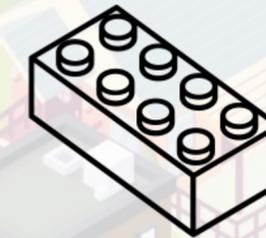# ALITOPIA

LEGO Sand Table of Alibaba Future City

AR / INTERACTION

Client Alibaba Group

Role Concept Planning, Modeling, Interaction Design, Storyboard

Size 10 sqm

Time 2018

Design Control VAVE Studio

Lego Elysian Studio

Multimedia Miugo Digital

Location

The Computing Conference 2018, Hangzhou

EBE China Exhibition 2018, Hangzhou

International ICT Expo 2019, Hongkong

The exhibit clearly shows the Alibaba ecosystem and the intelligent urban emergency management system. The buildings are made of around 40,000 Lego bricks. **The ET-Brain**, located in the center of the sand table, is located in the center of Hangzhou and is also the city's artificial intelligence center. All parts of the city, buildings, vehicles, and plants, are connected to the ET-Brain. This LEGO Sand Table aims to **arouse people's interest** in the complex Alibaba economy and **seek government support**. It shows the **IOT** concept to the visitors through **AR** technology and **storytelling**, and conveys the message - this fascinating Future City could soon become a reality. I worked with Renee (Project Manager), Emma (Concept Designer), Xiangqi (3D Designer), and Jenny (Graphic Designer) on this project.

Learn More →

Alibaba Future City - VAVE Studio » VAVE Studio

The Challenge

How to arouse people's interest in the Ali economy?
How to let people easily understand the complicated Ali ecosystem and
the ET-Brain, the ultra-intelligent AI Platform for solving complex business and social problems?

The Approach

We create a Sand Table of Alibaba Future City made by Legos, things that everyone is familiar with and like to play with,
to **show how to solve the problems that may occur in daily life.**
We create **stories** to transform complicated technical contexts into **easily comprehensible situations** from daily life.
We create **interactive experiences** to make the new concept of the Alibaba ecology more **simple and accessible** to the general public.
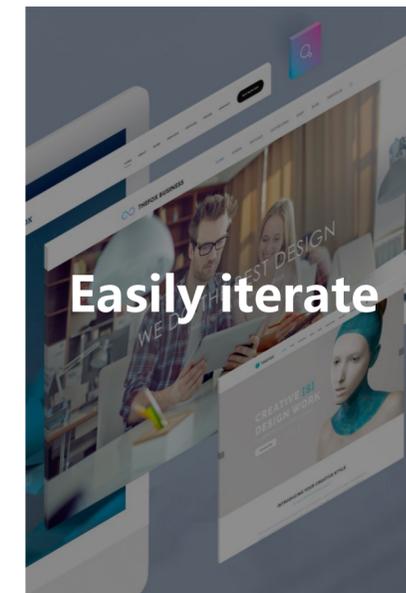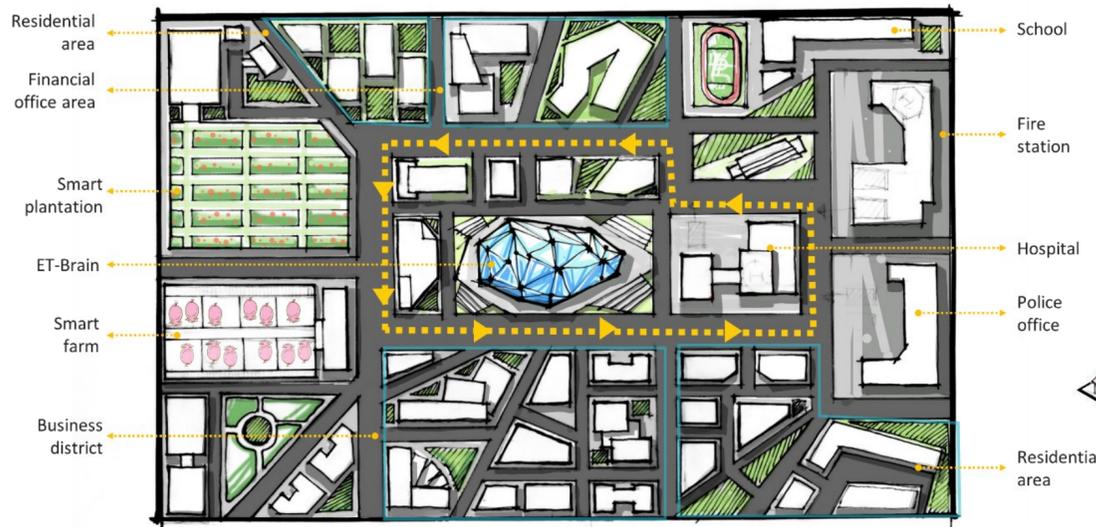
Design Keyword

Low Poly

the ET brain mascot   Alibaba visual image

Emerging tech   **Interactive**   **Modular**   **Easily iterate**

Design Process

I mainly participated in the step 1 - 6. The following are the concept planning, sketches, storyboards and graphic concepts.

1 — **2** — **3** — **4** — **5** — **6** — **7** — **8** — **9**

| 1 Concept Planning | 2 Sketch | 3 Storyline Development | 4 Pitch Deck | 5 Kick Off | 6 Deepening Design | 7 Debug | 8 Construction | 9 Exhibit Display |

Residential area
Financial office area
Smart plantation
ET-Brain
Smart farm
Business district

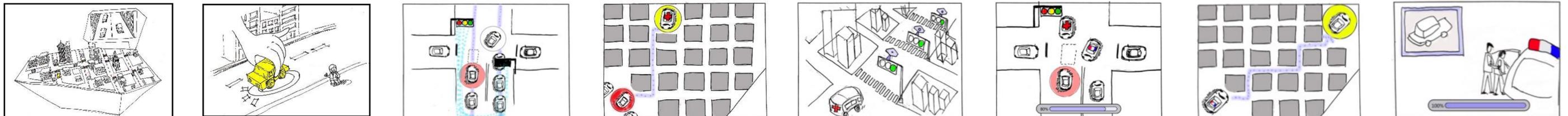School
Fire station
Hospital
Police office
Residential area

Each large block is divided into different scenarios, and the brands in the Alibaba ecosystem are implanted in the corresponding scenarios to enhance the fun of the sand table and show the different brands of Alibaba's industries.
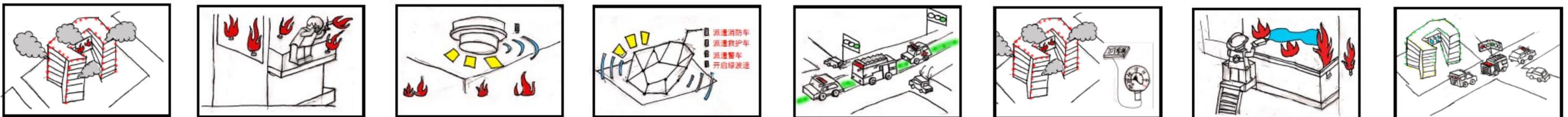
Selected drawings

Selected storyboards

Storyboard of a traffic accident

Storyboard of a fire accident

The financial building | On fire | Trigger the alarm | ET brain works | "Green Route" | IOT - Monitor | Extinguish the flames | Return

Video link
https://youtu.be/w0k1rwJnoGk

*We hided many surprises related to the Ali ecosystem in the model. For example, a sculpture in the city center is the one in front of the DingTalk building in the real Ali Hangzhou Park. When audiences scan with AR, the story of DingTalk will be shown on the screen. We encourage viewers to pay attention not only to the huge Ali economy, but also to the warm stories behind the economy that are closely related to people's lives.