

THE NATURE OF SNOW

Audience & Distribution / User Experience

AUDIENCE & DISTRIBUTION

The Nature of Snow is designed for general audiences ages 16 and older, including museum and science center visitors, festival audiences, educators and students. It also has particular relevance for those interested in the history of science and the natural world.

The project is intended for exhibition at immersive festivals, museums, science centers, and cultural venues. Initial distribution will focus on XR festivals and location-based exhibitions, followed by educational and institutional opportunities. A future consumer release on standalone VR platforms may also be explored.

IMPACT GOALS

The Nature of Snow aims to create a personal connection to the atmosphere, the natural world, and the scientific discoveries that shape our understanding of climate. Through presence, interaction, and storytelling, participants experience these ideas from within rather than observing them from a distance.

Success will be measured by audience responses that indicate increased curiosity, emotional connection, and engagement with atmospheric science and the natural world. Long-term success would include use by museums, science centers, educational institutions, and climate organizations as a tool for public engagement.

WHY IMMERSIVE MEDIA

The Nature of Snow uses immersive media because it allows participants to experience the story from within rather than observe it from a distance. Through a sense of presence, participants move through a snowstorm, interact with snowflakes, and enter environments that shift across time, scale, and place.

The experience is structured as a dream, with participants moving between 2058 and 1885 through Wilson Bentley's workroom, the Weather Machine, and aerial panoramic landscapes.

INTENDED USER EXPERIENCE

The experience begins in the future, in an apartment in Vermont in 2058. Dead trees stand beyond floor-to-ceiling windows while climate news runs on every screen. A young man named Ben plays piano and falls asleep. The viewer enters his dream, floating

upward into a starry night where the stars transform into snowflakes before drifting down into the winter of 1885.

In Wilson Bentley's farmhouse workroom, Wilson speaks directly to the viewer and invites them to work alongside him. From there, the viewer is an active participant, moving through scenes that shift between the intimate and the planetary, the microscopic and the vast.

WHAT THE VIEWER DOES

The viewer is an active participant throughout the experience. They photograph snowflakes alongside Wilson Bentley, project them enlarged through the magic lantern, and interact with snowflakes as they drift through the environment.

As the story unfolds, participants move through changing environments, leaving footprints in the snow. In the Weather Machine, participants adjust temperature, humidity, carbon dioxide, and particulate matter, observing how each condition affects snow crystals and snowpack.

The current phase of development is a three-scene vertical slice that demonstrates the project's visual language, interaction design, and narrative framework while laying the foundation for a larger experience.

