



CONTACT INFO

IMAGE4.COM
JEFF BAKER
603.644.0077
J.BAKER@IMAGE4.COM

CAMPAIGN: KING TUT: TREASURES OF THE GOLDEN PHAROAH
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SHOP LIKE AN EGYPTIAN – EVENT-BASED RETAIL GETS THE ROYAL TREATMENT

The sensational exhibition King Tut: Treasures of the Golden Pharaoh, commemorating the 100th anniversary of the discovery of Tut's tomb, premiered at the California Science Center in March. Organized by the Egyptian Ministry of Antiquities and global event management powerhouse IMG, it features triple the number of artifacts over previous tours.

Where there are treasures there are treasure hunters and visitors would be sure to want souvenirs of their King Tut experience: the exhibition needed an exciting retail space.

PREPARING THE SITE

When Andres Numhauser, a former executive of Exhibitions International, which was acquired by IMG this year, searched the LA area for a design partner he chose Retail Habitats for a visual design concept. Andres needed a retail space that continued the exhibition from an experiential-design standpoint to felt integrated in the visitor's journey through the Tut treasures on display.

Brian Wellman of Retail Habitats immediately partnered with Image 4. "Jeff Baker and the Image 4 team are like no other execution partner we have. As a designer, it is invaluable to have someone who can turn your vision into a reality," said Brian, "Partly because they also are designers, RH considers Image 4 an extension of us and trust the decisions they make on our behalf in regard to both engineering and aesthetics. It's a real thing of beauty to look at a completed project and say 'wow, it looks just like the renderings!'"

Taking the high-level design concept that began with a "Dream Book" and color comps, Image 4 used its state-of-the-art fabrication facility and project management and logistics expertise to execute this challenging project flawlessly. "We revel in this type of project. It's the true essence of 'experiential retail,'" said Jeffrey Baker, President of Image 4.

ABOUT EVENT-BASED RETAIL

A marriage of transactional retail and event marketing, event-based retail represents a seismic shift to merchandising and the positioning of individual brands. Like the introduction of catalogue shopping, box stores and online retailers, event-based "Pop-up" retail is changing the brick-and-mortar approach to retailing. "Online retailers offer unlimited inventory and tremendous convenience," notes Jeff Baker. "Instead of just worrying about the shop down the street, retailers are now competing with anyone around the globe that we – as consumers – can reach via the web. As a bricks-and-mortar brand, how do you compete with that?"

A differentiating strategy is to create experience-based "Pop-up" retail space in conjunction with a major event like King Tut: Treasures of the Golden Pharaoh or the LIDS shop for Super Bowl XLVI®. Event-based retail aims to deliver an experience that generates a memorable interaction, cultivating a relationship with the brand and prompting increased retail sales.

In the case of the King Tut exhibition a **memorable immersive retail environment** was created to drive on-site sales for specialty boutique items related to this once-in-a-lifetime exhibition.



EXCAVATING THE ARTIFACTS

In creating the retail space for King Tut: Treasures of the Golden Pharaoh the team's prior successes in event-based retail helped inform their approach. "Every project has its unique set of circumstances and that's what keeps our work interesting," said Jeff Baker of Image 4. "The tight time frame, coupled with the international scope of the King Tut retail shop, was an exciting challenge. We are excited by its success and look forward to seeing the various iterations of the shop around the world!" While creating this space, the team unearthed a number of challenges and carefully dusted them off, making them display-ready for the King:

- **The King's Bling:** When your retail space literally needs to compete with royal treasures in a world-class museum setting you need to step up your game. The King Tut shop demanded museum-grade fabrication and experience to complement the exhibit and encourage visitors to extend their experience by purchasing exhibition memorabilia.
- **Tight Quarters:** With so many items for sale in the relatively small 2,800sf store footprint, designing for maximum efficiency was a key component of successful execution.
- **Traffic Jam:** Due to the popularity of this exhibition, traffic through the store grew 50% higher than originally planned for. The estimated 400 visitors per hour soared to 650, and the flexible design meant on-site changes to accommodate the flow could easily be made.
- **Quick Build:** From bare floor to cash-register-ready was a mere six days. And since there was no carpenter shop on-site the project had to be designed so that it could be built and adjusted using only hand tools.
- **Site Unseen:** Working to outfit a room 3,000 miles from home (Image 4's fabrication facility is located in Manchester, NH) required extreme planning, meticulous attention to design detail and fabrication accuracy; there were no second chances. Image 4 Project managers executed an on-site survey months prior, to ensure everything fit perfectly, from walls to lighting fixtures.
- **Walk Like an Egyptian:** Along with the exhibition world tour, the entire King Tut retail store has to pack up and travel internationally to 10 locations on multiple continents. Not only does it need to scale to varying and as-yet-unknown room sizes and shapes, every aspect of the shop needs to meet international codes and standards, from lighting to fire safety, and even earthquake codes. Project managers who know what these are and how to secure all required permitting on time are critical for success.

DISPLAYING THE TREASURES

To define, manage, and control for the unique set of variables associated with the King Tut project, our answer was modular construction: the scalable footprint (2400 x 4,200sf) retail shop

is built of 1-meter wide x 2.5-meter high aluminum extrusion panels. These panels lock together and can be reconfigured to accommodate nearly any shape. Graphics and surfaces can be swapped panel-to-panel to accommodate site design requirements. The cashwrap and office have wiring and IT integrated for rapid and reliable assembly.

Within the perimeter, the lateral support structures are built the same way, and can be located wherever the wall needs perpendicular rigidity. These support structures are designed to blend in with and complement the store design, complete with graphics and merchandising.

All of the lighting is modular as well. Each fixture is a 24-volt LED fed by transformers. As we move the store from the U.S. to international locations, all we need to do is swap power cords on the transformers, no other electrical changes are required.

Merchandise fixtures flat-pack and assemble with no tools, saving shipping space and setup time. They lock together to form long runs of display racking, or separate to guide traffic seamlessly within the environment.

The original design vision for the King Tut retail space was both bold and ambitious. Image 4's 30 years' experience in design-thinking allowed the team to unravel that vision into its component parts, engineer each aspect precisely, fabricate each piece flawlessly and then install the finished project with a meticulous attention to detail, creating a whole that is indeed greater than the sum of its parts.

16 WEEKS CONCEPT TO KEYS™

Image 4's comprehensive environment design solution 16 Weeks Concept to Keys delivers a physical, in-market presence quickly, on time and without surprises. "The complexity and unique demands of the King Tut retail store pushed us both creatively and physically," said Jeff Baker. "It's extremely rewarding to see everything come together so seamlessly."

To learn more about the King Tut retail store project, hear about the pop-ups we are developing for major brands, or to explore how event-based, experiential retail might benefit your organization, give us a call at 800.735.1130 or visit us online at image4.com. More information about the exhibition is available at www.kingtutexhibition.com.

