

MASSIMMERSIV

ART+TECH+TRADE INCUBATOR

INNOVATION ENGINE FOR:

- ENTERTAINMENT/TOURISM/MUSEUMS
- ARCHITECTURE/ COMMERCIAL DESIGN/ SMART HOMES
- RETAIL/HOSPITALITY

Sensors

IOT

Lights

XR

Sounds



Narrative

Theme

Psychology

Mythology

Senses

Emotions

Mood

Dream

Music

World

Starting with a vision



mixing the physical

Wood working

Metal working

Electricity

Lighting

Carving

Sculpting

Painting

- XR(AR/VR)
- Sensors/IOT
- Arduino
- AI
- 5G
- Spatial audio
- Spatial mapping
- Projection mapping
- Game engine
- 3D design
- Robotics
- NFT

with the digital



to create
memorable
experiences that
pull you into
another world.

Meow Wolf raised \$158M, opens 90,000
sq ft with 70 immersive art installations,
gets 1M+ visits in its 1st year.



Immersive Van Gogh sells \$5M in tickets
between 02/21 and 05/22



Teamlab, immersive museum, gets \$2.3M
visitors in its 1st year



Area 15, immersive entertainment center,
gets 2M visitors in 1st year

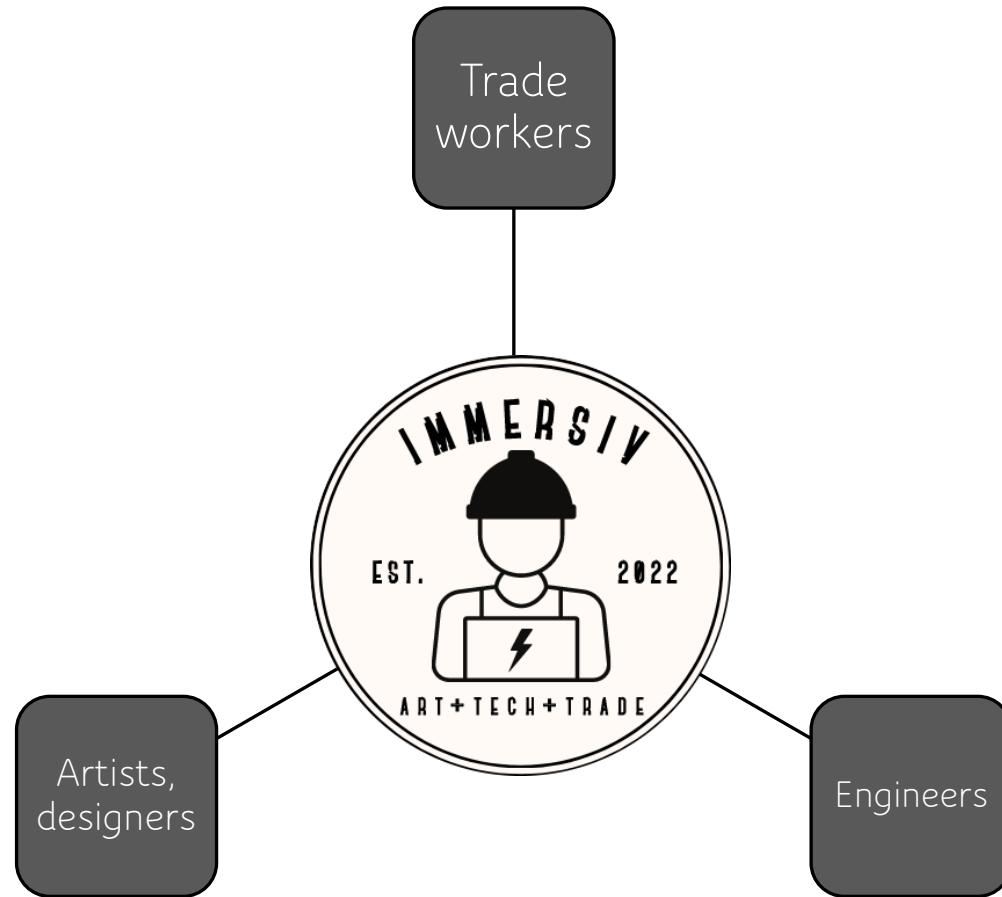
IMMERSIVE EXPERIENCES

MARKET & INDUSTRIES

RETAIL	ENTERTAINMENT	CULTURE	HOSPITALITY	HOME DESIGN
AND BRANDS AT LARGE USING EXPERIENTIAL MARKETING				
<p>“RETAILTAINMENT”</p> <p>Theme/concept pop up and flagship stores</p>	<p>LOCATION BASED ENTERTAINMENT</p> <p>Theme parks attractions, haunted houses, Escape rooms, VR attractions</p> <p>HOME ENTERTAINMENT</p> <p>VR/AR, Home theaters</p>	<p>“ARTAINMENT”</p> <p>Large scale installations, commercial design, immersive performances, museum experiences</p>	<p>EVENT DESIGN</p> <p>Themed receptions, parties and teaming events, retreats, hotels and restaurants design and experiences</p>	<p>DIGITAL HOME EXPERIENCES</p> <p>Mood scenes, XR video games</p>

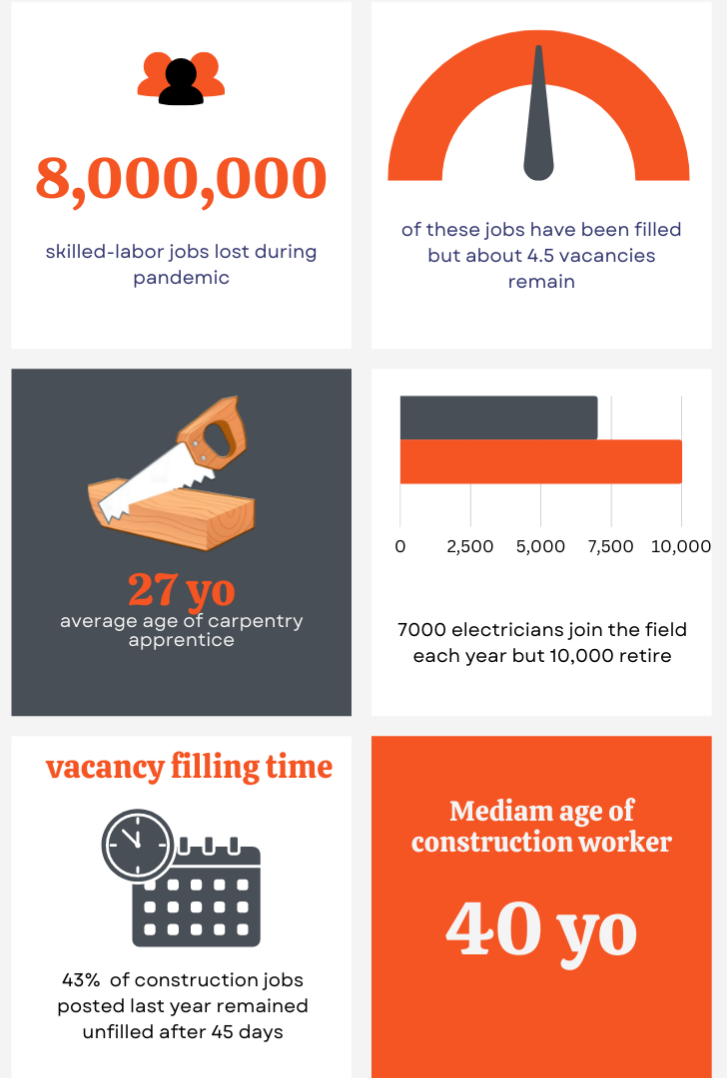
The global immersive entertainment industry is valued at \$61.8B.
The global experiential marketing services market is worth \$84B (\$40.37B in the US).

Three worlds that do not easily meet



when brought together create economically viable work,
inspire trade vocations and launch new ventures

SEVERE SHORTAGE OF TRADE WORKERS IN MASSACHUSETTS



WHY MASSACHUSETTS?

AI generated image (detail) – Text prompt: massachusetts map multi-sensory multiverse experience (Starryai.com – 8k3D)

Large Sponsors

Superior education

Innovation leader

Culture and History



PROGRAM


- 3D designers
- Multimedia artists
- Writers
- Sculptors
- Architects
- Self-made inventors

Creators




- Electricians
- Electronics
- Woodworkers/Metal workers
- A/V technicians
- Painters/Plasterers
- Raspberry Pi/Arduino DIYers

Skilled Workers



- Software engineers
- VR/AR developers
- Sound engineers
- Mechanical engineers

Engineers



Target partners include
Bunker Hill, Benjamin Franklin Cummings,
MassBAy, JATC Electrical Training Center

Community Colleges & Early College programs



Accelerate

Workshops/Masterclasses (Immersive design)

Networking

Team building



PROPOSALS (SELECTIVE PROCESS)

Occasional sponsors challenges

Themed tracks

Incubate

Project Funding: grants or sponsor contracts

Project 1

Project 2

... Project 5

Prototyping Lab and coworking space



Deliver

Deliverable to sponsor

Sell in pop up store and online

Exhibit in showroom (IRL and VR), at partner galleries

Start studio venture

PROJECTS REQUIREMENTS

Multi-sensory

Phygital
(physical+digital)

Experimental

Large scale

Interactive

Selfridges Fragrance Lab: Immersive experience to help customers pick a signature scent

AMENITIES: 10,000 square feet



Masterclasses and events

Ex: How to design for transformation (Joe Pine)
Introduction to NFTs
Meetups
Free and \$



Coworking space

5G WIFI
Open to the public on Wednesdays and Fridays
Membership : \$



Studios and Prototyping Space

Workshop/Lab space (equipment and tools: in kind donations). Opens to the public for audience testing.



Showroom/gallery

End of year show, alumni show, guests show, fundraising events

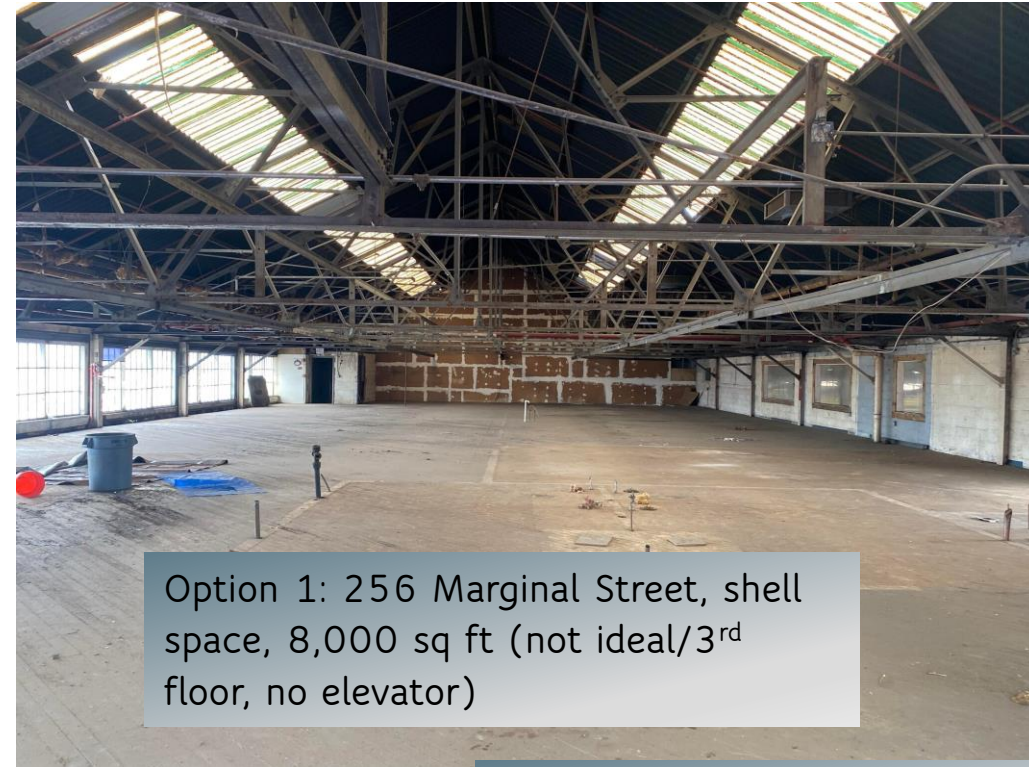
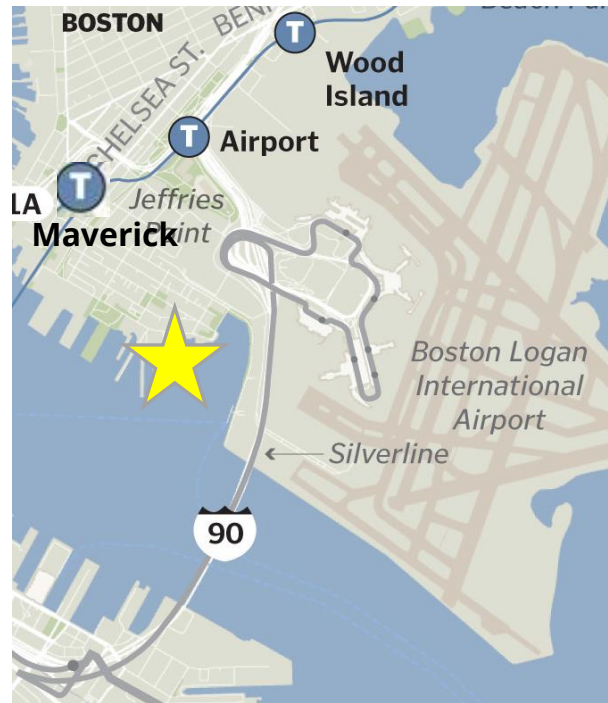


Pop up store

Physical and digital (NFT) store, including original art, illustrations, mockups: \$

PROPOSED LOCATION

Boston Harbor Shipyard and Marina is a 30-acre waterfront property with over 30 commercial tenants, public waterfront access, and a large marina on site. Tenants include a restaurant, brewery, corporate offices, industrial fabrication. The property is close to the T (blue line), Boston Logan International Airport, major highways.



Option 1: 256 Marginal Street, shell space, 8,000 sq ft (not ideal/3rd floor, no elevator)

Option 2 (preferred): Building 17, needs reno, 2 floors, 9,000 sqft total



Option 3: ICA Watershed from September-May (when closed), 15,000 sq ft



POSSIBLE SOURCES OF FUNDING

MassImmersiv will be incorporated as a non-profit organization.



Sample target Sponsors

- Verizon, Xfinity (5G)
- Bose corporation (sound)
- Barco (projectors)
- Autodesk, PTC, Dassault Systems (3d design)
- Analog device (micro-electronics)
- Target, Wayfair (retail)
- Puma, Reebok (lifestyle brands)



Private foundations

- NE Foundation for the arts
- The Lynch Foundation
- Liberty Mutual Foundation
- Barr Foundation



Government

- Mass Development
- Mass Technologies
- Mass Cultural Council
- City of Boston
- EDA (Department of Commerce)
- Department of Labor
- National Endowment for the Arts



Program and Space

- Venue space rental
- Masterclasses tickets sales
- Store revenue

MACRO-BUDGET

Startup costs

Renovation (shell space)	\$2M (includes bringing the building up to code + new floor, windows, heat, built in)
Furniture/Decor	\$100,000
Computers/Equipment	\$50,000
Other equipment (fridge, coffee machine, printer)	\$10,000
501(c) incorporation	\$5,000
Total (est.)	\$2,165,000

Operating Annual Costs (year lease minimum)

Lease	\$60,000
Grants for projects	\$100,000
Operational costs (including salaries for 4 ppl)	\$593,300
Total (est.)	\$753,300

CONTACT INFORMATION

VANESSA COUTURIER
BOSTON, MA

VANESSA@MASSIMMERSIV.ORG





Vanessa Couturier (she/her) has 20 years' experience in innovation and technology, primarily in senior business development and program management roles. She's led strategic business development initiatives, programs, operations and teams in hardware and software startups.

She started and managed the US subsidiary of a defense manufacturer which eventually exited in a private equity deal. She managed an international technology incubator and co-founded a tech startup. She worked for two economic development agencies on startups' development. She was awarded the Knight of the National Order of Merit by the French government for her work in international development.

Art and Technology are her two passions. Her fascination pre-dates the current immersive experience boom and started in 1985 as a child when Christo wrapped the Paris Pont Neuf in 450,000 square feet of woven polyamide fabric.

She's been a Massachusetts resident for 18 years, and an East Boston resident for 7.



SOURCES/CREDITS

Slide 1 and slide 16 video and picture by Mart Productions

Slide 2 picture Le Bal de Paris de Bianca Li, Backlight Studios: [Le Bal de Paris](#)

Slide 3: Wade Kavanaugh&Stephen Nguyen immersive tidal wave of wood (CMCA), picture by [David Clough](#).

[Help Needed: Massachusetts has the largest construction worker shortage in the nation | Worcester Business Journal \(wbjournal.com\)](#)

[Construction laborers | Data USA](#)

[Diversity in Engineering | UMass Lowell \(uml.edu\)](#)

[Skilled Trades Salary in USA - Average Salary \(talent.com\):](#)

[Skilled Tradespeople Can Power Small Business Growth \(stlouisfed.org\)](#)

[Apprenticeships, Skilled Trades and Small-Business Creation | St. Louis Fed \(stlouisfed.org\):](#)

[ByArtistsForArtistsReport.pdf \(artistsunderthedome.org\)](#)

[2021 Profile of Art Incubators | Americans for the Arts](#)

[2020 Immersive Entertainment Industry report by No Proscenium](#)

[Massachusetts incentives boost productions in the state - Variety](#)

[What all these Netflix-inspired immersive experiences mean for S.F. theater | Datebook \(sfchronicle.com\)](#)

[Entertainment Trends: Immersive Experiences - Dimensional Innovations \(dimin.com\)](#)

[Immersive Entertainment post COVID-19 | Accenture\)](#)

[Immersive-paper-final-oct2021.pdf \(ams-planning.com\)](#)

[The network effect of Arts incubator: a geospatial perspective \(John Hopkins University\)](#)

INCLUSIVE INNOVATION



1

NON-PROFIT INCUBATOR FOR SKILLED WORKERS, ENGINEERS AND CREATORS TO MEET, EXPERIMENT AND BUILD IMMERSIVE EXPERIENCES TOGETHER. FREE TO PARTICIPANTS. APPLICATION REQUIRED. UP TO \$30K GRANT/PROJECT.

2

A COWORKING OPEN SPACE, STUDIOS, A WORKSHOP, COMMUNITY EVENTS, EDUCATIONAL PROGRAMMING, A PUBLIC TEST LAB AND A SHOWROOM. OPEN TO COMMUNITY ONCE A WEEK.

3

LOCATED IN THE EAST BOSTON SHIPYARD, IN A NEIGHBORHOOD 50% HISPANIC, RAPIDLY GENTRIFYING BUT LACKING COMINGLING OPPORTUNITIES.

4

SPONSORED BY TECH COMPANIES, SUPPORTED BY PRIVATE FOUNDATIONS AND STATE, PARTNERING WITH COMMUNITY COLLEGES, EARLY COLLEGE & TECHNICAL SCHOOLS

5

BOSTON IS RIPE FOR AN INCLUSIVE INNOVATION ECOSYSTEM, SUPPORTING A WIDE VARIETY OF WORKERS WITH ALL TYPES OF EDUCATION AND BACKGROUND.