

KEVIN LEE ALLEN DESIGN
I N C O R P O R A T E D
ARCHITECTS OF DREAMS

Selected Past Projects (abbreviated case studies)

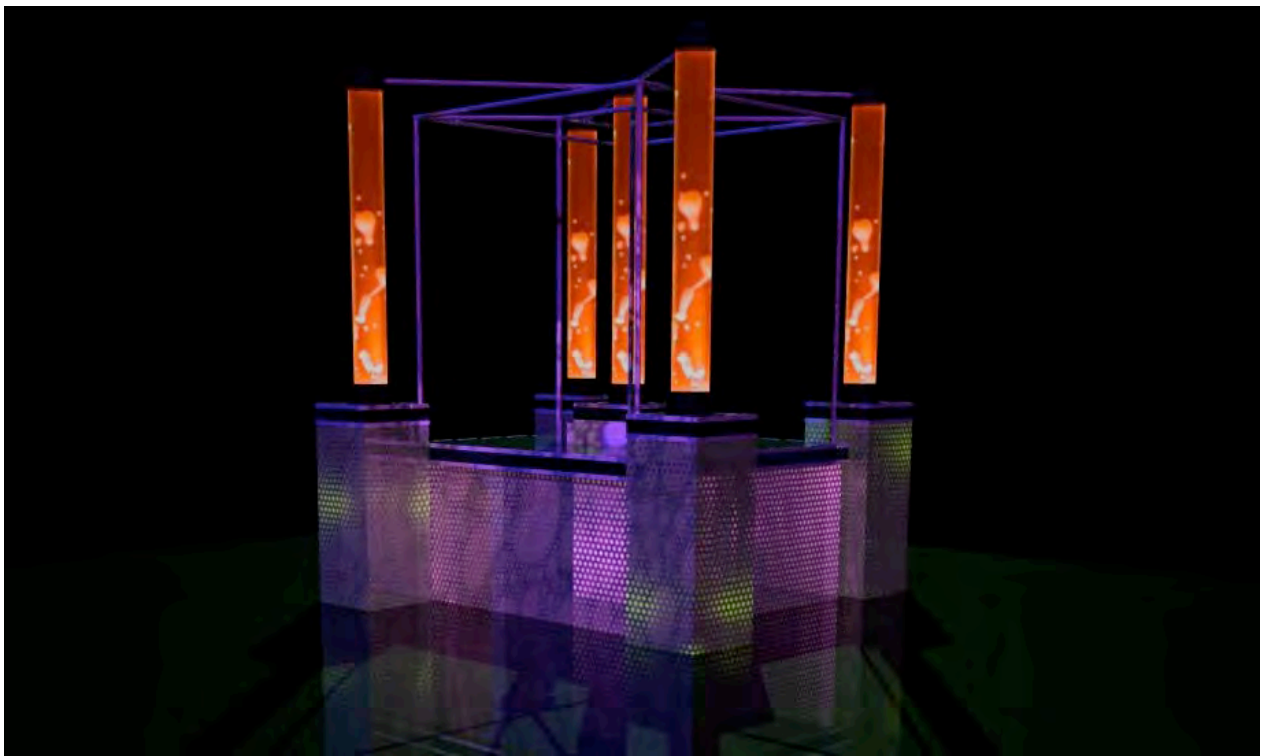
Bud Light/Maxim

For the past 4 years we have worked with Bud Light and maxim to stage weekly parties/media events in cities across the United States. Typically towns with large colleges and universities. The tour generally runs from early spring and ends at the Super Bowl.

Event attendance is generally 500-1,000 with traveling and local talent contracted to help to create the party atmosphere. The events are video taped, with live editing and projection at each event. The video is repurposed for use online and as television commercials.

The tour travels in one custom tractor trailer, emblazoned with show graphics.

Please see attached video.



Schering Plough

We presented to Schering Plough an idea to recruit international scientists to their new research facility in New Jersey. We offered a computer based, interactive video tour of the labs in a scaled down (approximately 1,000 square foot) structure modeled on the lab's architectural design.

We manufactured the booth and created the computer program in the US and toured the exhibit to Basil, Rotterdam and Jerusalem. We also toured a smaller stand to Athens.

Wellcome Foundation, Ltd.

For the UK company we designed an exhibit that we produced in Paris. Features included creating a simple game based on a puzzle we designed for entry into a drawing for a prize. In Paris we hired and costumed local actors to walk the show floor as the 'Perfect Partners' depicted in the booth and on the puzzles (Robin Hood and Maid Marion, Napoleon and Josephine, etc.). This client was very badly positioned geographically for this exhibition, but they had ambitious goals for attendance, with our work they attracted four times as many attendees/prospects as they had hoped.

We reconfigured the same booth for use with other products and exhibitions that traveled to Vienna, Saudi Arabia and London. We also created a booth that went to Bangkok.

Warner Books/Disney Publications

We designed a 2500 square foot exhibit stand for Warner Books and 600 square foot exhibit for Disney Publications. These could, of course, be reconfigured into smaller sizes. At one show these exhibits were placed adjacent to one another and near the main entrance to the trade show. This created two cause and effect situations.

First, as these exhibits were slightly to the side of the entrance, they attracted visitors away from the largest exhibitor whose stand was not as inviting as the Warner and Disney constructions.

Second, they angered a neighbor who had a very plain booth and could not attract any visitors out of the Disney/Warner spaces. This publisher specifically stated that he 'hated' our booth designs because the buyers did not want to leave the spaces. We gave him a card and told him that when he figured that out, he should give us a call. We're still waiting.



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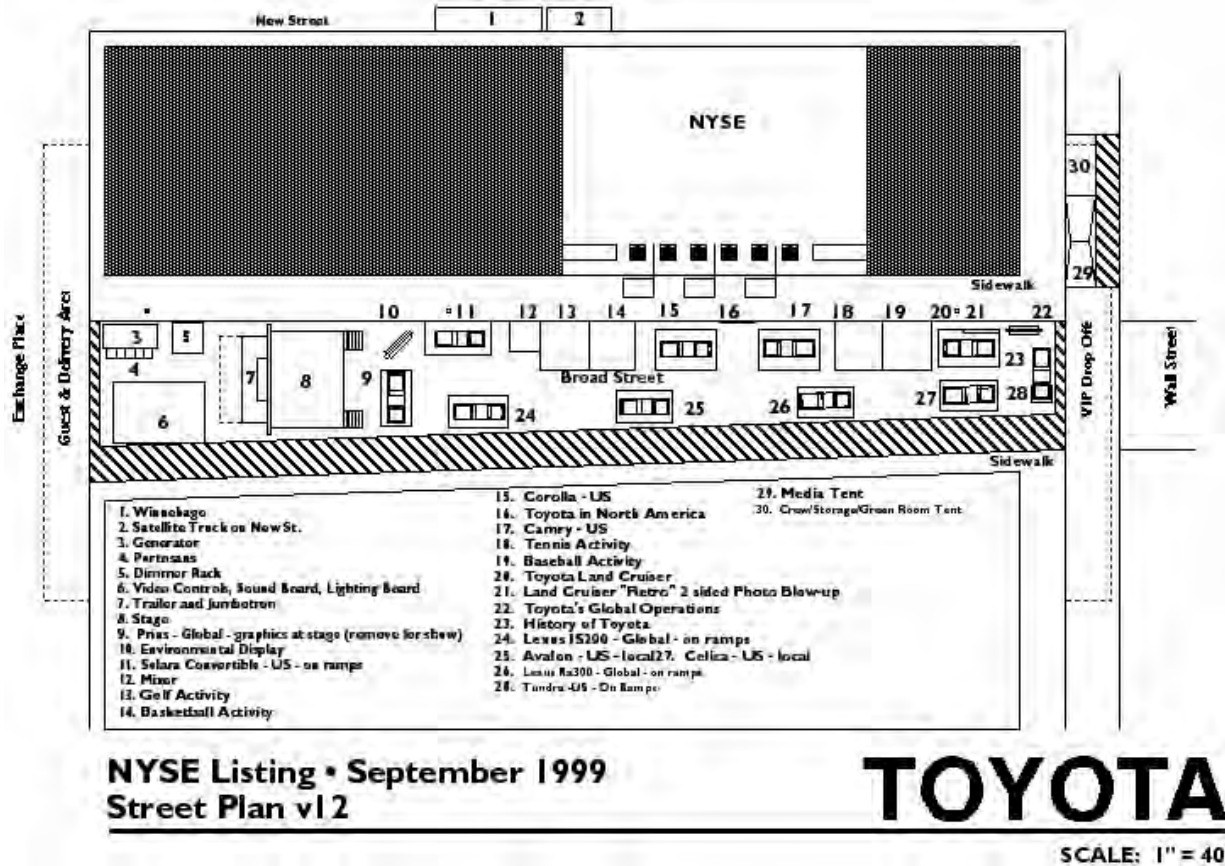
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The New York Stock Exchange

We have done many events to promote IPO's or stocks moving to the NYSE. Notable amongst these events; the Delphi spin-off from General Motors, Toyota moving from the NASDAQ and an event for IHOP that involved serving 15,000 pancakes under a flipping, 12' diameter pancake.

In general, these projects had similar requirements. We closed Broad Street and created attractions/diversions for the several thousand employees of the NYSE.





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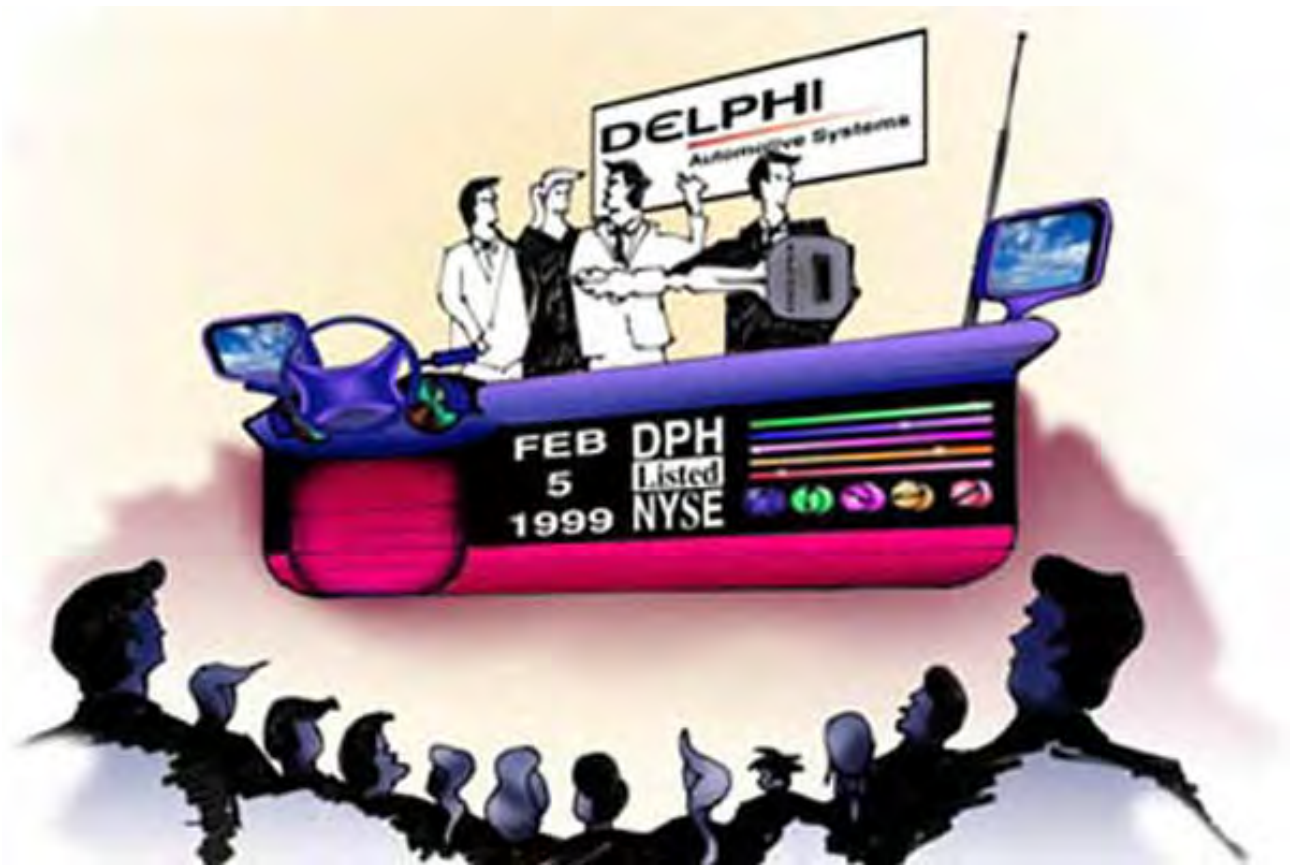
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Inside the landmarked building we designed and fabricated thematic covers for the balcony over the trading floor. Dignitaries from the exchange and the companies would gather on the balcony to ring the opening and closing bells. For Delphi, we created an overscale dash board that cantilevered over the historic carved marble structure.



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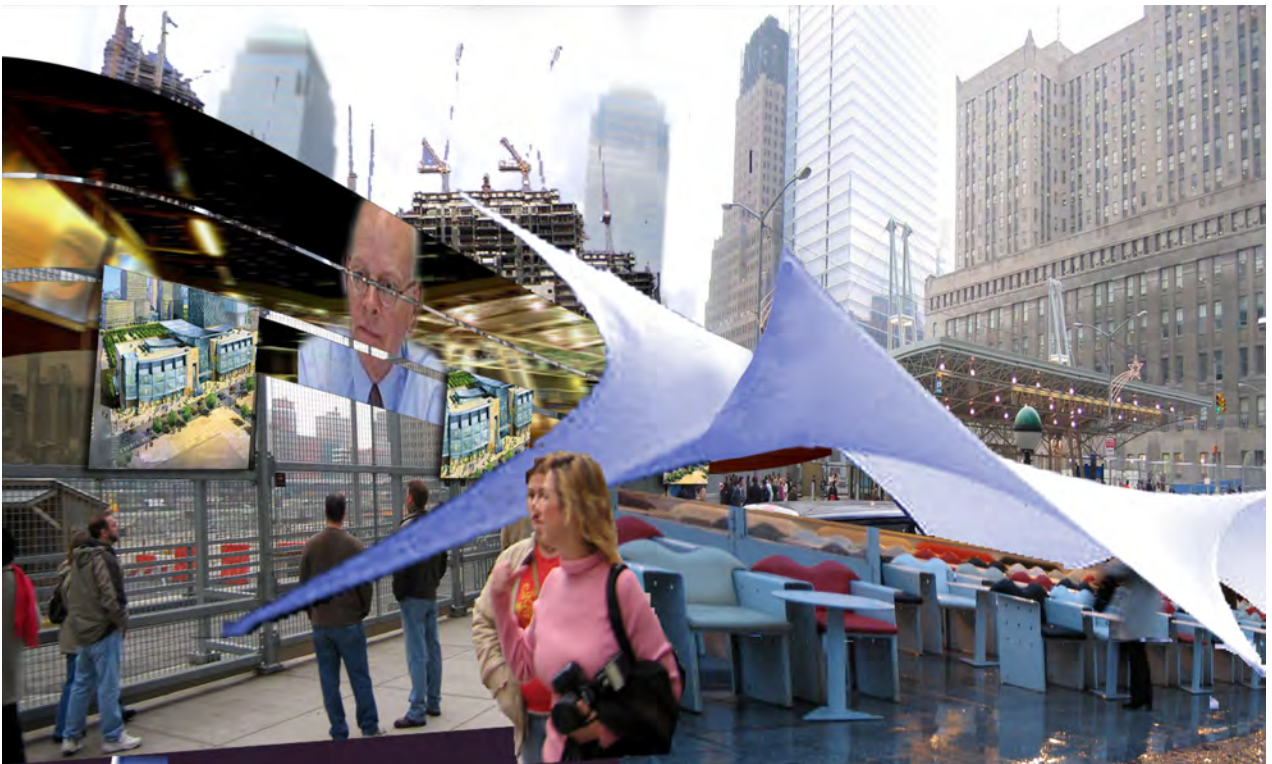
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The Port Authority of NY and NJ

With our partners, we were asked to submit and develop ideas for observing and marking the progress of the reconstruction of the World Trade Center. We proposed a tie-in with the Discovery Channel that would have produced media for site specific delivery and on-air delivery. The center piece of our proposal was to be a signage installation that would wrap ground zero and tell the story of the site.

This project has been cancelled or postponed until construction has begun.



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The Carlos A. Moseley Music Pavillion

The Metropolitan Opera and the NY Philharmonic share the touring stage as they did its predecessor(s). Kevin Lee Allen served as a member of the initial design and planning team.

In general, the stage tours the NYC parks including stops at the Great Lawn in Central Park and the Long Meadow in Prospect Park. Outside on NYC, they play Brookdale Park in NJ and Long Island. The concerts attract thousands and the stage is large enough to accommodate a full orchestra, a chorus and principal singers/soloists.

One of the goals of the project was to reduce the size of the traveling armada, the design was successful in this regard even though many features were added. Those features include a projection/control booth, a more dramatic stage and the distributed sound system.

The distributed sound system allows for greater appreciation of the music over a large field. Anyone who has visited a theme park, like a Disney property, has experienced a distributed sound system. The principal idea is that many small speakers can deliver sound to a dispersed audience more effectively than large speakers blasting from one location. This requires a truck for gear and smaller vehicles to place the speakers on the park grounds.

The stage is designed as a huge projection screen and there is equipment in the projection booth to turn the cyc into a huge visualizer for the music.

The stage and canopy are designed to be dynamic and exciting, the former stage looked more like a bunker. At KLAD, this is what we consider a tent. The stage tent is also designed to acoustically reinforce the natural sound.

Oh, yeah. there is crowd control, VIP seating, Star Trailers, food for the stars, food for the VIP's and food for the groundlings. Did I mention fireworks?



At the same firm, Kevin Lee Allen worked on similar projects in Dallas and Denver, not portable.