Wearable wayfinding design

Multifunctional credentials for the world's premier immersive arts conference

When the world's leading conference for experiential artists and designers relocated for a year to Denver, venues spread across the city posed significant wayfinding challenges. Post-COVID programming emphasized intimate networking alongside keynotes, requiring attendees to navigate between multiple venues while connecting with the right people.

CHROMAKAIROS designed multifunctional nametags that doubled as portable programs, with QR and NFC access to an interactive digital map. A color-coded system across badges and venue signage distinguished attendee categories, creating clear visual pathways and helping volunteers quickly support different groups throughout the event.

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