



Volume 2, Issue 2

Ross Gandy from Fitzgerald + Co., Atlanta, GA, was the lucky winner to have his entry drawn from the correct answers. Atomic created several “book” chairs to promote Target’s *Ready. Sit. Read!* Book Clubs.



Beyond Wow!™

Here’s what we’ve been up to lately. (Click on any of the photos to see them larger.) For details, call Stacy or Terri at 612-331-1335.

Whenever you have a creative question, count on Atomic to have the answer.

Cupid’s Bad Day

You’d expect Cupid would reign supreme on Valentine’s day, but thanks to Atomic, he made quite a stir with his fallen arrow. The pierced park bench appeared on Times Square in a one-day event to promote the *dumpcupid.com* campaign for Herbal Essences.



The arrow itself (over 20 feet tall) was crafted from PVC tubing and painted silver. The piece sat on a platform of faux cement to make a natural-looking base. Client: M & J Edelman and Assoc., New York.

Mini in Miami

First the billboard teased of a new action movie coming soon, starring heroes “Hammer” and “Coop.” Then the billboard revealed a man — Hammer — and his faithful MINI Cooper hanging from parachutes.

The man was a 10-foot, foam-carved figure. The MINI was real — the car’s actual shell. Client: Butler, Shine, Stern and Partners, Sausalito, CA.



The Tech Edge

It takes a lot of testing to get the results we want for certain jobs. In fact, it takes the Atomic Testing Room.

That’s where we can figure out the best application to ensure a mannequin’s clothing won’t fade in the elements. (Sorry, the solution is a secret!) The Testing Room is also where we can determine whether grass will grow horizontally on a mat. (It won’t.)

Minnesota provides the perfect venue to expose our creations to the full spectrum of extreme weather. *Lucky us.*



Speaking of... Weather

“Weather forecast for tonight: dark.” George Carlin

“The weather is here, wish you were beautiful.” Jimmy Buffett

“What dreadful hot weather we have! It keeps me in a continual state of inelegance.” Jane Austen

If the Shoe Fits...

This display in Madison Square Garden featured exact replicas of each NBA team shoe. Atomic vacu-formed each one and custom painted it in extraordinary detail. Each of the shoes was four feet long ... just slightly larger than a real player's shoes.

For March Madness' Final Four, the display featured even larger shoes – seven feet long each. Client: Wieden + Kennedy, New York.



Will it Work?

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

Non-traditional means different things depending on your point of view. In our world, it means painting graffiti on a subway car. Or affixing a Venti (supersized) cup of Starbuck's coffee (fake, of course) to a taxi cab.

More than ever, clients are using non-traditional marketing to capture consumer attention and make a lasting impression. In the graffiti example, when event planners U.S. Concepts wanted to create a memorable stir for Adidas' new End "to" End line, they commissioned seven world-famous graffiti artists to create a work of urban art using a subway car as their palette. Trick was, they needed a subway car outside the subway. Atomic built a full-size replica car that became the perfect canvas.

See images [here](#). See the event on YouTube [here](#).

Prop Quiz

This is a mold that formed a very wild taxi topper. What did it bring to life?

- A) Monkey
- B) Loch Ness Monster
- C) Otter



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.

Mexico City

Week of May 28

Denver

Week of June 4

New York

Week of June 25

San Francisco

Week of July 16

Chicago

Week of July 23

Not Your Typical Job

In creating fallen-arrow park benches for Herbal Essences' dumpcupid.com event, Atomic's design wizards had to figure out how to get a natural-looking break in the park bench.

They took the seemingly most logical (and undoubtedly most fun) approach: they rammed a fork lift into the bench.

Another day, another Atomic opportunity to wreck, then rebuild stuff!

