

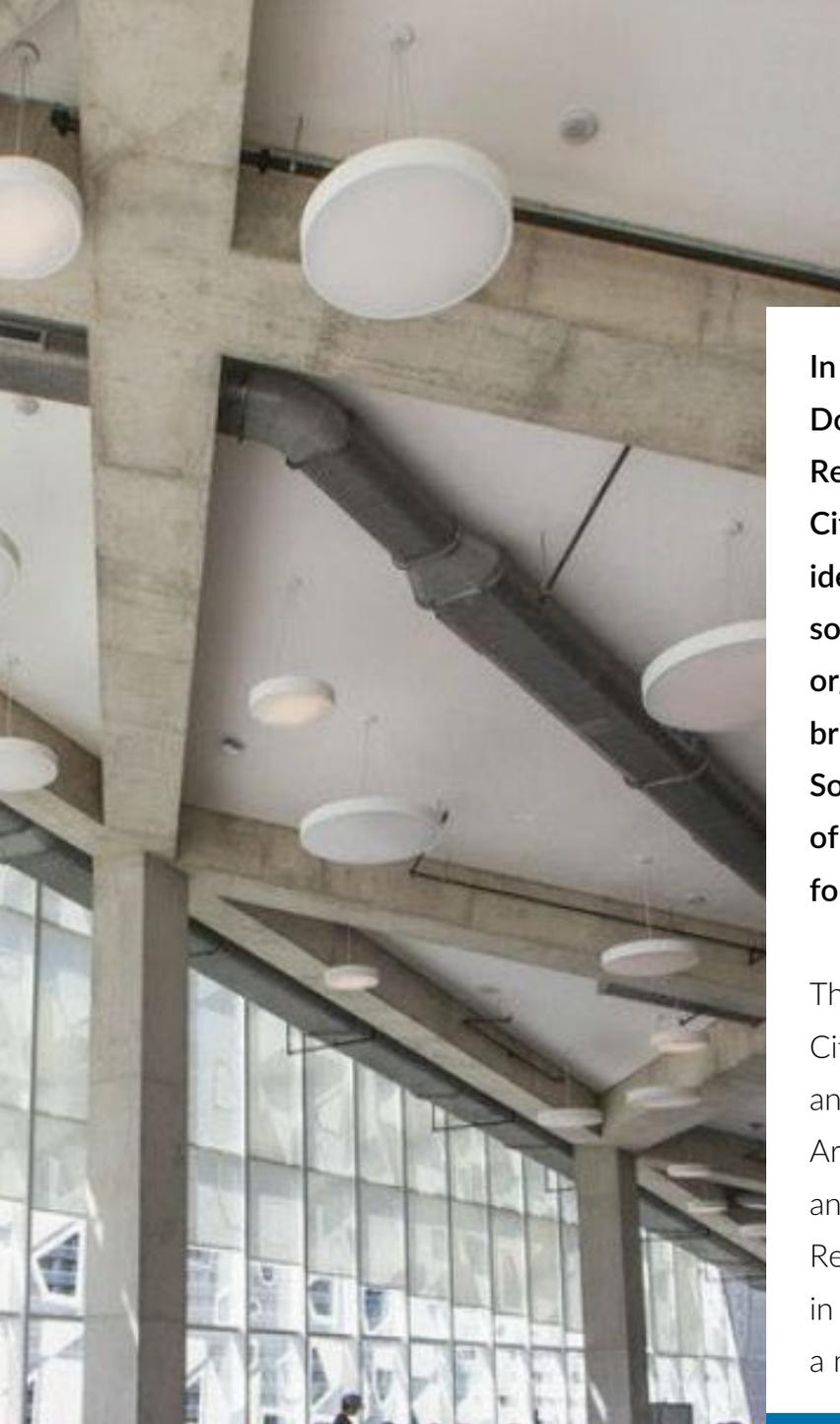
YULIO^{VR}



Client Conversations:

Seeing the Future:

Yulio VR at Toronto's Doors Open



In May 2019, Toronto held its 20th annual Doors Open Festival, featuring Yulio Virtual Reality at a Virtual Doors Open event at City Hall. At Yulio we often talk about the ideal use of VR being to present a vision of something that doesn't yet exist. Festival organizers agreed and asked Yulio to help bring to life the event's theme, - "20 Something" - celebrating the first 20 years of Doors Open Toronto while looking forward to the next 20 years in Toronto.

The Virtual Doors Open exhibit at Toronto's City Hall aimed to bring together Yulio VR and Ryerson University's Department of Architectural Science to experience current and future Doors Open sites in Virtual Reality. Yulio photographed eight sites in 360-degrees and to be presented as a mobile VR experience.

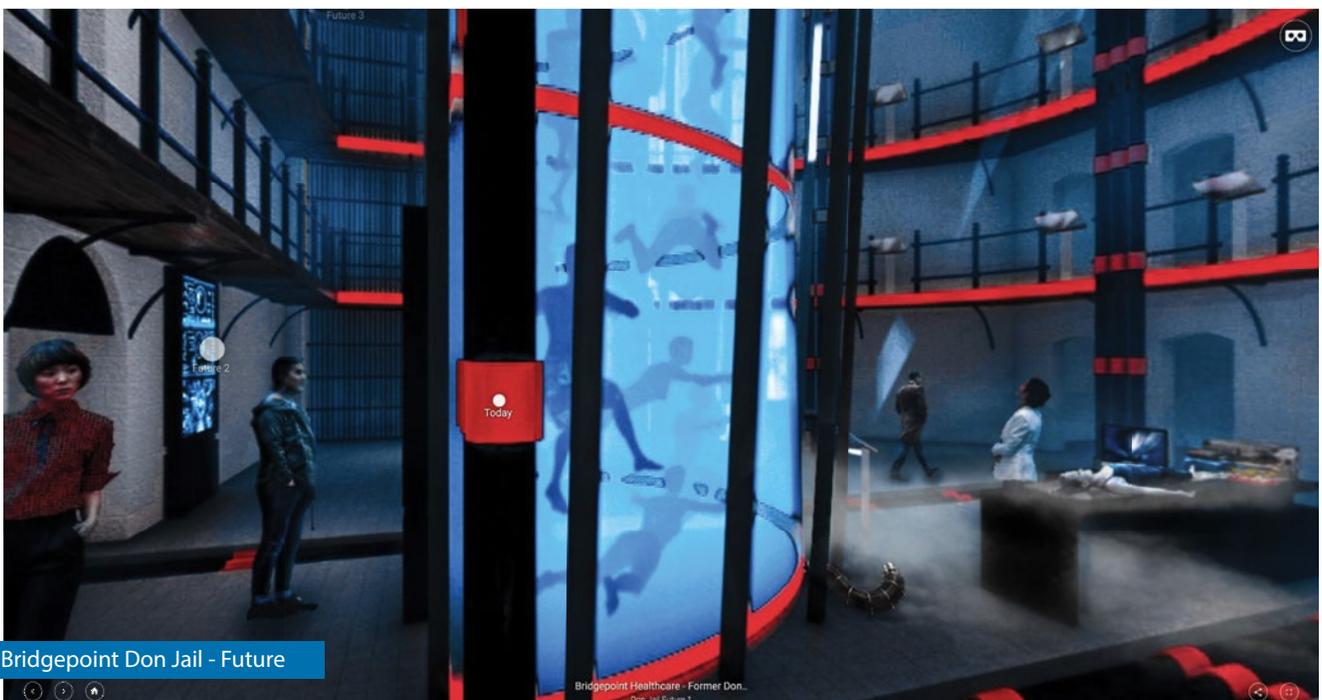


The Project

Doors Open festivals around North America aim to let city residents see the hidden and amazing spaces in their cities that may be hard to access, or not regularly open to the public. Yulio photographed 5 new sites for the festival this year, and Ryerson students chose from the projects to iterate on and present their vision of 20 years in the future through rendered scenes.



Bridgepoint Don Jail - Today



Bridgepoint Don Jail - Future

Blending the rendered scenes into the existing photography from the same camera position allows viewers to experience a before and after perspective....even when 'after' is 20 years in the future and in the imagination of a student. "The imagination displayed by the students is fantastic," said **Christine Bellefontaine**, Marketing Director at Yulio. "I'm always impressed at how easily students and people new to a discipline embrace technological

changes, like virtual reality in architecture. The students did a great job - my favorite is a vision of the Thomas Fisher rare book library. Libraries are a service that is so important to communities, and they are thinking through how to stay relevant and useful to the people they serve in the digital age. So this vision of a technology space is futuristic but makes a lot of sense. There are some interesting parallels for virtual reality between libraries, architecture, and education".

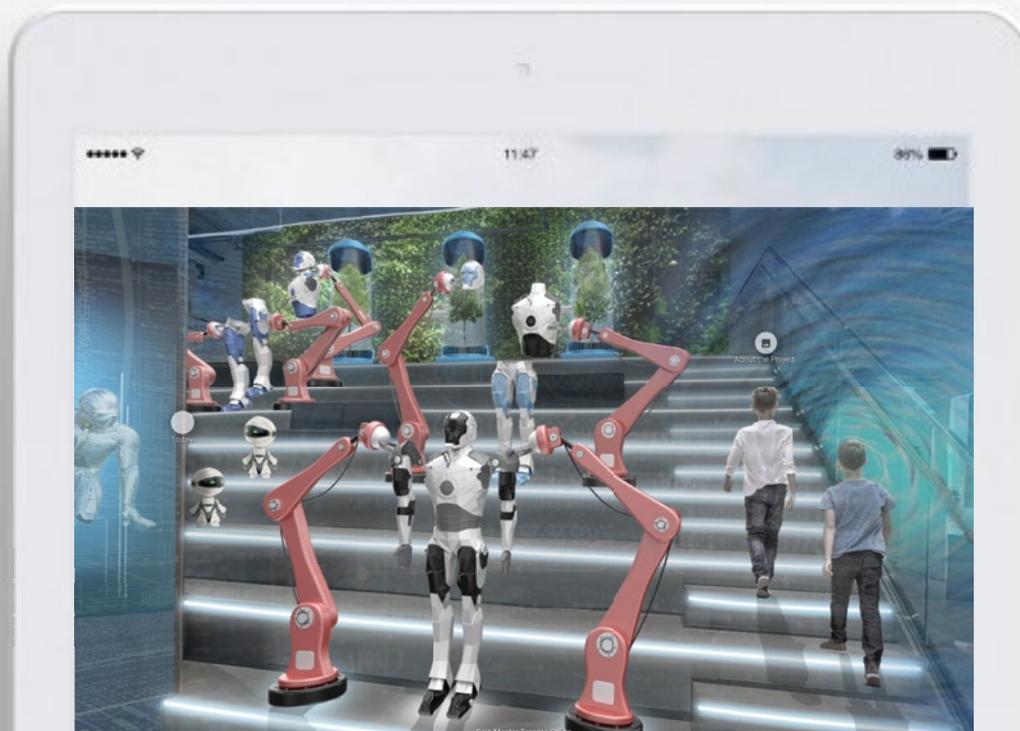


Professor Vincent Hui of Ryerson's Architecture program was already familiar with Yulio VR, having led the charge to bring VR to the program in 2016. For him, training tomorrow's architects in a medium that is changing the way the industry works is an important part of keeping the curriculum relevant and functional. "Yulio is instrumental in making sure projects are easy to share. We've been looking at alternatives and they might have certain features, but I like the easy accessibility and the fact that I can share stuff so easily.", Hui told us. And Doors Open needed a format they could share easily as the event is all about accessibility.

Over a weekend, Doors Open Organizer **Robert Kerr** and his team of volunteers presented the projects to the crowds at city hall, impressed by Yulio's ability to transform the 360-photography and student renderings into a VR experience that could be consumed on smartphones with Google Cardboard and with all-in-one Oculus GO headsets. With these accessible tools, a vision of Toronto in 2039 was made accessible.

Mr Kerr, who is Programming Supervisor for Cultural Events at the City of Toronto noted that "Doors Open Toronto was very successful again this year. Great to have Yulio VR back for a second year. I really liked how the Virtual Doors Open 2019 - 2039 project developed, adding new sites and collaborating with Ryerson University's School of Architecture generated excellent results."

"I love seeing VR used in this way, to bring a vision to life" said Christine. "Too often in marketing VR is positioned as a gamer's technology or as if it is somehow supposed to utterly convince us that we are in a different location. But Yulio is about a social experience, where you pop in and out of a window on what could be...and that's exactly what we presented at Doors Open".





VR Response

With over 2500 views of the projects during the festival weekend, the VR presentation of Doors Open was tremendously successful in bringing a novel way to participate in architecture to the public.

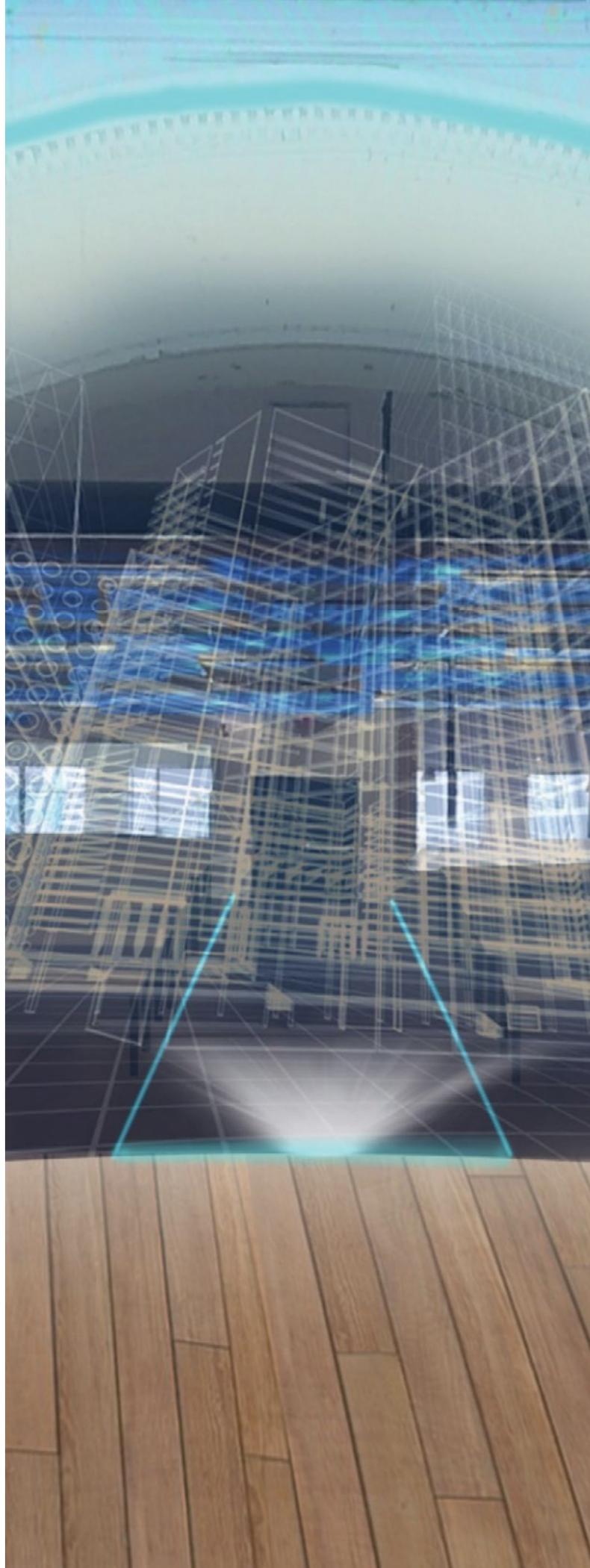
Kerr said "Virtual Reality has proven to be very successful at engaging Doors Open Toronto audiences. We have highlighted VR projects at our City Hall hub for two years now and have seen growing audience interest and enthusiasm. Young people are naturally drawn to VR projects, however, we have found that audiences of all ages are very interested to experience this new technology. VR was a big hit at Doors Open Toronto this year, enabling attendees to experience architecture, design, and culture in ways that are intriguing, interactive and creative."

In fact, the headsets were in such constant use that it was challenging to maintain enough charge on them, something even organizers will want to consider as VR frequently has a long line of people wanting to participate.

John Spink, Production Supervisor for events with the City noted that “someone was always trying it, there were long lines. Guests seemed to really enjoy it - there were a lot of positive reactions with everyone leaving smiling. They were glad they waited in line”. Observing the crowd, Spink also noted that VR created a social experience among the crowd which created the constant flow of traffic and lines all day to the VR presentation “you could see [people] turning and moving around to look - it attracted a lot of people”.

The power of virtual reality to drive engaging presentations makes it a natural fit for events, but also for standing out during sales and capabilities presentations. The results seen at Doors Open are typical for Yulio clients who consistently comment on how they are able to bring a ‘wow factor’ to their clients and create a vision of the future that is clear.

To see how Yulio can help present your vision of the future, or make a splash at your next event, contact us at hello@yulio.com or visit yulio.com to start your free trial.





STEP 1: Program
select your building use

YULIO^{VR}

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