

# StudioNews



Photo credit: Nike

## CORPORATE BRANDING & EVENTS

# Nike Basketball Transforms a Chicago Church into a Cultural Hub for Basketball

Chicago Scenic was engaged by Nike Basketball and experiential agency Momentum Worldwide to transform the Church of Epiphany on Chicago's West Side into the ultimate summer basketball training program for inner city youth.

The program was called **Just Do It HQ at the Church** and it was timed to the 20th anniversary of the Just Do It tagline, which Nike focuses on 'chasing your crazy dreams'.

Momentum Worldwide's creative vision was to create **Just do it HQ at the Church** as a place for Chicago to reignite belief in the next generation and help them chase their hoop dreams, powered by the best coaches, players, innovative products, and elite training.

Nike said the following about the program: "Nike Chicago is transforming the Church of Epiphany on the West Side into a cultural hub for basketball, inspiration and the ultimate summer training program to help Chicago's youth chase their dreams. Over the month of August, **Just Do It HQ at the Church** will include elite basketball training for young athletes while offering a series of interactive youth workshops, pro athlete appearances, and skills clinics designed to help Chicago athletes chase their dreams—both on and off the court."

The program included daily training, skills development and drills for on court game play and physical off-court training—plus teaching about mental health and the importance of nutrition and recovery. The program was

held over four weeks with 23 days of active programming, accommodating 1,997 students and 67 schools.

In a few short weeks, a vacant church was magically transformed into a stunning, working basketball arena, including locker rooms and an off court training facility.

Momentum Worldwide approached Chicago Scenic to help with scenic design and technical direction to ensure the project could be built in the allotted time and space. According to Chicago Scenic's project manager, Doug Pokorny, Momentum knew they could trust Chicago Scenic as a valued partner to also fabricate and install the event design. "This is what we do. Very few companies have the bandwidth, space, and capacity to turn around a project of this magnitude," said Pokorny.

The ambitious environmental design took several weeks to carefully plan and prep. Design and staging were evolved continually with an eye toward product quality and to carefully protect the historical integrity of the 120-year old church. Every element was thoughtfully designed—from temporary walls to intricate basketball-themed metal grills designed to protect stained glass, as well as special raised athletic flooring. Also, Chicago

Scenic completed heavy preconstruction in several areas of the church before training program elements were installed.

Four rooms in the church were repurposed into separate areas to serve the programming—including a locker room, training room, an equipment room, and the main room transformed into the basketball court. On the area that formerly was the altar, a camera "confessional booth" and recovery session area were also installed.

According to Doug Pokorny, time was short: Fabrication was done in just two weeks and installation completed in a week and a half.

A big thank you to all of partners on this project: Momentum Worldwide (*Producer/Brand Experience Agency*), Nevin Hedlund (*Architect*), Kave Construction (*General Contractor*), Thorton Tomasetti (*Engineering*), Absolute (*Lighting Design*), Color Image (*Graphics*), Creative Sports Concepts (*Floor Fabrication and Installation*), Prime EES (*Electrical Distribution*), Orchard Electric (*Historical Lighting Preservation*).



# Northwestern University's New Welsh-Ryan Arena is a Slam Dunk



Photo credit: Denise Reisen Photography

Chicago Scenic is honored to have played a role in the launch of Northwestern University's new home for men's and women's basketball—as well as women's volleyball: the new Welsh-Ryan arena.

The \$110-million facility debuted on November 2, funded in large part from a leadership gift from Patrick G. and Shirley W. Ryan, a \$10 million gift from Stephen R. and Susan K. Wilson, and donations from other loyal Northwestern benefactors.

Chicago Scenic was the lead project manager for the new branding initiative throughout the arena, working closely with architectural firm, HOK, and graphic printer Moss. Among other items, the project including fabricating and installing wall graphics, wayfinding and branded signage, and hundreds of Northwestern "Ns".

The 'bones' of the original arena were used with a slight expansion, but the entire facility was gutted and remodeled. Not everything went to waste. In fact, one of the most interesting aspects of the new design is how some materials from the old facility are

repurposed in the new one. One example: several of the walls used the old basketball court floor as backsplash or accent pieces.

From the Wilson Club dining area to the locker rooms, Chicago Scenic was involved in detailing all the facility's new walls. While the facility was under construction, Chicago Scenic juggled working around crews installing new drywall and flooring.

We also had the honor of replicating the famed Northwestern Rock, a time honored tradition for men's basketball. This purple-painted rock sits just inside the Men's Basketball locker room doors, where players "pound the rock" before every practice and game for good luck.

A huge thank you to our partners: HOK (Architect), Mortenson Construction (Construction Manager), and Moss (Graphics)

Passionate.  
Gifted.  
Hard-working.  
Funny.  
Beloved.



We honor the memory of a longtime collaborator—and say a sad goodbye—to our colleague Mark Goeke, who passed away unexpectedly just before the December holiday break.

Mark was a 30-year veteran of Chicago Scenic. He was a gifted carpenter with deep experience in creating compelling experiences—from award-winning museum installations to cruise ship escape rooms, Christmas holiday experiences, and everything in between.

There is so much to say about Mark's work, but mostly we remember him as a dear friend. He had a big, warm personality—Mark was an extrovert in a field that typically draws introverts. And we loved him for it, especially his well-timed jokes and his dexterity with different accents. It was a good day at Chicago Scenic when Mark took to the PA system to announce something in a Scottish brogue or a Southern drawl.

Our hearts go out to Mark's family and friends—many of whom are Chicago Scenic colleagues who will miss him beyond words.





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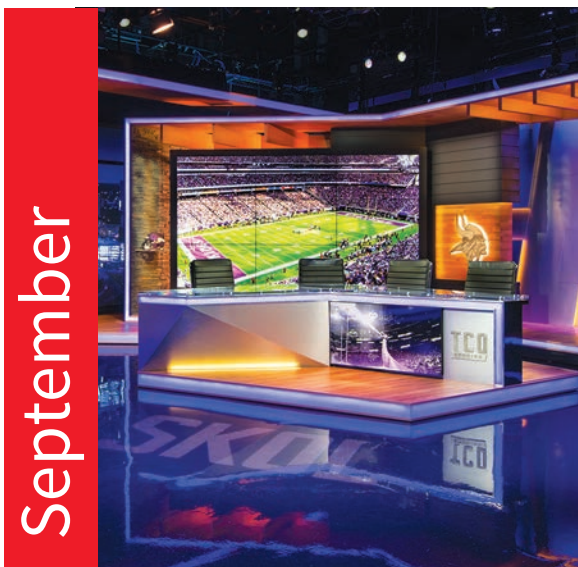
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