



Volume 1, Issue 5

Of all the people who correctly guessed that last issue's pic was of diner stool seats (not shaving cream ooze or creamy cookie centers), Tess Hohman of General Mills wins the prize. The seats were part of a project for Rodgers/Townsend, St. Louis, MO.



Beyond Wow!™

"What's that guy doing up there?" Putting human figures on a billboard helps attract attention (and sometimes 911 calls). Here is a sampling of the ways Atomic Props has used mannequins to make a statement. For details, call Stacy or Terri at 612-331-1335. **Whenever you have a creative question, count on Atomic to have the answer.**

Let's Dance!

How do you get dancers to look natural and engaging on a billboard? Start by tearing them limb from limb. *Really.* For a Samsung billboard in Newark, we took four mannequins and separated all their limbs. Then we reconfigured them into position – including intertwining the two tango dancers. We dressed the figures using clothing we purchased based on the client's designs and then resin-coated the garments to withstand the outdoors. Client: Cheil Communications, NJ.



Giants Among Us

Mannequins max out at six feet tall. So if you want to supersize someone, you need to create the figure from foam. For an Air New Zealand billboard, we created this oversized figure from an image of a real woman. Once the foam is sculpted, we hard coat the form with paint to give that true-life look. Client: BBDO West, San Francisco.



The Tech Edge

Picture the stiff-armed wave of a pageant queen – not the desired look for a moving mannequin on a billboard. It's a bit tricky to make a human figure move naturally (particularly a figure crafted out of foam and metal).

Success starts with getting the form correct. We shoot a series of photos capturing how we want the figures to appear, detailing their full range of desired motions. Then the sculptors use these photos (taken 360°) to fabricate the forms.

Adding movement is the final step. Part physics, part physiology, it takes patience and practice to get the gestures just right. The animatronics can be remote-controlled or – more typically – preprogrammed.

Circuit boards, hydraulics and a good measure of steel bring our people to life and make them stand out in the madding crowd of marketing messages.

Speaking of... Crowds

"Nobody goes there anymore; it's too crowded." Yogi Berra

"If you're being run out of town, get in front of the crowd and make it look like a parade." Author Unknown

Don't Look Down!

The nine-foot kayak is real; the six-foot guy isn't. We dressed the mannequin to match the client's artwork. Passersby can take comfort in the knowledge that the entire prop has been secured to the top of the building via a steel structure. Client: BBDO West, San Francisco.



Will it Work?

We're often asked, "How big should the mannequins be?" It's not too far a stretch to say that the sky's the limit. It just depends on the effect you're trying to achieve and the concept we're bringing to life.



In the example shown here, the challenge called for creating this swimming foursome, each measuring about 14 feet tall. See more examples: [Under six feet](#). [Over six feet](#).

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

Prop Quiz

With all the talk about fake humans, can you guess what these forms at right will soon become?

- A) Swim meet competitors
- B) Basketball players shooting free throws
- C) People hanging from a ledge



Send your guess to prize@atomicprops.com and you could win a 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 December 11th

Holiday Break

Chicago

Week of January 15th

San Francisco

Week of January 29th

Las Vegas

Week of February 12th

Not Your Typical Job

You think your job is crazy some days? Get this: Kelly, one of our great scenic artists, got a little too close to the drill press in the shop. The result: A very revealing trouser tear.

Thinking quickly, she grabbed the most versatile of all tools – duct tape. With a few strategically applied strips, Kelly was back to work.

In our world, duct tape is all part of dressing for success.