

## Overview

Newangle collaborated with Sam Willis Studio to develop a series of interactive exhibits for a new visitor attraction at Cadbury World based on the building ethos behind Bournville, the development of the Cadbury brand and the social legacy of George and Richard Cadbury.

Five unique and bespoke exhibits were developed that range from a video presentation where the current chairman of Cadbury, Todd Stizer has a dialogue with an animated shadow of George Cadbury (cast by his marble bust), to an interactive game where the visitor can create their own packaging for the Flake chocolate bar or Roses Chocolate box and see it displayed virtually in an old shop window.



## Tod & George audiovisual

“Todd Stizer meets George Cadbury” is an audio visual presentation where the current chairman of Cadbury, Todd Stizer has a dialogue about the current and past principles of the Cadbury Group, with an animated shadow of George Cadbury. The illusion is created by placing the projected imagery behind a marble bust of George Cadbury on a plinth, and aligning the on-screen shadow with the bust.

Newangle shot Mr Stizer in a studio with a actor playing George. We then combined the two scenes with animated content, as well as painstakingly animating George’s shadow to match the lip-sync. The result is a fun exchange between the past and present.



## Interactives

Three bespoke, interactive exhibits were developed for The Bournville Experience. Cadbury Studio is an interactive game where the visitor can create their own packaging for the Flake chocolate bar or Roses Chocolate box. By dragging and changing graphic elements in real-time, the visitor produce their own advertising poster for their product, which is then virtually displayed in the window of a large-scale replica of an old sweet shop.

The Bournville model is a small-scale replica of the Bournville district, which includes the factory and the surrounding streets, parks and housing. Four binoculars are aimed at various parts of the model. As the visitor looks through the binoculars, they see a magnified view of the model, which then transforms into the presentation of stories relating to the specific area being viewed.

The biggest challenge was designing and producing a multi-user, interactive table that encourages visitors to work together and build a 'model' village, based on the ethical, sustainable and economic principles outline in guidelines developed by the Bournville Village Trust. In a series of challenges, the software analyses percentage decision-making and the effectiveness of the group's choices in an effort to build the most efficient 'model' village.



# Cadbury World

The Bournville Experience

## Project details

### Client

Cadbury World

### Designer

Sam Willis Studio

### Services

Software consultancy, design and production.

### Overview

Video, touch interfaces and multimedia installations

### Specialist software

HMC interactive

