CUSTOM OR STOCK

WHAT DO PEOPLE WANT?
ROBERT NEWMAN
Principal,
Robert Newman
FATAL FLAW

The state of Texas cannot execute the mentally impaired, but that may not prevent a Dallas capital flaw from being put to death.

BY ANDREA DRIMES
Tailpipe: When porn stars sue each other, we all win.

Night Rider: Men in $1,500 dresses show us the meaning of competition.
BY MARYA SUMMERS

FLIFF trims the fat but keeps that juicy film fest flavor.
BY ASHLEY MARRELL

Ignore the stupid shopping center and love Rosa Mexicano for everything else.
BY GAIL SHEPHERD

Charlie Crist IS NOT Gay

...and other things the Republican Party wants you to believe on Election Day.
By Julia Reischel
Tea Party Pretty Boy
The opportunistic rise of Miami Robin. By Tim Elizondo
ENDLESS BUMMER
A CENTURY-LONG SWEET DEAL ON STATEN ISLAND’S SOUTH SHORE IS FINALLY OVER
By Elizabeth Dwoskin
THE END OF COWBOY DIPLOMACY
What North Korea, Iraq and free marketeers about the limits of gunflint alone
BY WINE JOURNALS N. KOREA'S BATTLESHIP

EXCLUSIVE EINSTEIN LETTERS • REALITY TV: THE PROJECT RUNWAY EFFECT

TIME
DUDE, WHERE’S MY CAR?

UNDER I-300, IF YOU FORGET YOUR LICENSE, YOU CAN FORGET DRIVING HOME.... OR ANYWHERE ELSE.

BY JARED JACANG MAHER
BILL OBERLANDER
Executive Creative Director,
JWT
SETH REMENTER
Associate Creative Director,
AKQA
No longer limited to communicating through a passive medium, photographers can create a more collaborative and personal connection with their audience through interactivity.
Intro

Interactivity allows the viewer to define characters, setting, plot and conflict. In return, the photographer is empowered to open a more dynamic dialogue with the audience.
Enriching the dialogue:

Provocation
Manipulation
Exploration
Selected Work

Xbox Halo 3 Believe / AKQA

Wrangler Blue Bell / Kokokaka

Ogilvy Paris, B-Reel
For the launch of the franchise XBox game, Halo 3, a 1200 square foot museum diorama was transformed into a fully immersive experience.

Visitors were able to interact with and explore the elaborate monument to the greatest battle of the future. Viewers were also able to capture a wealth of content from the physical landscape to the soldiers' personal stories.
Wrangler Europe’s new collection is presented as a sequence of cinematic scenes that look like they were lifted from a high-budget action film.

By clicking and dragging their cursor, users are able to manipulate how the central character moves through each scene while getting dynamic views of the clothing in action.
The Perrier Mansion / Ogilvy Paris, B-Reel

The Perrier Mansion website lets viewers check-in to the same mansion as burlesque star Dita Von Teese.

It's laid out as a provocative, interactive adventure where the audience gets a bit of seduction and glamour in return for engagement but if they don't have manners, they're out.
Welcome to the Perrier Mansion.
Outro

What’s next: Going mobile

Collaboration

Connection

Conversation
Thanks!

Seth Rementer / AKQA

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