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Hornall Anderson Creates Dynamic, Interactive Visitor Experience at the Empire State Building

Unveiling of sustainability exhibit for groundbreaking, energy-efficient building retrofit

Seattle, WA — This week, New York's Empire State Building unveiled a multimedia exhibit in their Observatories' Visitors' Center. Created by Seattle-based brand design firm, Hornall Anderson, the exhibit is aimed at educating the public about the building's unprecedented energy efficient retrofit; the implications of energy efficiency in the battle for sustainability; and highlighting the potential impact of the replicable, transparent, quantitative process created at the Empire State Building by the team of the Clinton Climate Initiative, Empire State Building Company, Johnson Controls Inc, Jones Lang LaSalle, and the Rocky Mountain Institute.

Hornall Anderson was selected to create a one-of-a-kind exhibit to communicate this monumental achievement to the millions of annual visitors to the Empire State Building's Observatories. The dynamic exhibit engages visitors throughout the Observatories' queuing experience, introducing them to the Empire State Building's groundbreaking retrofit, which will decrease the building's consumption of watts and BTUs by a staggering 40%.

This narrative-driven installation blends digital media and museum-quality exhibits to educate visitors about how the skyscraper is transforming into a beacon of energy efficiency. All designs are rooted in materials and visuals that are appropriate to the iconic stature of the building, but decidedly modern and forward looking. Visitors are invited to replicate the energy saving measures to reduce their own carbon footprint, and to visualize the potential impact this project can have beyond the walls of this iconic building.

"This exhibit represents a truly seamless integration of analog and digital storytelling," says Jamie Monberg, Chief Experience Officer at Hornall Anderson. "The technology is operating quietly and in service of the content, never for its own sake. Preserving the flow of the queue and designing exhibits that were befitting of this space – both in terms of feel, fit and finish – were top of mind throughout this project, as was our audience. What began as highly technical content is presented in a way that is instantly digestible for a huge, international audience, and the mobile site demonstrates how an environmental experience can have legs beyond the physical space."

A key consideration across all points of user interaction was to create a story that is highly impactful, yet flexible enough to accommodate high and low traffic days and to speak clearly to a large and diverse audience.

"In New York City, 80% of the energy consumed is consumed by buildings," says Anthony E. Malkin, President of Malkin Holdings and responsible for the more than \$500 million Empire State ReBuilding program. "20% of the buildings consume 80% of that energy. Therefore 64% of all energy consumed in New York City is consumed by 20% of the buildings. If the 20% of buildings in New York City – which consume 64% of all energy – deployed our program to the same effect, we will reduce total energy consumption in New York City by 25%. Hornall Anderson brings this message to life simply, engagingly, and convincingly."

Hornall Anderson truly “animated” the queuing experience, beginning with the pre-ticketing experience and extending even beyond a visitor’s trip to the top, via a robust mobile-web experience layered throughout the entire exhibit space. Users are invited to use their mobile phones to access an enhanced, opt-in experience, via web addresses or embedded QR (Quick Response) codes. The mobile experience dives deeper into the mechanics of the retrofit and educates visitors on energy consumption initiatives that are happening at a local, global and personal level. This mobile website was architected to provide consistent, compelling content across numerous mobile devices and is also accessible from a home web browser.

The first display piece visitors approach is the Transformational Cube, which sets context for the exhibit by highlighting the need for more energy efficient buildings. Visitors then progress through three immersive, multi-media experiences that detail the mechanics and impacts of the different retrofit components and invite people to imagine the impact they could have. The last piece in the exhibit highlights an array of partner organizations that made the project possible, and invites visitors to imagine the effects these changes could have on a local and a global scale.

Beyond educating the public about the award winning retrofit currently underway, the real goal of this exhibit is to imagine the potential impact of treating this retrofit as a template for change in other buildings around the world, establishing the Empire State Building as a modern day icon of sustainability.

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About Hornall Anderson

Hornall Anderson is a leading brand design/interactive firm specializing in research-driven, creatively inspired business solutions. Founded in 1982, the firm serves a diverse mix of clients ranging from Fortune 100 brands to emerging growth companies. Hornall Anderson (<http://www.hornallanderson.com>) is a part of Omnicom Group Inc. (NYSE: OMC)

About Omnicom

Omnicom (<http://www.omnicomgroup.com>) is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Empire State Building

Soaring 1,454 feet about Midtown Manhattan, the Empire State Building (<http://www.esbnyc.com>) is the “*World’s Most Famous Office Building*.” With new investments in infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper’s robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was named American’s favorite building in a poll conducted by the American Institute of Architects, and its Observatory is one of the world’s most beloved attractions and the region’s #1 tourist destination.