EVENT OVERVIEW

OpenAI DevDay 2025 invited developers, researchers, and builders from around the world into direct dialogue with those shaping AI technology. OpenAI's third annual event, it transformed their work from abstract headlines into a tangible, shared experience.

Fort Mason was chosen for its scale and openness, enabling a fluid experience that moved between structured programming and informal interactions.

Rather than presenting AI as something to be explained, it would be experienced. Strong Brew's execution focused on translating this conceptual idea into a cohesive, multi-layered environment.

By reframing AI from a tool to a medium, the event itself became the interface. Towering brackets framed various scenes, as ASCII art graphics in bold colors adorned surfaces and moved across screens.

An attention to how environments shape experience was critical. Modular furniture options allowed attendees to adapt each space to their needs, as lush greenery and light wood softened each scene.

Experiential installations were not treated as peripheral activations, but core content. The Sora Cinema, Alan Turing installation, and AI arcade each showcased distinct capabilities through direct engagement.

AT A GLANCE

- 👥 1500 AI / ML developers and researchers
- 👷‍♂️ 821 Show day production + event staff
- 📘 400+ page production book
- 🛠️ 30ft scenic coding brackets
- 🐣 22 ASCII animal easter eggs
- 🎮 12 Custom arcade games and claw machines
- 📍 8 days on the SF Bay at historic Fort Mason
- 🎤 7 venues, 15 sessions, 3 stages, 4 demo stations, 1 cinema, 1 podcast studio
- 🐸 2 extra-large inflatable friends 🐍
- 🧵 Countless Slack messages

STRONG BREW

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