How can we create meaningful and truly empowering consumer experiences that seamlessly integrate our digital and physical lives?”
We Are More Connected Now Than Ever.

Connectivity and all that it enables follows us everywhere, at all times.
People’s expectations of how they experience the world is forever evolving.
We are welcoming a new era of ambient experiences fueled by technology that adds value to our lives in the most unexpected ways.
The promise of a connected world could have *disastrous consequences* if we don’t get *it* right.
How can we protect against this outcome?
Breaking down silos via an Integrated Design Approach
To understand the COMPLETE CUSTOMER JOURNEY
Foundational Research to inform the experience strategy

Discover WHO, WHAT and WHY

MEET OUR GUESTS

LTP is a place where every guest feels like a character in the story.
Applied Design Thinking and Visioning

Imagine, Design, Evaluate and Tinker
Placemaking in the Digital Age involves:

Forging new design relationships and expanding fields of view

A focus on truly empowering, human experiences
Thank You