



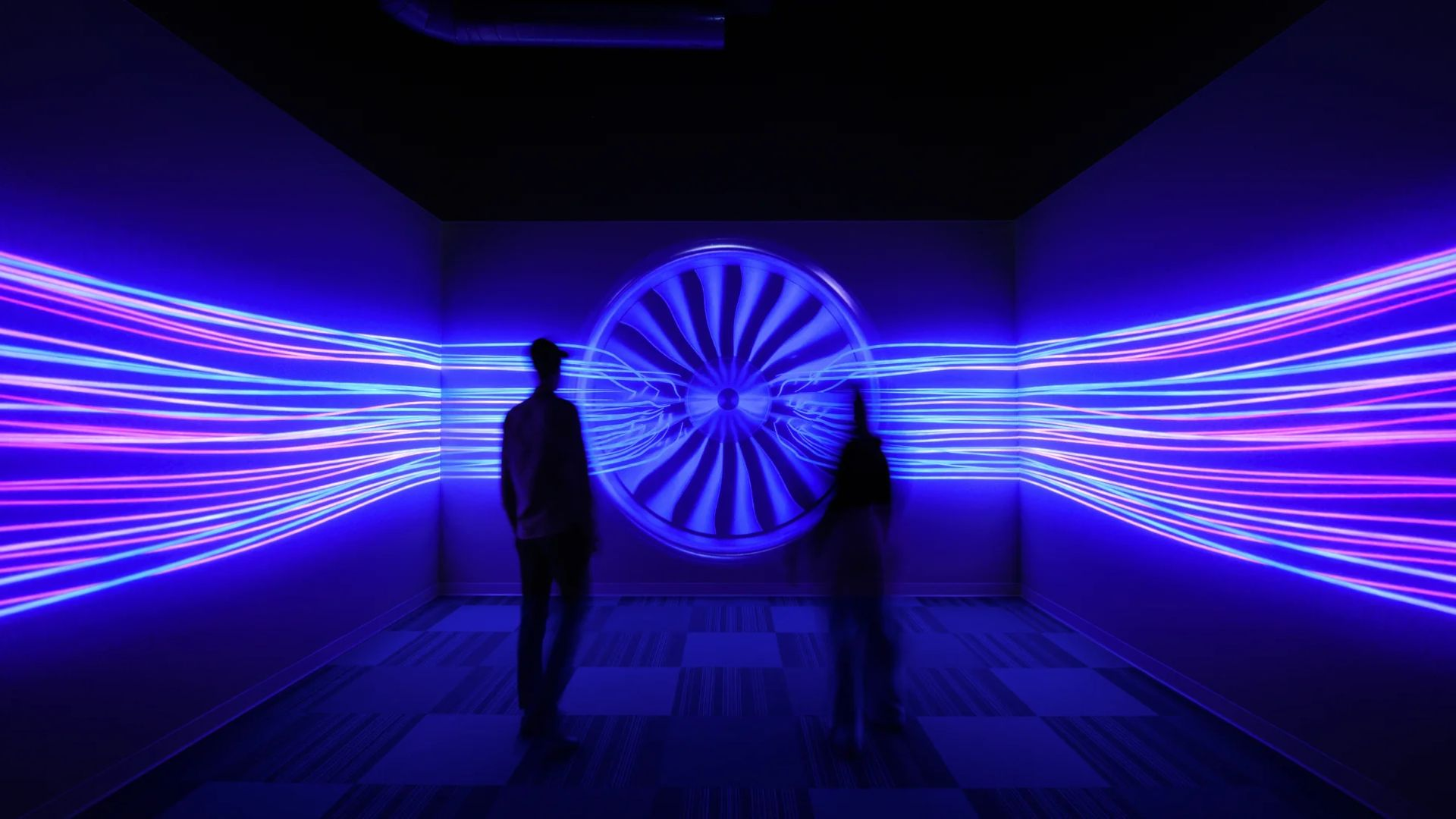
Chicago Build Expo | 2023

A How To Guide – Digitally Infused Experiences in Architecture

NEXT / NOW

REDEFINING SPACES & PLACES

Next/Now is a process-driven innovation agency specializing in experience design for visionary leaders intent on meaningfully shaping the future





JW JELD-WEN

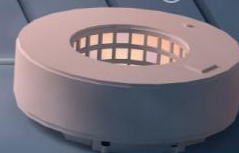
EXPERIENCE
Inspiration

JW JELD-WEN

JW JELD-WEN



digital visitor center





Oversize bag drop - Position 23

Oversize bag drop - Position 24

Bag drop shortcut - Position 25

Bag drop shortcut - Position 26

Bag drop shortcut - Position 27

Bag drop shortcut - Position 28

Bag drop shortcut - Position 29

Bag drop shortcut - Position 30

Bag drop shortcut - Position 31

Bag drop shortcut - Position 32

Bag drop shortcut - Position 33

Bag drop shortcut - Position 34

Bag drop shortcut - Position 35

Information Counter
Helpdesk Counter
Emergency
Security



YOUR GUIDE TO THE FUTURE

NEXT / NOW

Through the blend of strategic thinking, digital technology and stunning content, we craft experiences that move audiences, alter perceptions and deliver results for visionary clients worldwide.



01

Immersive Environments

Driven by story, we create transformative spaces that connect guests through meaningful shared experiences.

- Experience Centers
- Innovation Centers
- Healthcare Centers
- Corporate Lobbies
- Offices & Workspaces
- Public Art

02

Emerging Technologies

Revitalizing the human experience through imagined worlds and innovative interactions, we forge new connections with audiences.

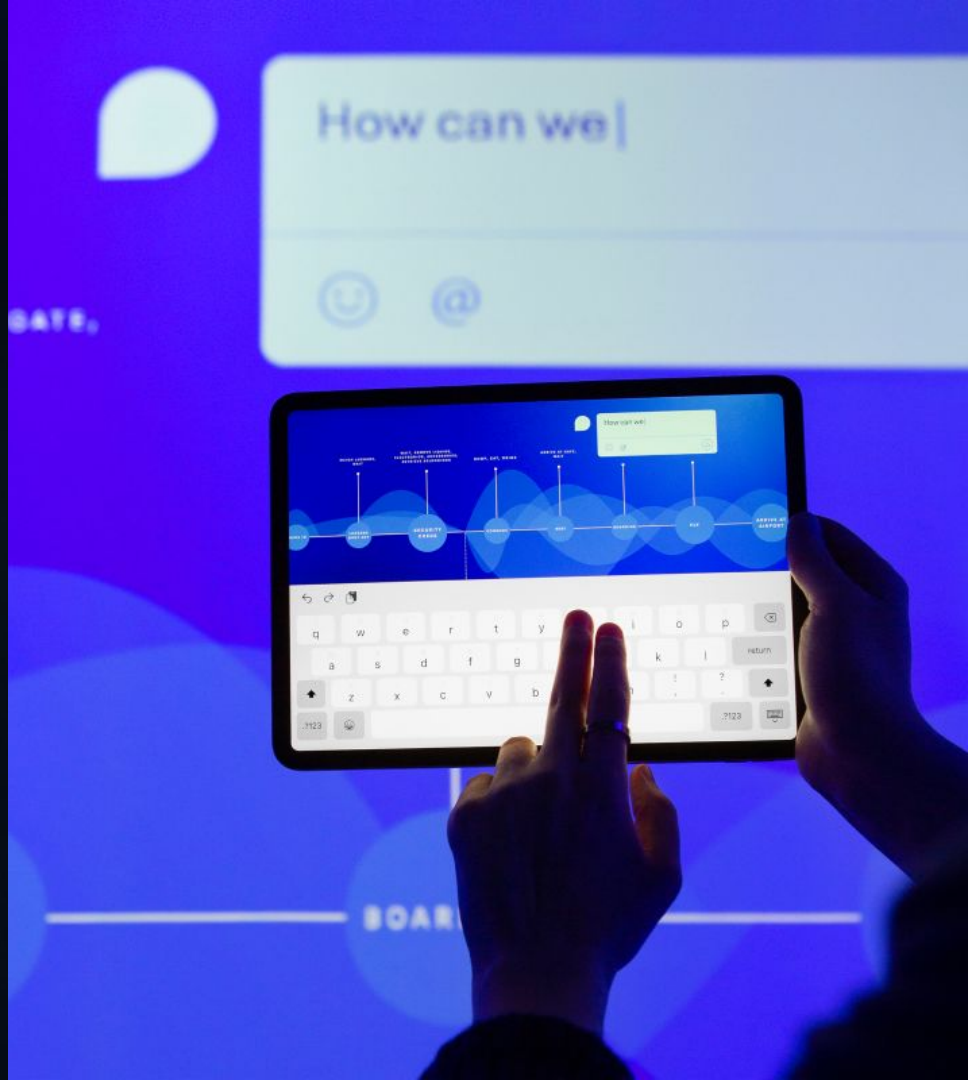
VR

AR

XR

Virtual Events

Immersive Web



Expertise

Strategy

We are driven by strategic thinking and collaboration, ensuring that our approach is informed and researched.

Design

Every detail is considered and connected, resulting in seamless experiences across all touchpoints.

Collaboration

When great minds converge, excellence follows. Our collaborative process ensures the end product exceeds your quality, timing and value expectations.

Content

Cinematic always pushing towards what's next, we tell stories that emotionally resonate with viewers.

Technology

We harness technology to amplify experiences, making every interaction feel intuitive and surprising. We don't implement tech without reason.



FIND MEANING & EMOTION

THE PROJECT OF REFERENCE:
CUSHMAN & WAKEFIELD

Cushman & Wakefield

Permanent Lobby Installation

NEXT/NOW worked alongside Cushman & Wakefield to create a modular art installation that draws inspiration from their vast array of international real estate services. The 24' long LED showcases generative sculptures that utilize industry and environmental data to create an ever-evolving landscape.

Cinema 4D / After Effects / Unreal 5 / Notch / Touchdesigner

**visuals throughout presentation in reference to past Next/Now projects - because pretty pictures do more*

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CHICAGO BUILD

WHERE THE HECK
DO I START!?

The Checklist

- 01 Calm Before The Storm The Ultimate Goal
- 02 The Client + Stakeholders
- 03 The Education
- 04 The Timeline
- 05 The Partners
- 06 The Budget
- 07 The Experience

- A The Vision
- B The Set Up
- C The Execution & Result

NOT HERE TO CHECK BOXES

THE ULTIMATE GOAL

The Ultimate Goal

How do we continue to evolve & push boundaries with the concept of digital experiences in physical spaces?

Why are we here?

Where are we going?

What do we want to feel?

Think beyond the rectangle

~~Transactional~~

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But Why?

Driving Back to Spaces & Places

Economical Loneliness

A New Age of Connectivity

One Pallet – Forever Refreshed

Programming In Real Time

The Experience World Matters

Content Is King & Queen

One Upping Your Competition

It Is All About The Memory Created



TRUST IS KEY

THE CLIENT + STAKEHOLDERS

Client + Stakeholders

Catch Them In Stride

- Understand the decision makers early
- How much do they know about digital?
- Make sure all parties are heard
- Wrap our heads around the budget early
- Do what you can to properly discover

Does the client have a vision?
Squash those future pain points
Make your client a believer
Discovery is key and essential



THE MORE YOU KNOW

THE EDUCATION

Upfront Knowledge

Walk Before We Run

- Hardware Potential
- Bringing in the proper experts
- What is the art of the possible in your scenario?
- Showcasing the options

Lock down elements included

Relay to the end user

Build the trust

The Vision is set



TIME IS PRECIOUS

THE TIMELINE

Focus on Present & Future

It will always come down to the timeline

- Consulting & Production
- Runway vs. Resources
- Identifying expertise at the right time
- No lost element
- Transitioning from concept to production
- Get ahead of installation
- Content refresh

01

Discover

Immersion in the brand, product, project details and specific goals.

02

Concept

Create a strategic plan that guides the content and storytelling.

03

Design

Design the branded environment and interactive experiences.

04

Develop

Fabricate structural components, produce content and install.

05

Deploy

Install content, software, on-site hardware and fabricated elements.

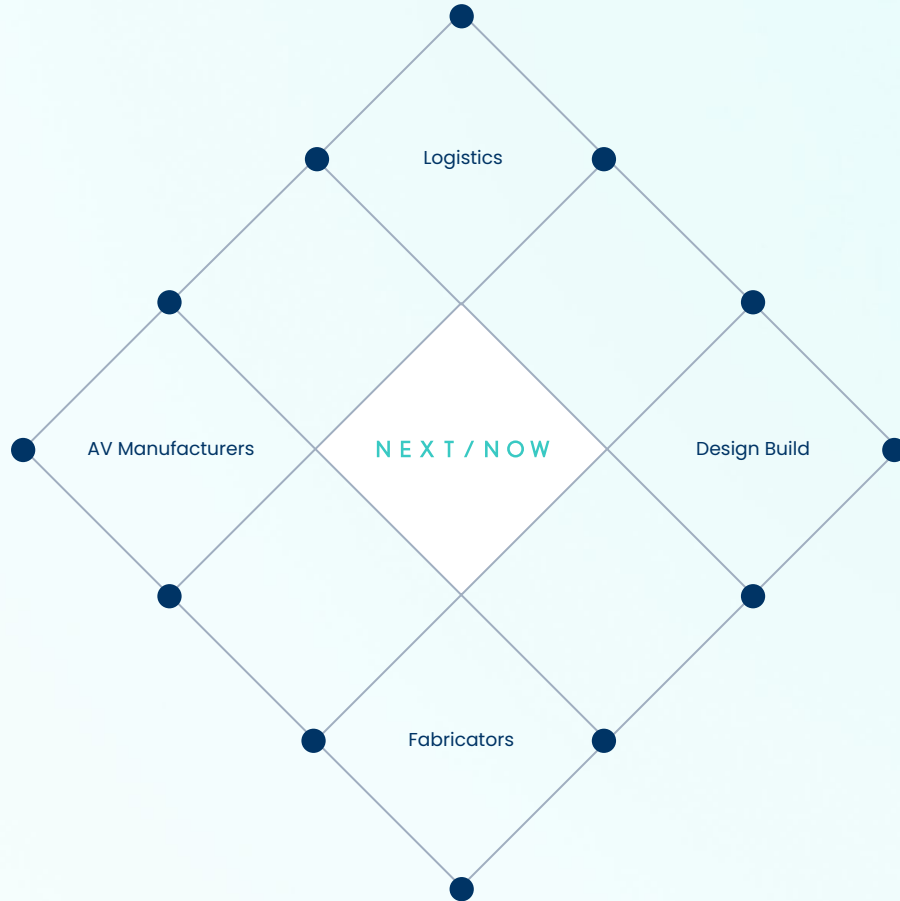
consulting / media services

production + execution

CAN'T BE EXPERTS IN EVERYTHING

THE PARTNERS

We build teams with greatness in mind.



We like to work with the best of the best. So we build custom teams for custom challenges.

Our approach to talent allows us to construct teams of specialists around unique opportunities.

Essential, Essential, Essential

It Takes A Village

- A/V Consulting
- Design / Architect
- Fabrication
- A/V Integration
- Sensory – Audio, Lighting
- Specialty

Will ensuring margins and taking on external expertise pay off?

Crystal clear on roles + responsibilities

Working as one unit

Marrying conceptual with the real facts and specs

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MORE MONEY PLEASE

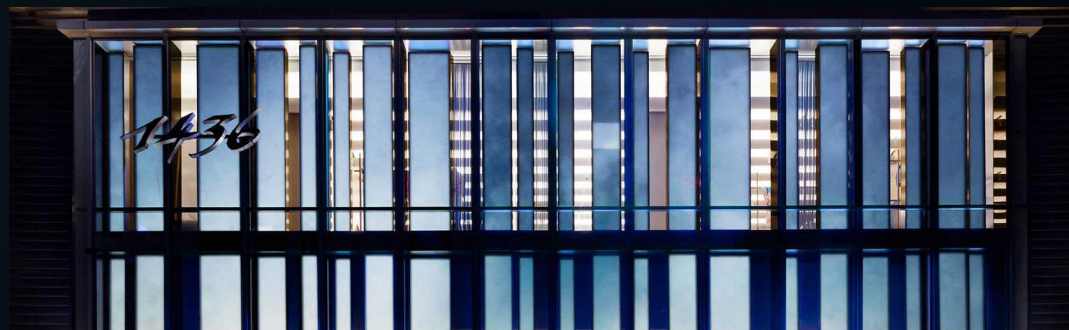
THE BUDGET

The Holy Grail

Balancing to Maximize

- Levels of Content
- Weighing Premium vs Not
- Longevity
- The Hardware Ladder & Service
- Start with Multiple Paths
- Identify Dollars Savings in Long Term

Work the budget your favor early and often
Multiple paths to success set a client correctly
Prove that value in the content
Showcasing the diversity and range



PLAN FOR EVERY ELEMENT

THE LOGISTICS

In Between The Lines

Details = Trust

- To Phase or Not to Phase
- Front End & Back End
- Onboarding & Training
- Content Management System
- Ease of Integration
- Service & Support

Not just the moment – short and long term balance
Client: “Yes, we have someone who can manage that” –
You: No you don’t, but don’t worry”
Don’t let the little things slip



YES, GET ON THAT HIGH HORSE!

THE EXPERIENCE

Experiences Evoke Emotions

Success! But Not Done Yet

- Out of the Gate
- Set Up for Long Term Success
- Avoid staleness - Content Refresh
- You didn't Rinse, Wash and Repeat
- Collect the Data
- What did we Learn = Immediate Evolution

Attention to the first 90 days

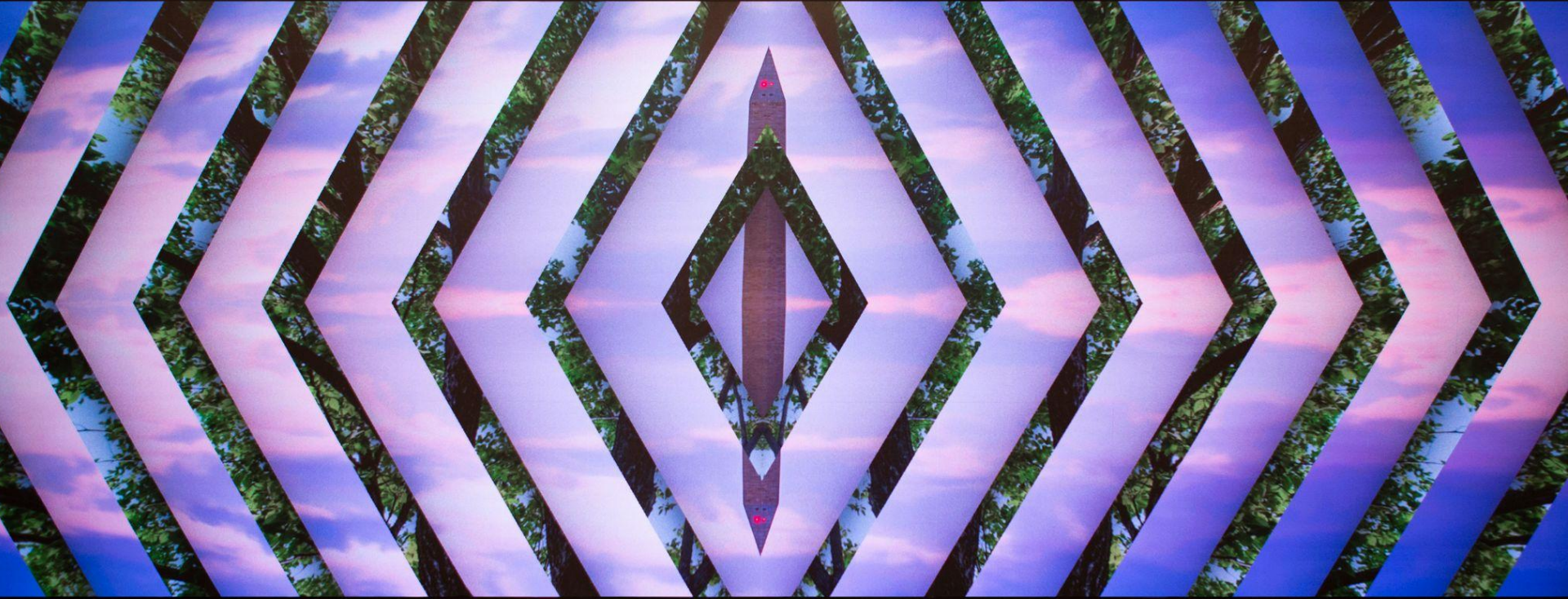
The Post-Mortem

Replication? Localization?

Productization?

No matter what you do - focus on the customization













What the heck are we doing if we are not striving to evolve and innovate with every single project. Go change the world!

Thank You.

Randy Gress

Managing Director

randy@nextnowagency.com

Jared Stabiner

Senior Strategy Consultant

jared@nextnowagency.com

nextnowagency.com