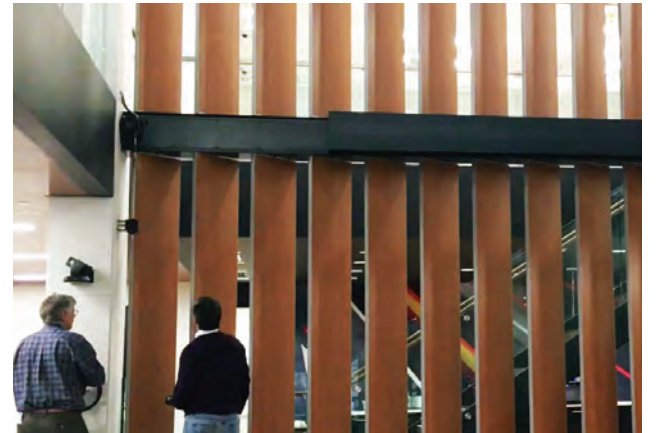


# StudioNews



Photo credit: Provost Studio



## ENVIRONMENTS

## Atlas Financial Premieres New Branding

When Atlas Financial Holdings, Inc. moved to its new building in Schaumburg, IL in 2017, Provost Studio and Chicago Scenic Studios were asked to participate in a design-build collaboration that would transform the space.

The challenge presented to the team was to create a contemporary industrial style workplace that complemented open workspace options.

Peter Provost led the interior design and environmental branding team that created this new style using inspiration for the environmental branding, both graphics and video, was pulled from cartography, transportation, and movement. The open ceilings with exposed vents, wiring, and piping were painted off-white to provide a uniform yet industrial look.

Chicago Scenic managed the production and installation of all graphics, including two logo renderings so realistic, they appear three-dimensional. Chicago Scenic's team also installed a specialty column wrap, way-finding signage, and virtual data stations located throughout the office area that report up-to-date economic trends.

The Atlas workspaces are intentionally versatile enough to accommodate different types of work styles. According to Provost a third of the floor plan is devoted to open collaboration and break out areas. Features

such as adjustable sitting-to-standing desks, lounge chairs and sofas equipped with power outlets and USB charging stations are available on both floors of office space.

One of the space's iconic features is the two-story tall louvered wall comprised of 32 space vertical panels; these panels form a 24-foot wide by 20-foot tall wall to adjustable partition. The panels have different textures on each side, a wood finish and a white acoustical panel that can double for projection use. Panels are manually rotated to close, forming a privacy wall between the firm's first floor meeting area and the second floor kitchen. According to CSSI's Senior Project Manager Dan Clodfelter, the biggest challenge in creating the wall was to ensure that all panels turned in unison.

Chicago Scenic also created Atlas' impressive third floor main lobby entrance "feature" wall. The wall is made from chemically-washed steel that provides a warm patina to highlight the Atlas logo cut into the steel surface. The lobby also includes a 65-inch touch screen "virtual receptionist" system created by media firm AVI and customized by technology partner Gramercy Tech.

We design,  
build, and  
manage  
solutions.



chicago scenic  
studios, inc.



# Holiday Happenings

## Naughty and Nice Book—Interactive Kiosk



Photo credit: General Growth Properties

Chicago Scenic created the “Naughty and Nice Book” interactive kiosk for General Growth Properties, as an enhancement for families visiting Santa. In an effort to drive additional traffic and make the Santa visit area more engaging for kids, the “Naughty and Nice Book”, designed by DesignSmith, served as a test at Oakbrook Center Mall in suburban Chicago. Based on preliminary data still being collected, GGP may expand the “Naughty and Nice Book”

initiative to additional malls in 2018.

Prior to visiting Santa, parents could register a child via a website application developed by Media Dynamics. Parents shared data about their child’s favorite color, sport, Christmas list and, of course, whether they’d been naughty or nice.

Before sitting on Santa’s lap, children could play at the “Naughty and Nice Book” and magically learn what level

of Nice or Naughty they had achieved. During the visit, Santa consulted his own special “book”, equipped with an embedded iPad, which revealed the child’s custom profile so Santa could have a meaningful and personalized conversation with that child.

Just further proof that Santa knows when you’ve been sleeping, he knows when you’re awake, he knows if you’ve been bad or good, so be good, for goodness sake.

## Winter Wonderland for Boys & Girls Clubs



To view the video, go to: <https://www.youtube.com/watch?v=0-7wMD5ISIs> or search for Casey Neistat on YouTube.

Under the direction of production company Flyhelo, Chicago Scenic Studios fabricated a Winter Wonderland set for YouTube star Casey Neistat’s annual holiday video. The Winter Wonderland, set in Milwaukee’s abandoned Northridge Mall, was created to host children from the Boys and Girls Clubs of Greater Milwaukee for an afternoon of frolicking in the snow, munching on tasty treats, and watching snowboarders and skating professionals perform impressive tricks.

According to Chicago Scenic Project Manager Doug Peer, the extensive snow-set needed to be built and installed in just

a week and a half. In order to meet that deadline, Chicago Scenic’s team had to do some fast thinking—and building—to create the 10,000 sq. ft. Winter Wonderland, complete with a realistic two-story, pink frosted gingerbread house and three smaller gingerbread houses.

When it was complete, the Winter Wonderland included several different areas in which the children could play—and snack. The three small gingerbread houses were decorated with edible candy and cookies. There was a chocolate fountain nearby and cotton candy and popcorn stands. There were also interactive areas where

children could meet Santa and receive gifts, play in the foam “snowball” pit, dance in the infinity light room, take snow covered escalator toboggan rides, and ride the festive holiday train.

The Wonderland also included winter sport entertainers, ice sculptors, and Neistat, dressed as Santa and powered by a drone as he flew and filmed over the winter scene. The afternoon’s festivities were captured on video by the children, Neistat and YouTube Collaborators, all using Samsung Galaxy Note8 phones.







January



S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February



S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March



S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April



S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

May



S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July



S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August



S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September



S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October



S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November



S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December



S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					