Designing for participation

We benchmarked gamification, interactive installations and event design to see what could improve the RTC22 experience.
We looked at how people find their way, take part and bring a piece of the event home.

Participation & play

Give guests a clear action and an immediate response.



A prompt anyone can answer



A wall that reacts to movement



IKEA | People become the promotion



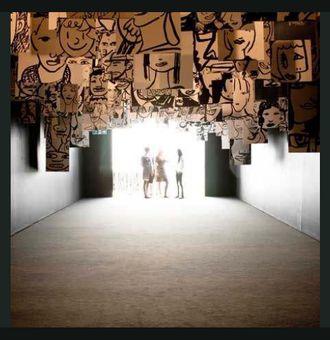
A wall guests can interact with



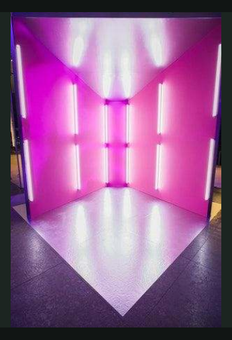
GoDaddy | A space to step into

Light & atmosphere

Use light to create a sense of arrival, draw people in and give them a reason to pause.



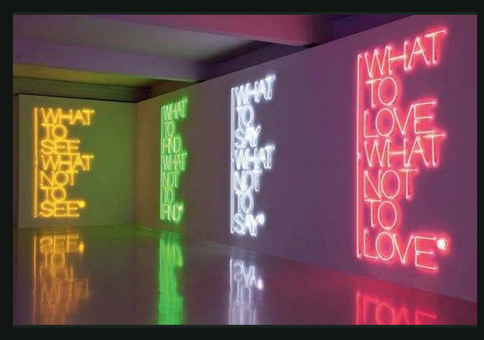
An arrival framed by illustrations



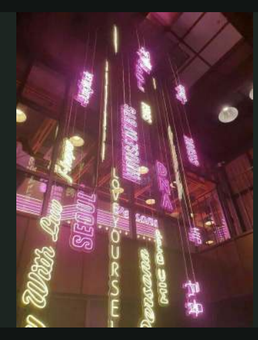
Colour that changes the room



A tunnel that draws visvisitors in



Neon as an environmental voice



Suspended lettering and light

Space & wayfinding

Use contrast, scale and placement to make an unfamiliar space easier to explore.



Directional cues built into the space



Hanging signs at eye level



Seating information as a display



Exhibits you can walk around



Information suspended in layers

Identity across touchpoints

Carry a recognisable visual language from the programme to the venue and takeaways.



Typography at architectural scale



Event identity through type



A clear speaker lineup



Branded takeaways



A place to stop and spend time

What we brought into RTC22

We developed and built the ideas we felt would help guests most. They informed the sliding invitation, the illustrated lobby installation and the branded photo wall.