



The chasm between needs and desires has never been wider — and continues to grow.

Wild Blue Technologies, headquartered in DePere, Wisconsin, is an upstream experiential design firm, founded in 1999.

The mission of Wild Blue is to recognize that, as human interaction moves from the attainment of basic needs to the fulfillment of desires and wants, environments must evolve from their current states, into rich, immersive experiences that resonate with people emotionally.

Gathering together a unique collection of agency creatives, industrial designers, virtual reality and digital content experts, print/packaging developers and builders, Wild Blue has developed solutions for a range of Fortune 500 clients in several categories: retail, consumer packaged goods, manufacturing, automotive products and more.

Never committed to one or even a small set of solutions, Wild Blue's capabilities include physical and virtual conceptual interior builds, interactive POS consumer interfaces, trade show communications and environmental design, 3D retail fixture design and other 3D assets, and CPG innovation showcase ideation, development and support.

Principals:

Steve McLean, Founder/President

Will Van Epern, Vice President