

STORYCITY

Transforming Streets Into **Adventures**

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What We Do

Story City creates **new ways for people to interact with cities & education** via our no-code platform for interactive content.



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



PACKEDPROJECTS
PTY LTD





Outdoor Reads: Activate Creeks & Waterways

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

AIM

- Increase visitation to parks around the city's creeks & waterways
- Educate 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 and bringing attention to important cultural and historical anniversaries.



Custom
Activation



55 Locations





The Mustard Seed: Coldest Night of the Year

Social Issues Walk | Edmonton | [Video Story Samples](#)

AIM

- To raise funds for their Coldest Night of the Year campaign COVID-safe way when lockdowns prevented in-person walks
- Educate the public on the Mustard Seed's mission & programs to eradicate homelessness all year round.
- An interactive experience their volunteers can do with their families as part of training and education.

PROJECT

Creating a family friendly 30min trail, and a longer 90min trail for adults, the foundation were able to showcase both video, audio and interview content showcasing employment, affordable housing, & small business philanthropic efforts to end homelessness, collect donations, & saw an increase of over 1000 extra participants in the walk & fundraiser than in previous years. As a result, they have activated additional project with us for 2 other areas.



Platform
Subscription/
Custom
Activation



12 Locations





Black History Month & BrisAsia



Art Walks | Brisbane | [Audio/Video Story Samples](#) | [See Detailed Case Study](#)

AIM

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

PROJECT

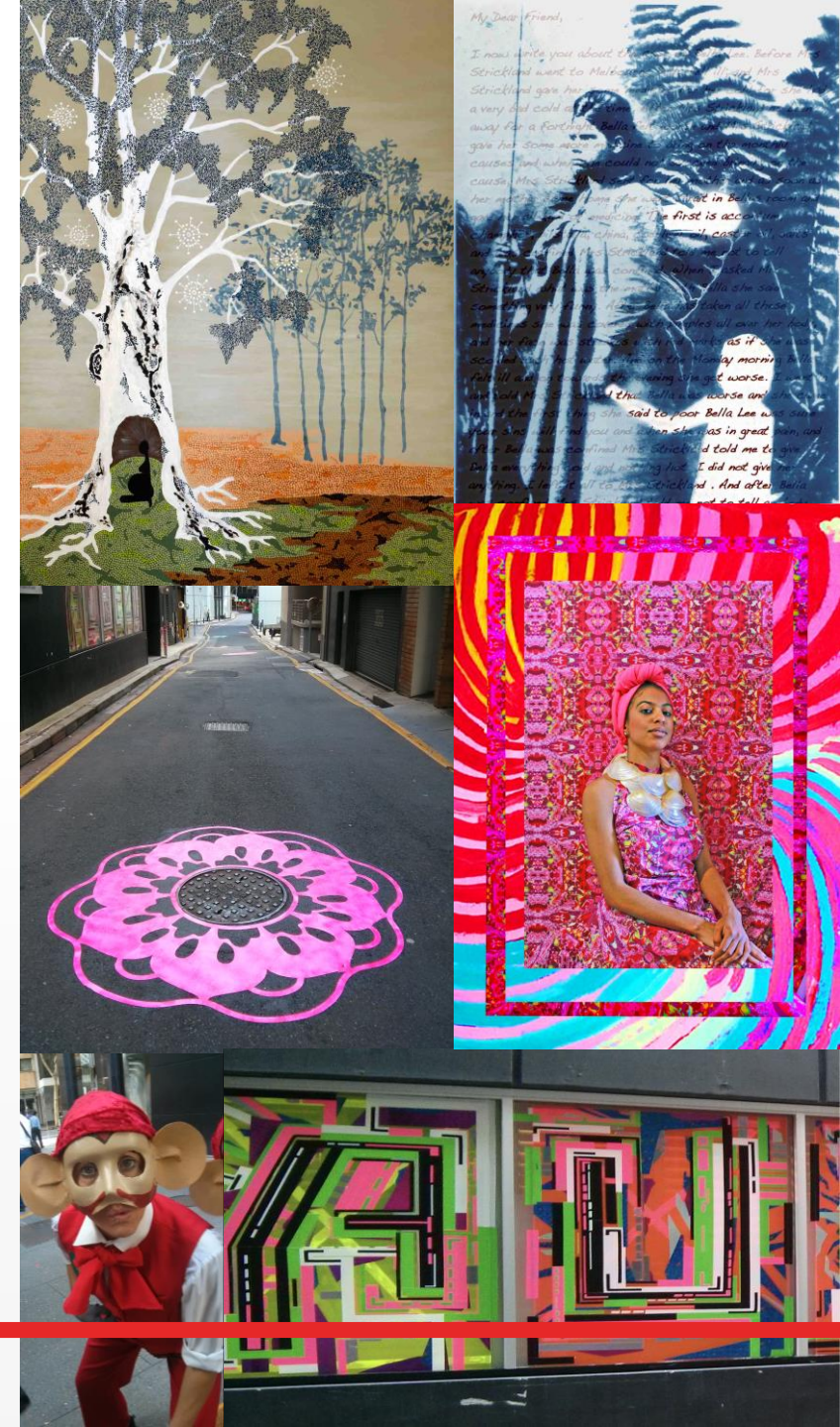
The tours not only increased visitation to the physical installations during the festival & beyond but drove foot traffic past local businesses & allowed the artists & event organisers to easily & cheaply educate users on Aboriginal/multi-cultural issues behind the artwork in an accessible way.



Platform
Subscription



15 Locations





Street Reads: Choose Your Adventures

Choose your adventures (CYA) | Brisbane | [1min Video](#) | [See Detailed Case Study](#)

AIM

- Encourage engagement from younger demographic in highlighted areas & history they would be unaware of.
- Provide professional development for local creatives.
- Engage local businesses and increase foot-traffic.

PROJECT

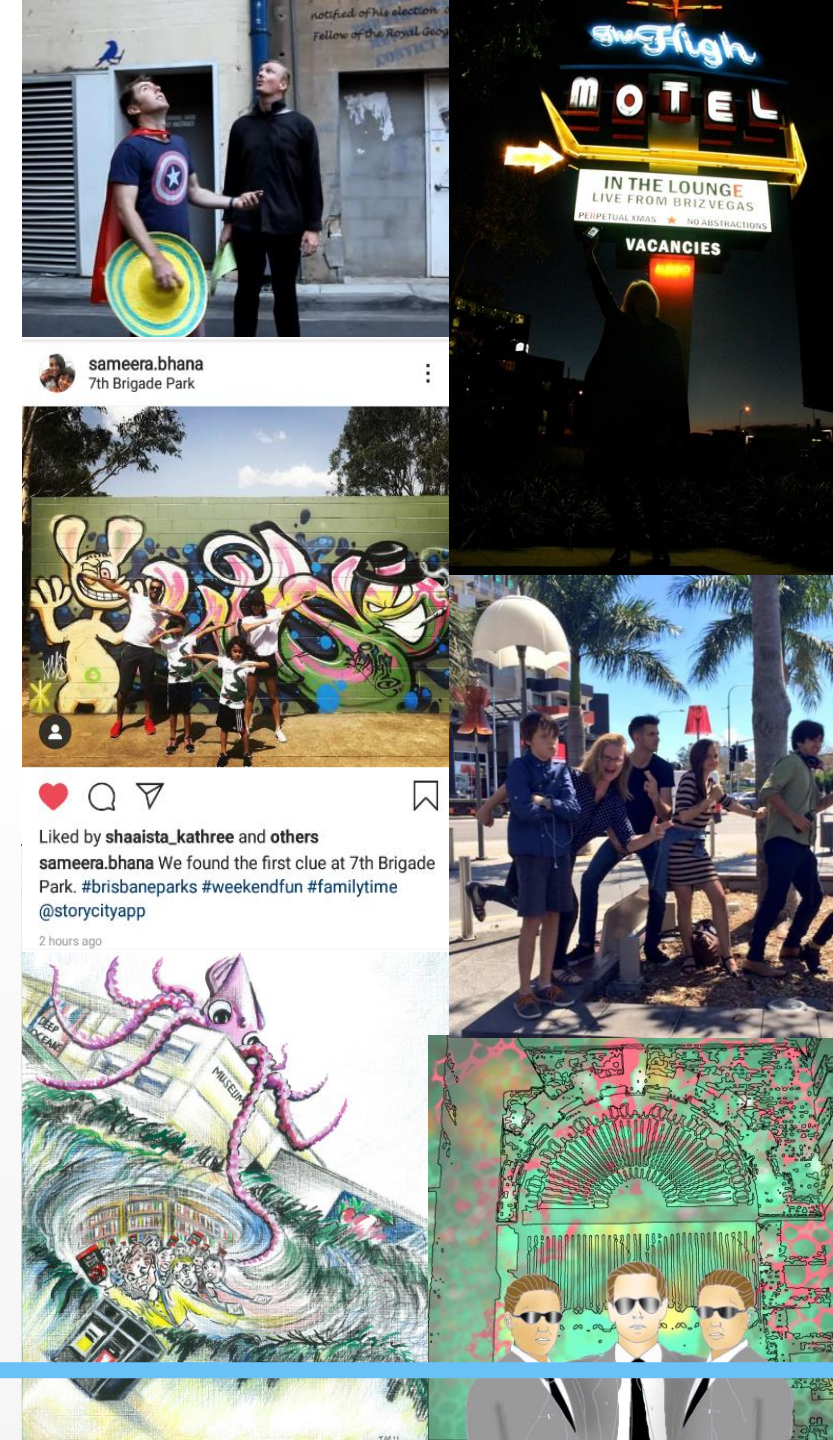
We created 3 fictional, CYA with 5 Brisbane creators to activate 3 outer suburbs, encouraging locals to explore their own backyards, discover the history of the area, all while increasing the vibrancy & showcasing of city gems & businesses that exist outside of the downtown area. The stories also drove repeat visitation to public areas & increased public awareness of historic anniversaries.



Custom
Activation



45 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 the work landscape architects do in a city.
- Encourage locals to see landscape differently
- Celebrate the department's 50th Birthday.

PROJECT

As part of this university's 50th 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.



Custom
Activation



6 Locations

