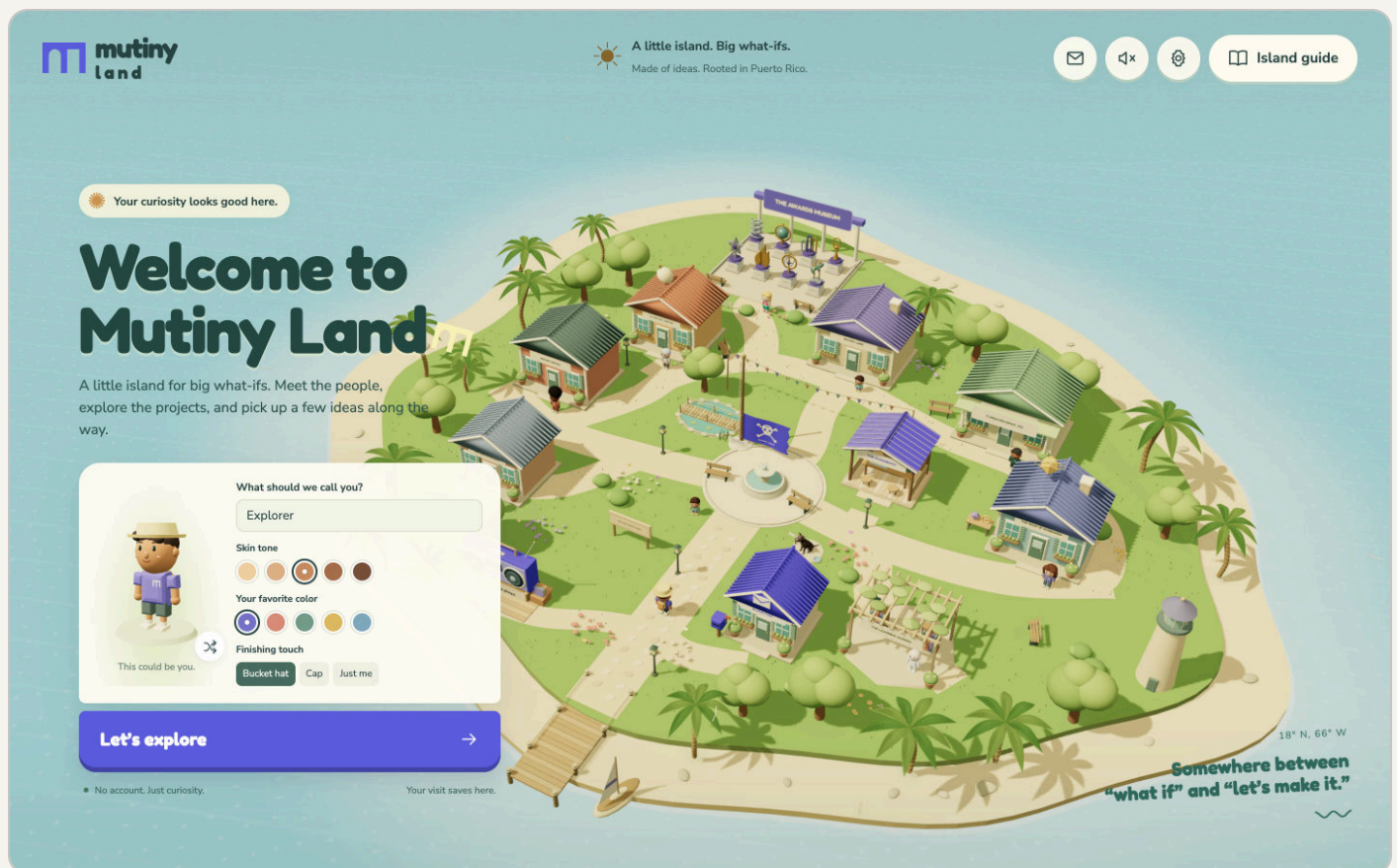


MUTINY LABS LAB

Mutiny Land

Trade scrolling for strolling. The agency website rebuilt as a small island you can walk: the studio is a house, client work is a neighborhood, the library is a garden, and the process is a workbench where visitors make the decisions themselves.



8

DESTINATIONS, EACH A REAL BODY OF WORK
MUTINY-LABS.COM • INNOVATION & STRATEGY • PUERTO RICO

373

AUTHORED PASSAGES ACROSS TEN RESIDENTS

6

REAL CLIENT CHALLENGES AT THE WORKBENCH

3D

PLAY

LAB

// 01

The context

The Mutiny Labs site holds cultural archives, social-impact platforms, creative institutions, research experiments, a public learning library and the founder's own story. It does what agency sites do: it gets read and it gets left, and the connections between the work stay invisible. We had tried play once before, with the SHIP IT! trilogy in June 2026, three small games in which real clients arrived as tickets. They were fun and they never touched the site. Mutiny Land started from the opposite premise: the world would be the interface, and the site's own content would furnish it.

// 02

The challenge

The brief was an immersive alternative that gets visitors to experience the breadth of the work, not a 3D backdrop. Every destination needed a reason to exist and every interaction had to connect to something useful. Five questions shaped it: how a large portfolio becomes inviting at a visitor's own pace; how the studio's process becomes understandable through participation; how characters add personality without crowding the content; how progress and rewards widen discovery without gating information; and how it all stays usable with an ordinary keyboard, pointer and thumb.

// 03

How we worked

We translated the site's information architecture into a village. Places organize the content, residents introduce its themes, and activities give visitors a reason to stay with an idea. The studio's process language, Sense, Frame, Prototype, Pilot and Hand off, is explained in Mutiny House and practiced at the Workbench. The island itself is procedural geometry in WebGL, with pathfinding for click-to-walk and quality that steps down on slow machines, and it reads the same case-study data as the work pages at runtime, so nothing can drift. A passport of 25 stamps gives the wander a shape and ends with a flag ceremony.

CLIENT

Mutiny Labs Lab

SECTOR

Interactive web

YEAR

2026

LIVE

www.mutiny-labs.com/land/

BUILT WITH

Static HTML, CSS and JavaScript with a locally bundled Three.js renderer on WebGL2, procedural world and avatar generation, A* navigation, instanced rendering with adaptive detail, Web Audio music synthesis from original scores, runtime binding to the site's case-study JSON, authored dialogue system with local memory, one serverless function for postcard delivery through a transactional email service, allowlisted analytics with 37 custom event types, browser checks for the full island journey

Trade scrolling for strolling. The agency website rebuilt as a small island you can walk: the studio is a house, client work is a neighborhood, the library is a garden, and the process is a workbench where visitors make the decisions themselves.

// 04

What we built

01

Arrive as a character, on an island made of code

The first screen is a live 3D explorer: a name, five skin tones, five outfit colors, a bucket hat or a cap. No account. The coastline, plaza, pier, lighthouse and museum headland are generated in code, with 950 instanced grass tufts and a switch between daytime and sunset. Walk with keys, click the ground and the character finds the route, or use the joystick on a phone. The whole island weighs 7.2 megabytes.

03

A cast with authored voices

Nine human residents and Fiona, the studio dog, with 373 authored passages and 27 topics, each with two paths and a deeper follow-up. The system remembers what you have heard and prefers new lines. Talking to a host opens a panel with a large, reactive 3D portrait layered over the house, so your page and scroll position are kept. Authored text and choices, not a chatbot, and talking earns no stamps.

05

A passport, a garden, a radio and a post office

Twenty-five stamps: eight places, three garden warm-ups and fourteen library lessons adapted from the public guides. At 25 the pirate flag hoists over the plaza with confetti and a fanfare and unlocks the fifth postcard. The beach boombox plays twelve original tracks synthesized in the browser; the post office sends postcards as ecards or links. Progress lives in the browser, names and notes stay out of analytics, and Calm motion and Quiet walk keep it usable.

02

Eight houses that read the site

Mutiny House explains the practice, the founder and the three ways to work together: Decide it, Build it, Keep it working. Seven more houses hold the work: La Voz del Centro, Archivo Negro, PSI and RIMAS, the lab experiments, Cambio en Clave and La Escuela Libre, the library, and eight pieces of recognition turned into sculptures. Cards, metrics and screenshots are fetched from the site's own case-study data, so the island can never say something the site does not.

04

The Workbench: what if you were on the project?

Six real client challenges, five decisions each: whose experience to investigate, which bet to make, how small the prototype should be, which pilot tests the main risk, and who owns it after. Feedback follows your route: a prototype too large to learn from, a rehearsal that never tested working software, a pilot that dodged the risk your bet named. Then See how Mutiny actually built it reveals the published case beside your run. No leaderboard, no single score.

UNDER
THE
HOOD

Static HTML, CSS and JavaScript with a locally bundled Three.js renderer on WebGL2, procedural world and avatar generation, A* navigation, instanced rendering with adaptive detail, Web Audio music synthesis from original scores, runtime binding to the site's case-study JSON, authored dialogue system with local memory, one serverless function for postcard delivery through a transactional email service, allowlisted analytics with 37 custom event types, browser checks for the full island journey

// 05

From a work page to a place to visit

01

The content stays where it is

The island fetches the site's case-study JSON when it loads. Titles, metrics, captions and screenshots are the work pages' own; nothing is copied, so nothing goes stale.

02

The island is generated

Coastline, plaza, pier, lighthouse and the museum headland come out of code, not a modelling package. The whole world, engine included, is 127 files and 7.2 megabytes.

03

Each study gets a house and a host

Eight destinations, each with a resident at the door rendered from their own 3D model, a portrait, and a voice written for the work inside. The doorway opens the content; the host opens a conversation.

04

The visitor walks, or jumps

Keys, click-to-walk with pathfinding, or a joystick. M opens the map, P the passport, B the radio. Anyone in a hurry opens a house, the radio or a Workbench challenge from a link.

05

Conversation without leaving the room

Talk is a panel over the house, so the page, the scroll position and the current activity stay where they were. The system prefers lines you have not heard.

06

The Workbench asks you to do the work

Five moves on a real project. The readout judges the logic of the run, not a score, then shows the real build next to yours.

07

The passport closes the loop

Twenty-five stamps, a flag ceremony, five postcards to send. No account was created, and no name or note ever reaches the analytics.

UNDER THE HOOD

Static HTML, CSS and JavaScript with a locally bundled Three.js renderer on WebGL2, procedural world and avatar generation, A* navigation, instanced rendering with adaptive detail, Web Audio music synthesis from original scores, runtime binding to the site's case-study JSON, authored dialogue system with local memory, one serverless function for postcard delivery through a transactional email service, allowlisted analytics with 37 custom event types, browser checks for the full island journey

// 06

How the play is built

FIG. 1 · THE WORKBENCH

Five decisions, then feedback that judges **the reasoning**

- 01 **SENSE**
Whose experience or difficulty to investigate. The first request may hide the more useful problem.
- 02 **FRAME**
A bold bet: build, buy and adapt, or partner. Every direction carries a specific uncertainty.
- 03 **PROTOTYPE**
Make one small thing work, rehearse with people behind the scenes, or attempt the oversized version.
- 04 **PILOT**
Choose a test and read an imagined observation. A useful pilot addresses **the main risk** in the chosen bet.
- 05 **HAND OFF**
Transfer the capability, retain stewardship, or return with a better question. Then the real case, beside yours.

FIG. 2 · THE TRANSLATION

Ordinary website functions, **reinterpreted as places**

- 01 **NAVIGATION**
A village, a map, an island guide, signs and routes. No menu.
- 02 **PORTFOLIO**
Themed destinations with hosts, project cards and links to the complete cases.
- 03 **PROCESS**
A five-stage rehearsal with feedback and a real-case reveal.
- 04 **LIBRARY**
Fourteen lessons in three trails, scenario questions, bookmarks and stamps.
- 05 **SHARING**
A post office, personalized ecards, downloadable scenes and challenge links.

FIG. 3 · THE PASSPORT

Twenty-five stamps, **then a flag**

$$25 = 8 + 3 + 14$$

8
places

Walk into each of the eight destinations. Opening a preview from the directory does not count.

3
warm-ups

Three short garden challenges: verify an AI claim, check an odd request through a trusted channel, start from the real need.

14
lessons

The public library's guides as scenario questions. A correct answer stamps once; a wrong one explains what to reconsider.

FLAG
the reward

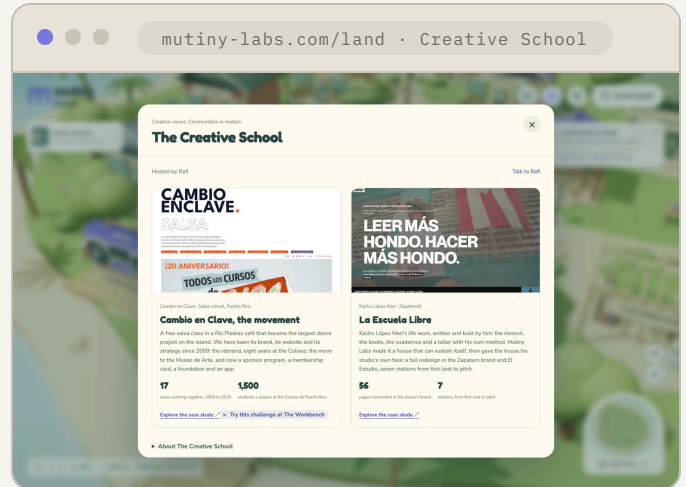
A six-second hoist, confetti, an original fanfare and the **Mutiny crew** postcard. Nothing shared, no email given, ever required.

// 07

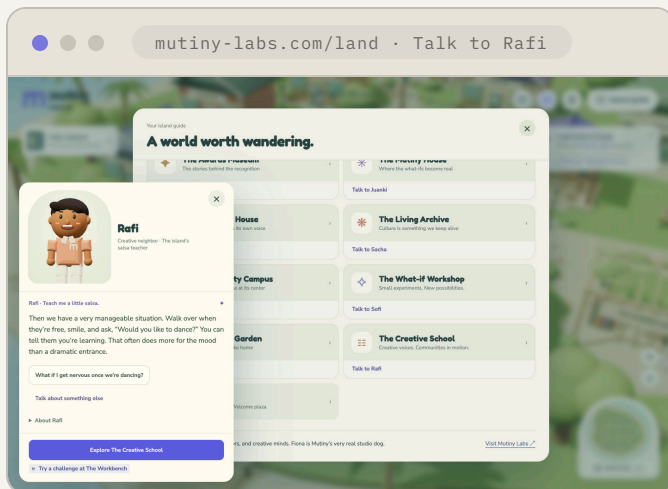
On the island



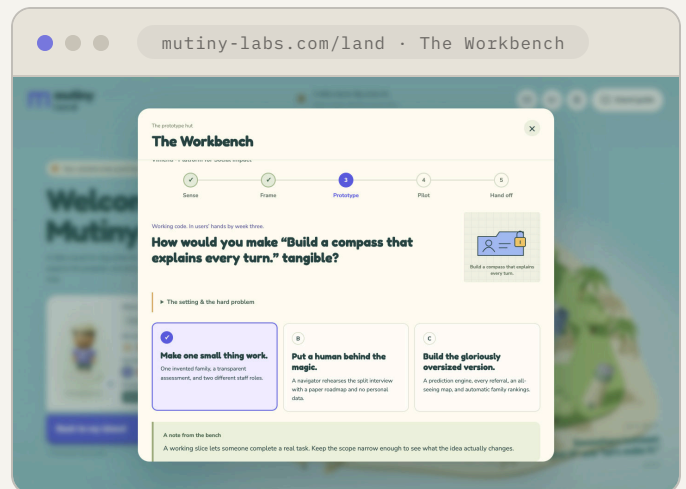
The welcome plaza: the sign, the mast where the flag will fly, the Awards Museum on its headland, and an explorer deciding where to go first.



The Creative School, hosted by Rafi: Cambio en Clave and La Escuela Libre as cards with live metrics from the site's own data, each with a Workbench challenge attached.



Talking to Rafi: the large reactive portrait, authored choices on the left, and the island guide kept where it was behind the conversation.



The Workbench mid-run: the prototype decision on one of the six challenges, three options, and a note on why the oversized version tempts.

// 08

By the numbers

25

STAMPS IN THE PASSPORT, THEN A FLAG

373

AUTHORED DIALOGUE PASSAGES

12

CASE STUDIES DISTRIBUTED ACROSS EIGHT HOUSES

14

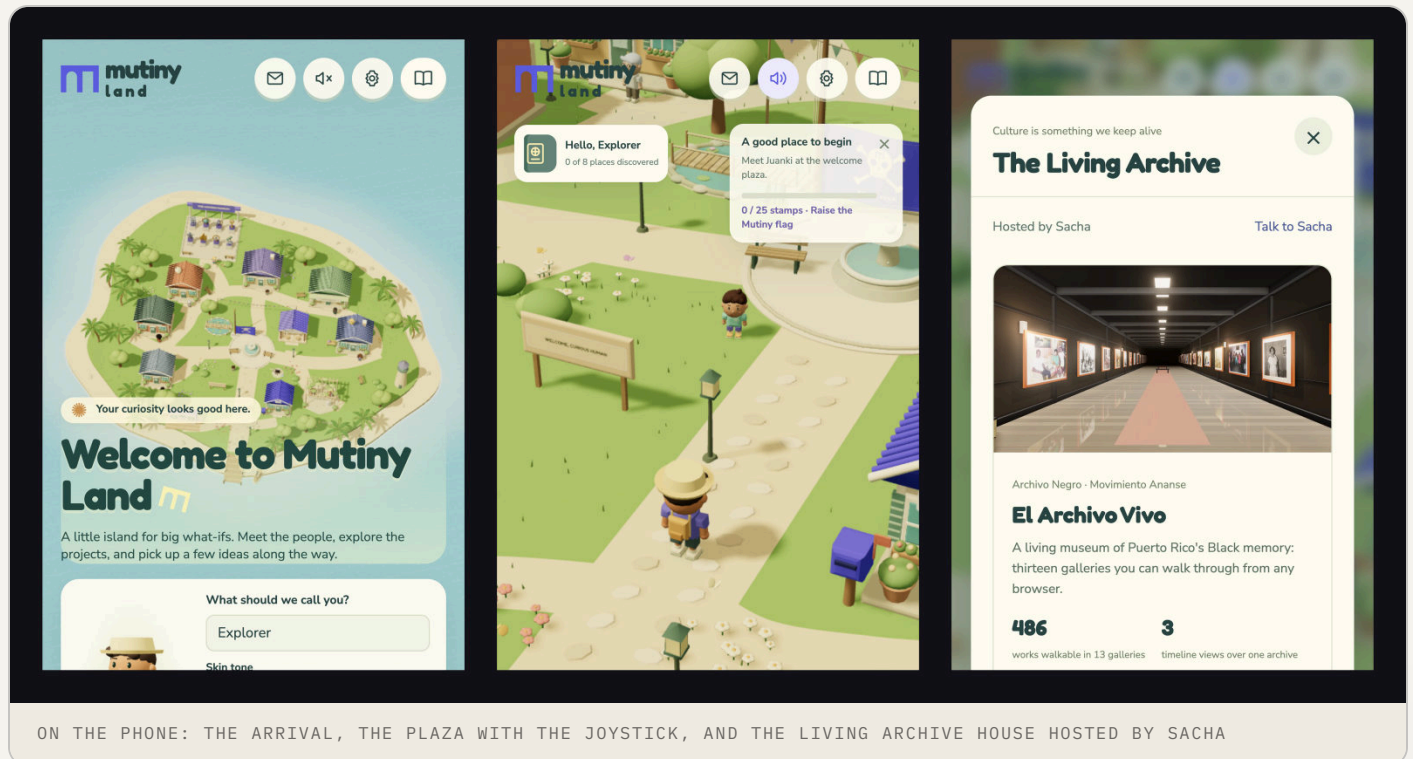
LIBRARY LESSONS IN THREE LEARNING TRAILS

12

ORIGINAL TRACKS SYNTHESIZED IN THE BROWSER

7.2 MB

THE WHOLE ISLAND, ENGINE INCLUDED



// 09

What this demonstrates

- Real-time 3D on the open web
- Play as an interface, with substance behind it
- Content systems that cannot drift from their source



25 OF 25: THE MUTINY FLAG RISES OVER THE PLAZA. TRADE SCROLLING FOR STROLLING.

8

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REAL CLIENT CHALLENGES AT THE WORKBENCH

The site is still there, one click away. The island is for the visitor who would rather learn how we think by doing a little of it.

ABOUT MUTINY LABS

Mutiny Labs is an innovation and strategy studio in Puerto Rico. We build digital infrastructure for organizations that move the island forward, designed with the people who use it and built to be run by the teams that own it.

Products & Platforms

Web applications, portals and operations software shaped around real workflows.

Applied AI

Generative and analytical AI placed deliberately, private by construction.

3D & Immersive

Virtual museums, gaussian-splat capture and experiences that carry culture.

Data & Measurement

Impact platforms, dashboards and reporting that funders can trust.

Let's build yours. mutiny-labs.com