

PROJECT PROFILE



Cadbury World

Just as Good as the Chocolate

Cadbury World, located in Birmingham, is one of the UK's leading visitor attractions. Its irresistible chocolate theme is so popular that at most times of the year it is essential to book your visit. Cadbury World is continually being developed and improved. The interactive attraction, "The Purple Planet," has proved hugely popular with the public.

Conceived as a "virtual exhibition," with an emphasis on "whole body interactivity," Purple Planet explores the chocolate theme in surprising ways.

Purple Planet is a realm of mirrors, wall-sized screens, hidden cameras, motion detectors and interactive projections that react when you touch them or move your body. They form a series of mind-stretching virtual exhibits including such features as chocolate rain falling from the sky and a photo experience that moulds people into cyber chocolate sculptures.

Purple Planet was designed and built for Cadbury World by Event Communications. They chose an experienced team to help realize its design. Electrosonic was appointed AV systems integrator, Newangle was commissioned to produce the software, and HB Source supplied the physical interactive components. Newangle appointed HMC MediaLab as its subcontractor to write bespoke application software.



"Chocolate Infinity" at Cadbury World's Purple Planet has floor projected images that respond to both camera-based image sensors and pressure sensors in the floor.