

THE NEXT 50 PLATFORM · NO. 01

The Living Legacy

Fifty years of global health, rendered as one connected system.

CLIENT	PATH · via agency partner
TARGET	Major donors, partners, prospective supporters
BUILD	Living data sculpture · web + event
SERIES	The Next 50 · No. 06

THE ASK

PATH is approaching its 50th anniversary with an opportunity to do more than celebrate five decades of global health impact.

The challenge is to create an interactive experience that makes PATH's work tangible, demonstrates how interconnected global health progress actually is, and gives major donors, partners and prospective supporters a compelling way to see themselves as part of what comes next.

The experience should support PATH's broader The Next 50 platform while creating something distinctive enough to become a centerpiece of the anniversary, and useful enough to live well beyond it.

THE OPPORTUNITY

Most anniversary experiences look backward. Timelines. Milestones. Videos. Historical photography. Fifty years condensed into a very expensive scroll.

PATH has a much more interesting story. Its impact is a connected system of science, innovation, partnerships, countries, health systems, funding and people. One breakthrough creates the conditions for another. An innovation developed in one place can eventually affect millions of lives somewhere else.

Rather than simply telling that story, we can allow people to explore it. And eventually, become part of it.

THE LIVING LEGACY · CONTINUED

The Idea

From a distance it is art. Move closer and it becomes information.

A DYNAMIC DIGITAL SCULPTURE

Create a dynamic digital sculpture representing the interconnected system PATH has helped build over the past 50 years, and the possibilities it is creating for the next 50.

The visual language draws inspiration from DNA, neural networks, mycelium, constellations and biological systems. Thousands of individual nodes and pathways combine to create one constantly evolving organism.

EVERY NODE IS SOMETHING REAL

- A breakthrough
- A health innovation
- A country
- A community
- A partnership
- A scientist or health worker
- A measurable outcome
- A future initiative
- An investment opportunity

The result is an experience where PATH's impact isn't presented as a list of accomplishments. You can see how it connects.

THE LIVING LEGACY · CONTINUED

The Experience

The sculpture effectively becomes the interface.

HOW IT OPENS

The experience begins with the complete Living Legacy sculpture slowly moving and evolving on screen. Users can touch, explore, rotate and move through the system. Selecting a major branch reveals different areas of PATH's work.

SCIENCE

Research, vaccines, diagnostics and emerging technologies.

SYSTEMS

The infrastructure, delivery networks and health systems that allow innovations to reach people.

COUNTRIES

PATH's global presence and the locally led work happening across its network.

PEOPLE

The scientists, health workers, partners and communities behind the outcomes.

IMPACT

The measurable results created through PATH's work.

THE NEXT 50

The emerging opportunities where PATH believes investment can create the next generation of breakthroughs.

GOING DEEPER

As users move deeper, individual nodes open into short stories, photography, video, data visualizations and interactive content.

THE LIVING LEGACY · CONTINUED

From History To Possibility

Past, present and future inside the same connected system.

THE TRANSITION

The experience should deliberately transition from what PATH has accomplished to what PATH believes can happen next.

Users might discover how an innovation began, follow how PATH helped move it from research to implementation, see the countries and communities it eventually reached, and then discover the next challenge PATH is trying to solve.

This creates a natural bridge from storytelling into philanthropy without suddenly throwing a giant DONATE NOW button into the experience like a digital panhandler.

THE DONOR EXPERIENCE

For major donors, the experience becomes more personal. A donor could explore the areas their support has helped advance and see those contributions illuminated within the larger sculpture.

| Not “You donated \$1 million.” Instead, “Here is what your partnership helped make possible.”

Their section of the network might reveal countries reached, programs supported, innovations advanced, health outcomes, stories from the field, and the opportunities their continued partnership could unlock next.

The donor isn't represented as the hero. They are represented as an important part of a much larger system.

THE LIVING LEGACY · CONTINUED

The Living Artwork

The most important characteristic is that it is never finished.

NEVER FINISHED

At launch, it represents 50 years of PATH. During the anniversary, it continues evolving.

- New partnerships create connections
- New initiatives create branches
- New milestones illuminate nodes
- Future breakthroughs expand the network

The artwork becomes a living representation of PATH itself. By 2030, it looks different. By 2040, radically different. By PATH's 100th anniversary, the sculpture could contain a century of interconnected global health progress.

EVENT EXPERIENCE

The flagship anniversary event becomes the first major physical manifestation of The Living Legacy. The sculpture could live across a large-format LED installation, an 80"+ interactive touch display, projection or immersive environmental displays, individual tablets or donor exploration stations, and presenter-controlled storytelling experiences.

During presentations, PATH leadership could navigate through the sculpture rather than relying exclusively on traditional slides. A speaker discussing malaria could physically move through the network from science to innovation to country to community to impact. The presentation itself becomes an exploration of PATH.

THE LIVING LEGACY · CONTINUED

The Platform

The anniversary creates it. PATH keeps it.

DIGITAL EXPERIENCE

The same core experience lives online as part of The Next 50. Rather than building an expensive event toy that spends the rest of its life collecting digital dust, the underlying platform is designed for reuse.

- The public web experience allows anyone to explore PATH's impact
- Partners can explore relevant initiatives
- Major donors can receive personalized experiences
- PATH leadership can use it during meetings
- Development teams can use it for donor cultivation
- Country teams can surface locally relevant stories

GAMIFICATION

Gamification should focus on discovery rather than points. Visitors are encouraged to explore connections throughout the system. Discover a scientific innovation. Follow it to a country. Meet the people implementing it. See its impact. Discover the next challenge.

As users explore, more of the Living Legacy reveals itself. The reward isn't a badge. The reward is understanding how surprisingly interconnected global health actually is.

For selected event experiences, collective participation could even cause portions of the sculpture to evolve live throughout the evening. By the end of the event, attendees have literally changed the artwork together.

THE LIVING LEGACY · CONTINUED

Why It Works

Five reasons this earns its place, and keeps it.

IT MAKES COMPLEXITY BEAUTIFUL

PATH works across science, markets, financing, country leadership, delivery systems and health outcomes. The sculpture makes those relationships understandable without reducing PATH to a collection of programs.

IT MAKES IMPACT TANGIBLE

Instead of simply claiming PATH connects innovation to impact, visitors can actually follow those connections.

IT CREATES A DIFFERENT DONOR CONVERSATION

The conversation shifts from “Would you like to donate?” to “What part of the future would you like to help make possible?”

IT WORKS ACROSS AUDIENCES

The same system can support public storytelling, institutional partnerships, major-donor cultivation, executive presentations and country-level storytelling.

IT HAS A LIFE AFTER THE ANNIVERSARY

The platform isn't dependent on “50.” The anniversary is simply when PATH turns it on.

THE LIVING LEGACY · CONTINUED

What We Would Prototype

See it, touch it, pressure-test it.

SCOPE

Dirty Deeds would initially focus on proving the central experience rather than attempting to build the entire platform. The prototype would demonstrate:

- Living sculpture visual direction
- Ambient movement and behavior
- Touch / mouse exploration
- Node and connection behavior
- Zoom from sculpture to story
- PATH focus-area navigation
- Country exploration
- Innovation / impact storytelling
- Future opportunity storytelling
- Personalized donor view
- Event-scale display behavior
- Web experience adaptation

The objective is to make the concept tangible enough that PATH can see it, touch it and pressure-test it before committing to the full production architecture.

THE OUTPUT

A high-fidelity interactive prototype demonstrating how The Living Legacy could function as the centerpiece of PATH's 50th anniversary experience and evolve into a long-term storytelling and donor-engagement platform.

Not another anniversary microsite. A living visualization of the first 50 years that PATH can spend the next 50 years building.