

Camp Furbish

presented by **DELL**
Technologies

Content Bible



HISTORY

Camp Furbish was founded after Ozzy the otter floated into a circular stream that connected different river channels to the ocean.

After noticing all the trash around the area, he decided to settle on the tiny island in the center of the stream and build his home.

Overtime he met Thilo the turtle and they started a camp whose mission was to clean up the area to protect the habitats all over the world that the rivers connected to.

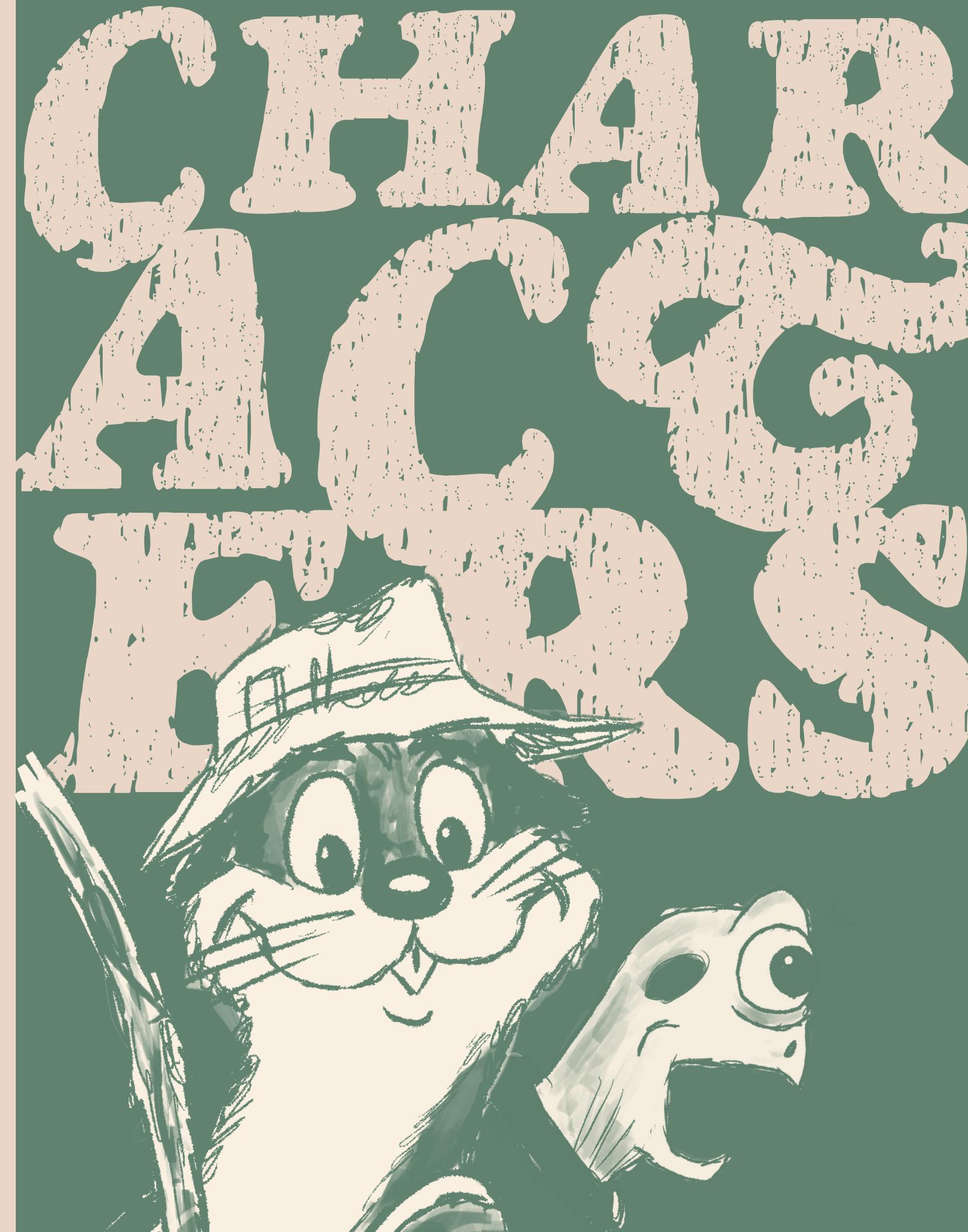


MISSION: UPCYCLING

The goal of Camp Furbish is to educate and inspire people from all over to make changes that push our society towards a more sustainable future.

Camp activities around the camp are designed to showcase ways that our visitors can be more sustainable as well as highlight the amazing work that companies are doing.

Camp Furbish couples this educational opportunity with a fun and relaxing atmosphere to make the audience feel that sustainability is something that can make their life and the world more enjoyable.



Fishing pole made from a fallen tree branch and an old soda can he found.



Old fisherman's bucket hat he fished out of the river carries all his fishing gear

Before he had his tools, he used his teeth, which gave him pointed buck teeth.

Because his job isn't the cleanest, his fur is a little matted and messy.

His overalls have one broken suspender and a hole cut out for his tail.

Ozzy is a sea otter whose adventure began after his home in the ocean was polluted due to an industrial plant built right by the coast. He made the decision to leave and followed a river channel into the forest until he could find a spot to call home.

He stopped when found a circular stream that connected several rivers to each other. Each of these rivers connected to the ocean, and in the center of the stream was a tiny island and built a home.

However, all the trash in the river really bothered him because he knew it would reach a lot of other habitats. He spent most of his days fishing the trash out of the river, and cleaning up the forest using a variety of tools he made himself.

He realized that there was too much garbage in his environment for him to clean it all on his own, so he decided to build a camp to teach humans about reducing their waste in a fun but educational way.

Class and Type:

- Neutral Good Guardian

Attributes:

- Clumsy
- Over-Confident
- Good Natured
- Friendly
- Comforting



THILO



Be careful not to let Thilo eat the plastic you find in the river.

Because of his inability to speak clearly, not much is really known about where Thilo comes from. What we do know is that Ozzy found him one day swimming in the Re-Claim River chasing some floating plastic rings.

Ozzy quickly stopped him before he could eat them, despite Thilo's obvious frustration with Ozzy. He now lives with Ozzy at Camp Furbish as Head Counselor.

It's not clear whether or not Thilo actually wants to be at Camp Furbish because he's often found trying to escape or eat the plastic in the river, but Ozzy always seems to be there to interrupt his efforts.

Class and Type:

- Chaotic Neutral Ally/Comic Relief

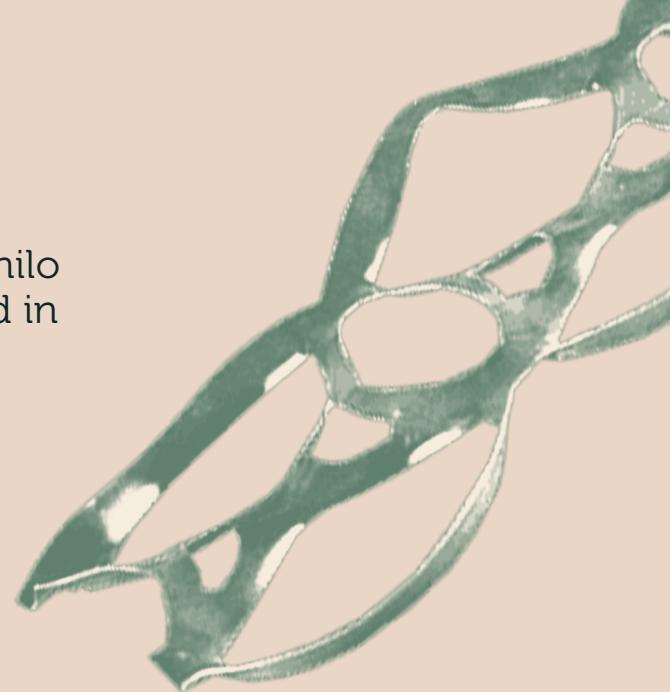
Attributes:

- Deceivingly Smart
- Very Expressive
- Very Strange and Silly
- Doesn't Speak



Has a mark on his temples like a red-eared slider.

Badges stuck randomly to his shell.



Red bandana around his neck just like the other counselors.

EXPERIENCE

At Dell Tech World 2023, attendees are invited to become Campers at Camp Furbish and learn about the sustainability goals Dell has been working towards and some things attendees can implement in their own life to be more sustainable.

This experience will be situated inside the The Village and will have 6 interaction touch points for campers to engage with as well as a unique experience inside the Dell app for both virtual and in-person attendees.

Campers will visit a unique campground that combines cutting-edge technology with the hand-crafted campy feel that one would expect from this type of environment.

ONBOARDING

Attendees will receive a virtual invitation via e-mail to tease the experience.

This invitation will give attendees access to the DTW 2023 app where they can access the Camp Furbish application.

Low-involvement guests can set up their account and be ready for the event.

High-involvement can interact with the application and even start working towards some of the possible badges that can be earned outside the event.

You're Invited

To experience a one of a kind adventure in upcycling.
-Ozzy

The fun begins inside the Dell World app now!

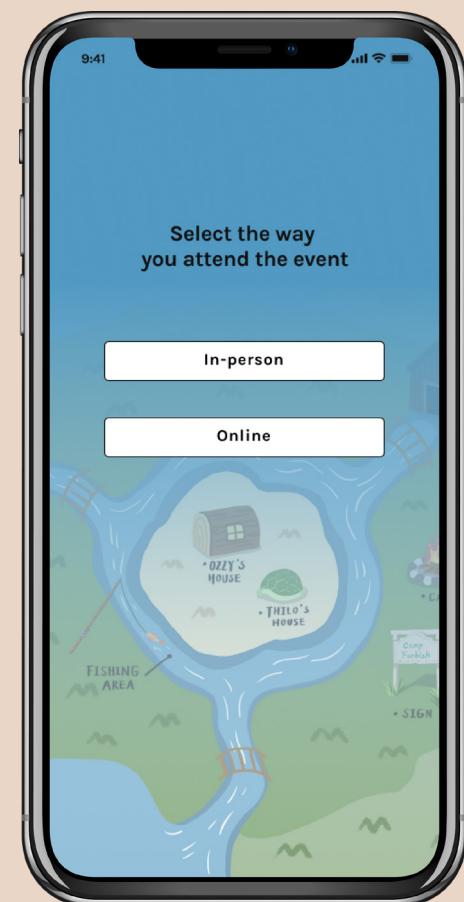
**Camp
Furbish**

DELL Technologies /World

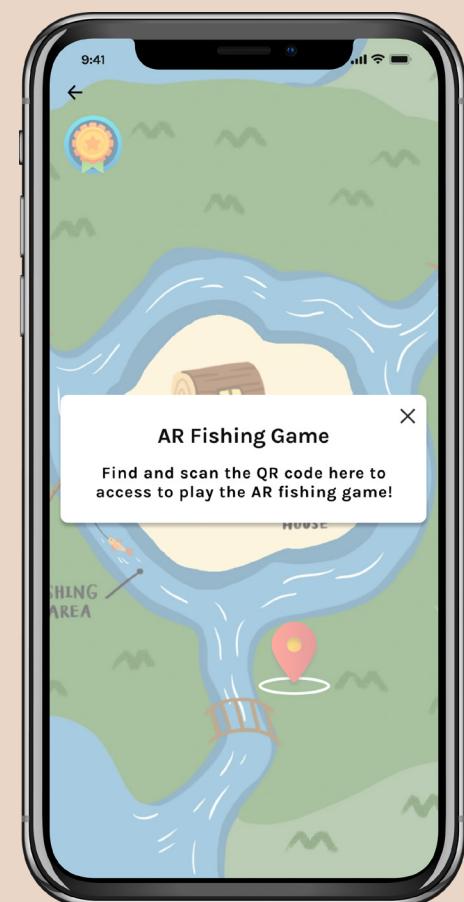
MANDALAY BAY, LAS VEGAS | MAY 22-25, 2023

IN THE DTW APP

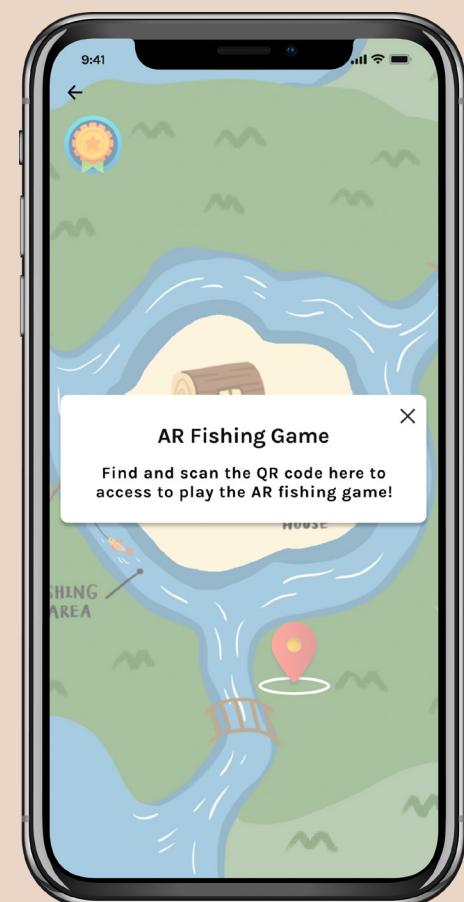
The home-base for campers is inside the Dell Tech World app. It serves as a map, information center, and a portal to access the digital experiences.



Virtual and in-person attendees can engage with the application.



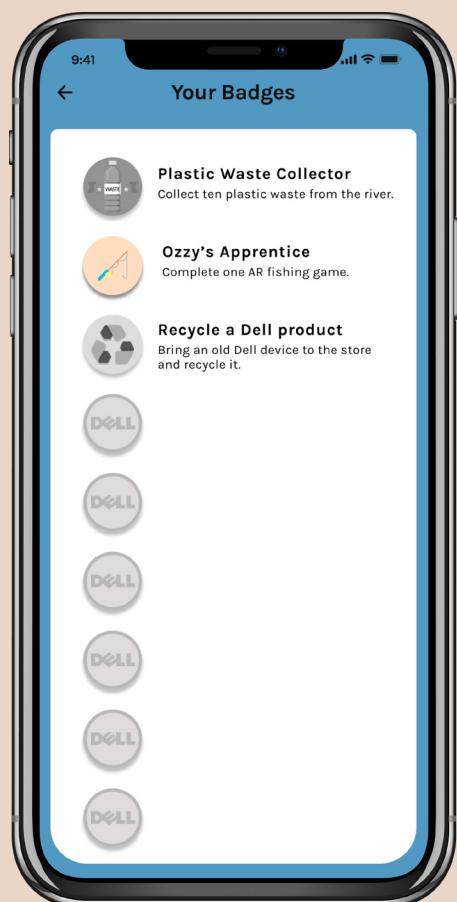
A map of the camp will inform and guide campers on the space



If at the event, activate the AR fishing mini-game



Through the lens of your phone you can see your catch.



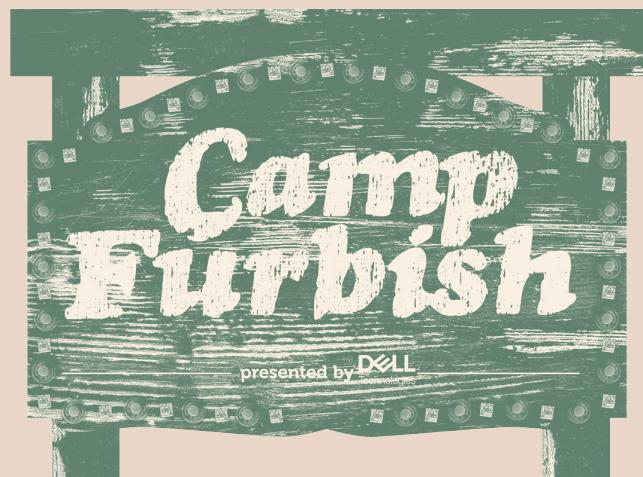
The more you engage the more badges you'll receive

SPACE

To make sure this space truly stands out from any other camp experience there is a unique design aesthetic that carries over to the different elements inside the physical space:

- Whenever possible, use recycled elements in the design by not hiding what the material is, but embracing it
- If not possible, using simplified silhouettes for the element and using projection mapping to project line art and color onto the element.

These elements work together to give a style reminiscent of a 1960s animated cartoon.



In this sign, the water bottles on the border are a tool to elevate the design, and we aren't trying to hide it.



Color and detail projected onto a physical prop via projection mapping

Physical prop has the color and detail overlaid onto it.

Walls are made up of screens to create the background.

This technique will help the space stand out by not trying to recreate a super realistic camp, but a more cartoon-ish camp. The use of screens and projections also allows for animations to surprise the guests on the props or background, or even make subtle color changes to change the mood or atmosphere throughout the day.

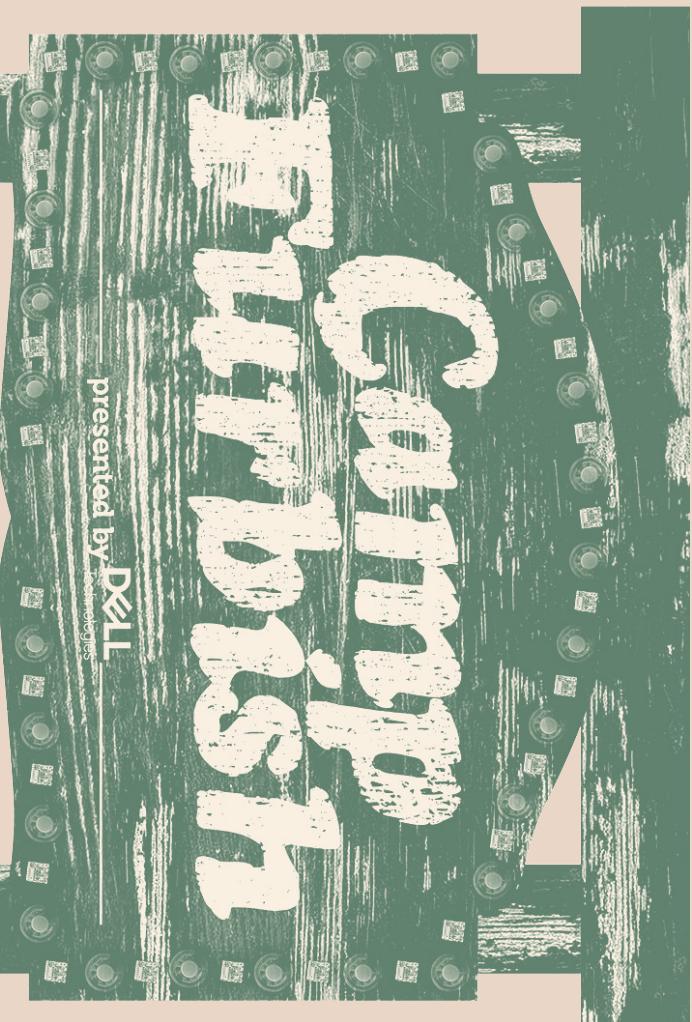
This also reduces the needed material, and use of paint, which is both better for the environment and easier to break down and store for future use.

CAMP FURBISH SIGN

When the first group of human campers visited Camp Furbish, they were inspired by Ozzy and Thilo's work.

These campers returned the next summer as the first class of Camp Furbish counselors and as a gift to the camp and Ozzy they created this sign out of recycled materials to attract more campers to Camp Furbish and help Ozzy spread his message.

Today, it's become a rite of passage for any new camper to take their photo by the iconic sign. It's become a symbol of how the only real trash in our world is the stuff we choose to waste.



Camp Furbish believes in the message of reusing to turn trash into treasure, and the Camp Furbish Sign is the perfect representation of that message.



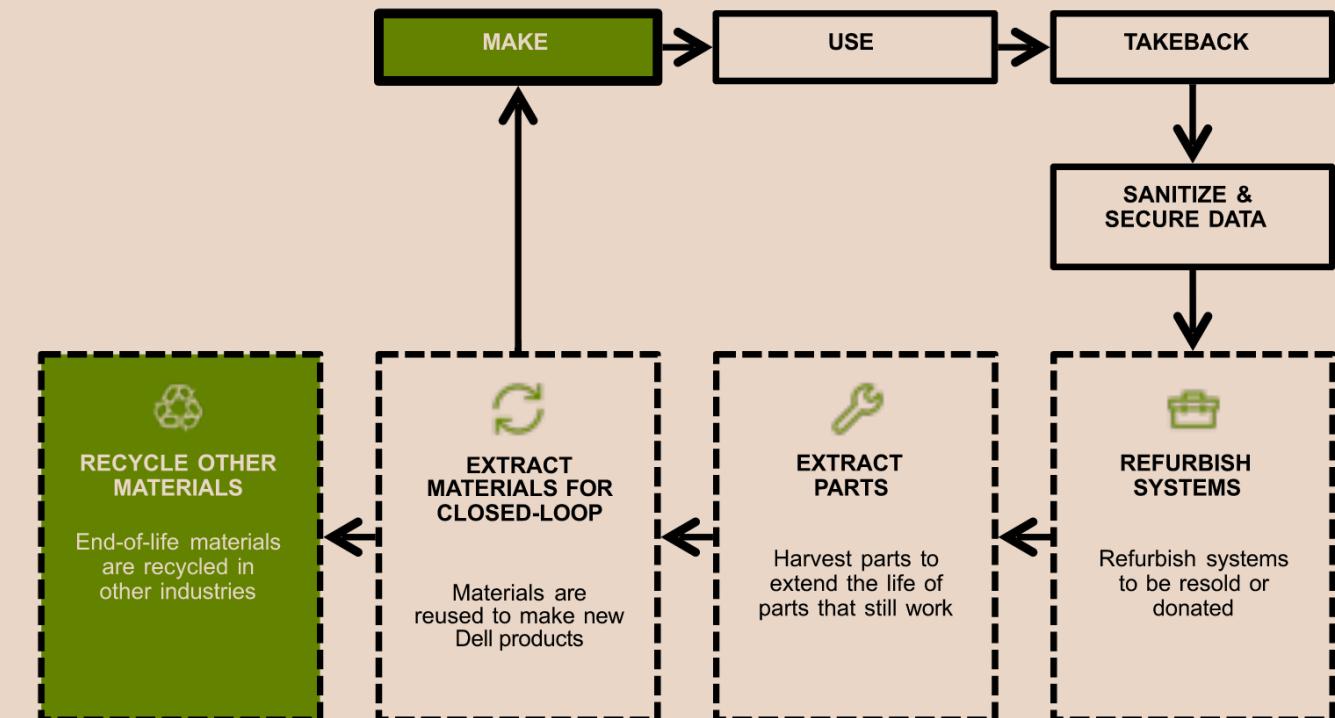
Building Materials:

Old Reclaimed Picnic Table, Old Plastic Water Bottles, LED lights, Old reclaimed wooden posts, paint.

Audience Engagement:

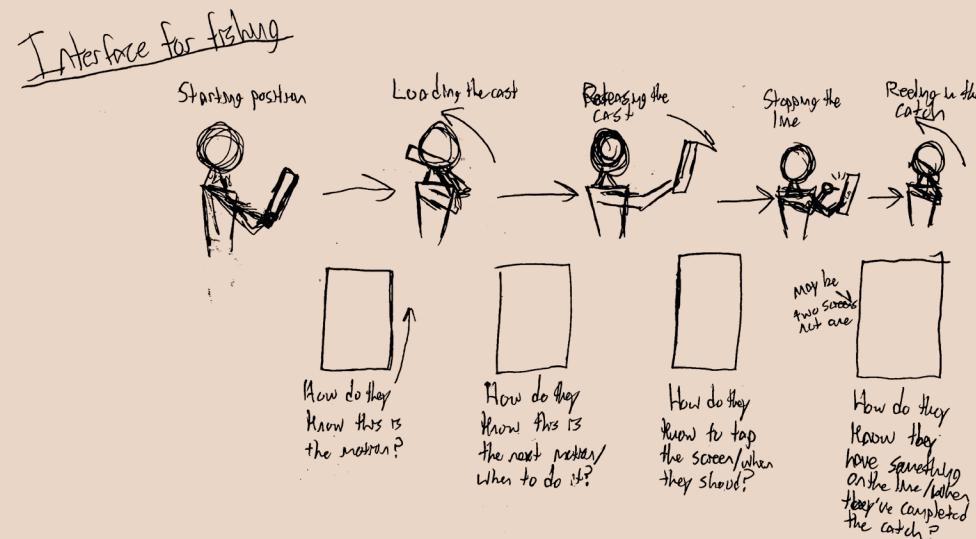
Take photos in front of the sign, be drawn into Camp Furbish by seeing it. Sign serves as one of the main focal points for visualizing the camp area from across the village

LED Lights contained inside water bottles, and old chips create an illuminated border to the sign.



AR EXPERIENCE

Campers can fish in this river by scanning a QR code found on signs around the river, which will activate an augmented reality experience through the Camp Furbish application inside the DTW app.



RE-CLAIM RIVER

Ever since Ozzy first stumbled upon this strange circular stream with river channels connecting to the ocean, it's been a central part of Camp Furbish.

The trash that reaches this river may have begun in a small place, but if not cleaned up it carries the potential to reach different habitats across the large forest.

Today campers engage with this river by fishing the plastic out of the river which is one of the big ways they can earn badges.

The river serves as the perfect analogy for how one person's actions can potentially affect the larger population.

Campers will receive a short piece of information on what Dell and their partners has done with plastics like this.

THE PROCESS

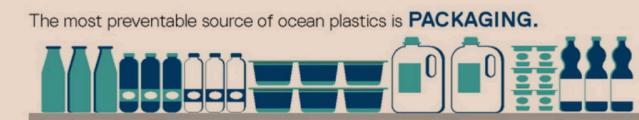


Building Materials:

Projection mapping, Reclaimed plastic melting (in an environmentally conscious way) to make a flat board for the projection, Reclaimed plastic shreds turned into 3D printing filament to make the bushes around the lake.

Audience Engagement:

Watch the random animations on the river, Participate in the Fishing experience with your phone



TOP 5 THINGS YOU CAN DO

- 1 Recycle or donate unwanted plastic**
This includes items like children's toys or cups.
- 2 Avoid microbeads**
Microbeads can be found in face and body washes.
- 3 Reduce use of disposable plastics**
Including straws, water bottles and grocery bags.
- 4 Participate in cleanup projects**
Chances are, there's one at a beach or river near you.
- 5 Spread the word**
Let friends and family know how they can help.

This year, Dell is helping by making

300,000+ XPS notebook trays from **25% ocean plastic** and **75% recycled-content plastic**.

Follow our effort:

Dell wants to keep plastics in the economy and out of the world's oceans. See more ways we're helping at Dell.com/oceanplastics

RE-INSPiRE BULLETIN

Located near Re-Fresh Lounge, this camp bulletin is the news central for the camp.

RE-FRESH LOUNGE

Camp is meant to be fun, and Camp Furbish knows that everyone needs a break sometimes.

Because of this, Ozzy's team of counselors suggested he build a lounge area for visitors to connect with one another or just relax.

Obviously, Ozzy wasn't just going to abandon the essence of Camp Furbish, so he wanted to make sure this lounge was still made from materials found around the forest or recovered in the river.

Our climate change goals:

 **50%**

Operational emissions reduction by 2030

 **100%**

Renewable electricity use by 2040

 **60%**

Reduction in supply chain emissions per unit of revenue



In FY23 we will release a new 2030 goal to reduce the carbon emissions associated with the use of sold product.

Accompanying the charging ports and seating will be information about Dell's climate change goals.

Core Elements:

Lounge-style seating, solar-powered charging ports, Information about Dell's combating climate change work

Audience Engagement:

Sit at the picnic tables and network, sit in the comfortable lounge seats and relax, and charge your devices before your next meeting.

Building Materials:

Large screen, reclaimed wooden frame, and posts to hold it up

Audience Engagement:

See the different posts on social media about Camp Furbish, Share your own post with the hashtag and see it on the screen



Connection to Sustainability:

This interaction is all about inspiration for the campers on how they can be more sustainable at home. The information (though it can be filtered) will be dictated by the audience trying to share their journey to sustainability with others.

UPCYCLED CRAFT

Campers acquire their supplies for Ozzy's Craft Warehouse and can sit at any of the picnic tables to complete the craft.

Counselors will be at certain tables to help campers complete the craft and answer any questions

These crafts should be built out of only common materials that people will throw out in their home like water bottles or paper towel rolls.

The crafts should be designed in a series. The campers can do one of them at the event, but extend the activity at home with their own waste to complete the series.

DELL UPCYCLE

Accompanying the craft instructions will be facts about Dell's global takeback recovery and recycling process to show the campers how Dell is doing something similar to them on a larger scale to better the environment.

As an example, this turtle was made with nothing but one plastic water bottle and some hot glue, but at home you could accessorize it more like old cardboard or other trash.



RE-FURB CRAFTING

Obviously, Camp Furbish has acquired quite a lot of waste, and while companies like Dell, who are using recycled materials in their packaging or products, are helping, there is still a lot of waste for the Camp to somehow use.

To combat this, Ozzy created a new activity station called "Re-furb", which is a crafting station for campers to build fun camp crafts.

Unlike other camp crafts, these are designed to be made out of the most common types of waste that not only does the camp have a lot of, but also can be found in everyone's home.

Core Elements:

Ozzy's Craft Warehouse (hut where they get their supplies), Picnic tables for crafting, Camp Counselors

Craft Materials:

plastic bottles, metal cans, coffee creamer cups, or other common waste materials for the crafts.

Audience Engagement:

Watch others put together their craft, Put together your own craft, and share your craft on social media and connect with the Dell brand

RE-IGNITE CAMPFIRE

While we love to learn here at Camp Furbish, we also understand that sometimes people need a break from preaching and need a place for just have fun.

The campfire is the perfect place for campers to have fun and really get to know one another as they relax and enjoy some delicious s'mores by the campfire.

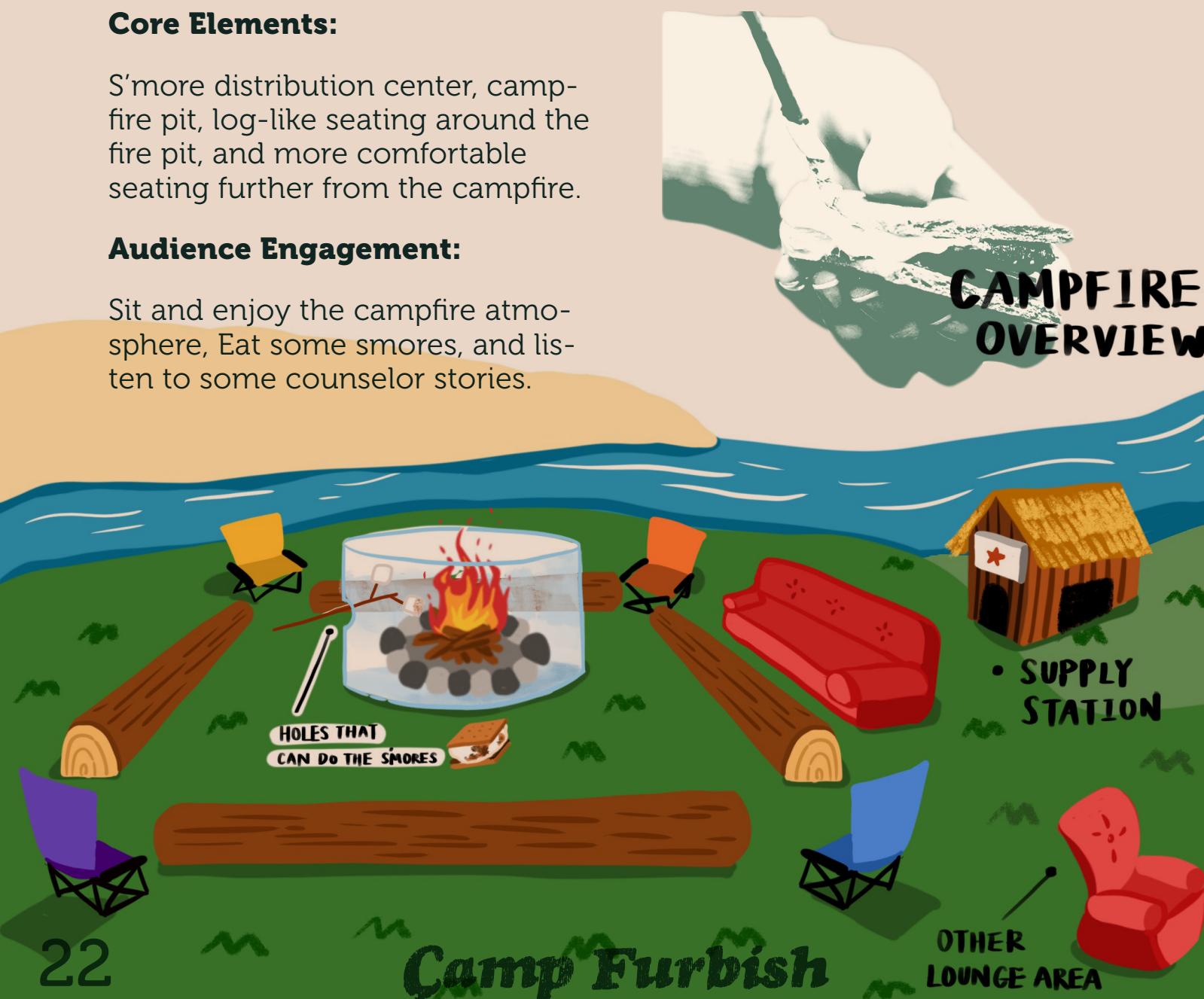
This is also a place counselors love to tell stories about the camp and what they've learned about sustainability by working at Camp Furbish, so don't be afraid to ask questions or sit by the counselors.

Core Elements:

S'more distribution center, campfire pit, log-like seating around the fire pit, and more comfortable seating further from the campfire.

Audience Engagement:

Sit and enjoy the campfire atmosphere, Eat some smores, and listen to some counselor stories.



OFFBOARDING

Once the event has concluded, Ozzy will send each camper a special postcard to remind them of their visit that can then be planted in their own backyard.

For the Camp Furbish obsessed, the application will still have a series of badges available for them to collect by completing sustainability acts in their daily life.

The badge collection not only encourages further sustainable acts, but keeps the audience attached or invested to Camp Furbish, which could drive demand for an opportunity to return to the camp.

Greetings from,

**Camp
Furbish**



DELL Technologies /World

Hey Camper,

It's me Ozzy. I hope you had a great time at Camp Furbish during Dell Tech World. Hopefully you learned a lot about how Dell is hoping to make the world a more sustainable place and what we all can do to help. Don't forget that there are a ton of badges in the DTW app that you can collect outside of the camp, so don't think our time together is done for good. By the way, this postcard is actually a seed, so don't throw it away: plant it!

Until next time,

- Ozzy the Otter (and Thilo)

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Miro Board:

- [Digital Link](#)

Framer Journey Map:

- [Digital Link](#)

Google Drive Folder

- [Digital Link](#)

FURTHER DEVELOPMENT AND RESEARCH

DELL TECH WORLD2023

This project was developed to be presented as a potential addition to Dell Technology World 2023's "Village" area of the conference to showcase Dell's sustainability efforts. The information on sustainability and parameters for the design were provided by Dell Technologies.

For more information
on [Dell Technologies](#)
World 2023

For more information
on [Texas Immersive](#)
[Institute](#)

This project was developed as a part of the **Texas Immersive Institute** coursework at the University of Texas in Austin. It was the second project in the Fall 2022 edition of the second course: Experimental Storytelling.

TEXAS IMMERSIVE

CAMP FURBISH TEAM



Lucas
Hood



Zachary
Harper



Wendy
Chuang



Hingis
Chang



Miu
Nakata

Camp Furbish