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Reimagined Worlds

Narrative Placemaking for People, Play, and Purpose

Margaret Chandra Kerrison

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- An essential and timely manifesto, urging all designers of environments and experiences to embark on the journey of crafting a world centered around people and driven by meaningful narratives
- Exclusive Interviews with luminaries and game changers in the entertainment, theme park, museum, hotel, and immersive experience Industries
- Become part of a movement shaping the industry's future as you immerse yourself in the world of architectural storytelling
- Let this book be your guide, inspiring you to leave a timeless legacy that resonates with generations to come
- Unleash the potential of experiential design with a comprehensive blueprint that begins by defining a unique project identity and a core set of values
- Foreword written by Bob Weis, Global Leader of Immersive Experience Design at Gensler and former President of Walt Disney Imagineering

In ***Reimagined Worlds: Narrative Placemaking for People, Play, and Purpose***, Margaret Chandra Kerrison presents an indispensable manifesto, compelling designers of environments and experiences to embrace a people-centred approach fuelled by intentional narratives. This thought-provoking book delves into the realm of uncharted possibilities, envisioning a world that fosters a deep sense of belonging and authentic self-expression. She shares her unique insights, drawing from her experiences as a former Walt Disney Imagineer and the 2023 Paul Helmle Fellow at Cal Poly Pomona's School of Architecture. By combining storytelling with architectural and experiential design, the book inspires the creation of meaningful places that cultivate strong communities and shared values. Through this narrative lens, she encourages us to imagine and build a world we truly desire to inhabit, one that thrives on collaboration and purposeful living.

Margaret Chandra Kerrison, an award-winning writer and experienced designer, weaves captivating narratives across diverse industries. With over 15 years of expertise, her books, talks, and works explore the realms of immersive storytelling in both real and imagined worlds. In 2023, she was honoured as the Paul Helmle Fellow at Cal Poly Pomona's Department of Architecture.

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