

# KUBIK CONTACT



FALL / WINTER 09

## kubik Heats Up with a Sizzle Award

EXHIBITOR Magazine has announced this year's Sizzle Award winners, which recognize the world's hottest trade show exhibit promotions. We are proud to say that *kubik* was recognized for having the Best Integrated Program for 2009.

*kubik* created the award winning campaign in a year of tight budgets and even tighter cost control. Our booth at the EXHIBITOR 2009 show in Las Vegas was created in-house, and provided a lesson for everyone on how to do more with less on the trade show floor. We called it "Cutting Back Shouldn't Leave You Feeling Empty". It showcased some simple innovative ways to make an impact, without breaking the bank, and packaged "25 tips and ideas to cut costs" into a branded brown paper lunch bag that became "the" collectable on the floor. According to industry insider Bob Milam A.K.A. "Trade Show Bob" and others, *kubik* "stole the show".

Trying to do more with less on the Trade Show Floor? *kubik* can help!

To read our full story published in EXHIBITOR Magazine, click here:  
<http://www.exhibitoronline.com/exhibitormagazine/oct09/brown-bag-booth-kubik.asp>



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## kubik builds a traveling "Eco Home" for the RBC Olympic Torch Tour

RBC is a major sponsor of the 2010 Olympic Torch Relay that is crossing Canada in the lead up to the Winter Games in Vancouver. GMR Marketing, an industry leader in mobile marketing, selected *kubik* to execute the centerpiece of RBC's travelling event, the "Eco-Home" in a truly sustainable way.

The challenging design centered on a unique trailer concept that incorporates both wind and solar power to energize the vehicles during events across the country. Inside, *kubik* constructed an environment with interactive displays that outline how various practices can dramatically reduce our energy usage.

Based on the Olympic medal format of Bronze, Silver, and Gold, the displays use real products, lighting, sound, and a new software program called "Augmented Reality" to show how we can use less energy for everyday living. The interactive elements themselves were created using recycled materials, LED lighting and FSC approved wood products. The result is a sustainable mobile experience perfectly suited to traveling the road alongside the Olympic Torch.



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## **kubik's AutoRAI 2009 design was a finalist for the Dutch Design Awards "Best Commercial Interior"**

The design concept that *kubik* developed for the 2009 AutoRAI Amsterdam Motor Show was selected as a finalist in the "Best Commercial Interior" category for the 2009 Dutch Design Awards (DDA). *kubik's* design was selected, along with 3 others, from 700+ projects, by a committee of leading experts in the design field.

The recognition is somewhat special, as it is the first time that an overall design approach for a tradeshow has been nominated. *kubik* created a concept that was a radical departure from the usual auto show. They grouped the vehicles not by manufacturer, but by how they are used! Vehicles were placed in thematic environments that

grouped cars and light trucks into six specific "worlds": Family & Travel; Cabrio; Luxury & Sport; Adventure; City & Compact; and Green Innovations. A unique graphic language was developed for each world, featuring spectacular images of the participating car brands.

Dutch design has for many years maintained a leading position among the very best designs in the world, and the creative team of *kubik* Amsterdam is very proud to be nominated in this prestigious competition.



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## Verizon and *kubik* play ball with the Mets



### **The Game:**

Momentum Worldwide, New York gave *kubik* the nod to fabricate and install a Branding Experience for their client Verizon at the new Citi Field in Flushing, New York - new home for the New York Mets.

### **The Stats:**

- 1000 sq. ft.
- Tight Budget
- Must be ready for Season Opener!

### **The Windup:**

*kubik* worked with both designer and client to develop the detailed fabrication within the client's very tight budget. *kubik* provided project management, detailing, exhibit fabrication, graphic production delivery and installation services.

### **The Pitch:**

*kubik* was awarded the project in January and had it completed and installed for the Mets season opener on April 13, 2009.

### **It's a Hit!**

The new space opened to a lot of excitement. Tim Owens, Producer of Live Events for Momentum Worldwide said, "We were very impressed with the polished quality of the fabrication and the meticulous attention to detail by the *kubik* installation team. A home run effort!"



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## A Sophisticated “kit of parts” works hard for Randstad

Randstad, a leading international company in the field of flexible work and human resource services, commissioned Marcel Wanders, one of the hottest designers of today, to develop a conceptual design for a new show booth. *kubik* then fine-tuned the concept and engineered a sophisticated yet simple solution: a modular “kit of parts” that delivered high impact and complete flexibility in a range of environments. Our approach enables Randstad to create tradeshow and promotion settings in different configurations and sizes, and allows the set-up of unique displays for specific target groups. The Randstad sales managers can choose their preferred settings and graphics via the dedicated online exchange site *kubik* set up, and make turn-key design arrangements for the installation of each project.



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## Life's Good in the LG Experiential Zone



Toronto's Air Canada Centre (ACC) is the new home for the exciting LG Experiential Zone, a multimedia retail showcase of the company's technology that was designed, built and installed by *kubik*, with outstanding support from the *kubik* Amsterdam team. The LG Zone occupies a 20x30 space in the ACC Galleria, plus 2 additional showcases on other levels. The Zone is located in a huge traffic flow area, and the ACC generously allowed us to encroach onto their space in a major walkway with branded pillar wraps. The whole space is unique, with life size graphics and an amazing monitor collage wall, which makes the LG Zone an ideal place to experience LG's latest and greatest products.



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## kubik designs interior of KLM "Tour of Inspiration" truck

The *kubik* Amsterdam team recently completed an unusual project for KLM Royal Dutch Airlines; the interior of a customized Hospitality truck. The truck is part of KLM's 'Tour of Inspiration' celebrating their 90<sup>th</sup> anniversary. The Tour will travel to 30 European cities in 16 countries.

The design for the truck is based on two themes: a tour of inspiration to experience the new KLM products and services and a tour in time to celebrate 90 years of KLM. *kubik* delivered the interior design for the promotion truck and produced the interior elements, all based on KLM's new "Journeys of Inspiration" marketing campaign.

It should be noted that KLM will compensate for the Tour's CO<sub>2</sub> emissions through its CO@ZERO program. The truck's CO<sub>2</sub> emissions were calculated in advance based on the number of kilometers to be covered.



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## Cross Iron Mills – *kubik* helps create a new kind of Shopping Experience for Alberta



The all new Cross Iron Mills shopping complex is part mall, part museum, and part celebration of Albertan pride and history – and *kubik* helped bring the interiors to life. The interiors are arranged by theme into 5 Courts and 6 Neighbourhoods, each celebrating a unique aspect of life in Alberta.

*kubik's* scope of work was to bring to life over 30 unique pieces, each designed for its specific environment. The work varied from building a suspended faux fossil spine to decorative floor inlays to oversized picture frames, and creating displays ranging from rodeo to resources and from fine arts to fine fashion. *kubik* played an integral part in value engineering all the installations to keep the pieces light and strong and ensure easy installation.



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## Maltbie completes The Walt Disney Family Museum

The Disney Family Museum is a celebration of Walt Disney's life, illustrating how Disney's irrepressible creativity enriched the imagination of generations. The Museum will tell the story of the man behind the empire in Disney's own voice and in exhibits that reveal his expansive vision, from early drawings of some of his most popular characters, to plans for Disneyland and EPCOT.

The Museum, located at the historic Presidio in San Francisco, opened in September 2009. The Presidio, a former US Army barracks, underwent an extensive renovation that included a 16,000 square foot addition. Maltbie's involvement with the project spanned three years and included preconstruction consultation, the development of extensive prototypes and mockups, and comprehensive fabrication and installation services. The numbers are impressive: Nearly 36,000 square feet of new and renovated space, eleven galleries, dozens of multimedia presentations, 1600 artifacts, 110 custom showcases, and more than 1200 graphic labels and images - all of which were included in Maltbie's scope of work.

Visit <http://www.disney.go.com/disneyatoz/familymuseum/index.html> for more information.



Source: [http://www.mouseplanet.com/9001/The\\_Walt\\_Disney\\_Family\\_Museum\\_A\\_Photo\\_Tour](http://www.mouseplanet.com/9001/The_Walt_Disney_Family_Museum_A_Photo_Tour)



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## A Major new Exhibit opens in Chicago

The Museum of Science & Industry in Chicago is one of the largest museums in the World and the largest Science Museum in the Western Hemisphere. YOU! The Experience is a new 15,000 square foot state-of-the-art permanent exhibition relating to human health, medical technology and to personal wellbeing. Maltbie is proud to have played a significant role in its creation, providing prototypes, value engineering, budgeting reviews and coordination with building integration works. Following the design phase, Maltbie also provided engineering shop drawings, shop production, interactives, graphics, lighting, management of all audio-visual hardware systems, coordination of the media vendors and final installation, commissioning and testing.

YOU! The Experience reinterprets MSI's historical collections of Prenatal Specimens and Body Slices and includes newly commissioned collections of plastinated human specimens. The exhibit also features an



Source: <http://www.msichicago.org/whats-here/exhibits/you/>

array of health and personal wellness-related visitor activities and experiences, including several devoted to advances in cutting edge Medical Technology, an interactive patient simulator and a new interactive Giant Heart exhibit suitable for the 21st Century.

The exhibition looks at more than just a body; you are a complex blend of your choices, your personality, and your environment. Who you are depends on how you care for yourself and enjoy your life. YOU! The Experience brings these elements together into an interactive exhibit examining and celebrating the experience of life itself.



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[www.maltbie.com](http://www.maltbie.com)

[www.thinkkubik.com](http://www.thinkkubik.com)

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## The Connecticut Science Center: The Magic of Science

We have to admit that some projects are more fun than others. For the Maltbie team working on the new Connecticut Science Center, it was pure magic. This new \$164 million destination is not only about science – it's about fun, fun and more fun. The Science Center lets visitors experience the magic of science, bringing theories and scientific principles to life through nearly 150 interactive, audio and visual exhibits, all prototyped, produced and installed by Maltbie. The exhibits are one-of-a-kind experiences that are inquiry based, encouraging visitors to ask questions and make discoveries of their own. The exhibits go beyond the walls of the Science Center...to spark interest and imagination in all who experience them. Visit <http://www.ctsciencecenter.org/Default.aspx> for more information.



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[www.maltbie.com](http://www.maltbie.com)

[www.thinkkubik.com](http://www.thinkkubik.com)