

CREATIVE DIRECTION

Ada Lovelace / 22

Bring NVIDIA's 2022 launches into one keynote, from Ada Lovelace to robotics and automotive.

MY ROLE

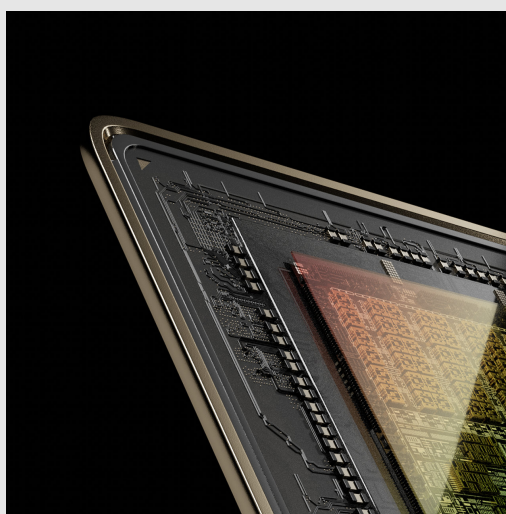
Creative Direction · 3D
Sketching · Design

DELIVERABLES

Keynote visuals · 3D sketches
· Look development

YEAR

2022



CONTEXT

At #GTC22, our CEO Jensen Huang unveiled new chips based on the Ada Lovelace GPU architecture, advances to our computing platforms, and new cloud services to further the era of #AI and the #metaverse that will transform every industry.

EVENT RESULTS · FIRST 7 DAYS

46 Million keynote views +53%, 227,000 GTC registrants, 59,000 attendees, 12.400+ global PR articles +138%, +4000 webpages published and 8x increase in traffic on Nvidia.com

These figures describe the event or launch as a whole, not this creative contribution alone.

Source: reporting retained on the project page.

PROCESS

Goal: Build NVIDIA GTC as the Conference for the Era of AI and the Metaverse. Deliver a groundbreaking keynote experience that millions will watch in anticipation of learning the latest developments in AI, robotics, accelerated computing and the Metaverse.

IN THIS PROJECT

GTC context · Keynote film · Launch imagery · Automotive & robotics