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**CAMPAIGN: KING TUT: TREASURES OF THE GOLDEN PHARAOH**  
**CLIENT: IMG/EXHIBITIONS INTERNATIONAL**  
**EXHIBIT BUILDER: IMG**

### 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.



