

## Training Notes

**Date:** March 17, 2025

**Segment #1:** Meow Wolf Presentation by Technical Director Will Slayden

Contact: Will Slayden

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A presentation shared by Mr. William Slayden, a technical director from Meow Wolf, to discuss their use of AI in immersive art and entertainment. The discussion also covered Meow Wolf's expansion plans, their approach to creating and maintaining interactive art exhibits, and the company's commitment to environmental sustainability and community engagement, with below highlights:

### **SPECIAL POINTS:**

- Meow Wolf 's History with B Corp status, focusing on Local Hiring, and DEI supports
- Upcoming Austin Exhibition is leveraging Reddit for collaborative modeling and design, featuring an impressive setup that includes 2,500 Edison plugs and 16-17 miles of network cabling to power its immersive, interactive art experience with 8 anchor rooms, with a Virtual Reality Mini Golf., and a Rainbow Room as arts education facility
- Experiential Design Team with Artists, IT team and Construction team
- Designing by making - a hands-on, iterative design process where artists bring their passion projects to life, including one innovative artist utilizing carbon-absorbing paint to merge art with environmental sustainability.
- A good balance of AI and hands-on immersion experience, and Autistic friendly exhibits.
- A good work environment, with good pay and very supportive environment and allow members to create own positions (Comments: *I love that. I have been criticized for listing my range of skills.*)

### **QUESTIONS:**

- When it comes to transforming ideas to applying it to large-scale applications, can you explain the thought-process behind it? I can create digitally on a small scale (12in or less), but I have a harder time wrapping my head around canvas size and how to imagine something on a large space
- Are there any archival and digitization processes that happen post exhibition?
- How do you work with local artists that you mentioned earlier?
- What is the investment of any exhibit? And ROI?
- Any remote work with MEOWOLF?
- Will you plan to have an exhibit in Minneapolis?
- Is Meow Wolf open to collaborating on special projects for a niche market.....say like disabled veterans/ art therapy programs at your locations ?
- Does Meow Wolf do all of its marketing in house?

**APPRECIATION:**

- *That's so cool!*
- *This is great inspiration! design the life you want!*
- *Thank you for sharing an aspect of Humanity that is becoming foreign in America.*
- *Absolutely grateful for your wonderful presentation and your feedback! I'm looking forward to us crossing paths in the future!*

**Segment #2: Asian American Business Resilience Network's ED - John Yang's Training:**  
"Intro to Digital Marketing," please refer to the Slides for details.

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