



Immersive StoryLab

Immersive storytelling.
Playable culture.
Interactive experience design.

A BRIGHTBLACK LAB

THE OVERVIEW

Stories people can step inside.

Immersive StoryLab helps artists, creative teams and organisations develop experiences that audiences can enter, influence and play.

Led by BRiGHTBLACK's Simon Wilkinson and Myra Appannah, the lab combines creative exploration with practical approaches to designing participation.

47

EDITIONS

14

NATIONS

2015

FIRST COMMISSION

Originally commissioned by MUTEK and Yes/No Productions in 2015. A decade of exchange with artists, cultural organisations and educational institutions worldwide.



Those Who Hold Up The Sky / Factory International / BRiGHTBLACK 2025



The Black Rabbit / Live Virtual Production / BRiGHTBLACK 2022

Explore. Make. Play. Reflect.



01

Story & worlds

Storytelling, worldbuilding and contemporary game systems. Explore how rules and narrative shape an experience.

02

Audience & agency

Design participation, interaction and audience journeys: what people do, choose and change.



03

Tools & prototypes

Explore immersive technologies and practical tools. Turn ideas into experiments that can be shared and tested.

04

Practice & production

Connect creative ambition with production workflows, project planning and budgeting.

BUILT AROUND YOUR NEEDS

Two to five days.

For professional development, project prototyping and organisational consultation.

Apply contemporary game systems and interactivity frameworks to creative and strategic challenges. Each edition is tailored to the host, participants and brief.

2 DAYS

A focused introduction and initial experiments.

3–4 DAYS

Deeper exploration and collaborative prototyping.

5 DAYS

Extended development, testing and reflection.

SELECTED CLIENTS & HOSTS

Sydney Opera House · National Institute for the Dramatic Arts
Royal Shakespeare Company · Kings College · National Gallery
Brisbane Powerhouse · British Council · MUTEK Montreal
MUTEK AR · Keoh University



A man with a beard and headphones is sitting in a dimly lit room, smiling. He is wearing a dark jacket over a green shirt. He is holding a small object in his hands. A microphone on a stand is positioned in front of him. The room has wood-paneled walls and several small, glowing candles or lights on the floor. The overall atmosphere is warm and intimate.

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