

# PLAN FOR VICTORIA X OPEN HOUSE MELBOURNE ACTIVATIONS

A series of immersive experiences to connect Victorians with six big ideas to shape the preparation of a new Plan for Victoria.

## WHAT WE DID

- Designed and delivered a suite of immersive activations to promote engagement on six Big Ideas for the future of Victoria, as part of 2024 Open House Melbourne.
- Curated experiential engagement activities to translate complex strategic planning ideas into accessible, people-centred experiences.
- Designed a Big Ideas voting wall, enabling participants to physically vote on priorities for Victoria's future.
- Created a 'Love Letters to Victoria' activation, inviting participants to reflect on what they value about the state and their aspirations for its future.
- Developed a Lego exhibition to represent key planning challenges such as housing affordability, equity, infrastructure and sustainability through storytelling.
- Designed an interactive sound wall featuring recorded stories from young Victorians, amplifying diverse voices and perspectives.
- Designed and hosted a makers hub, where participants created custom tote bags while learning about the Plan for Victoria.
- Supported delivery across the Open House Melbourne weekend, with more than 1,400 people interacting with the activations.

- 01 Big Ideas wall pop up installation
- 02 Lego Exhibition of community feedback
- 03 Interactive makers hub as part of the Open House Melbourne launch night

**YEAR**  
2024

**CLIENT**  
Department of Transport and Planning

**EXPERTISE PROVIDED**  
Community Engagement  
Map Studio  
Creative Studio

## TEAM

