



A GOLDENVOICE  
PRODUCTION

the **lab**

powered by



DESIGNED + CURATED BY

 **META**

The Art of Being There

2016 | 2017 | 2018

CASE STUDY

# THE CHALLENGE

In 2015, META was approached by Goldenvoice/AEG to pitch on a “Future Lab” as a centerpiece of what would become their premiere NYC music, arts, and technology festival, Panorama.

Goldenvoice knew the future of music festivals must incorporate technology as a fundamental creative pillar, yet didn't have the know-how to bring this idea to life.

Rather than a singular, large scale tech activation, META proposed a revolutionary new approach for what would be called “The Lab,” in first and foremost celebrating and focusing on the artists behind the technology, and the greater NYC community. These artists should be billed and treated with the same esteem as the musical artists themselves.

To showcase their work, META devised a three part model for 2016, in the Facade, the Exhibition, and the Dome. A major hit in its debut, the LAB would continue to evolve for the next two years, creating a three year engagement that would go on to transform what's possible at a major festival.

# the lab

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# THE LAB BY THE NUMBERS

## 3 YEAR TOTALS

Visitors: 91,028+

Average Dwell Time: ~56 minutes

Social Engagements: 14,861,358+

Social Impressions: 165,110,550+

### 2016

Visitors: 28,977

Avg Dwell Time: 37 minutes

Social Engagements: 361,358

Social Impressions: 40,510,550

### 2017

Visitors: 30,384

Avg Dwell Time: 56 minutes

Social Engagements: 5,800,000

Social Impressions: 70,100,000

### 2018

Visitors: 31,667\*

Avg Dwell Time: 75 minutes

Social Engagements: 8,700,000

Social Impressions: 54,500,000

# THE LAB BY THE PRESS

**"Groundbreaking Reality Experience"**

- Rolling Stone

**"The Future of Music Festivals"**

- Business Insider

**"This is the Right Way to Integrate Art & Tech Into a Concert Festival"**

- Forbes



**"Digital Art for Jumping Into"**

- Wall Street Journal

**"No easy feat with tech-related works"**

- Engadget

**"Dazzling visual arts"**

- Creator's Project

**"Mind-bending interactive art installations"**

- Time Out

**"A playground for festivalgoers"**

- Bustle



# 2018

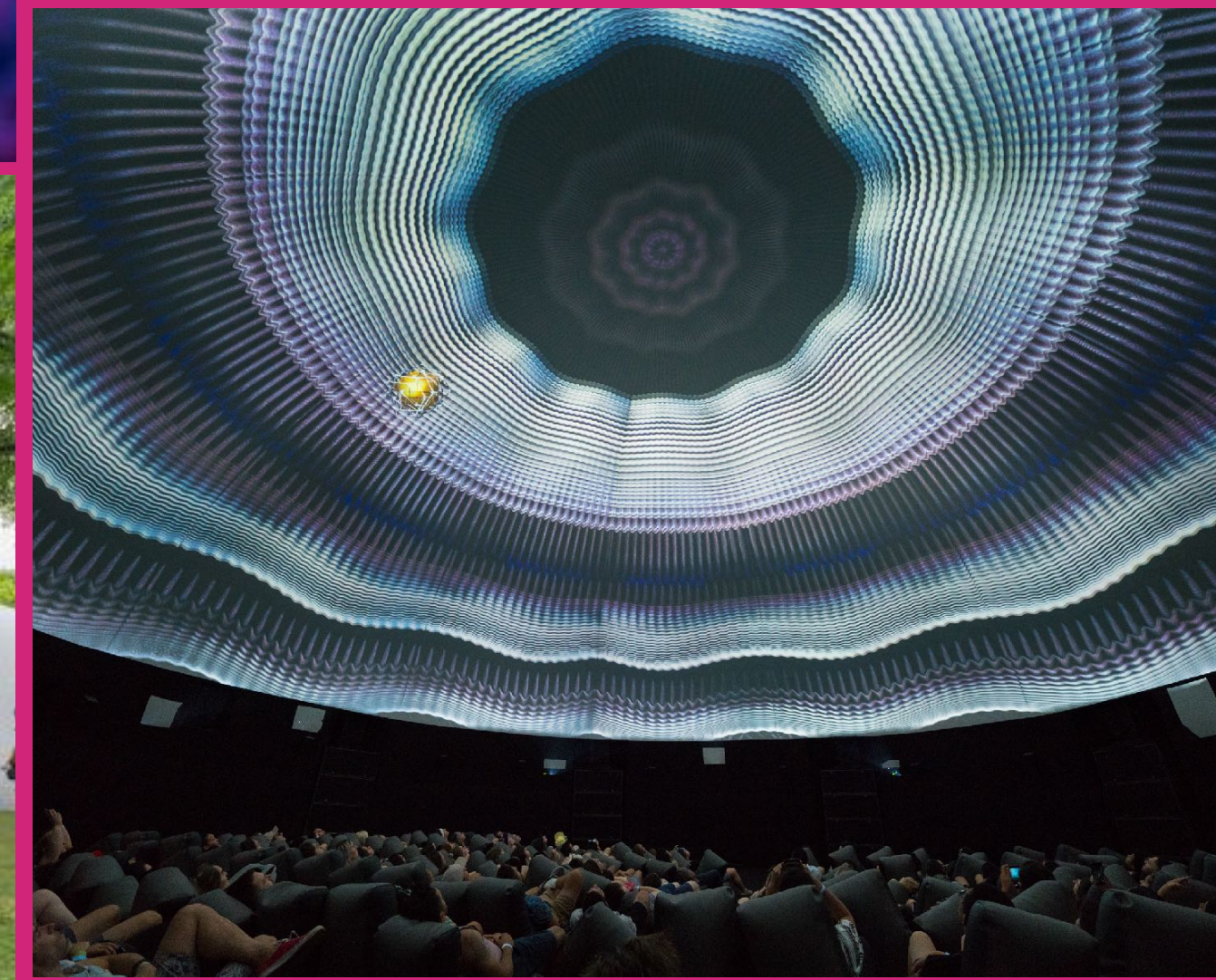
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For the 2018 iteration of the LAB at Panorama, Designed and Curated for the third year in a row by META: The Art of Being There, our footprint moved to a totally new and exciting environment with a much more natural, tree-laden, grassy feel to it.

Inspired by this more organic environment, and to juxtapose the darker look and feel from the first two years of the LAB, we now bring to you Fractal Nature. This year's works focus on a more sustainably designed LAB, helping to further HP's focus on technology designed with our Earth in mind.



# 2017

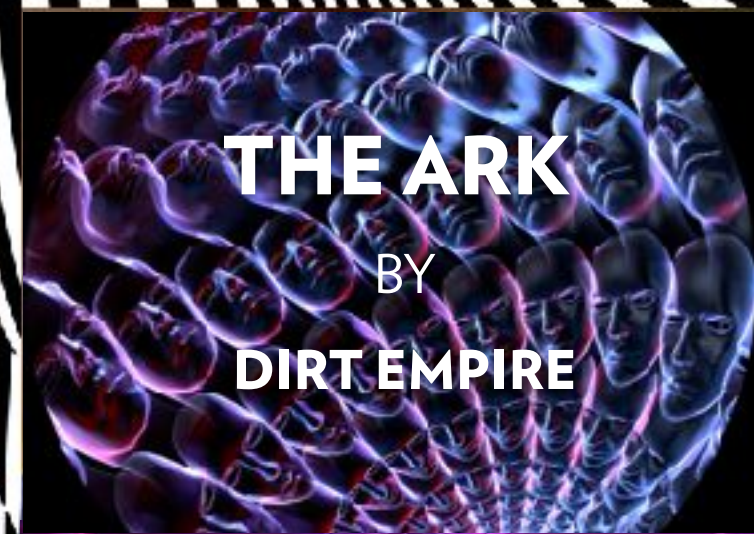
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At the heart of THE LAB is a showcase of New York City's local talent and innovation with a series of dynamic and immersive art installations driven by technology. Artists designing installations include **Prism**, **SOFTlab**, **Future Wife**, **Ekene Ijeoma**, **Emilie Baltz**, and **The Windmill Factory**.

Visually produced by **Dirt Empire** with original music, sound design, and spherical audio spatialization by **Danny Bensi** and **Saunder Jurriaans**, the 90-foot dome allowed more than 250 festivalgoers at a time to experience the 360 degree immersive theater.



**THE ARK**  
BY  
**DIRT EMPIRE**



**DREAM MACHINE**  
BY  
**EMILIE BALTZ**



**BOOLEAN PLANET**  
BY  
**FUTURE WIFE**



**RIGHT PASSAGE**  
BY  
**WINDMILL FACTORY**



**VOLUME**  
BY  
**SOFTLAB**



**MICRODOSE VR**  
BY  
**VISION AGENCY**



# 2016

# the lab

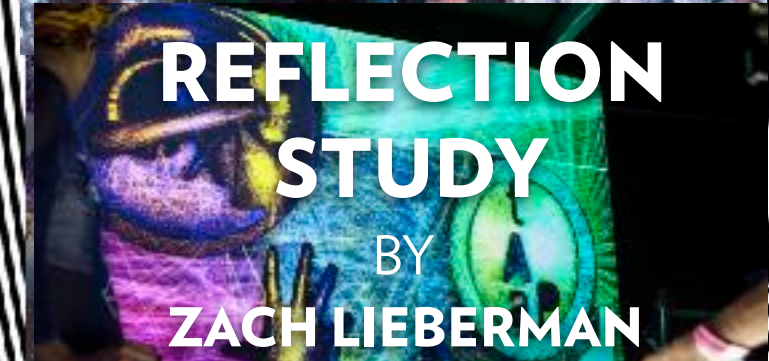
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The first-ever **Panorama** festival (July 22-24, 2016), a modern-day World's Fair of music, art, culture and technology, showcased future-forward creativity beyond the confines of the average music festival experience.

META conceptualized, strategized, curated The Lab, an experience that brought together the best creative technologists in New York City to create an immersive hub for festival-goers.

**THE LAB** is composed of three elements: the Façade with projection design by **Volvox Labs**, the Exhibition with **FutureWife**, **Dave & Gabe**, **Gabriel Pulecio**, **Mountain Gods**, **Red Paper Heart**, and **Zachary Lieberman**, and the Dome with visual design by **Dirt Empire** and **Prism** and sonic design by **Antfood**.





# FLATLAND

A ROMANCE OF MANY DIMENSIONS

Premiered at the Coachella Music and Arts Festival on April 13, 2018, Flatland: A Romance of Many Dimensions is a contemporary adaptation of a satirical novella by the English schoolmaster Edwin Abbott Abbott, first published in 1884.

FLATLAND was Adapted and Directed by Justin Bolognino, with musical score by St. Vincent, and Art Direction by Dev Harlan, Sougwen, Prism, and VOLVOXLABS, and Spatial Audio Mix + Sound Design by Christopher Willits.

Written pseudonymously by “A Square”, the book used the fictional two-dimensional world of Flatland to comment on the hierarchy of Victorian culture, but the novella’s more enduring contribution is its examination of dimensions.

Rather than the narrator as “A Square” like in the classic, our protagonist now expands from the original Flatland Great Grid into a young Cube, who then discovers three new, previously hidden dimensions:

TIMELAND, MINDLAND, and VOIDLAND





# METACREATIVE

BRAND STRATEGY GROUP



**META EXPERIENCES**  
**IGNITE THE HUMAN SPIRIT**

SYNTHESIZING

**TECHNOLOGY +**  
**DESIGN + STORYTELLING**

The background of the entire image shows the silhouettes of several people in a dimly lit room. The lighting is a mix of vibrant blue and red, creating a futuristic or high-tech atmosphere. One person in the center is holding up a smartphone, which is illuminated by a blue light. The overall scene suggests a social or professional gathering where technology is being used.

**META EXPERIENCE SOLUTIONS**

ARE ***DESIGNED*** TO

**ELEVATE + ENGAGE + AMPLIFY**

**WATCH OUR SHOW REEL**

BECAUSE NOISE SUCKS,



AND *YOUR STORY* DOESN'T...



# EXPERIENCE MATTERS: TEN YEARS OF STRATEGIC EXPERTISE AT WORK



FESTIVAL ACTIVATIONS



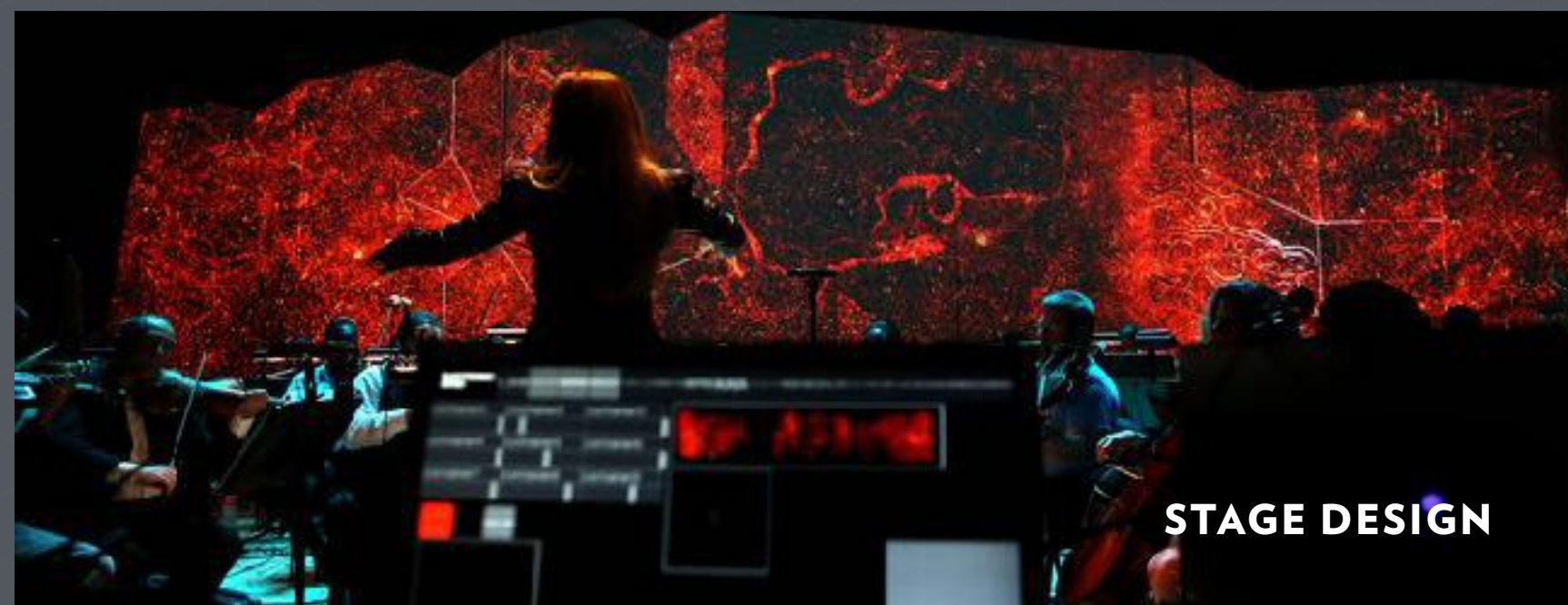
INTERACTIVE INSTALLATIONS



VIRTUAL REALITY



AUGMENTED REALITY



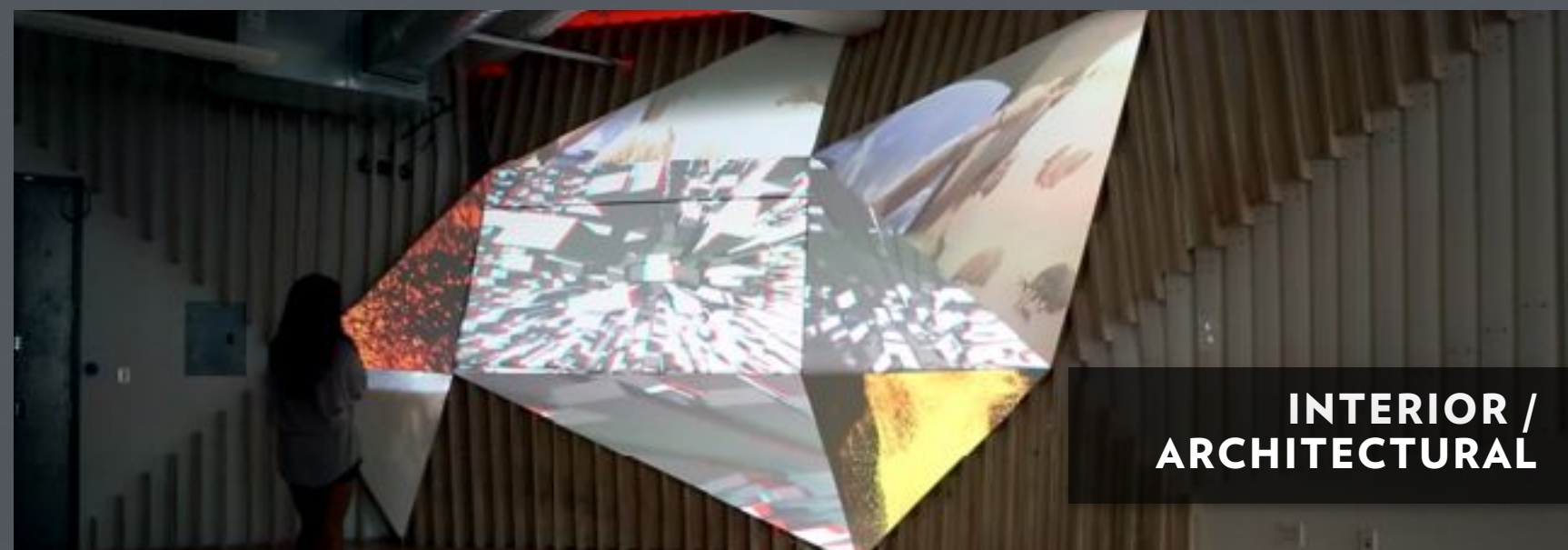
STAGE DESIGN



LIVE CONTENT DESIGN



PROJECTION MAPPING



INTERIOR / ARCHITECTURAL



FASHION SHOWS

VIEW 2009 - 2018 CASE STUDIES





# META

The Art of Being There

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