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ESI DESIGN APPOINTS AWARD-WINNING DESIGNER AND AV TECHNOLOGIST

EMILY WEBSTER AS ITS FIRST HEAD OF MEDIA ARCHITECTURE

In a newly created position, Webster will lead the studio's work in creating large-scale media architecture projects for museums, retailers, corporate headquarters, and other public spaces

NEW YORK (December 13, 2018) – Experience design studio [ESI Design](#) today announced that it has appointed Senior Designer Emily Webster as its first Head of Media Architecture. This newly created position reflects the firm's leadership and expertise in seamlessly integrating digital media and audio-visual technology into the architecture of museums, stores, corporate campuses, and other public spaces.

In her new position, Webster will develop best practices and new technologies for the advancement of the highly specialized field of media architecture. Webster will also continue as Lead Designer and Audio Visual Technologist across various projects, leading multi-disciplinary teams to create innovative experiential designs.

"Emily not only continues to push the boundaries of technology and spatial design, but she is also constantly pushing our client's expectations of how to craft a narrative for people to experience and engage within a space," said Edwin Schlossberg, ESI Design's founder and principal designer. "As the practice of media architecture continues to grow around the world, Emily's expertise as a designer and technologist will allow ESI Design to continue to set the benchmark for the industry."

A member of the ESI Design team since 2012, Webster has been instrumental in many of the studio's most innovative projects, such as immersive exhibitions for the much-anticipated [Statue of Liberty Museum](#), opening in May 2019, and [eBay's Main Street](#), the centerpiece of their 20,000-square-foot Silicon Valley campus. Webster's other notable projects for ESI Design include the [STUDIO XFINITY](#) flagship store for Comcast in Chicago; [The Beacon](#), a data, light, and sound installation in The Tower at PNC Plaza in Pittsburgh; and the dynamic lobby renovation at [180 North LaSalle Street](#) in Chicago.

"The ability to create large-scale, iconic and site-specific media architecture experiences is not only possible, but expected for museums, brands, hotels, and retailers," said Webster. "I'm looking forward to helping push ESI Design's work forward for our clients and the industry at large, inspiring people in all fields to think of technology as an agile and dynamic architectural material that can tell complex stories in an unexpected and engaging way."

Webster is also frequent speaker and commentator on media architecture trends and the use of technology as an architectural material, having presented at the [2017 Fast Company Innovation Festival](#), [WORKTECH](#) 2018 and the [AV Executive Conference](#) 2018. She has written about immersive retail design for [WWD](#) and her insights on media architecture have been featured in [Business Insider](#), [Retail TouchPoints](#), and [AV Magazine](#). In 2017, she accepted the international AV Award for Best Corporate Project for ESI Design's work on eBay's Main Street.

“Designing something that is special, unique and tailored to the place and the people who will interact with it takes a holistic design approach, made by creative specialists in many disciplines: hardware systems, interior architecture, motion design, software design, environmental graphic design and creative technology, to name a few,” Webster added. “ESI Design has all of these experts in-house who I will continue to work with to create solutions that engage audiences, solve complex challenges, and deliver immersive environments that are seen as the cornerstone for how our our clients want to engage with their audiences.”

Prior to joining ESI Design, Webster worked for WET Design, David LaChapelle, the Independent Film Channel, and artist Jim Campbell. She holds a degree in Architecture from the University of Colorado and a Master’s from NYU’s Interactive Telecommunications Program.

About ESI Design

ESI Design transforms places into dynamic experiences that engage audiences, solve complex challenges, and deliver lasting results. From its roots reinventing the Brooklyn Children’s Museum into one of the country’s first interactive museums, ESI Design has defined the field of experience design for over forty years, fundamentally changing how people connect with brands, organizations, cultural institutions, and each other. ESI Design’s in-house team of designers, strategists, storytellers, technologists, artists, and problem-solvers collaborate to seamlessly weave the physical and digital world together to create immersive experiences with enduring impact. Recent clients include eBay, the Statue of Liberty-Ellis Island Foundation, Comcast, PNC Bank, Beacon Capital Partners, and the Edward M. Kennedy Institute for the U.S. Senate. For more information, connect with ESI Design: [Twitter](#), [LinkedIn](#), [Facebook](#), [Vimeo](#), [YouTube](#) and [Instagram](#). (www.esidesign.com)

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