



Sensory Interactive combines physical art with touchless interaction at Marathon Oil HQ in Houston, Texas

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Washington, DC-based Sensory Interactive designed and crafted an interactive digital media sculpture for Marathon Oil's new headquarters in Houston, Texas. The sculpture serves as the lobby's showpiece, blending art and technology.

The geode-inspired sculpture, manufactured by SNA Displays, contains advanced motion capture technology, allowing users to interact with it individually and through large-scale monitoring. Visitors can use touchless gestures to explore Marathon Oil's history, staff spotlight stories, and other corporate communications. The sculpture also reacts to lobby visitors without direct input. Motion tracking elements relay foot traffic information to the system. This allows the screen imagery to respond as people move through the space.

"This project is the outcome of Marathon Oil's progressive vision for their new corporate office lobby and their interest in incorporating dynamic content," said Bill Talley, Managing Director of Design and Strategy. "Our team explores ways in which emergent technologies enable new modes of responsive and interactive experience. For the Marathon project we investigated sculptural forms that resonated with the field of geology and, in early design team studies, the geode as analogue proved interesting as a conceptual armature for further refinement. Here, the monolithic and angular outer form serves as distinct counterpoint to both the sweeping curves of the dramatic lobby ceiling as well as the dynamic and responsive content radiating from the form's interior."

“We implemented a lot of tech that hasn’t been utilized in such a personalized way before,” said Andrew Yee, Senior Associate of Project Management. “Motion sensing and data driven visualization features were integrated into a suite of services, so that the sculpture could react to ambient foot traffic in such a grand space. In order to get the optimum results for the client, we used highly customized control systems that aren’t typical in corporate spaces.”

Sensory Interactive is the industry leader in Dynamic Real Estate® – the integration of technology and real estate to improve guest experiences and deliver untapped value for owners, developers, and investors. By shepherding world-class private and public organizations through vision, development, installation, and monetization, we ensure our client’s properties drive engagement and long-term results. Our award-winning team includes experienced architects, media planners, technologists, growth managers, designers, and project managers. Sensory Interactive has offices in Atlanta, Austin, Boston, Dallas, New York, and Washington, DC.

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