

FY19 Minecraft Installation

Flagship Store Sydney EBC

Overview

Brief

To capitalise on the Minecon Event on September 30, Microsoft Store Sydney intends to turn the Level 3 EBC in a Minecraft themed zone. It's hoped that this will draw players and enthusiasts into the store to enjoy an immersive Minecraft experience.

Campaign Date

30 September

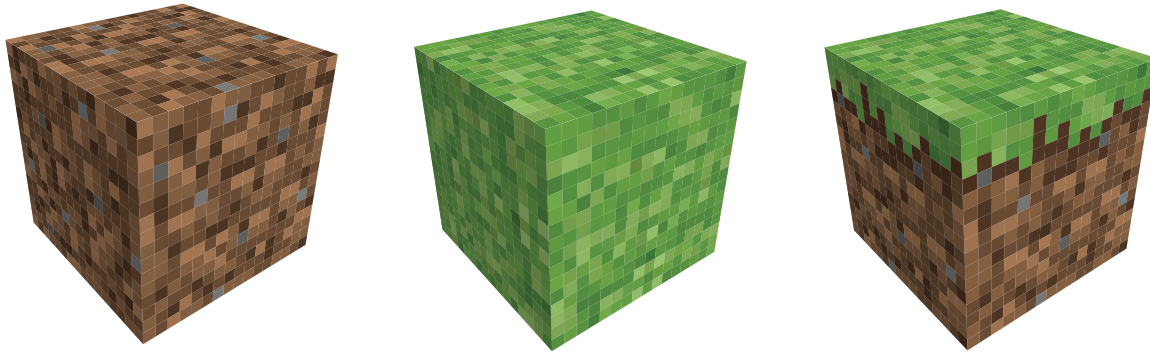
Creative approach

The building blocks of fun

Rationale

What better way to emulate a Minecraft environment than to build it block by block like the game itself?

Using printed and assembled cardboard versions of three basic cubes, modelled on the game's premise, the store can build a genuine tactile 3D environment, that remains modular and easy to change.



The modular system requires no costly installers, and has no set form of deployment - store staff can literally put them where they please. Equally importantly, it's easy to disassemble and store for future events.

Execution

Execution

Each cube measures 330 x 330mm, arrives flat and assembles along pre-scored foldlines with tabs and slots. There is no glue required and they flatten out again with equal ease.

Along with the cubes, small circular black velcro dots will be supplied to hold the cubes together. Again, they detach from each other easily.

It's recommended that staff stack the cubes to find the best arrangement, photograph the setup, then attach the velcro spots and reassemble for stability and permanence.

In this example, a bulkhead sign has also been developed with Minecraft angular clouds and the Minecraft logo.



Execution

Along the screen wall, as the screen is inset, it's impractical to set cubes along as it would sit out from the screen and create a potential trip hazard.

In this instance, we use a precut printed card that can slide in to the alcoves at either side of the screen itself. The squares are still in the 330 x 330mm scale so overall proportion is maintained.

Additional floor tabs on the printed card may be needed for stability.

We also introduce free standing cardboard characters to occupy the corners and bring some personality into the environment.



Execution

Here's the potential of the modular system along the window. Again, what's shown is simply a suggestion.

Store staff are free to assemble the cubes as they please, and when happy with the arrangement, fasten with the supplied velcro spots. As the columns get higher, it may be necessary to velcro spot the top levels to the window with the appropriate colour.

Another character can occupy the corner.

Other ideas for additional atmosphere

- Printed card sleeves for the square stools in block pattern
- Surfacing the tables in green pattern
- Suspending angular styrofoam clouds from ceiling
- Green block floor decals





Thank you