

BGI client conference videos **radically evolutionary thinking**



Barclays Global Investors Client Conference 3.w/managing performance in the 3.wave October 21-23, 1996, Rancho Mirage (Palm Springs), California, USA

BGI hosts a bi-annual client conference to showcase its know-how as the industry leader for institutional investment. Invited academic speakers and in-house researchers present the latest advancements in investment strategies. The theme was developed based on a new "Third Wave" paradigm in active investing that postulates a working understanding of the behavior of complex (chaotic) systems, and employs evolving state-of-the-art models to simulate and capture the market (e.g. neural networks).

3.w/walk-in
video loop Betacam 00:00:40
[QuickTime movie \(4.3 MB\)](#)

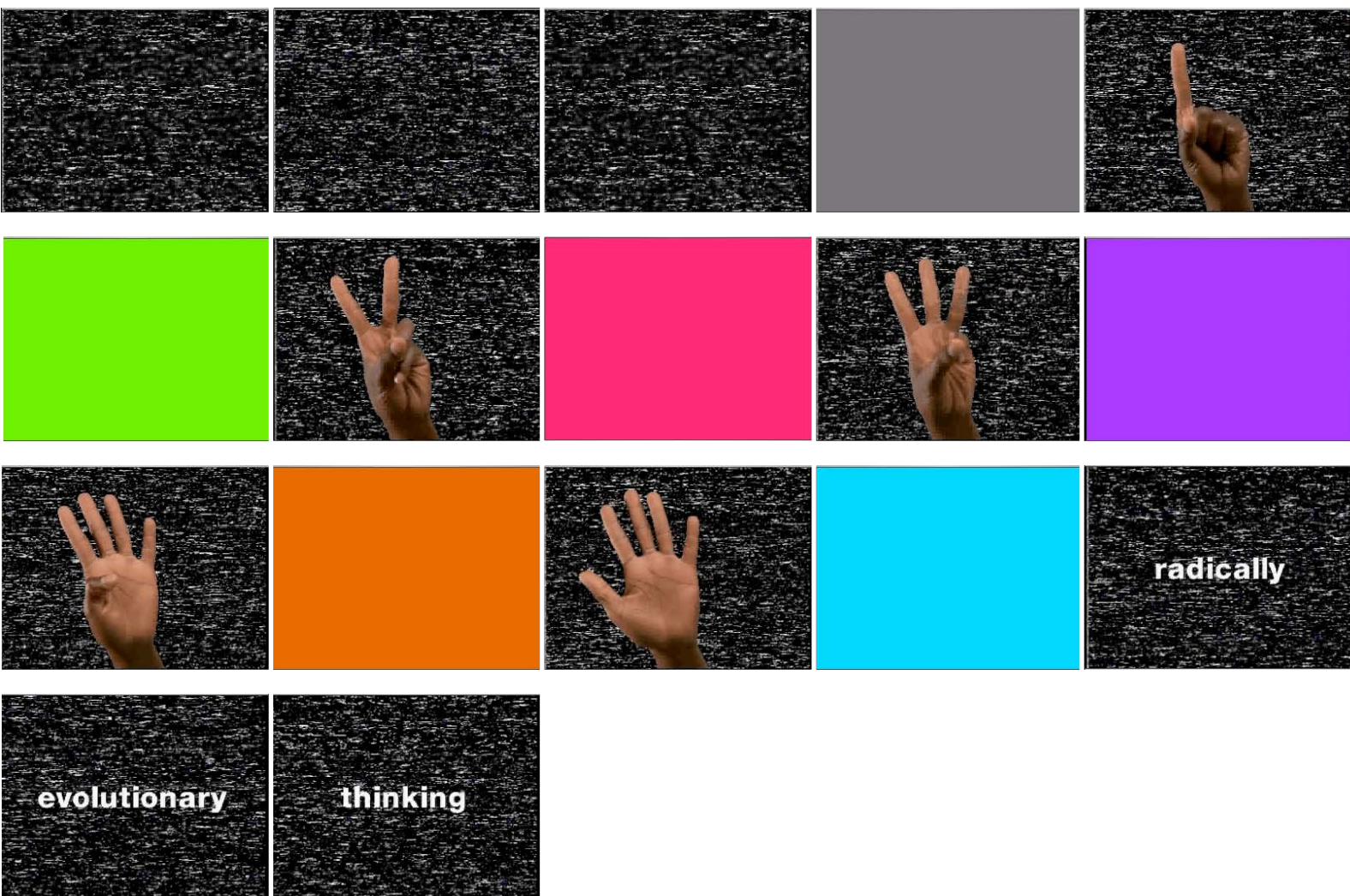
3.w/greeting
video Betacam 00:04:02
[QuickTime movie part 1 \(7 MB\)](#)
[QuickTime movie part 2 \(7.5 MB\)](#)

3.w/transition
Director Player (interactive)
[QuickTime movie \(5.8 MB\)](#)

3.w/credits (wave bye-bye)
video Betacam 00:01:22
[QuickTime movie \(6.6 MB\)](#)

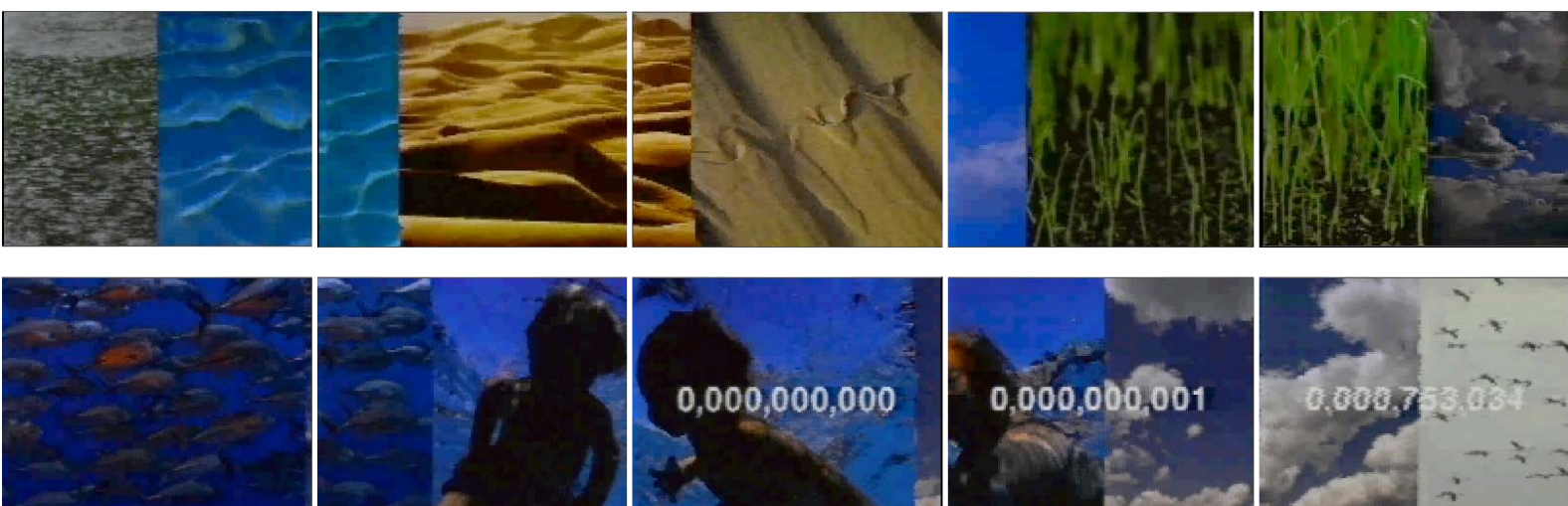
"3.w/walk-in" welcome loop (Avid edit)

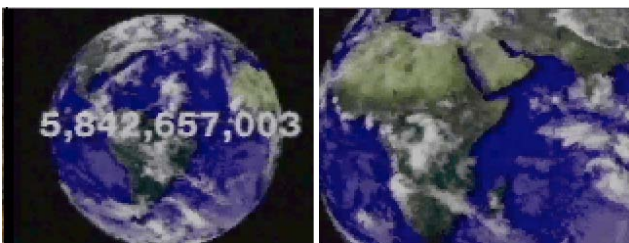
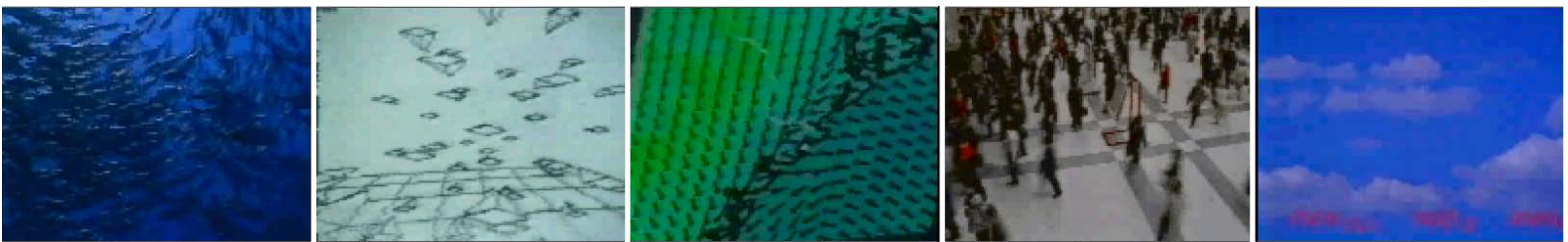
This loop of a 'digital' counter was projected from Beta-tape to serve as a backdrop on stage, while the audience was entering and settling down.



"3.w/greeting" theme video (part1/part2)

Interpreting a more or less abstract framework of ideas relating to 'evolution' and 'growth' – random noise, (ac)counting, wave propagation, (self-) organization, schools, flocks and crowd movement, weather patterns, market behavior, system simulation and prediction, etc. – the greeting video established the visual language that would reappear throughout the conference design, from signage to speaker slide templates.





["3.w/transition" interface player](#)

A Director player file functioned as the presentation interface, programmed to interactively trigger the flow of presentations, talks, transitions and breaks. It blended seamlessly with the greeting movie and the slides delivered in Powerpoint.



"3.w/closing credits (wave bye-bye)"

The credits provided some additional clues and context for the imagery and added credibility to the sources.



Application to stage design and signage

