

BIMA Awards 2023.

Entrant Client

2LK intel®

Title of entry

The Datascape.



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Entry summary.

A truly unique visitor experience was needed to showcase Intel's pre-eminent role in the 5G data economy at Mobile World Congress 2022 – the brand's first major live event post-pandemic.

Enter The Datascape. A groundbreaking generative and motion-responsive installation at the forefront of technology and creative innovation, with almost unlimited possibilities to turn data into mesmerising aesthetic experiences. Dynamic and continuously transforming, this real-time parametric digital sculpture responds to its environment, reacting to audio inputs and people around it to form stunning motion-induced data displays.

Redefining what's possible with real-time reactive rendering, The Datascape inspired more than 50,000 people at Mobile World Congress. It encouraged interaction with its beautiful, data-driven content streams – a bold beacon for engagement that rewards curiosity, celebrates collisions and powers exploration.

As testament to the powerfully pioneering idea behind The Datascape, an adaptation named The Wonderscape was showcased by UK House at SXSW 2023. Kicking off the British Music Embassy opening night, it offered 400,000 festival goers an amazing immersive audio visual experience, both as a visual masterpiece perfectly harmonised with the musical performances and as an ambient, interactive installation, activated by gesture and movement.

The Datascape inspired more than 50,000 people at Mobile World Congress.

Innovation.

What if innovation could make information more exciting? A truly unique visitor experience was needed to showcase Intel's pre-eminent role in the 5G data economy.

We leapt on the challenge to transform Intel's data-rich product stories into a visceral, visually arresting and meaningful live experience to help them shine and attract visitors at Mobile World Congress 2022 – the brand's first post-pandemic, major live event experience since 2019.

We're all data obsessed, and rightly so. After all, data influences our decision making on a daily basis and has become a currency on which we rely. Big data is big business, with big stories to tell. But data can be unhelpfully abstract and largely invisible.

So how to go about telling stories in a way that customers find compelling and memory making?

The Datascape was born from the power of custom written code, the wild potential of multisource data and the vision to create an incredible wall of sensory experiences. At the cutting edge of technology and innovation, this parametric digital sculpture encourages interaction with beautiful, data-driven content streams in real-time. Content streams that use you and your movements as inspiration, ever-changing and infinite in combination and possibility.

This parametric digital sculpture encourages interaction with beautiful, data-driven content streams in real-time.

Craft.

Designed with living data at its core, The Datascape draws on its surroundings to scrape and harness data, reacting to a spectrum of inputs – such as user motion, sound and environment – to drive its beautiful and artistic response. Generative algorithms affect and influence a range of particle parameters – from size and orientation to speed, colour, velocity, scale and gravity. Each generative input is visualised in an entirely unique way, building crashing waves of data that consist of up to 1 million 3D particles.

As well as taking a continual generative algorithm source, The Datascape interacts live with humans via multiple cameras and depth based sensors, ingesting human data such as position, size, direction, proximity and speed – thereby creating a human imprint entirely personal to each user, yet ever-changing and infinite in combinations and possibilities. Particles have the ability to attract to visitors, forcing a swell to immerse, follow and track a person's movement. Users can also repel particles away from themselves, generating a void within the sea of particles.

A bespoke written, reactive audio engine tracks particle and user behaviour to modulate and target audio to locations along the screen. All this, at a physical scale of 25+ metres wide and six metres high, pushing resolutions over 10k at solid 60 frames per second – impossible without a harmonious collaboration of art and technology.

Each generative input is visualised in an entirely unique way, building crashing waves of data that consist of up to 1 million 3D particles.

We brought together a powerful team of motion designers, coders, creative technologists, sound designers and brand designers to produce this immersive, interactive, real-time and multisensory digital installation on a grand scale.

The Datascape's size and technical optimisation is unparalleled, heralding a first for Mobile World Congress and carving the way forward for storytelling that's generative, algorithm-driven and multi-sensory. Despite outputting at a scale of over 10k at a constant 60 frames per second with around 1 million particles, The Datascape runs from just one single consumer-grade PC.

With The Datascape, data is no longer just a function of information. It's a vibrant expression of connectivity and human interaction. Taking the abstract and creating an infinite stream of engaging, unexpected and interactive content that allows us to tell stories in ways that delight and inspire. Invisible data is given a newly visible, beautiful and vivid existence.

Despite outputting at a scale of over 10k at a constant 60 frames per second with around 1 million particles, The Datascape runs from just one single consumer-grade PC.

Planet.

The nature of this type of generative, code-driven content gives the possibility for this technology to be utilised in an infinite number of activations without the need for further development, resources or hardware. The content has the ability to scale up or down and be deployed by shipping only a single PC to the next destination. Remote access to the PC means travel can be kept to a minimum for designers, engineers and heavy hardware, therefore reducing the activation's carbon footprint.

The Datascape has been developed with innovation at its core and a special focus on optimisation - this entire digital engine runs from a single, lightweight application. Similar activations using alternative methods would mean multiple machines, graphics processor units and external hardware systems to display content of this calibre and scale. As such, The Datascape consumes less power than its equivalent.

Impact.

Leveraging unignorable creativity and bespoke generative software, this immersive digital experience inspired more than 50,000 people at Mobile World Congress, challenging them to think differently about data.

The biggest real-time digital display ever shown in the history of MWC, The Datascape took centre stage in the busiest aisle of the show, capturing visitor's attention from afar and drawing them onto the Intel space with its sheer size and its mesmerising visual dominance.

As testament to the powerfully innovative idea behind The Datascape, an adaptation named The Wonderscape was showcased by UK House at SXSW 2023 as part of the Department for Business & Trade's mission. Kicking off the British Music Embassy opening night, it offered the 400,000 festival goers an amazing immersive audio visual experience throughout the week, acting as a visual masterpiece in response to the musical performances and as an ambient, interactive installation, activated by user gesture and movement.

Team.

Jamie Manfield | Digital Design Director

Jamie headed up the Design and Creative Direction of The Datascape. Taking The Datascape from conception through to execution, leading the art direction and functionality, overseeing production and ensuring impact and required results for the Intel brand were exceeded. He worked as the lynchpin across this cross-functional project.

Rory Tatton | Digital Designer

Rory managed the Design and Technical Development of The Datascape, a key role bridging the gap between creative and technical. Working with coders, designers and technicians to deliver the technical intricacies for this dynamic digital execution.

Phil Payne | Spatial Design Director

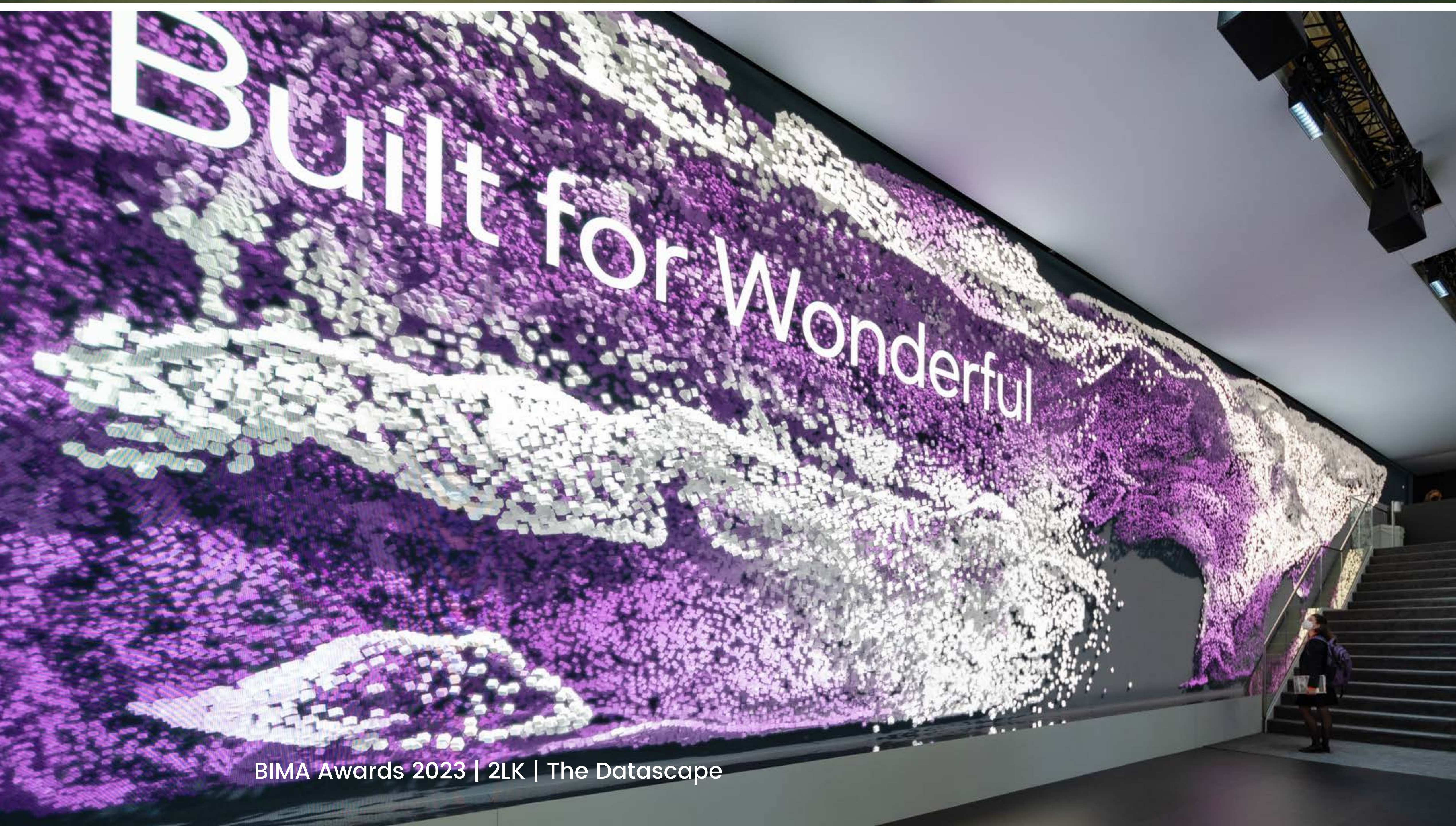
Phil was responsible for imagining and developing the overall spatial activation at MWC in Barcelona, he created the architecture to contain The Datascape, studying visitor journey and designing the integration to maximise visitor interaction and exposure.

Jane Mehta | Project Director

As Project Director, Jane oversaw all production elements, including the integration of The Datascape into the surrounding Intel branded space. Liaising with AV and technical build, as well as running client communications and on site installation and coordination.

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