

Team Visionary x Belle Laide Events & Atlassian

Atlassian

Big Bash 2021

Raj Datta

Team Visionary & Belle Laide Events took Atlassian's Big Bash to a new level of interactivity using Minecraft.

High-level details

- The first private corporate event to be held in a metaverse
- The largest virtual event ever held in Minecraft
- Built upon modular and scalable technologies

Background





Atlassian is a technology giant with over 8,000 employees spread across 14 offices around the world. They are a global leader in software development and management tools.



Belle Laide Events is one of the premier event agencies in Australia, having been responsible for events such as TEDxSydney and the Women's Initiative Launch.

What did the client want?

Atlassian wanted to be able to run their annual employee team bonding event in a virtual environment, as they could not facilitate in-person events due to COVID-19.

What was the problem they wanted to solve?

The event needed to be held in a virtual environment so that any employee would be able to attend regardless of their physical location. It also needed to be as frictionless as possible given that a significant portion of their workforce is not tech savvy.

What is your company doing overall?

Team Visionary is a creative studio and an official partner of Minecraft offering all encompassing services in the Minecraft game sphere, from level design to full-on experience development.

Why did the client decide to work with you?

Minecraft is the perfect medium to use given the constraints, and Team Visionary is the only team capable of taking on the project given our expertise in the field as well as our technical abilities.

The challenge



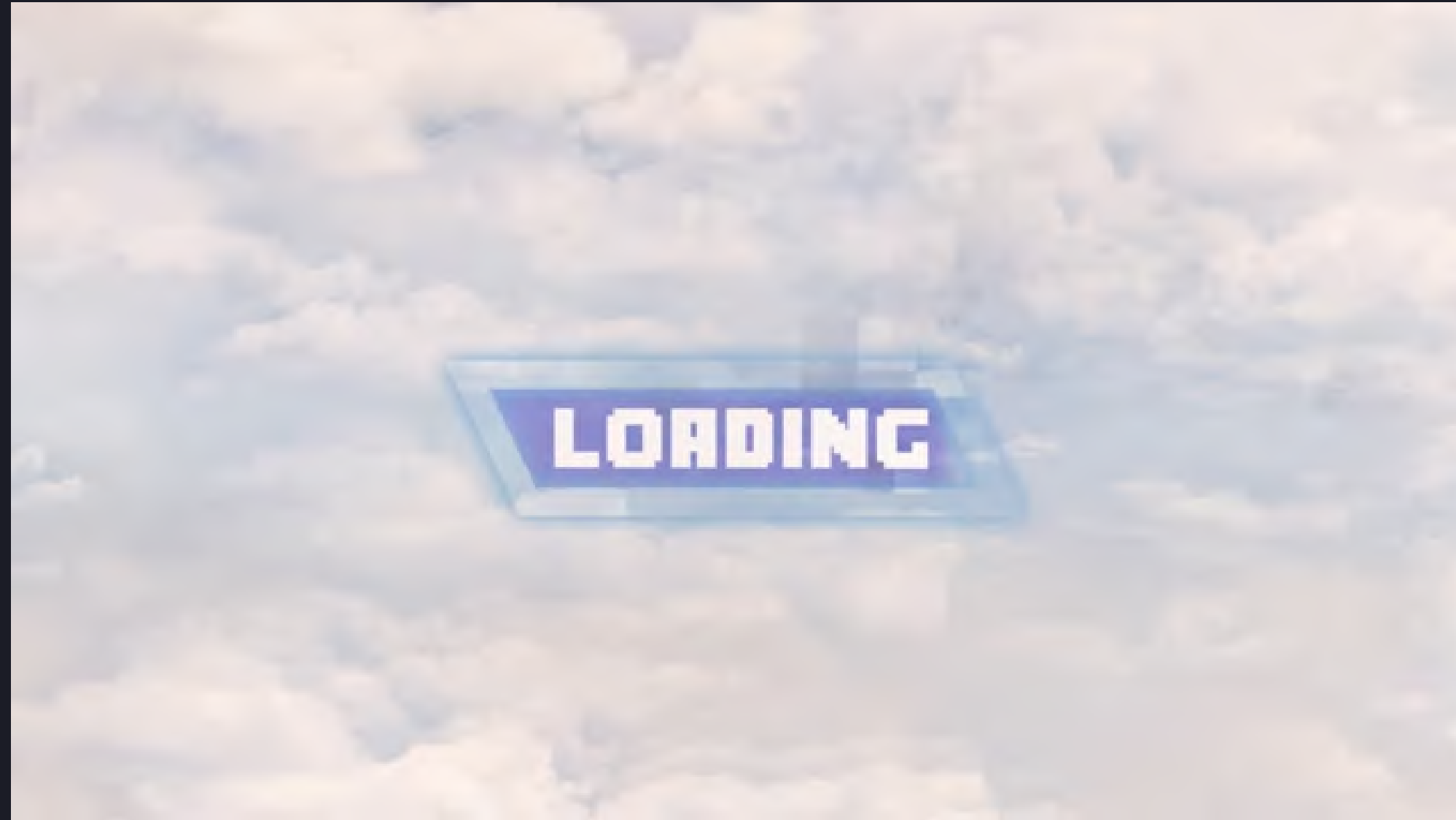


Big Bash 2021 needed to meet the following criteria to be considered fit for use:

- Accessible anywhere regardless of physical location
- Deep cultural relevance to Atlassian
- Encouraging interaction amongst team members and across entire groups
- User friendly for individuals who aren't familiar with computers

What we've done





Big Bash 2021 | Kickoff

Overview

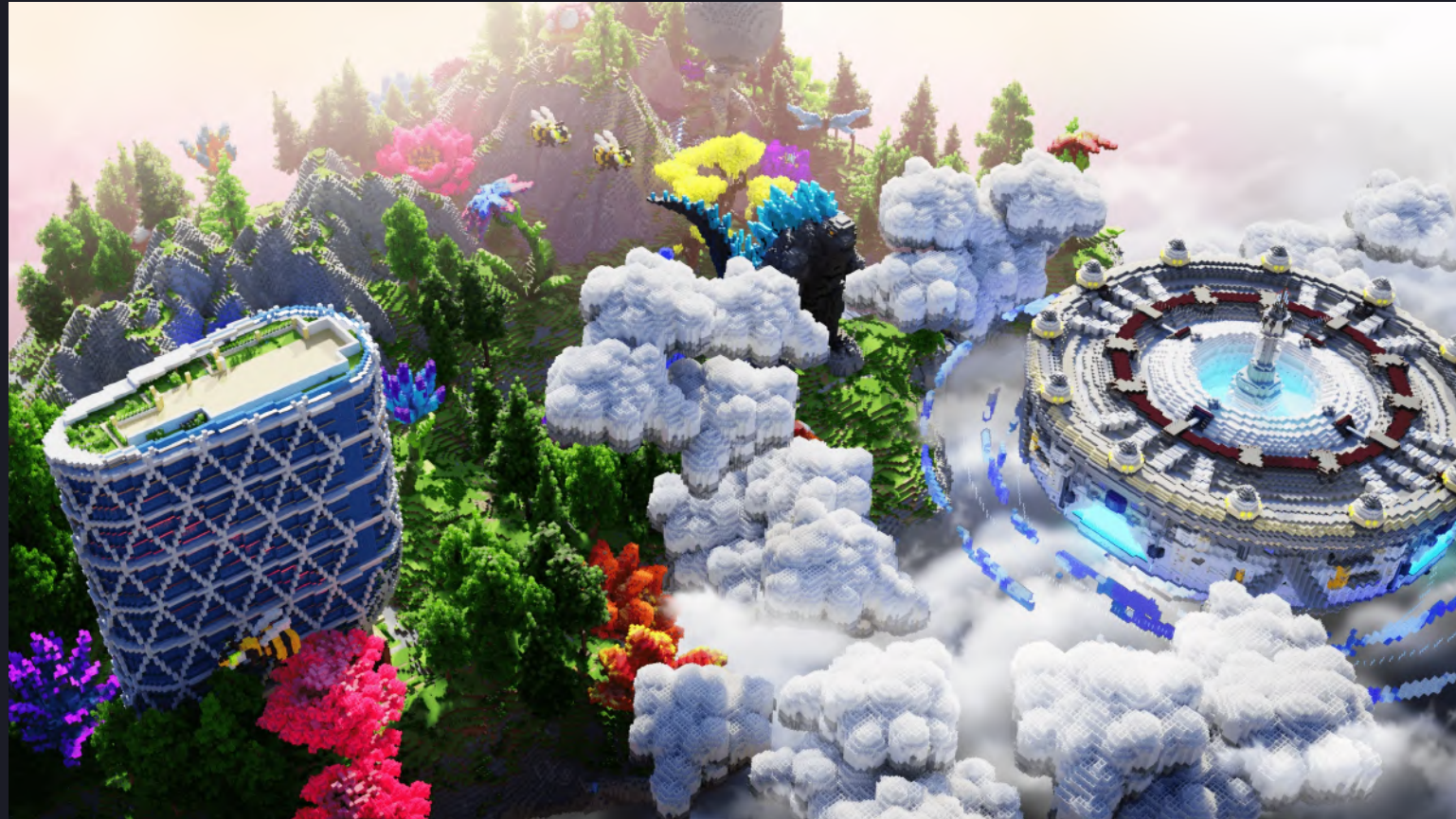
Big Bash 2021: Legends of Atlassia takes place on the Island of Atlassia, a custom environment created by us. Participants are grouped into teams of six and sent on a 90 minute journey across various parts of the island, earning Kudos points along the way.

Notes

- ☑ Completely custom experience with models, cutscenes, and other never-before-seen features
- ☑ Autonomous event management & orchestration
- ☑ Fully scalable architecture via Kubernetes



Between each event stage, teams are taken to the Atlassia Arena for a small intermission



Cloud Station

The "introduction area" where teams meet up for the first time and learn the basics of Minecraft



HQ & HOT

A scavenger hunt set in Atlassian's new HQ building with a twist halfway through, sending players into a high-pressure puzzle game



JIRA City

A futuristic city where Atlassians try and squash as many bugs as they can in the timeframe allotted



The Confluence

Restore water and electricity to the land by powering on the generators at the heart of the dam

Research and Development

**We had to break Minecraft
completely in order to match our
desired vision**

Overview

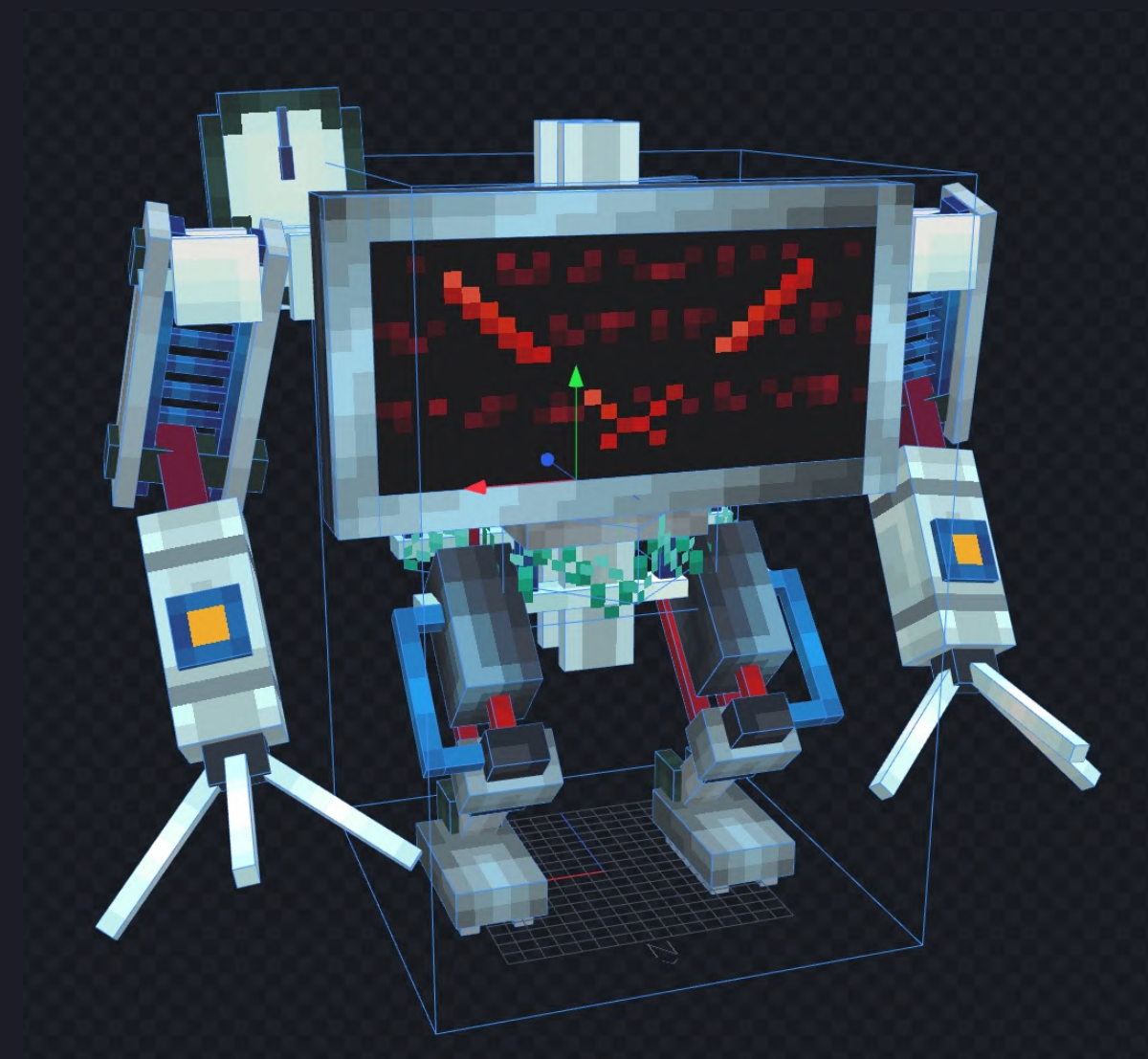
Minecraft does not come with features such as using custom assets (not provided by the game) or any form of cutscene support. We had to come up with new and intuitive ways to achieve these milestones, more often than not tampering with the game's code in order to do so.

Notable accomplishments

- ☑ First (and only) smooth cutscene engine made in Minecraft, all managed from the server itself
- ☑ Added support for custom assets such as textures and models (with accompanying animations)
- ☑ Built a music festival platform in Minecraft used to host concerts headlining 4 different international artists

Minecraft: Java Edition does not have any kind of native support for custom 3D models, like the one shown on this page. Due to this, we had to make it work ourselves.

Fun fact: the model you see on this page is made up of 123 individual bones, which are translated into Minecraft armor stands in-game.





We created a tool that allows us to make cutscenes in Minecraft using a smooth camera on a multiplayer server, something which has never been done before



Example video of our in-house festival software

The screenshot displays the Kubernetes dashboard for a cluster named 'Big Bash 2021 - OCE'. The 'Pods' tab is active, showing a list of 50 items in the 'gameservers' namespace. The pods are all in a 'Running' state. Below the list, a terminal window shows system metrics and a process list for a pod.

Name	Namespace	Containers	Restarts	Controlled By	Node	QoS	Age	Status
game-wbg42-p9b2f	gameservers	●●	0	GameServer	ike41089-70096-618f0e5d88f	Burstable	11m	Running
game-wbg42-pwvbp	gameservers	●●	0	GameServer	ike41089-70096-6190ab92dfi	Burstable	31m	Running
game-wbg42-q8sdf	gameservers	●●	0	GameServer	ike41089-70096-618f0e5bdf4	Burstable	11m	Running
game-wbg42-qm4lz	gameservers	●●	0	GameServer	ike41089-70096-618f0e5ac5f	Burstable	54m	Running
game-wbg42-r7pgn	gameservers	●●	0	GameServer	ike41089-70096-6190ab936d	Burstable	11m	Running
game-wbg42-rn25l	gameservers	●●	0	GameServer	ike41089-70096-6190ab93fci	Burstable	31m	Running
game-wbg42-sjdn6	gameservers	●●	0	GameServer	ike41089-70096-6190ab948c	Burstable	54m	Running
game-wbg42-slqdk	gameservers	●●	0	GameServer	ike41089-70096-61904cb387	Burstable	11m	Running
game-wbg42-vm24t	gameservers	●●	0	GameServer	ike41089-70096-6190ab92dfi	Burstable	31m	Running
game-wbg42-vpjlj	gameservers	●●	0	GameServer	ike41089-70096-6190ab93fci	Burstable	11m	Running
game-wbg42-vqgqq	gameservers	●●	0	GameServer	ike41089-70096-618f0e591e	Burstable	11m	Running
game-wbg42-vv7v5	gameservers	●●	0	GameServer	ike41089-70096-618f0e588d	Burstable	11m	Running
game-wbg42-wpq82	gameservers	●●	0	GameServer	ike41089-70096-618f0e5d88f	Burstable	31m	Running
game-wbg42-wztm2	gameservers	●●	0	GameServer	ike41089-70096-6190ab936d	Burstable	11m	Running
game-wbg42-xkcvj	gameservers	●●	0	GameServer	ike41089-70096-618f0e5b52	Burstable	31m	Running
game-wbg42-z8vmf	gameservers	●●	0	GameServer	ike41089-70096-618f0e5ac5f	Burstable	11m	Running
lobby-f8knw-8kts4	gameservers	●●	0	GameServer	ike41089-70096-61904cb387	Burstable	11h	Running
lobby-f8knw-8mhl9	gameservers	●●	0	GameServer	ike41089-70096-6190ab95a8	Burstable	11h	Running
lobby-f8knw-bq5fg	gameservers	●●	0	GameServer	ike41089-70096-6190ab9758	Burstable	11h	Running
lobby-f8knw-dksbw	gameservers	●●	0	GameServer	ike41089-70096-6190ab936d	Burstable	11h	Running
lobby-f8knw-xks6d	gameservers	●●	0	GameServer	ike41089-70096-618f0e57ff7	Burstable	11h	Running
proxy-5c695649fd-cf87d	gameservers	●	0	ReplicaSet	ike41089-70097-618f0e63a4	Guaranteed	11h	Running
session-endpoint-64ccb7dcf-nhj42	gameservers	●	0	ReplicaSet	ike41089-66842-6175a982f7	Guaranteed	21h	Running
waitroom-j6qxh-k54rr	gameservers	●●	0	GameServer	ike41089-70096-618f0e588d	Burstable	11h	Running

```

0 [ 11.7%] 3 [ 8.2%] 6 [ 0.0%] 9 [ 0.0%] 12 [ 0.0%] 15 [ 6.3%] 18 [ 0.0%] 21 [ 6.2%] 24 [ 0.7%] 27 [ 3.4%] 30 [ 0.0%] 33 [ 14.2%] 36 [ 0.7%] 39 [ 0.7%] 42 [ 15.4%] 45 [ 0.0%]
1 [ 5.4%] 4 [ 17.6%] 7 [ 0.0%] 10 [ 5.3%] 13 [ 0.0%] 16 [ 0.0%] 19 [ 0.7%] 22 [ 0.0%] 25 [ 0.0%] 28 [ 7.5%] 31 [ 15.3%] 34 [ 13.2%] 37 [ 1.4%] 40 [ 6.0%] 43 [ 0.7%] 46 [ 0.0%]
2 [ 14.2%] 5 [ 13.0%] 8 [ 15.9%] 11 [ 14.1%] 14 [ 13.3%] 17 [ 0.0%] 20 [ 2.0%] 23 [ 5.4%] 26 [ 0.0%] 29 [ 12.1%] 32 [ 14.5%] 35 [ 15.1%] 38 [ 2.0%] 41 [ 12.0%] 44 [ 0.7%] 47 [ 10.1%]
Mem [|||||] 14.1G/94.3G
Swp [|||||] 0K/0K
Tasks: 7, 91 thr: 4 running
Load average: 1.63 1.36 1.27
Uptime: 3 days, 00:15:22

PID USER PRI NI VIRT RES SHR S CPU% MEM% TIME+ Command
10 root 20 0 21.5G 13.4G 32864 S 273.14 0 1h09:31 java -Xms12G -Xmx12G -Dio.netty.recycler.maxCapacity=0 -XX:+UseG1GC -XX:G1HeapRegionSize=4M -XX:+UnlockExperimentalVMOptions -XX:+ParallelRefProcEnabled -XX:+AlwaysPreTouch -XX:MaxInlineLevel=15 -jar proxy.jar
122 root 20 0 21.5G 13.4G 32864 S 18.2 14.0 3:52.84 java -Xms12G -Xmx12G -Dio.netty.recycler.maxCapacity=0 -XX:+UseG1GC -XX:G1HeapRegionSize=4M -XX:+UnlockExperimentalVMOptions -XX:+ParallelRefProcEnabled -XX:+AlwaysPreTouch -XX:MaxInlineLevel=15 -jar proxy.jar

```

We developed our infrastructure with scalability in mind (in order to accommodate a theoretically infinite load), using a custom software stack on top of Kubernetes to handle our deployment and node management.

Results





Big Bash 2021 | Wrap-Up Reel

“

This event is on a scale we have never seen before. The amount of detail and heart that went into this world is unmatched. [Atlassians] will be talking about this for years to come.



Verity Bell

Global Events Lead - Employee Experience @ Atlassian

What we learned

Virtual experiences are going to play an important role in the years to come as our world becomes more and more interconnected.

- Our framework has been proven to be successful at enterprise scale
- The quality and depth of a given experience will get better with each iteration
- Using Minecraft as a base platform can be advantageous

Team Visionary

Thank you

raj@teamvisionary.net