STORYCITY

We Create New Ways for People to Interact with Cities, Transforming Streets into Adventures!

About.storycity.app

Let's redefine stories so that they are something you are a part of, rather than something you are told. Let's support the local businesses & storytellers YOU know, to do it.
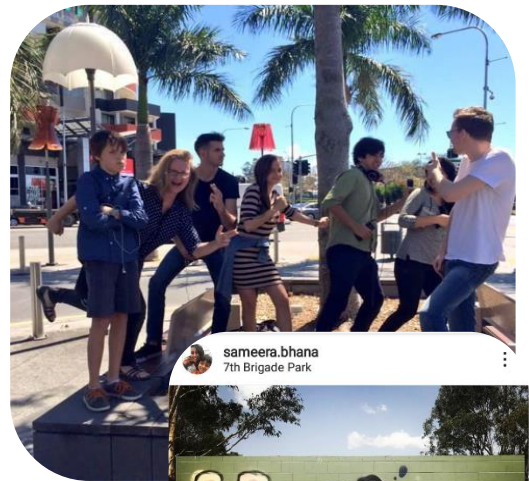
Overview

Story City turns streets into adventures with locative stories, stories told in the location the audience is standing.

Each story is accessed via our free app, which only unlocks a story when you're standing in the right place. Whether they are real-life choose-your-adventures, puzzle trails, tourism experiences, indigenous myths or historical tales, our stories are made by local content creators and communities who know their city best. Check out the 1min demo here.
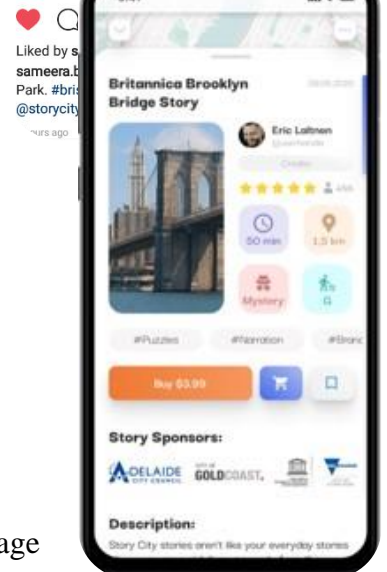
A mix of cultural tourism and adventure, each story is created specifically to highlight the beautiful and intriguing parts of a real-world site and to appeal to and excite a young, tech savvy audience. The idea is to convert an ordinary, everyday space into an adventure filled wonderland that encourages visitation, pedestrian foot traffic, and engagement.

While non-fiction tours are a natural fit, almost 80% of our experiences are fictional or gamified. The benefit of this is you can impart real-world facts or historical knowledge in an engaging way that both entertains and educates.

Download the Story City app on iOS or Android and check out some of our adventures in other cities from the comfort of your own home via Spoiler Mode.

Stories

The main bulk of Story City stories are interactive adventures that encourage locals and tourists to move through and engage with public space and local stories/experiences. We find that fictional experiences engage young audiences better and rather

than just throw facts at them, and allows them to immerse themselves in the location with an experience.

However, the best thing about the Story City app is that it has been built to tell any story in location and can augment events/activities that need digital hybrid models to be COVID safe. We have worked with partners to create art-walks, historical trails, stories of activism and political advocacy, with the content they already have available. Example content includes:

- Interactive fictional adventures (choose your adventures, getting people to engage in public space with a story).
- Interactive puzzle trails/scavenger hunts (solve clues, puzzles, mysteries)
- Historical fiction/non-fiction trails
- Indigenous myths or local mythology
- Performance (video): Dance/circus trails, Interactive theatre pieces, locative documentary
- Recording of events for experience outside festival times
- 'Behind the scenes' tours of film locations
- Self-guided: public art tours (street art, gardens, literary, statues, ghost), history tours (Oral/local history, indigenous, colonial, multicultural, locational), food tours, attraction tours etc.

Benefits

Several benefits exist to creating locative cultural experiences:

- **Upskilling of Local Creative Economy:** Story City provides extensive professional development components to communities and creators to take advantage of new media formats and technologies, building a more sustainable arts sector via hybrid digital/real-world experiences.
- **Any Location:** The app can be set in any public location, increasing visitation and foot traffic to public works, local businesses, and attractions with the promise of a good story.
- **Easy to Update:** The app allows you to present/update large amounts of information in a location without the need for maintenance of expensive signage or printing flyers.
- **Healthy:** These story trails/tours are active and healthy activities that use people's devices to draw them outdoors, getting them physically moving through areas and past local businesses.
- **24/7:** The app allows you to provide tours (such as those given by a greeter program or attraction) in a self-guided digital format so if a visitor arrives in town outside of physical tour days/hours they get the stories on demand and don't miss out!
- **Discovery:** Story City is a global platform with stories across multiple cities and countries. It increases foot traffic to public locations around each city or region revitalizing the city streets directly via playful digital experiences created by the local arts community.
- **COVID aware:** Reduces group gatherings for COVID safety.

- **Ecommerce:** Has an ecommerce ability providing your local businesses, and creatives with the ability to sell and buy these COVID safe digital experiences/events.

Upskilling Your Local Community

We are all drawn to the big blockbuster experiences, to our disadvantage. In the process of funding big productions, local stories and storytellers never see the light of day. But it's the local stories that *really* matter. This is why at Story City we only work with local creators & operators – we are passionate about building local creative economies and vibrant cities!

As part of our social entrepreneur ethos we support local creators to tell local stories. We have so many talented people in our backyards, all they need is the opportunity to be paid for their work and training/networking opportunities to spur even more innovative projects.

For each regional campaign, or custom activation project, we run professional development workshops where we upskill creators (from operators, to writers, to artists, to musicians and beyond) in cross-discipline collaboration, locative/interactive storytelling and art projects, and provide networking opportunities for them to create and collaborate on new projects separate from this campaign encouraging sustainable expansion of the local offerings.

In our 5+ years of running workshops we've had attendees go on to collaborate and produce their own innovative projects - from choose-your-own-theatre, to stories of WWII legend - the participants of our workshops thrive in their own creative economy, originally facilitated by our workshops. We've trained 300+ creators, and employed 80+ creators, to make 40+ stories set in the location you're standing, and change endings based on the choices you make.

Will you amplify your local voices & experiences with this equalizing technology?

Working with Orgs

Anyone can create on Story City, but we also actively work with organizations in three ways:

- **Platform Subscription**
- **Customized Activation Project**
- **Focused Region Campaign**

In addition, the platform provides a new revenue model for independent storytellers, creators, and artists – allowing them to not only access our platform and creator tools for free, but to sell interactive experiences and work directly to the public to be able to experience 24/7.

We've worked with municipalities, UNESCO cities of literature, parks, creeks and waterways departments, urban planners, universities, youth arts organizations, historic societies and many more!

Our Story City projects have won several awards, dozens of grants, and several of our stories have been nominated for national awards.

Will you be the next city to bring your streets, and community, to life? To build resilient industries that can not only survive but thrive through COVID?

If you have any questions, please reach out:

Email: info@storycity.app

Keep on exploring!

The world is full of adventures. Choose yours.