

## Overview

Cadbury's Purple Planet is part of the Cadbury World visitor attraction in Birmingham. In this state of the art interactive exhibition visitors can chase a Cadbury Crème Egg, grow their own cocoa plant and stand in digital raining chocolate.

Newangle with specialist software partners HMC were commissioned by Event Communications to create an innovative exhibition that faithfully captured the Cadbury brand using a high degree of interaction.



# Cadbury World

Purple Planet

## Intro animation

Newangle created an audio-visual presentation for the introduction space. It welcomes visitors aboard the Purple Planet, nine planets can be seen, one glowing Purple. There appears to be some activity and the screen zooms in to take a closer look. Visitors are amazed to see the Purple planet unwrap to reveal our earth made of chocolate.



### **Chocolate Rain & Chocolate Infinity interactives**

Both of these exhibits are large group interactive experiences which give visitors the illusion of playing with chocolate in all its forms.

Visitors to Chocolate Rain stand in front of a projection screen and see themselves in silhouette. Looking at themselves in the screen they also see liquid chocolate beginning to fall as if from above. The liquid chocolate responds to their movements - it can be caught, it can be lifted and then let fall again, it can be poured from hand to hand, it can even appear to be fed into a friend's mouth.

Visitors enter Chocolate Infinity and are presented with a floor of projected chocolate. Stepping on to the floor visitors discover that they can have an impact on this chocolate surface in real time, they can even chase a Cadbury's Crème Egg.



# Cadbury World

Purple Planet

## Project details

### Client

Cadbury

### Designer

Event Communications

### Services

AV consultancy, concept design, scriptwriting, graphic design, programming, project management

### Overview

Specialist interactives

