



2019 Women in Building Services: Emily Webster, ESI Design

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Name: Emily Webster

Title: Head of Media Architecture

Company Name: ESI Design

How many years have you been in your current field? 15

What was your greatest professional achievement or most notable project in the last 12 months?

ESI's design for the new Statue of Liberty Museum is opening this May. The Museum is a project five years in the making, and will be a major NYC landmark. The museum will give the 4.4 million annual visitors to Liberty Island the opportunity to learn about the Statue's history and legacy, and contribute their views to an ever-growing digital experience called, "Becoming Liberty." We also recently completed a massive, data-driven exterior light installation that activates the public terrace of Chicago's 151 North Franklin. The light art installation features 200 media permutations driven by the data in real-time, creating a sense of place and drawing attention of passersby.

What trend(s) do you predict to dominate your industry in 2019?

People will be expecting and seeking out more interesting public spaces, especially those that weave the physical and digital worlds together to create immersive experiences. The existing public spaces that are truly engaging for the public, like the High Line, are highly trafficked. People love free, immersive spaces like these – they are not only great for tourists, but also for locals and are key to driving development. Similarly, corporations will now more than ever be looking for interesting, dynamic and fun ways to tell their company story, both publicly and internally, that immerse employees in the brand but do not feel like advertising.

What does it mean to you to be a team player?

Primarily, being a team player is having, and enjoying, conversations that step into the gray area between disciplines. People need to see where their area of focus overlaps with someone else's, and have collaborative conversations about the challenges and opportunities that lay within those overlaps. Listening to, supporting, and creating space for others' ideas is also key to feeling like you're working as a team.