

# Xsight



**[ Past meets future. ]**  
 While teaching guests about the positive impact of new energy-efficient commercial buildings and personal sustainable living practices, this multimedia contemporary exhibit reflects the Empire State Building's Art Deco heritage *and* its progressive future as a template for global change. ]

- X: on this project:**
- Execution Strategies – Design through Installation
  - High-level Design Solutions
  - Costing Analysis and Costing Consultation
  - Sampling and Prototype Development
  - Vendor Development and Management
  - Project Management
  - Drawings, Specifications and Engineering
  - Production, Logistics and Installation

## The Empire State Building Engages Visitors from Entry to Exit

It's an icon that continues to capture the imagination. From the time it was finished in 1931 and for decades to follow, the Empire State was the world's tallest, one of New York's most beloved, and one of America's favorite buildings. When its owners invested in an unprecedented retrofit to dramatically decrease the building's energy usage, the project was worthy of news – and of a new way to educate and entertain visitors.

To bring the landmark's energy retrofit program to life, Seattle-based design firm Hornall Anderson created an engaging experience that translates the technicalities into an easy-to-understand, compelling visitor experience.

Working with Hornall Anderson as its creative, production and logistical partner, Xibitz helped combine physical components with impressive technology, and seamlessly integrated digital and sculptural elements to produce interactive exhibits that visitors use, enjoy, and learn from.

(photos) Several exhibits engage visitors at various points in their experience. Employing 15 digital storytelling screens, 18 video players and four projectors along with detailed visuals, statistics and interactive screens, the space illustrates and explains the environmental effect of existing buildings, and introduces the topic of sustainability and environmental impact of the Empire State Building's innovative energy retrofit project.

**[ Rising to new heights. ]**  
 “The sustainability exhibit ... at the visitor's center was created to educate and inspire our millions of visitors on the energy retrofit process and the positive impact of commercial and personal sustainable practices.”

*Anthony E. Malkin  
 Empire State Building Company*