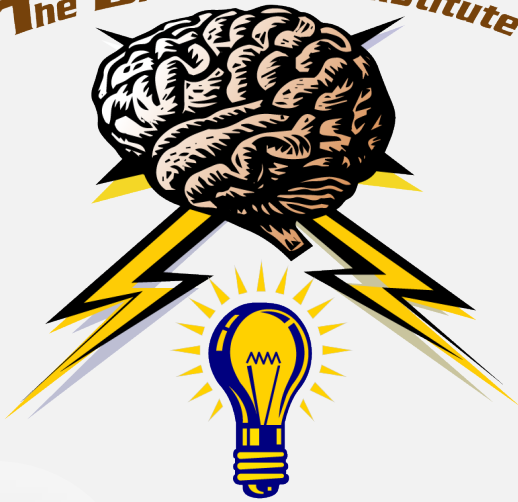


**The Brainstorm Institute**



# Architectural Applications & Concepts

An Overview of Capabilities  
Which Can Be Used To Infuse  
Imagineering-Style  
Techniques Into Your Projects



**BRIAN COLLINS**  
**GLOBAL INNOVATION**  
**CONSULTANT**  
**FORMER WALT DISNEY**  
**IMAGINEER**  
**FOUNDER OF THE**  
**BRAINSTORM INSTITUTE**

# INTRODUCTION



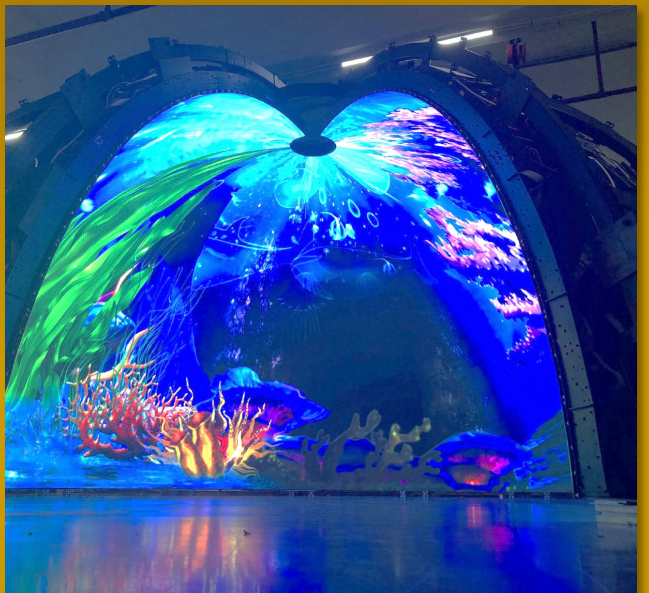
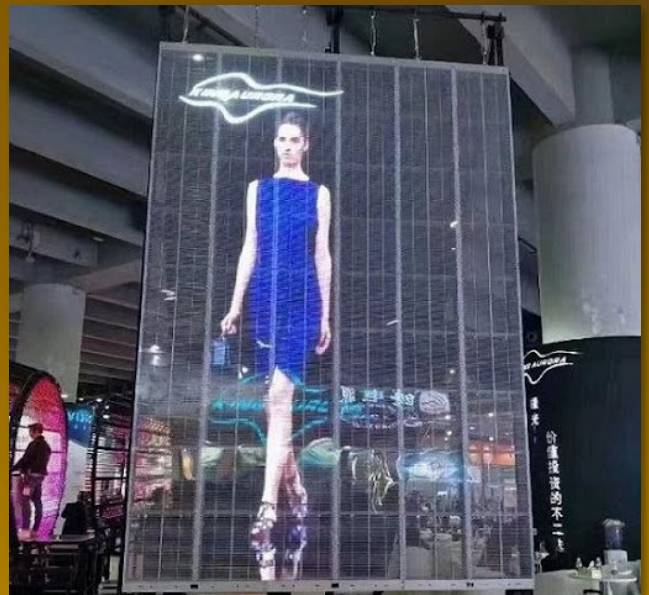
My strength is in creative cross-pollination; the ability to take unrelated ideas and combine them in new and exciting ways. It is an expertise I have written a book about and a skill that can be traced back to my days as a Walt Disney Imagineer.

This portfolio is designed to showcase a variety of areas I have knowledge and expertise in which could support your design efforts. Please note that most of the images are not from my own projects, but rather meant to be representative in nature. That said, I do have the understanding, skills, and industry contacts to not only work with your design teams in order to leverage these, but also to be a “point person”, keeping my eyes open for any new and emerging trends and technologies which are out there...or on the way.

# ADVANCED DISPLAY TECHNOLOGIES

Display technologies continue to advance rapidly, allowing for innovative integrations. Some examples of this include:

1. Large curved LED walls and other flexible LED designs.
2. Transparent LED displays which can be scaled in a variety of sizes for dramatic effects.
3. Immersive dome structures with integrated or projected displays. (Domes can be fixed or transportable. Additional elements such as audio effects, scents, smoke, “rumble mats” and more can also be integrated.)



# INNOVATIVE WAYFINDING SOLUTIONS

Wayfinding solutions are becoming more high tech and personalized than ever before.

1. Augmented reality solutions which can be integrated into a stand-alone or a client's existing app.
2. Indoor projections on floors or walls which can include easily updated design or information elements. Also can easily be themed to an environment, holiday, story or other creative variations.
3. Use of bold, graphic symbols and colors. Especially useful in multi-cultural venues.



# ADVANCED AUDIO TECHNOLOGIES

Audio is often overlooked in many corporate and consumer environments but can enhance not only the ambiance but also the practicality of how sound is used.

1. Binaural, "3-D", and Spatial technologies can be used to stunning effect.
2. New speaker technologies allow for individualized sound patterns to be projected to specific spaces or zones.
3. Dolby Surround Sound and other similar arrays can be used not only at home or in movie theaters, but other environments that would benefit from high quality audio.



**Content focusing**  
sound experiences



# LIGHTING EFFECTS AND COLOR



Lighting and color can be used in a variety of non-standard ways to help create a sense of mood and ambiance.

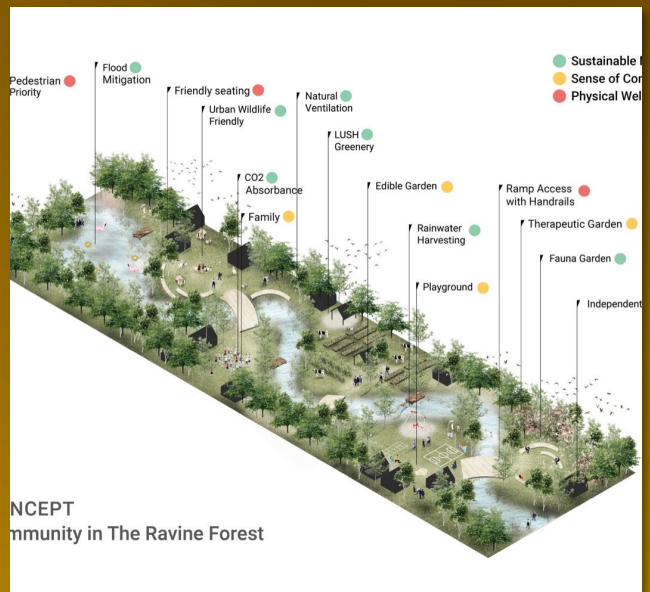
1. Backlit panels which change color.  
Another variation would be the use of LED tiles.
2. Blacklight, given the right scenario, can be dramatic and perhaps even practical in corporate environments.
3. Dichroic film can be printed, patterned, cut, bent, or combined with different types of glass or interlayer adhesives for stunning effect.



# ECO- ARCHITECTURE ELEMENTS

Creating compelling Eco-Architecture requires a high degree of creativity and design understanding to create beautiful...and meaningful... symbiotic relationships

1. Natural elements brought indoors can make powerful statements.
2. There is a deep appreciation when nature can be used in creative but well-thought-out ways to enhance public spaces.
3. Corporate buildings and urban residential units are not only striking but imbued with a sense of harmony when green spaces are integrated.



# INNOVATIVE DESIGN FEATURES

Creative uses of not only new technologies, but also unexpected features or cross-cultural design elements can make a project stand out in some most impressive ways.

- “Printed” water screens, typically used in themed entertainment, can be brought into corporate or retail environments, complete with logos, designs, and words.
- Placing interactive elements in unexpected locations can help differentiate a project.
- Beautiful large, colorful and illuminated inflatable structures found in Asia could be customized for the right client in other parts of the world, such as North America.





# EMERGING MATERIALS AND TECHNOLOGY INTEGRATIONS

There are many new and emerging materials and technologies...and evolutions of existing ones...that are constantly being developed and can be used for architectural integrations in ways unthought of before.

1. Advanced composites or materials not typically developed for architectural design can be cross-pollinated in exciting ways.
2. “3-D Holograms” or “Virtual Host” technology continues to advance and can be used to showcase products or interact with visitors in creative fashion.
3. Projection mapping techniques also continues to evolve and with some creative thought, be integrated with other technologies.



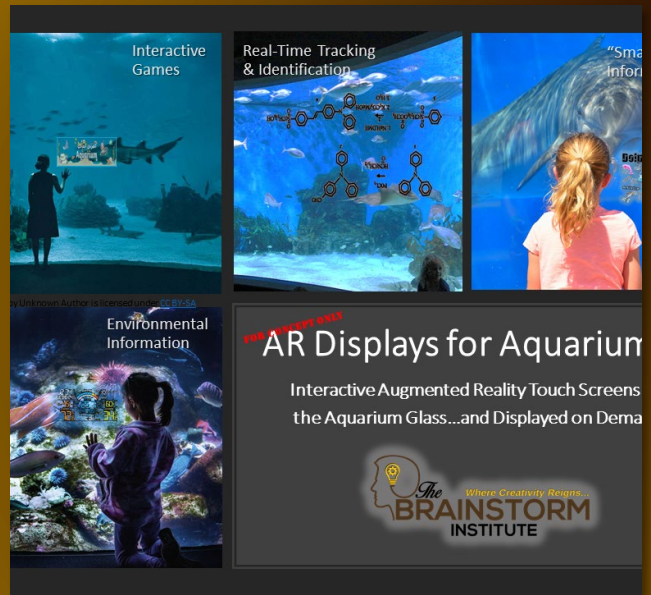
# SENSORY INTEGRATIONS

Telling a compelling story or immersing guests through architectural design often involves tapping into all of one's senses.

1. Tactile: Using a variety of textures, shapes and contours can enhance signage, walls and flooring in unexpected ways.
2. Olfaction: Scents can transport a person to new places or trigger strong memories. Outside of entertainment, they are rarely used in other integrations...but should be!
3. Visual: Digital art exhibitions are often relegated to museums but think of the transformative nature something like this can have in other environments: Retail? Office? Medical? Religious?



# INDUSTRY SPECIFIC SOLUTIONS



Bringing all these facets together to serve industry-specific projects in creative ways is a skill I enjoy bringing to the table. A few examples of some solutions I have worked on include:

1. Aquariums: Conceptualizing advanced interactive display technologies.
2. Educational: Creating a “sensory room” at a university in England for young adults on the autism spectrum.
3. Theme Parks: Developing story approaches, mood boards, entertainment concepts, exhibits and more for a nature-based theme park in China.



## Southern China Theme Park



### Two Overall Story Approaches:

- 1) Man's Interaction with Nature & The Wu Xing
- 2) (Southern China)'s Hidden Kingdom

## SUMMARY AND CONTACT INFORMATION

EMAIL: [BRIAN@BRAINSTORM-INSTITUTE.COM](mailto:BRIAN@BRAINSTORM-INSTITUTE.COM)  
LINKEDIN: SEARCH "BRIAN COLLINS ORLANDO"  
PHONE: 407-694-3434  
WEB: [WWW.BRAINSTORM-INSTITUTE.COM](http://WWW.BRAINSTORM-INSTITUTE.COM)

Thank you for considering this capabilities overview. My approach to business is to build relationships...not gather clients. With that in mind, I am looking forward to hopefully building a long-term partnership with your firm. I hope this will initiate the first of many endeavors we are able to take together.

