle and the city's reconstruction.

878AD expands the exhibition space to encompass the entire city, combining historical narratives with play and exploration. It showcases the possibilities of immersive technologies, pushing the boundaries of storytelling and engagement.

By bringing together history, technology, and entertainment, 878AD offers a truly unique and captivating experience. It exemplifies the power of immersive storytelling to educate, entertain, and transport audiences to a different time and place.

Innovation

The 878AD project is a true testament to innovation, redefining immersive experiences in the cultural, tourist, and entertainment sectors. By leveraging augmented reality (AR) and geolocation technologies, the project introduces a groundbreaking approach to historical storytelling.

Through city-scale AR, users are transported to Viking England, immersing themselves in a pivotal moment in history. This fusion of history, technology, and entertainment represents a pioneering endeavour in bringing the past to life. The seamless integration of AR and geolocation blurs the lines between real and virtual, offering a transformative experience.

The project's innovation lies in its meticulous attention to historical accuracy, creative interpretation, and narrative-driven gameplay. It provides users with an engaging journey through time, combining education and entertainment in a captivating way.

The 878AD project sets a new standard for immersive experiences, demonstrating the transformative potential of innovative partnerships. It showcases the power of collaboration between the cultural and entertainment industries, pushing the boundaries of what is possible.

By embracing cutting-edge technologies, the project opens up exciting opportunities for the integration of history, culture, and technology. It serves as an inspiration for future immersive experiences and sets a new standard in the field.

In summary, the 878AD project exemplifies innovation by leveraging AR and geolocation technologies to redefine immersive experiences. It offers a pioneering approach to historical storytelling, blurring the lines between real and virtual and setting anew standard for future collaborations.

Craft

The collaborative effort behind the 878AD project brought together the creative expertise of Sugar Creative, HCT, Ubisoft & Sarner, resulting in a truly remarkable experience that exemplifies the highest standards of craftsmanship.

Throughout the project, our collective dedication to strong storytelling was evident. We seamlessly integrated the physical and digital elements, ensuring a cohesive and immersive experience for visitors. By carefully blending the brand identities of HCT and Ubisoft while giving the app its own unique identity, we created a harmonious and engaging journey for users.

Project delivery team led by;

- Jason Veal & Will Humphrey from Sugar Creative
- Amy Jenkins - Le Guerroué & Romain Fascialé from Ubisoft
- Paul Sapwell & Katerina Kremmida from Hampshire Cultural Trust
- Ed Cookson from Sarner International





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An exceptional level of attention to detail was applied to the 3D modelling process. We preserved the intricate details of the high-definition AAA game assets while compressing and animating them for optimal performance. This meticulous approach allowed us to deliver a visually stunning and captivating experience, showcasing the talent and craftsmanship of our collaborative team.

Balancing historical accuracy with entertainment value was a key focus. Through close collaboration with historians and cultural experts, we ensured a respectful interpretation of historical events while adding elements of poetic licence to enhance the narrative. The result was an immersive experience that captivated visitors and brought history to life in an engaging way.

Transferring the original UI and UX elements from Assassin's Creed into a user-friendly mobile AR experience was a collaborative achievement. Our collective expertise allowed us to seamlessly adapt and optimise the interface, ensuring intuitive navigation and augmented reality features that enhanced the overall experience.

The 878AD project represents a potential world-first commercial city-scale AR experience, achieved through the combined efforts of its partners. This collaborative endeavour demonstrates our shared commitment to pushing the boundaries of immersive technology and delivering exceptional craftsmanship in the realm of augmented reality experiences.

Impact

The collaboration for the 878AD project has had a profound impact, revolutionising historical attractions and engaging a diverse audience in a new and immersive way.

One of the key impacts of this collaboration is the ability to attract a different demographic compared to traditional museum attractions. By incorporating Ubisoft's renowned Assassin's Creed IP, the 878AD experience has captivated a younger and more diverse audience, expanding the attraction's reach beyond traditional historical enthusiasts. This shift in audience age bracket has injected new energy and excitement into the attraction, bridging the gap between gaming enthusiasts and history lovers.

The partnership with Ubisoft has also provided visitors with a unique understanding of the historical era. Through interactive elements and immersive storytelling techniques, visitors can deeply explore the geographical and historical significance of Winchester in 878AD. This goes beyond what traditional attractions can offer, as the collaboration allows for a dynamic and engaging exploration of the era's context and relevance to the present day.

The impact of this partnership is evident in the positive feedback and testimonials from visitors who have gained a newfound appreciation for the era and its historical importance. The immersive nature of the experience, combined with meticulous attention to detail, has created a lasting impression on visitors, leaving them with a deeper understanding of the era's relevance.

Furthermore, the 878AD project has set a new standard for historical attractions, showcasing the potential for collaborations between entertainment industries and cultural institutions. This collaborative approach opens doors to innovative partnerships that can revolutionise the way historical narratives are presented, fostering a deeper connection with audiences.

Planet

The 878AD project was designed, delivered, and operated with a strong commitment to environmental sustainability. At every step, we carefully considered the project's impact on the environment. To minimise our carbon footprint, we prioritised the use of public transportation and low-carbon travel options. We also incorporated sustainable and recyclable materials in the design of the set and scenic works, while actively reducing waste throughout the project. Our set-builders adhered to the highest standards outlined in the UK Museum's Timber Procurement Policy to ensure the responsible sourcing of wood materials.

A key aspect of the project's green credentials was the integration of low-power AV equipment. This approach offered several advantages, including centralised control of AV elements, an out-of-hours shutdown mode, power isolation when the system is turned off, remote maintenance capabilities for system health monitoring and fault identification, and a focus on end-life and circular economy principles to promote re-use and recycling.

Through these sustainable practices, the 878AD project exemplifies our commitment to environmental responsibility and showcases our dedication to minimising our ecological footprint. By integrating green technologies and implementing responsible practices, we aim to contribute to a more sustainable future for the cultural and entertainment industry.

Discover more about the companies behind the project;

Sugar Creative
www.sugar.agency

Ubisoft
www.ubisoft.com

Hampshire Cultural Trust
hampshireculture.org.uk

Sarner
www.sarner.com/

