



Volume 3, Issue 1

Beyond Wow!™

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

Look... in the Sky... it's...

To really showcase how "ridiculously thick" Fage yogurt is, we created the impression that an inflatable from the Macy's Thanksgiving Day Parade veered off course and plunged deep into a giant vat of vanilla goodness. Real ropes dangled from the inflatable, adding to the "uh oh" effect. Client: Oglivly Mather, NY.



Place-Based Power

An excellent example of place-based advertising, we created supersized Sony Readers (6' 6" tall) that greeted airport travelers in Minneapolis/St. Paul and Chicago. To emulate the high-contrast display of an actual Sony Reader, we used plasma screen TVs that cycled a series of book pages and sales messages. The back and sides were covered in fiberglass and painted to look like the actual product's leather casing. Client: 180LA, Los Angeles.



Face Forward

LA's Sunset Boulevard was transformed with the specter of a face emerging from a seemingly blank wall. We created this special effect with the help of 1,200 yards of Spandex that had to be painstakingly painted with dye to get the imagery just right. Client: A&E.



The Tech Edge

"Make it work." That catchphrase made popular by Tim Gunn on Bravo's *Project Runway* is also a mantra for Atomic. It takes a little research and a lot of engineering to make sure a design is both feasible and affordable.

The Web is one way we find materials for a particular application. It's not always easy to get the price points or volumes needed to create larger-than-life pieces. But at this point, there is very little the Atomic team hasn't sourced, so it's just a matter of making the right connection.

When an original concept proves too costly, Atomic will recommend a modified approach. For example, if a full 3-D prop is out of budget, we can create a flat (layered) solution or a flat with embellishments. A picture frame, for example, doesn't have to break the 3-D budget; the emphasis can be on what's bursting beyond the borders.

As we like to say, "You think it up. We'll make it work."

Speaking of... Research

"It is through science that we prove, but through intuition that we discover."
Henri Poincare

"Research is formalized curiosity. It is poking and prying with a purpose."
Zora Neale Hurston

Will it Work?

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

When A&E needed Atomic to make a ghostly head project eerily from a billboard, we thought, "Cool! Bring on the fun." Then we realized that, 1) the head will be outdoors so any mechanized parts could be compromised by the weather, and 2) the face can't extend beyond five feet – the typical limit for any outdoor display. On a gigantic face (the size needed for the billboard) the nose would normally project 10 or more feet out.

Experimenting with Spandex, we found that we could recess the eyes to make a flatter nose more dramatic. We could use inflatables to push the face into the Spandex, achieving the desired creepy-looking projection. And, thanks to some very creative problem-solving and lots of experience, we could make it all happen on time and on budget for the client.



Prop Quiz

Last Issue's Winner

Congratulations to Marissa Cardenas from Posterscope USA, from City of Industry, California. She wasn't fooled by the clues and saw those shapes for the air bags they are. The bags were part of a Honda billboard. Client: RPA Los Angeles.



This Issue's Quiz

What will this become? Hint: It's an architectural accent.

- A) Imposing pedestal
- B) Colossal column
- C) Refreshing fountain

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 for Atomic Props & Effects by High Point Creative, LLC.

Coming Your Way

Stacy Colson and KC Textor, 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 February 11
Week of March 3
Week of April 14

Los Angeles

Week of February 18

Chicago

Week of Feb 25

AAA Conference, Orlando

March 5

ISA Show, Orlando

March 25-29

San Francisco

Week of March 12

Dallas

Week of April 21

OAAA Conference, Boca Raton

April 13

Artist Showcase

When our amazing artists aren't creating for our clients, they're working on their own projects. For example, shop manager John Fredrichsen created this piece from his "Cast Fossil Series" using cast cement and steel (26" diameter). John oversees all projects in the shop and also goes onsite to help direct our more complex installations.

