

# Story City

*Transforming Streets into Adventures*

We create new ways for people to interact with cities via our platform.

**9 municipalities** have used Story City, allowing **25,000+ users** to interact with local stories & public space via **40+ stories**, with **300+ creators** trained & **80+ creators** paid for their work.





# Story City Partner Case Studies

# What Our Partners Say

*"The project as part of Creative Communities at Brisbane City Council was an amazing success, it surpassed all our expected KPIs, had great general public feedback, provided personal development for local creatives, engaged with local businesses, encouraged general public engagement with highlighted areas, and received fantastic media coverage. As a result, we contracted Story City to run the project for another 2 years."*

~ **Katie Pack**, former **Creative Communities Manager for Brisbane City Council**





# Black History Month & BrisAsia



Art Walks | Brisbane | [Audio/Video Story Samples](#)

## AIM

- Provide an in-depth understanding of the art & artists
- Promote multicultural storytelling & art
- Tours that can be done at your own pace 24/7 & beyond the original festival.

## PROJECT

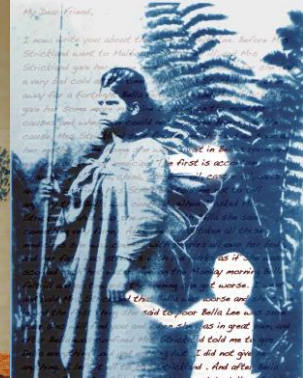
*The tours not only increased visitation to the physical installations during the festival & beyond but drove foot traffic past local businesses & allowed the artists & event organisers to easily & cheaply convey the purpose/issues behind the artwork in an accessible way.*



Platform  
Subscription



15 Locations





boardwalk  
**ICE ON  
WHYTE**

# Self Guided Food Tour & Sculpture Art Walk

Food Tour/event | Edmonton | Coming Feb 2021

## AIM

- Increase foot traffic/visitation to small business restaurants in Strathcona area.
- Provide immersive culinary experience via additional insight into biz, chef, & stories beyond the meal.
- Increase visitation to Ice on Whyte event in COVID safe way.

## PROJECT

*The tour aims not only to increase foot traffic but also bring paid clients into struggling small businesses, & awareness to Chef Table Living's other digital immersive culinary experiences (which also support local biz). In addition it packaged in a guided tour of the festival event to increase visitation & add additional interactivity to the display in a COVID friendly way.*



Platform  
Subscription



5 Locations



# Found Festival: Digital Performance Programing

Performances/Tours | Edmonton | [Audio Story Samples](#)

## AIM

- Provide arts performances in public space in a COVID-safe way
- Promote festival beyond normal 3 days of programming
- Festival programming that can run regardless of lockdown measures.

## PROJECT

*The performances - Indigenous Music, Poetry, and radio theatre - could not only be done via the participant's smartphone whenever they wished reducing the need to gather, but it allowed the festival to raise much needed funds from over 1000 users across the three days of the festival and beyond, allowing it to run and collect revenue despite COVID lockdowns and increasing visibility of the festival as performances can be hosted on the app year-round.*



Platform  
Subscription/  
Custom  
Activation



21 Locations



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# UNESCO City of Literature: Jaipur Festival

Melbourne  
City of  
Literature

CYA + Puzzle Trail | Melbourne | [Audio Story Sample](#)

## AIM

- Engage locals in multicultural heritage
- Highlight and celebrate multicultural creators, especially female women of colour
- Showcase Melbourne from an Indian expat lens.

## PROJECT

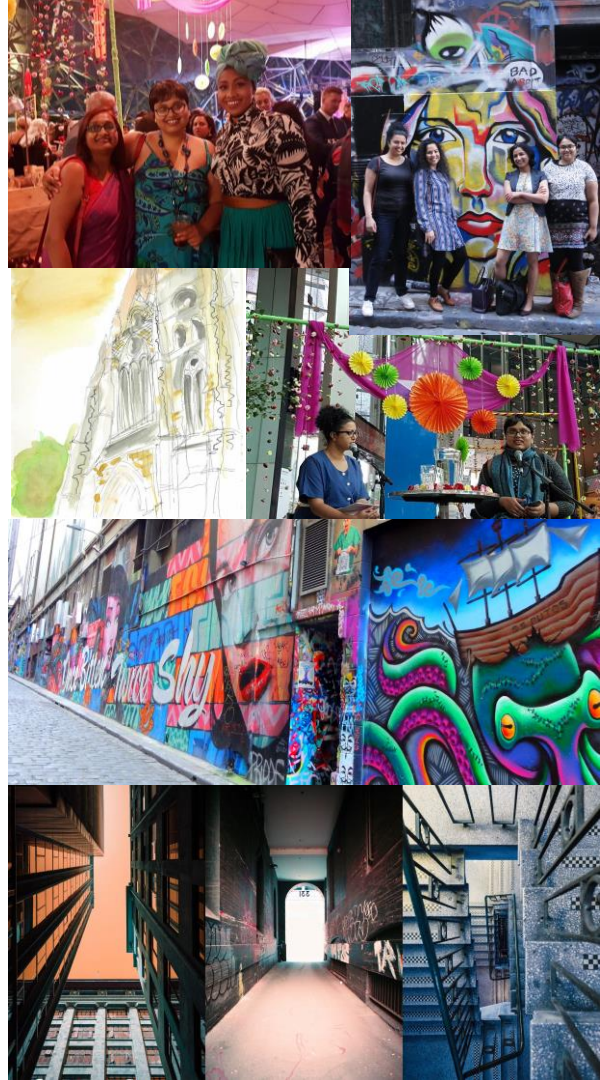
*With 4 Melbourne creators we made 3 fictional adventures that reimagined Indian mythology & local history recasting the stories to the streets of the creators chosen home, launching to great acclaim during the Jaipur & Melbourne Writers Festival.*



Custom  
Activation



26 Locations





# Street Reads: Choose Your Adventures

Choose your adventures (CYA) | Brisbane | [1min Promo Video](#)

## AIM

- Encourage engagement from younger demographic in highlighted areas.
- Provide professional development for local creatives.
- Engage local businesses and increase foot-traffic.

## PROJECT

*We created 3 fictional, CYA with 5 Brisbane creators to activate 3 outer suburbs, encouraging locals to explore their own backyards, increasing the vibrancy & showcasing of city gems & businesses that exist outside of the downtown area.*



Custom  
Activation



45 Locations



sameera.bhana  
7th Brigade Park







# Outdoor Reads: Activate Creeks & Waterways

Flora & Fauna + Puzzle Trail | Brisbane | [Audio Story Sample](#)



## AIM

- Increase visitation to parks around the city's creeks & waterways
- Teach families about the flora, fauna & history of each park
- Encourage all ages to engage & play with park features.

## PROJECT

*The 8 linear adventures created for this project interactively engaged & educated families on indigenous & WWI history, nature, & active encouraged them to be healthy via activities using park installations & equipment, all while increasing visitation to the parks in 3 outer suburbs, allowing visitors to return to the park on multiple visits.*



Custom  
Activation



55 Locations



# QUT: Landscape Architecture



Linear Mystery | Brisbane | [Video Story Samples](#)

## AIM

- Interactively engage their students in telling the story of their Placemaking/designs
- Engage the public & potential students in their work
- Encourage locals to see landscape differently
- Celebrate the department's 50<sup>th</sup> Birthday.

## PROJECT

*As part of this university's 50<sup>th</sup> birthday not only did their students get training on engaging the public in their work via stories but the fictional adventure created provided them with an interactive way to explain the considerations that go into landscape architecture design & the social impact on the communities they aid.*

