

# Creating A Playful Experience

*Brent Marshall*



I build interactive installations.

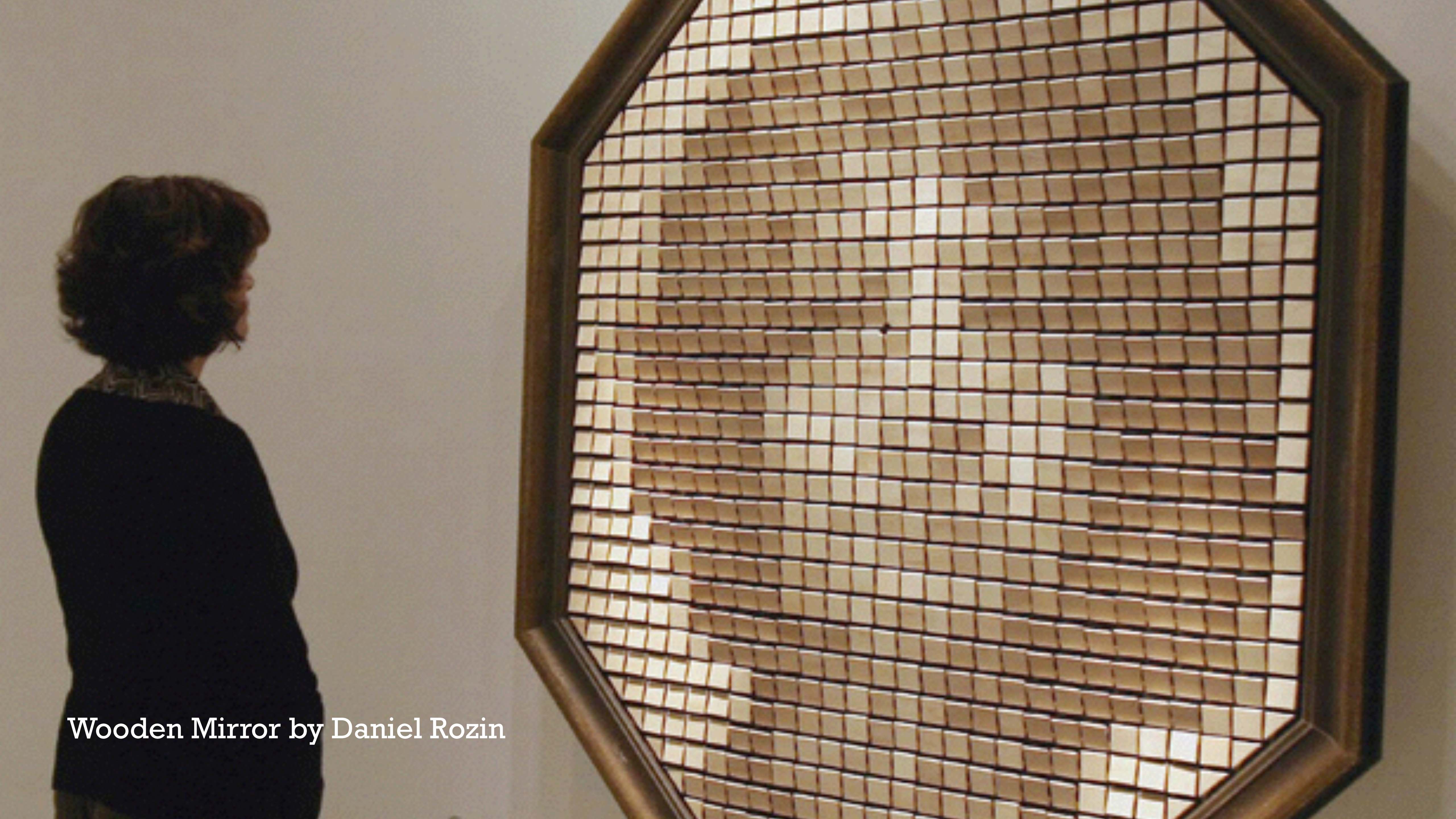




“untitled (Series #3)” by Céleste Boursier-Mougenot



Cloud Gate by Anish Kapoor  
Photo by Reizigerin (Flickr)



Wooden Mirror by Daniel Rozin



The Obliteration Room by Yayoi Kusama



*Why is play so important?*

***Play brings out our inner child, that moment  
in our lives when we're most impressionable.***



us  
the best  
spot.



START  
SWINGING



Toronto - Montreal  
541km

Game. Set. Mazda







OPEN  
12

BOWMANVILLE  
MALL

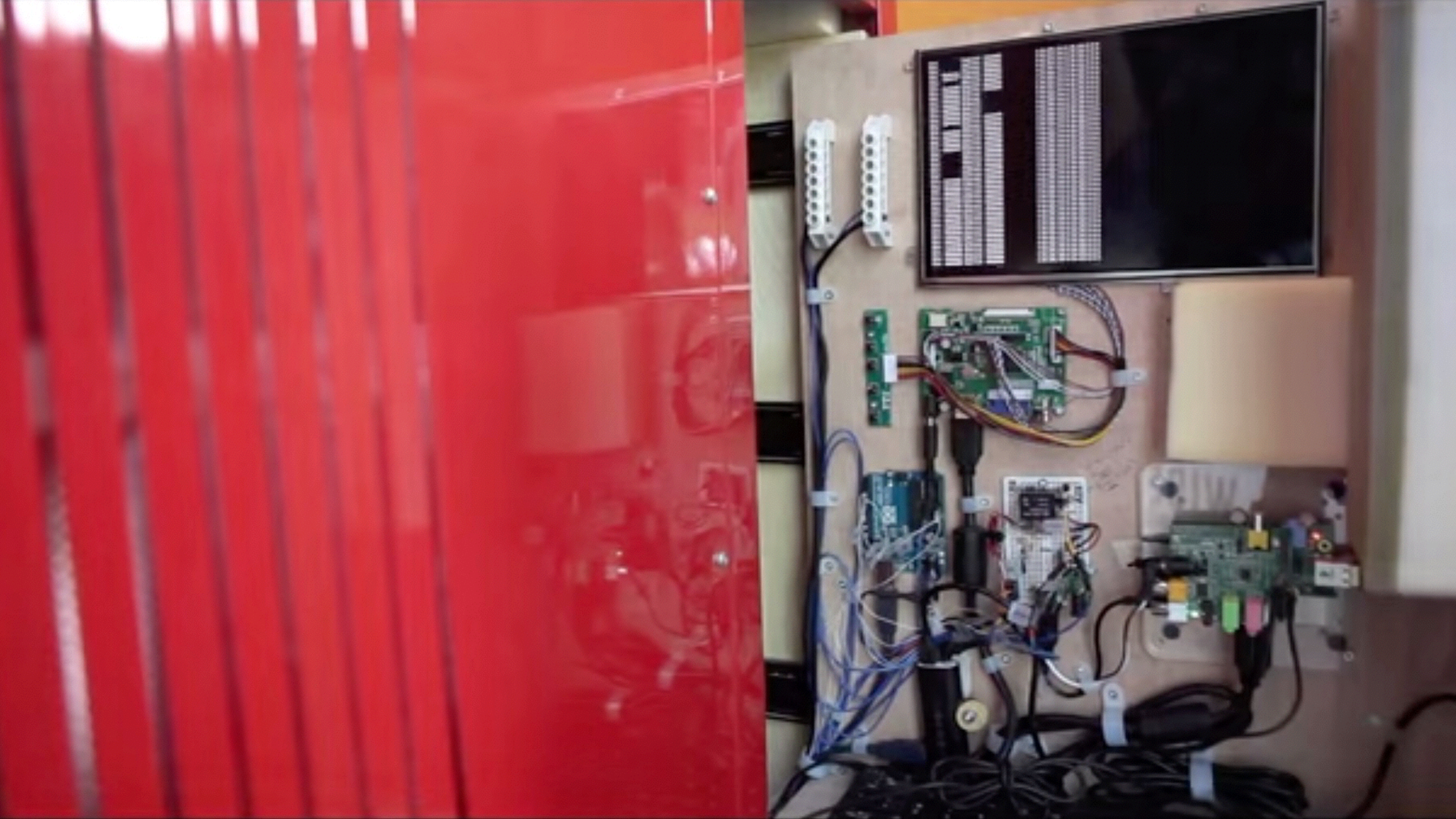
Collect

MONTREAL CANADIENS



MOLSON Canadian Anthem Fridge











SING

CANADA

TO OPEN —  
FRIDGE







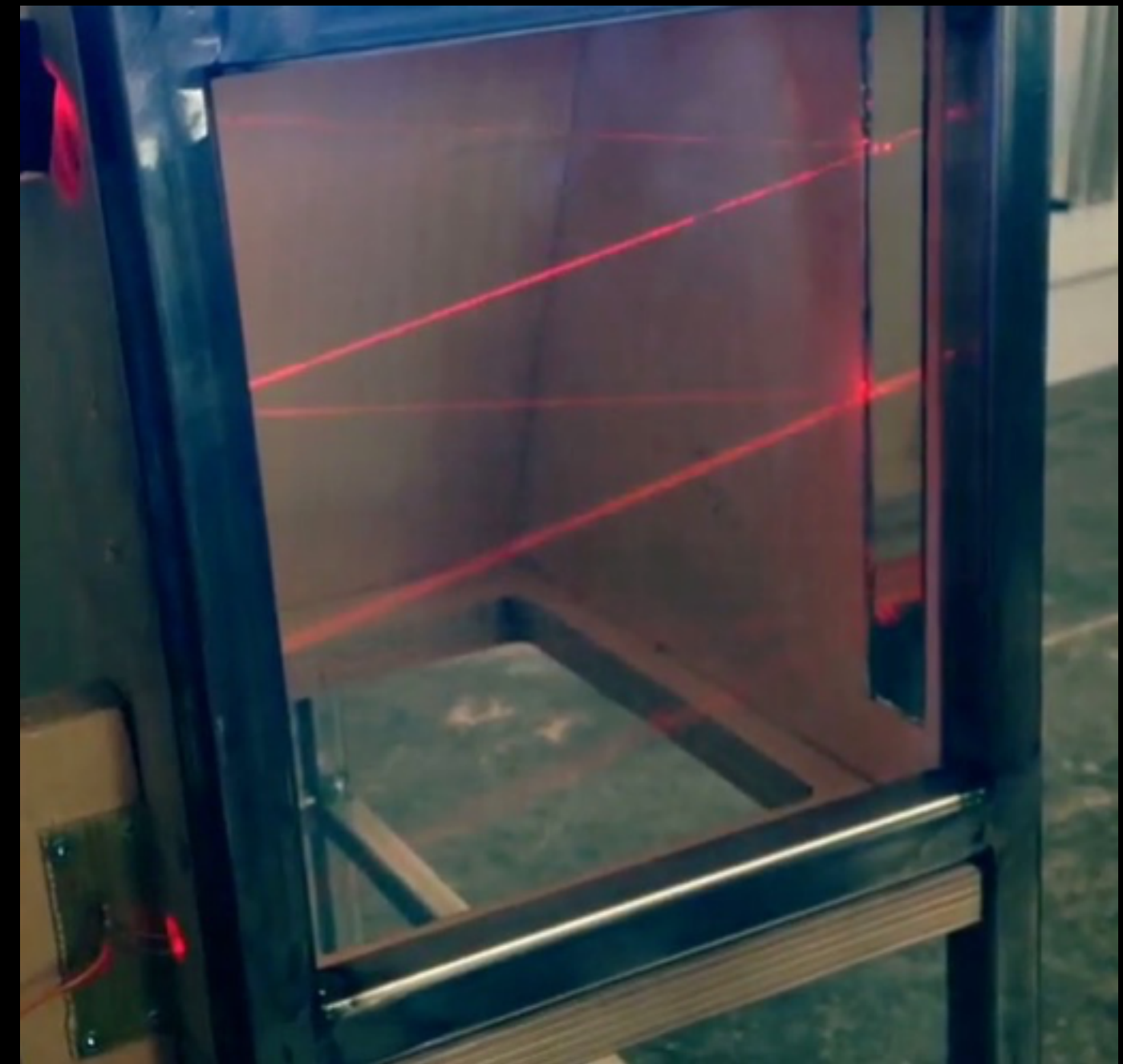
CANADIANS

— SHOOT —

PUCK

— Go Open —

FRIDGE



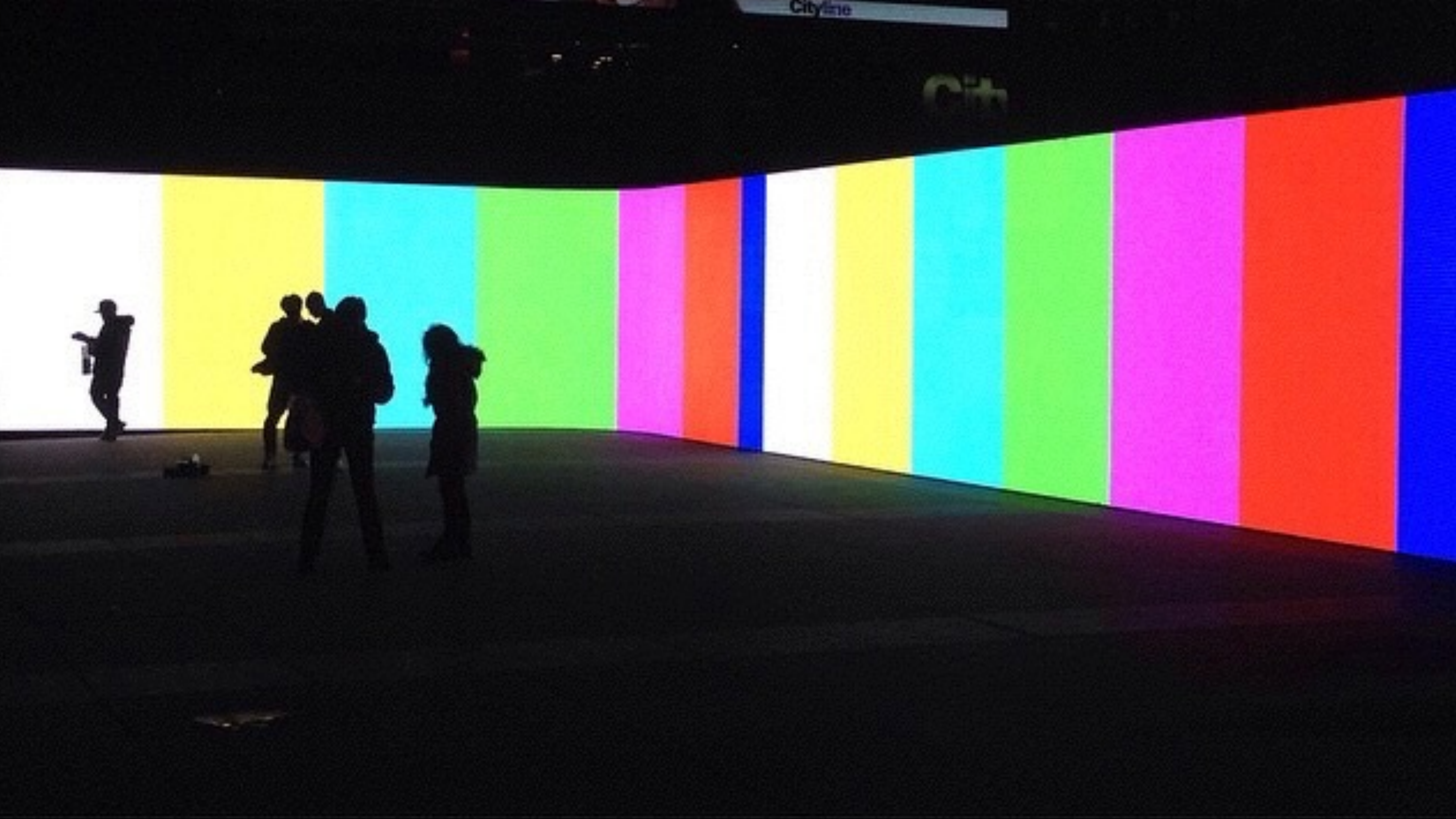


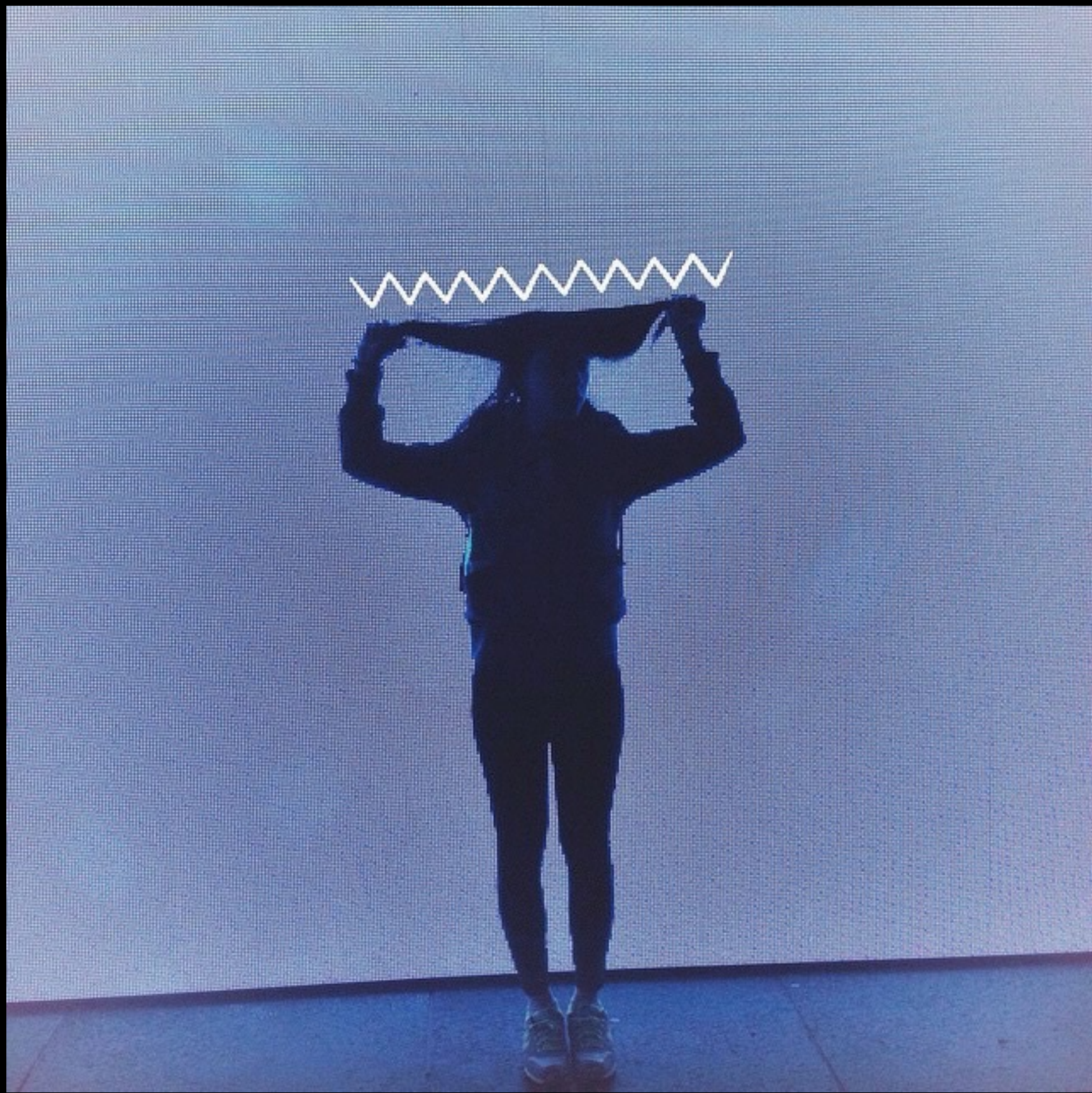
ICE HOCKEY  
HOCKEY  
LA FRANCE



#FOODUHOCKEY  
#ANYTHINGFORHOCKEY

IAN





OMNI

8:30 - 9:00am

city

National

Samsung  Hope for Children



 AUTISM SPEAKS CANADA

#LIUB



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with unlimited usage!  
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BONNIE  
LEACH  
HOTEL

Panasonic

OMNI

City

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THE PHONE WORTH LINING UP FOR

Introducing Galaxy S6 | S6 edge  
THE PHONE WORTH LINING UP FOR

LCBO



UBER  
SAFE

UBER





TRY THE ROB FORD BREATHALYZER.

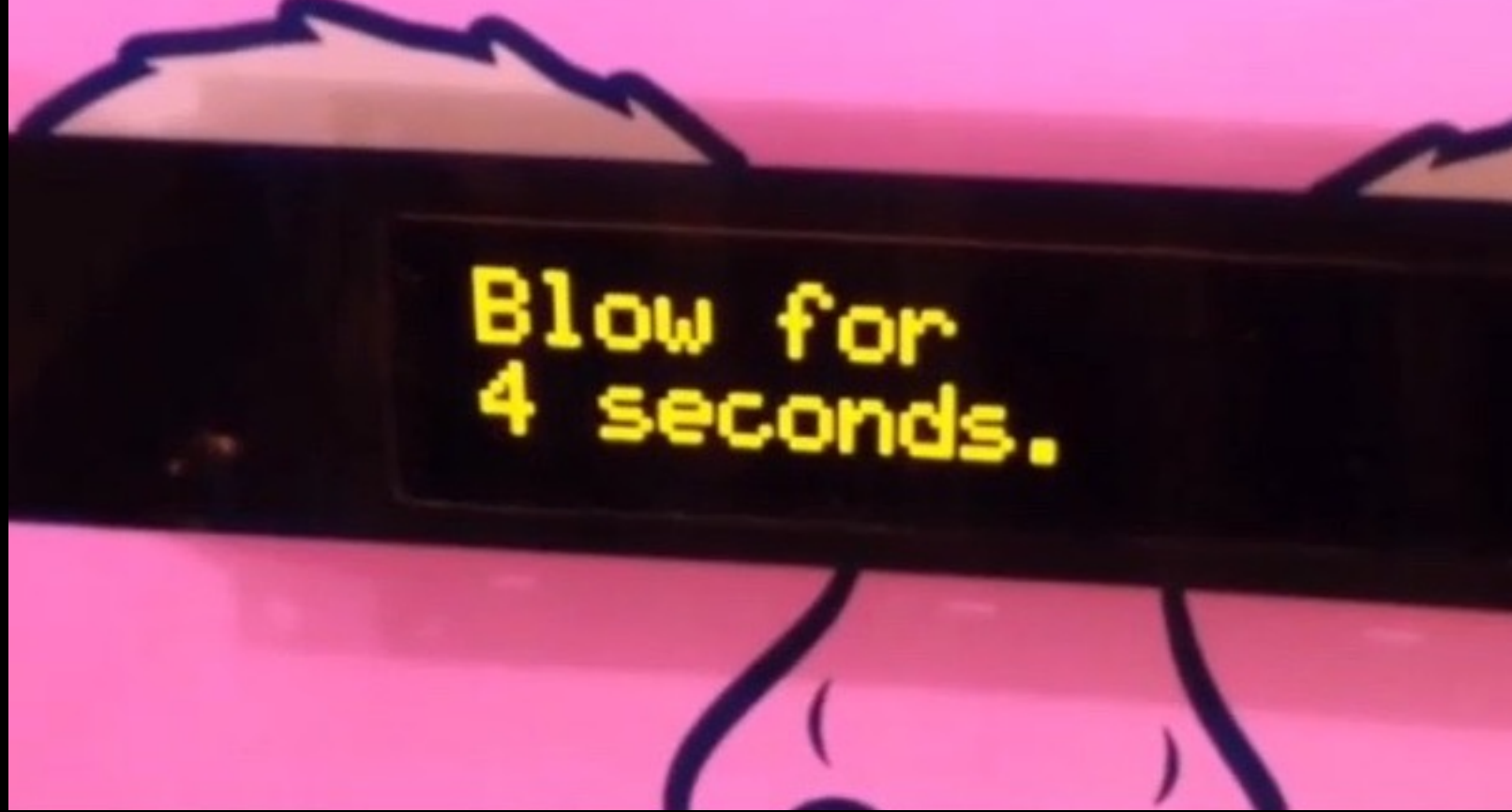
NO FORD NATION.COM



Press button to begin



Drunk-ish pics  
with strangers.



Blow for  
4 seconds.



Drunk-ish pics  
with strangers.

UBER  
SAFE

UBER

PLACE STRAW IN HOLE AND  
BLOW FOR 6 SECONDS





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