



Volume 1, Issue 1

Never a dull moment, right? That's the nature of your biz and ours. The *Atomic Blast* gives you an insider's look at the latest taking shape in our shop and provides news to help you think big... literally!

Beyond Wow!™

Here's what we've been up to lately. For details, call Stacy or Terri at 612-331-1335. Remember: ***Whenever you have a creative question, count on Atomic to have the answer.***

Megladon Shark... A Sensation in San Diego



We created and installed this 34-foot prehistoric shark for the San Diego Natural History Museum in January. "Large Marge" is crafted from steel and foam and is a scale model of a shark designed by a paleontologist. We created a 360° laser scan of the model to help make the shark as authentic as possible – particularly the mouth and teeth. To ensure this Grande Dame stays safely in place at the museum, we replicated the pole onto which the shark was installed and used it as our framework for construction in the shop.

Target 50 ... These Baskets Mean Billions



When Target sought to celebrate \$50 billion in sales this March, Little & Company, Minneapolis, asked us to create a 12-foot sculpture using Target baskets. The challenge: Make the baskets appear to be floating. A steel rod frame and some artful fitting of the baskets to one another did the trick. We also built the 46-inch podium Bob Ulrich used to address his team and well wishers. Congratulations, Target!

The Tech Edge

One of the hottest trends in billboards or any spectacular display is LED (that's light-emitting diode if you are trying to win a bet). Across the nation, Vegas-style billboards are lighting the sky and delivering TiVo-proof sales messages. [More.](#)

Looking to raise the "how cool is that" factor even more? Consider boards that invite passersby to send a text message to receive special downloads via Bluetooth.

One example: High above Times Square, Lenny Kravitz made many an offer they Absolut-ly couldn't refuse. [The full story.](#)

Couple an LED or interactive component with a spectacular 3-D element and you'll score that ever-elusive attention edge.

Speaking of... Attention

"The highest ecstasy is attention at its fullest."

Simone Weil, French social philosopher, mystic and activist in the French Resistance during World War II. 1909-1943

"When you do the common things in an uncommon way, you will command the attention of the world."

George Washington Carver, American. Started his life as a slave and ended it as horticulturist, Chemist and Educator, 1864-1943

Cadillac ... Paparazzi Frenzy

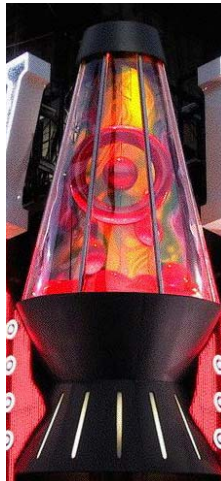


This January, even the most jaded New Yorkers likely got a start when they saw several photographers perched on billboard scaffolding photographing an image of a Cadillac. A couple guys were even scaling the board to get the best shot. What dummies... mannequins, actually, that were dismantled then reassembled to strike just the right pose. Strobes timed to flash randomly 24/7 through the 90-day campaign put the big picture into bright focus. Location: 8th and Broadway. Client: Leo Burnett Detroit.

Will it Work?

When the call came in to create a much-larger-than-life lava lamp for Target, we paused for a moment. You can't actually replicate the stuff in a real lava lamp, yet the finished piece needed to have that same mesmerizing organic flow.

It took mechanical, structural and electrical engineers plus a computer programmer to create the end result: 52-feet high and 20-foot wide of pulsing red lava-liciousness on display at Times Square. Guaranteed to get your groove on.



You think it up. We'll make it work.

Pop Quiz

Can you identify what is pictured below? It's a tiny part of a huge prop or billboard. Send your guess to prize@atomicprops.com and you could win a cool prize.



The Atomic Blast ignites your email inbox with the latest and greatest in the world of spectacular marketing. Produced every six weeks for Atomic Props & Effects by High Point Creative, LLC.

Coming Your Way

Terri Driscoll and Stacy Bendt, the Atomic Props sales team, are likely jetting your way soon.

Call to set up a meeting or, if you don't see your city on the list, we'll be happy to adjust our plans to include you! 612-331-1335.

New York

Week of May 15th
Week of July 17th
Week of September 25th

Charlotte

Week of May 29th

Miami

Week of June 12th

San Francisco

Week of July 24th

Chicago

Week of August 2nd

Denver

Week of August 14th

Mexico City

Week of August 21st

Seattle

Week of September 11th

Los Angeles

Week of September 18th

Not Your Typical Job

You think your job is crazy some days? Get this:

Our resident resin guy (the person responsible for spraying the final hard coating on our props) wears these shoes when he's working his magic. With every coating, his feet appear



larger. He's actually a size 11, now grown to a 16 ... and proud of it!