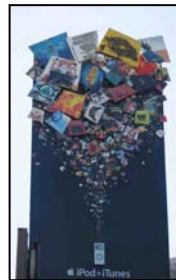




Volume 1, Issue 4

Congrats to Justin Gignac of toy NYC for knowing that last issue's prop quiz pic was that of an iPod – a prop we created for TBWA/Chiat/Day Los Angeles. His name was drawn from all the correct answers. See below for a multiple choice test this time. Good luck!



Beyond Wow!™

Times Square is all about the Wow! Atomic plays a big role in adding impact to this lively locale. In fact, all of the billboards showcased below appeared in Times Square in the past six months. For details, call Stacy or Terri at 612-331-1335. **Whenever you have a creative question, count on Atomic to have the answer.**

Now that's a Big Bite!

This ginormous (24' x 18') Snickers towered over Chevy's restaurant, tempting people from high above 42nd and 8th. The board was also featured in five other markets at a slightly smaller size. The taste treat was crafted from thousands of real Snickers bars ... just kidding. It was sculpted out of foam. Client: TBWA/Chiat/Day, New York.



Power Power Power

This vacuum really gets the job done... and then some. Trash cans, an overstuffed chair and a pizza box have all succumbed to the power of this Hoover. To comply with NYC ordinances, the props were sculpted in a "forced" perspective, meaning that they look like they have a lot of depth, but actually don't. (NYC doesn't allow anything to project more than 8' over the sidewalk — all part of fun when creating spectaculars for Times Square.) Client: TBWA/Chiat/Day, Los Angeles.



The Tech Edge

High effect doesn't always require high tech. We focus a lot on the foggers, motors and other machines that help us bring your big ideas to life. But sometimes (such as when you can't get power to a prop or billboard to drive a motor) the best way to add movement is to take a lesson from Mother Nature.

The way the sun shines on a prop... the way the wind moves its components... the way rain can enhance a scene ... we consider all these natural effects to create our desired special effects.

Through research and careful model making, we determine the perfect arrangement of parts to achieve the look we need. It's not as easy as plugging in a machine, but we can always rely on nature for the inspiration to make our magic.

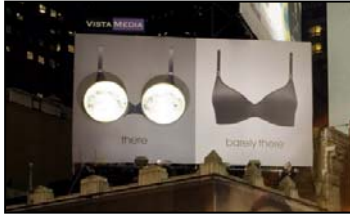
Speaking of... Magic

"Books are uniquely portable magic."
Stephen King

"An idea can turn to dust or magic, depending on the talent that rubs against it."
William Bernbach

Can't Miss These Headlights

Big and bold, this “bra” is made of two huge light boxes. Each is nearly 6’ across. A printed vinyl is secured to the light box face to imitate a car headlight. The Barely There board was illuminated from dusk to dawn. Client: The Martin Agency.



Will it Work?

We noted earlier in this issue that it doesn't always take motors to achieve motion. For Turning Leaf, the Atomic team was challenged to create the free-flowing movement of a tree's leaves — without any artificial power source. Recognizing that if it was good enough for real trees, wind power could be just the solution to bring a prop tree to life. The leaves were crafted from foam and the branches were ultimately made from v-belts, after much exploration of just the right material.



The result: The “turning leaves” captured people's attention and likely inspired them to think, “Hey, how about a glass of wine?”

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

Prop Quiz

Can you identify what is pictured at right? It's part of a huge prop or billboard. (This time the test is multiple choice.)



- A) Creamy cookie centers
- B) Diner stool seats
- C) Shaving cream ooze

Send your guess to prize@atomicprops.com and you could win your choice of an i-Tunes or Starbucks gift card.

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 Colson, 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 September 25th

Miami

Week of October 9th

Chicago

Week of October 23rd

Las Vegas

Week of November 13th

Los Angeles

Week of November 27th

New York

Week of December 11th

Not Your Typical Job

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

A truck driver was waiting in the shop for us to load his vehicle for a delivery. As he was waiting, we noticed him staring at one of the mannequins we had created for an installment that featured dancers.

After watching for several minutes, the truck driver asked one of our crew, 'How long is that guy going to stretch?' Talk about creating a realistic prop!

