

StudioNews



Photos: Tellart

CORPORATE

Samsung Tellart Olympic Pavilion

International experiential agency Tellart knew that the 2018 Winter Olympics was the perfect venue to showcase Samsung’s new phones and emphasize the firm’s renewed commitment to superior quality manufacturing to an international audience of potential customers.

Tellart worked with design firm 2x4, to create the “UNBOX Samsung” concept, a customer experience within the Samsung Olympics Pavilion.

Then they asked Chicago Scenic to bring that concept to life and present a quick and transparent look at Samsung’s high-tech, high-quality process. The result was a 3-stage, 10-foot by 20-foot glass-enclosed factory display that captured guests’ attention.

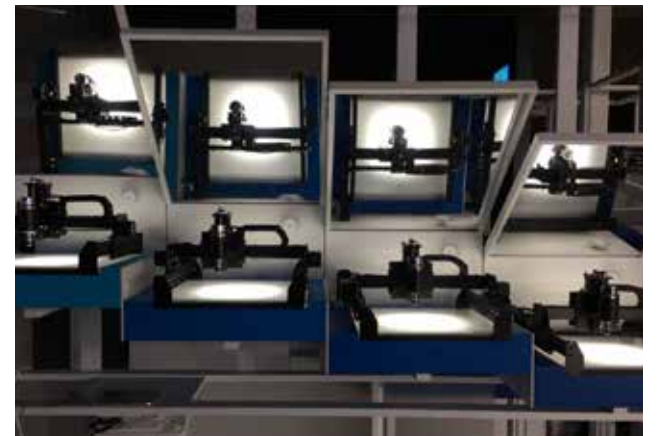
Working together, Tellart and CSSI brought the Unbox Samsung design to life. “Our goal was to re-think standard exhibit fabrication techniques in order to take into account all the constraints of creating a high tech structure while maintaining the flexibility and function required of a temporary exhibit at the Samsung Olympic showcase pavilion,” said CSSI Senior Project Manager Jim Mallerdino. “The key was to maintain the design aesthetic while allowing for component level breakdown, shipping, and setup multiple times over the exhibits life”.

The manufacturing line demonstrates milling the phone’s aluminum form, anodizing it via a chemical bath, then installing the phone’s glass face, emphasizing that Samsung manufactures all of its own glass. The completely-automated process


includes a mesmerizing bright white articulating robotic arm that seamlessly moves the phone through the glass installation stage. All the while multiple mini conveyor belts ran in the background demonstrating a phone’s movement through the factory production line and ending with a series of completed phones presented within a jewelry store-type showcase.

The team had less than two months to create and automate the “factory”. As a result, Tellart’s tech experts spent more than a week at Chicago Scenic’s facility running the assembly line and burning in the controlling software and mechanical components prior to shipping. The process, Mallerdino said, was rigorous. But working closely, both teams ensured that the integration of components and structure was seamless, reliable, and repeatable – a must for the exhibit’s constant operation.

The hard deadlines fell right at the December holidays with no ‘wiggle’ room. In addition, the disassembled “factory” and components needed to be shipped to South Korea with ample time to clear the lengthy customs process and pass the Olympics’ rigorous security process. Chicago Scenic’s project lead Seth Knudson traveled with the exhibit to oversee the successful installation onsite.



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Climate Corporation's Silo Room



Photos: The Climate Corporation

The Climate Corporation, a digital agriculture company that helps farmers sustainably increase their productivity with digital tools, the company's industry-leading Climate FieldView platform provides farmers with a connected suite of digital tools to help them maximize yield potential, improve efficiency and manage risk.

The platform has built a strong foundation for the adoption of digital tools to drive the next wave of agricultural innovation, helping farmers get the most from every acre they farm.

When architectural and interiors firm Shive-Hattery needed to bring their interior designs to life for their client Climate Corporation, Chicago Scenic got to work. The end result is an agricultural environment enhanced by technology, perfect for the firm that employs technology to transfer agricultural field data into meaningful insights and help clients increase yields and manage risk.

Visitors to Climate Corporation immediately encounter the lobby's 16-foot by 7-foot custom feature wall with aerial views of agricultural crop lines and water. Chicago Scenic's artisans assembled the tactile collection of textures and materials onsite in order to perfectly fit the components into the finished wall.

The firm's open workspace instantly welcomes visitors and the innovative silo-shaped 'huddle rooms' designed by Shive-Hattery

perform double duty, adding agricultural design touches and providing private meeting space equipped with oversized monitors.

Chicago Scenic's painters spent two weeks onsite creating the two weathered exterior silos. The third silo is an open environment formed by vertical steel bars, with a custom dark walnut bench that encircles the exterior. Inside the silo the overhead beams are made from faux rough sawn wood to create an authentic texture. A custom galvanized steel awning covers this silo; Chicago Scenic's painters created its realistic pewter color and texture.

One of the key challenges the team faced, said CSSI Project Manager Angelo Petratos, was the small elevator size in Climate Corporation's building. While clients were able to see and approve the key components in their finished state at Chicago Scenic's 165,000 sq. ft. shop, the silos, the 12-foot awning, and the feature wall's 16-foot custom art piece all had to be disassembled for transport to the firm's new Fulton Street location and reassembled during final installation.



Photos: Denise Riesen Photography

ENVIRONMENTS

The Skydeck Experience— Temporary Space at Willis Tower

When the building’s owners decided to reimagine the base of the Willis Tower, a first phase of the project included a key challenge—move the Skydeck attraction’s entrance and queue lines from one side of the building to another, completely changing the queuing formation.

Chicago Scenic Studios was brought in to manage the switch and given another challenge—to repurpose and reuse existing exhibits, graphics and corporate branding in the new experience.

Dan Clodfelter, one of Chicago Scenic’s senior project managers, headed the team that would successfully fulfill those challenges. For this design-build project, Chicago Scenic teamed with designer Peter Hyde, and Clodfelter and Hyde worked together from November 2016, working through a number of options and potential routes until the new experience pathway transitioned from one side of the building to another over a single September weekend. The quick transition ensured that guests who come from all over the world to see the 103rd floor panoramic views wouldn’t be disappointed.

Communication was a key determinant of our success, Clodfelter says of the complex project. “As we worked in the 20,000 sq. ft. space to remove and reposition the exhibit components, we would find that huge wall-sized graphics measurements

were often imperfect and we’d be left to figure out what to do to fill an extra 18” of empty wall space. Another time, the measurements were off by 9-feet; we took segments of photographs and repositioned them so that images still worked in the space we had allotted.”

Adding to the challenge, Clodfelter said, were budget cuts that eliminated the New York-based designer’s travel budget. “The three trips Peter originally planned to take to Chicago were cut out of the budget,” Clodfelter said, “so we worked together for all those months via phone and email. Although he designed it, Peter has never seen the finished project.”

“We were also fortunate that other members of the team—Gensler Architects, the General Contractor Turner Construction, and Creative Technology, the A-V facilitator—were all congenial partners, and open to communicating every time we ran into a challenge. We worked well together and that made all the difference,” Clodfelter said.

ENVIRONMENTS

AT&T Winter Window



With branding agency Twenty Four 7, Chicago Scenic Studios built and installed a winter window front set for the AT&T store front window on Michigan Avenue. The winter scene included a snowman in his living room enjoying a beer in an AT&T blue chair, his faithful snowdog by his side, watching HBO on AT&T’s cable network.

The snowman and snowdog were carved out of EPS foam; the snowman’s “coal” eyes and carrot nose were made from wood, as were the snowdog’s “coal” eyes and nose.

According to Chicago Scenic Project Director Gary Heitz, both figures were carved by hand with just a sketch to refer to. What made this even more difficult, Heitz added, is that the snowman needed to fit in a specific chair provided by Twenty Four 7. Chicago Scenic’s team reupholstered that chair with custom AT&T blue color fabric.

The living room set featured windows with custom vinyl applique on the glass depicting a snow covered woodland and an electric fireplace.

EVENTS

Rock ‘n Roll Washington DC Marathon Medallion



Photo: Dorothy Beal

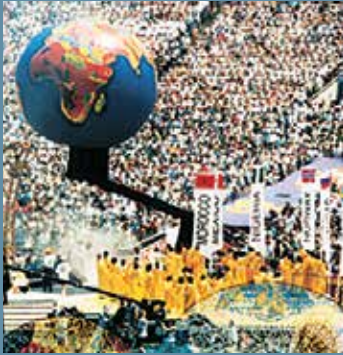
Working with brand experience agency Momentum Worldwide, Chicago Scenic Studios fabricated two oversized racing medallions for the Rock ‘n’ Roll Washington DC Marathon and Half-Marathon. The medallions were part of a photo opportunity at the Race Check-in when racers stopped to pick up their race packets. The medallions were later moved to the finish line of the race for additional photo opps.

The medallions which were oversized replicas of actual race medals, and stood 4 ft. tall by 3 ft. wide and were made from several different materials. Two layers of CNCed medium-density fiberboard were used to create the base and letters of the medallion, and vinyl applique created the background and city skyline. Acrylic was used to construct the “water reflection” and enhance the design.

LOOKING BACK

We're starting off our 40th anniversary with a brief look back at some of our favorite projects.

What are yours? Drop us a line at info@chicagoscenic.com and we'll feature your favorites here, too. And stay tuned for a 40th celebration that will last all year long.



1994
World Cup Opening Celebration,
Soldier Field



2000
Democratic National
Convention



2008
Election night acceptance
speech, Grant Park



2009
Oprah on Michigan Avenue



2011
Radio City Christmas,
Radio City Music Hall



Bob and team in CSSI's early days.

Do you remember 1978? Were you even born? Here are a few reminders of that year. . .

The first cellular mobile phone was introduced in Illinois

The big movies were "Grease", Saturday Night Fever" & "Close Encounters of the Third Kind"

Chicago's Great Blizzard, January 25-27, dropped up to 40" of snow on the Great Lakes Region

Gas cost between 65 cents and 71 cents

Chicago Scenic Studios, Inc. opened its doors— Happy 40th Birthday to us!



'Tis the season to start thinking...

Now is the time to put your 2018 winter wonderland and Santa's plans in place. Depending on the size and interactive extent of the experience, it can take up to six months for concept, design, engineering, fabrication and install.

Last year Chicago Scenic created a futuristic forest in a Las Vegas mall and a snowboarder's dream experience by transforming an empty building into a holiday escape, complete with hills and massive gingerbread houses, all captured on video.

Want giant snow globes guests can walk through? No problem. We will bring any magical ideas to life that you or Santa's elves dream up.