

A large audience is seated in a dark, industrial-style hall, facing a stage. The stage features a large curved screen displaying a bright, sunlit street scene. A person in a suit stands on the stage. The ceiling is high with exposed metal beams and numerous stage lights. The audience is mostly seen from behind, with many holding up phones to record the stage.

Case study

DELL Technologies

Dell Technologies World 2025 marked a pivotal moment in the technology industry, as artificial intelligence shifted from promise to practice—an invisible current woven in the way we live, work, and connect. Invision partnered with Dell to design an experience that embodied truth, uniting strategic storytelling and immersive design under the theme: AI is the new electricity. The objective was two-fold: to position Dell as the preeminent partner for those embracing an AI-enabled future, and to create an environment that translated technical narrative into something tangible, inspiring, and human.



Solution

- The “Dell Way” Keynote: A digital street scene where a lamppost lit up as Michael Dell declared, “AI is the new electricity”—a powerful, human moment grounding a vast concept.
- The “Electric Particle River”: A dynamic data visualization that immersed audiences in AI’s invisible energy, reinforcing its role as the new electricity.
- The Village Centerpiece: A glowing metal sculpture and circular LED screen offering an intimate keynote alternative—an embodiment of Dell’s Business2Human ethos.
- Choice as Design: Attendees shaped their own experience—from immersive keynotes to quiet learning and high-energy networking—celebrating freedom and agency

- The Experience Festival: A full-scale festival at The Venetian with live music, food trucks, and roaming performers—transforming a corporate party into cultural celebration.
- The Forums Playbook: Invision codified design, visuals, and strategy into a global system, extending Dell’s flagship event into a consistent worldwide movement.
- Luminary Lunches: Conversations with cultural figures like Wil Wheaton and Naomi Ackie blended tech and culture, expanding Dell’s story and connection.

The success of this holistic approach was reflected in scale and reach: more than 9,700 participants attended in person, while keynote and broadcast content drew an additional 10.25 million viewers worldwide. The experience extended further through Dell Forums and Symposiums, where the design and narrative were cascaded globally.