CREATIVE CONCEPT

For the AWS London Summit 2026 keynote opening show, the creative challenge was to take over 20,000 attendees on a journey through decades of technological evolution in just five minutes, while seamlessly integrating live performance, digital content and AWS's story. As Creative Lead, I shaped the overarching creative concept, narrative structure and visual direction, working closely with the internal creative team and external content production partners to translate the idea into a large-scale opening experience.

At the heart of the concept was a simple question:

what if the relationship between humans and technology could be expressed as a developing language?

STORYTELLING & CONTENT DEVELOPMENT

The five-minute experience was structured as one continuous journey between human, machine and technological evolution. Beginning with a live interaction between a drummer and an on-screen digital intelligence, the story evolves from first contact into communication and co-creation, before expanding into a cinematic journey through the technologies that have shaped how humans and machines interact.

PART 1 - LIVE PERFORMANCE

The experience opens with a live drummer encountering an unfamiliar digital intelligence on screen. Through rhythm, sound and responsive visuals, the two gradually establish a shared language, moving from observation and response to synchronised co-creation. The performance transforms an abstract idea of human-machine interaction into an immediate, physical moment for the audience.

PART 2 - AWS NARRATIVE FILM

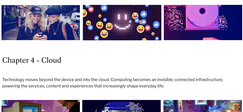
From the live performance, the experience transitions into a cinematic "time tunnel", rewinding through decades of technological change in the UK. Combining abstract visual expression with recognisable technologies and cultural moments, the film traces how machines moved from distant systems into increasingly personal parts of everyday life, ultimately arriving at today's relationship with AI and opening a window towards what comes next.

STORYBOARD & ART DIRECTION

I structured the narrative across five chapters, tracing the evolving relationship between humans and technology, from fixed machines to increasingly intelligent and embedded systems. For each chapter, I developed the storytelling framework and visual direction to guide the external content team through production.

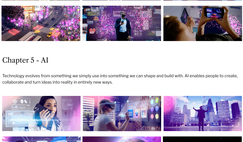
Chapter 1 - Big Beginnings

Technology begins with machines built for specific tasks. Large, complex and fixed in place, these early systems required people to adapt to the machine – laying the foundations for everything that followed.



Chapter 2 - Home Fun

Computing becomes personal. As programmable technology moves into the home, people begin to use machines not only for work, but for play, creativity and shared experiences.

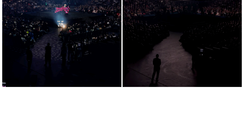


Chapter 3 - Going Mobile

Technology breaks free from fixed places. Mobile devices and connected networks allow people to communicate, share and experience the world wherever they are.

Chapter 4 - Cloud

Technology moves beyond the device and into the cloud. Computing becomes an invisible, connected infrastructure, powering the services, content and experiences that increasingly shape everyday life.



Chapter 5 - AI

Technology evolves from something we simply use into something we can shape and build with. AI enables people to create, collaborate and turn ideas into reality in entirely new ways.

CONCLUSION

The project brought together creative direction, narrative development, live performance, motion content and large-scale screen design within a tightly choreographed five-minute experience. As Creative Lead, I owned the concept and storytelling direction from early ideation through content development, collaborating across internal teams, performers and external production partners to maintain one coherent creative vision across both live and digital touchpoints.