



CENTURYLINK CELEBRATES TECHNOLOGY

Creating a unique, immersive experience for booth visitors was paramount for the Century Link Team as they embarked on a reinvention of the entire booth experience, to capture and captivate attention and attract more attendees than ever before. Working in collaboration with creative strategy and implementation partner, Live Marketing, 2020 Exhibits' innovative and creative booth design focused on a transformation of the company's physical presence, creating an eye-catching, high-tech environment that can scale up and morph to accommodate the needs of different groups, beyond this first show. And eye-catching, high-tech environment, with brand awareness and recognition were central to the success of this environment. For this CenturyLink exhibit experience, everything is a matter of context as a unifying design concept/and tying ideas together.

To provide as much visibility as possible to the new space, exhibit sight lines were a priority. By incorporating multiple storytelling approaches, the exhibit immersed visitors in the CenturyLink brand—at the level of engagement each visitor desired. Beyond the interactive approach, the design transformed Century Link's physical presence to an eye-catching, high-tech exhibit environment.



THE TECHNOLOGY TUNNEL EXPERIENCE

The Century Link brand is elevated throughout the space, especially through the customer's journey, as seen in the center of the structure. Flanked with a seamless array of interactive content, this animated "Tunnel Experience" gave all booth visitors a high-level overview of CenturyLink's products. Attendees then learned more via CenturyLink's theater presentation and interactive demos. Opening and inviting, the technology tunnel is one of the most striking features of the design. Sculptural in intent and feel, it provides a sense of transparency and movement. The interactivity and engagement proves a clear path to highlight the CenturyLink brand.





With hanging elements, incorporating light that could also receive light projections. Lending simplicity to the overall design, box- or rectangular-shaped elements with varying lengths further helped to define a soft curved space using square components. In addition to light and shape, the hanging elements provided soft movement and flexibility as well as a sense of transparency depending upon from which direction visitors approached the structure. Additional interactive video elements configured as long idea boards framing each side of the tunnel offered visitors large-format interactive graphics relating to them as they moved through the space. A small podium (stage) was set for the live storyteller to engage visitors and guide them through the experience. Changing light designs further enhanced and tied the experiences together.

