



STORYCITY

Transforming Streets Into **Adventures**

Emily Craven, Founder & CEO
Emily@storycity.app

What We Do

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



Foundations

An engagement solution that literally puts people in the shoes of those you help

- Interactive experiences that convert empathy to action
- Increase & drive donations
- Repurpose your content into COVID safe experiences
- Allow communities to drive people to your causes.



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





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



UNESCO City of Literature: Jaipur Festival



Melbourne
City of
Literature

CYA + Puzzle Trail | Melbourne | [See Detail Case Study Here](#)

AIM

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

PROJECT

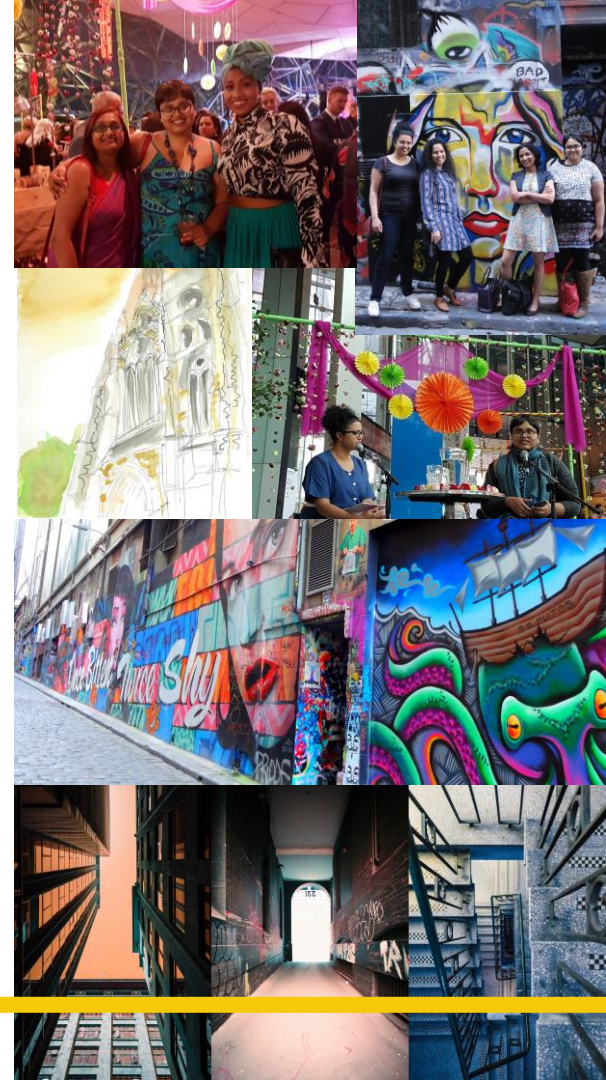
With 4 Melbourne creators we made 3 fictional adventures that reimagined Indian mythology & local history recasting the stories to the streets of the creators chosen home, launching to great acclaim during the Jaipur & Melbourne Writers Festival it had users interact with Melbourne streets from a different cultural perspective.



Custom
Activation



26 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

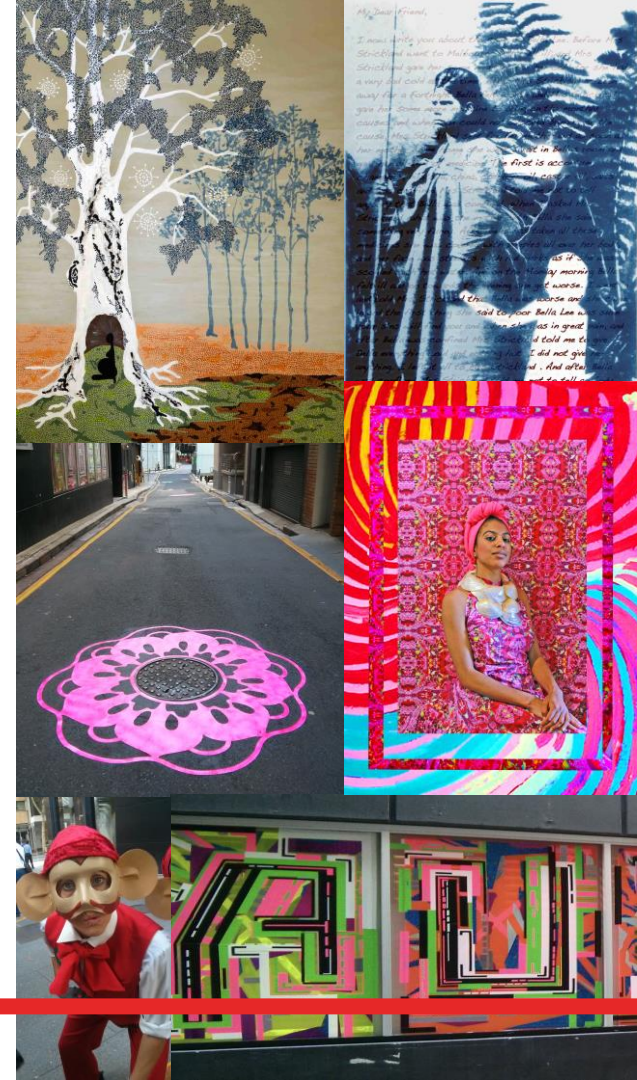
The tours not only increased visitation to the physical installations during the festival & beyond but drove foot traffic past local businesses & allowed the artists & event organisers to easily & cheaply educate users on Aboriginal/multi-cultural issues behind the artwork in an accessible way.



Platform
Subscription



15 Locations





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



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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