

The Power of Rivalry

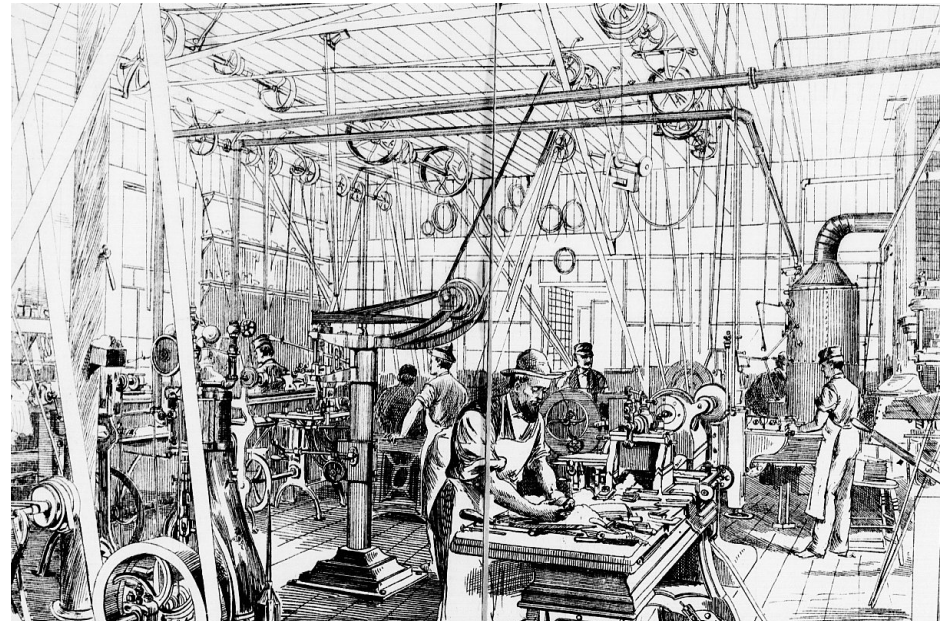
In the race to light the world, the connection between competition, innovation, and human nature was illuminated.

Can invention exist without rivalry?

What motivates an innovator? Their vision of a new world, or the desire improve the lives of those around them, or to create something that they can be proud of?

Or is the driving force of innovation is something simpler, something more primal: the desire to beat out the competition?

That's the story underlying "The Current War," the tale of the fierce battle between Edison and Westinghouse in the late 19th century. And it will be the central concept behind our 2017 custom content partnership with The Weinstein Company.

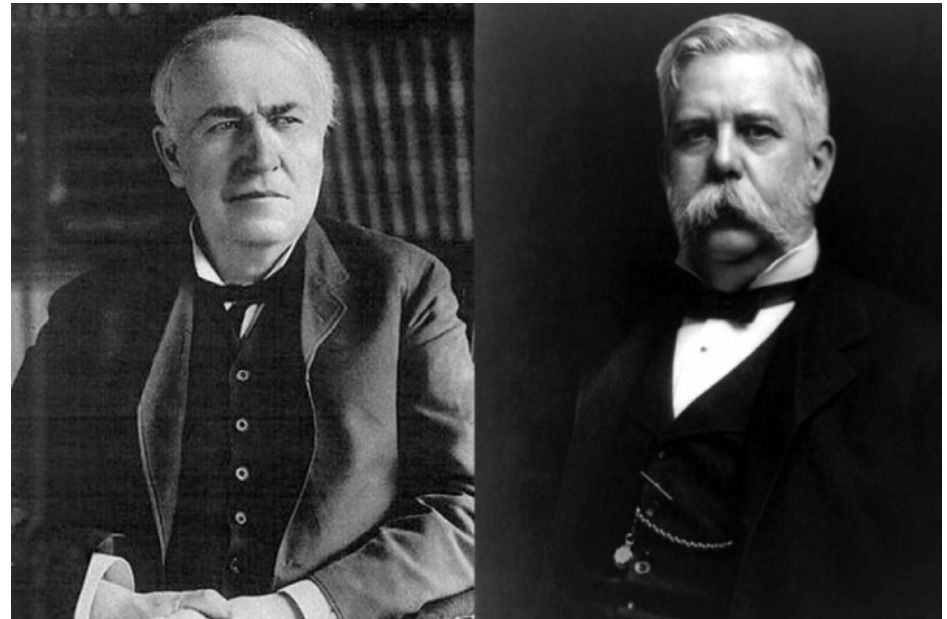


A tale of two geniuses

Hearst versus Pulitzer. Wright versus Curtiss. Jobs versus Gates. Epic rivalries are behind many major milestones of human progress—from the exploration of North America, to the scramble to decode DNA, to the race to the moon.

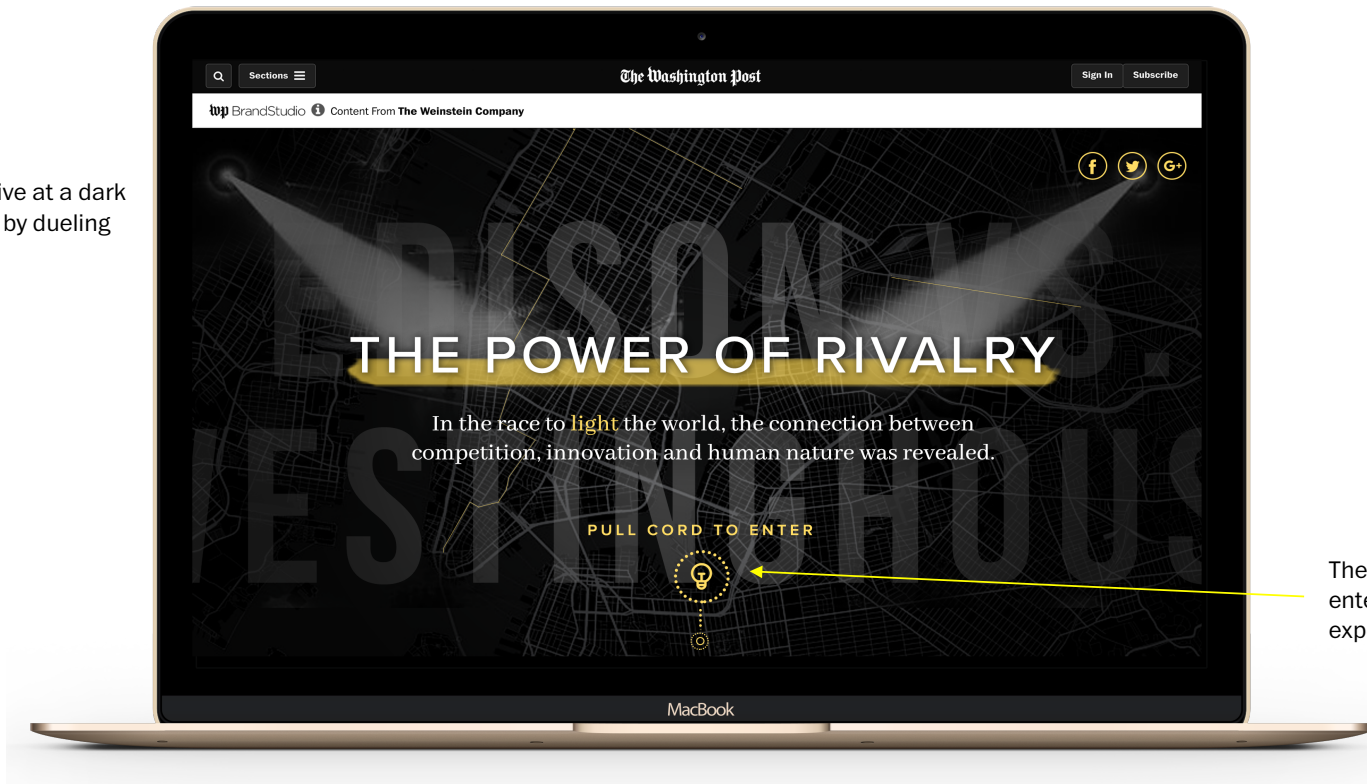
We'll place Edison and Westinghouse's battle to own electricity within this context, exploring why genius so often emerges from the fierce contests between competitors, who push each other past the existing limits of achievement.

Using inventive, multimedia storytelling tools such as interactive timelines, interactive grids, and an illustrated 360-degree experience, we'll chronicle the role that rivalry played in the birth of American electricity, and explore why competition is deeply embedded into the history of innovation.



Introducing “The Power of Rivalry”

Readers will first arrive at a dark landing page lit only by dueling spotlights.



They turn on the lights to enter *The Power of Rivalry* experience.

The Timeline

As readers scroll, an animating electrical current drives them through an interactive, multimedia timeline of the battle between Edison and Westinghouse—their quest to revolutionize electricity.

Bringing to life the seminal events of rivalry, pop-ups weave historical details and scientific facts to give depth and context. Throughout, the sociology, psychology and science of this kind of rivalry is explored, honing in on the role it plays in driving innovation.

Readers will glide between key “power points” of the timeline by following an animated electric current graphic.

As readers land on a power point, it will “electrify,” revealing why that date marked a crucial win or loss, and the direct relationship it had to the Westinghouse versus Edison rivalry



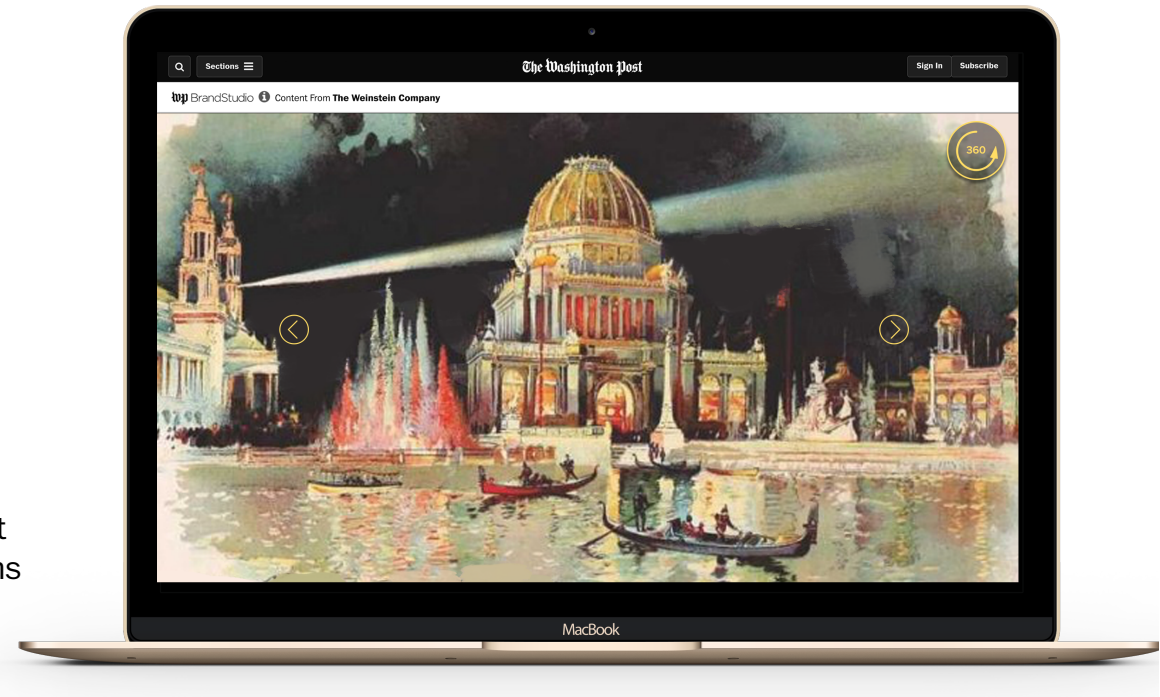
Engaging graphics reveal along the way, such as archival Washington Post content, sourced historical images, and custom illustrations.

360-degree illustration

A 360° illustration transports readers into the crux of this rivalry: the 1893 Chicago World's Fair, which opened the public's eyes to the wonders of A/C.

Readers will step into the shoes of the millions who attended the Fair, experiencing the wonder of those who were exposed to electricity for the first time—on the grandest of scales. As they look around, they will see hundreds of buildings outlined white bulbs, giant searchlights visible sixty miles away and the world's very first Ferris Wheel.

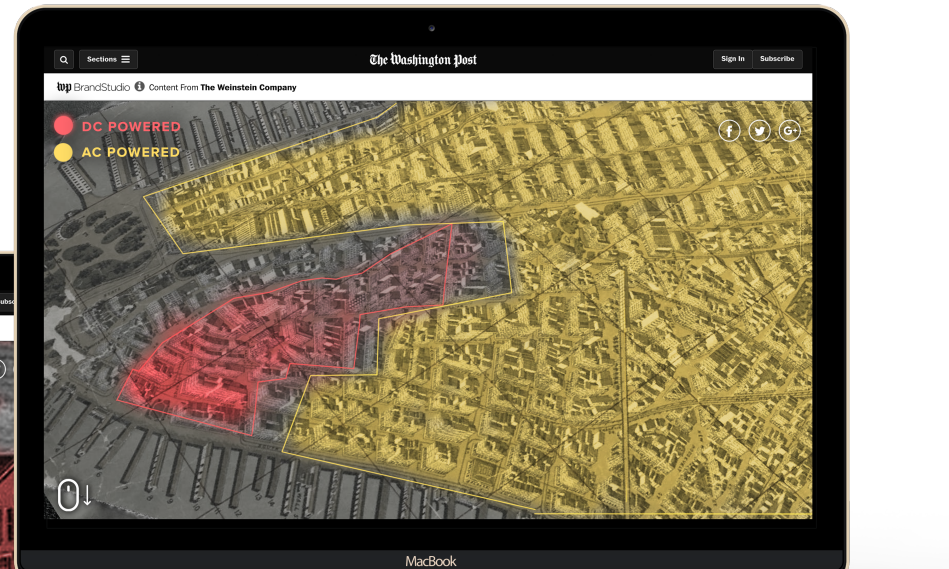
While exploring the brilliantly illuminated fair, relevant information on Edison and Westinghouse's innovations and rivalry will be revealed.



Interactive experience

Inspired by a popular Washington Post innovative storytelling format (see [here](#)), an evolving interactive of NYC's electrical grid will allow readers to explore the differences between D/C and A/C—the technical heart of the battle between Edison and Westinghouse.

Bringing to life the true historical events, the experience begins by zooming in on the grid on NYC's Lower East Side electrified by the world's first power plant, built by Edison and operating on D/C.



As readers scroll, the experience zooms out to show the electrical grid of the entire city, powered by A/C, to illustrate the significant difference between the two, viscerally demonstrating how A/C powers our modern world.