

THE 2020
FAB 50

EXECUTIVE Q&A **SPECTACLE**

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What sets Spectacle apart from other fabrication companies?

Mike Murray: We fabricate, but we aren't just scenic or props. We also aren't a small group of software developers working from home. We are far more. We are high-tech fabricators integrating technology into scenic. That could be interactive technology, or it could be scenic with a digital component.

Pat Murray: The Spectacle team is unique in our ability to integrate custom or existing technology into our clients builds with the ability to activate anywhere in the world. It's a mission minded process where we look at best practices and develop a plan that succeeds anywhere on the face of the earth.

How did you know this was your calling?

Pat: We knew this was our calling back in high school when we were doing special effects for feature films and the theater. This passion has never left us but has been refined into a business model that measures success on the clapping of hands, sharing

of experiences and stopping a passerby in their tracks to snap a photo. That's what we do, we give people a temporary escape to experience something novel.

Mike: We've been hacking technology to suit our antics since high school. At the same time we were working on special effects, we were systematically moving material from the shop at our high school auditorium through ventilation ducts into a small crevice inside the theater. We basically built a secret room that was two stories, had computer networking, phone lines, air conditioning and an intercom system which meant we could dial up any room in the school and listen like a bug. We had a lot of

fun... and no one found out until we graduated.

How do you encourage client creativity?

Mike: We give our clients freedom to dream by removing, or at least identifying, known constraints to activations and installations. They get to dream bigger and bolder because they know to reach out to us with their ideas and we can often translate them to reality. Many creative directors finally get their positions and find themselves stuck with the safe bet, but their calling is to dream about new concepts. We partner with them by answering the big questions like, *Is this feasible? What would this cost? Is this even possible?*

Pat: We don't want to play the part of the creative director, but we want to play along. We know this isn't just about nerdy things like cameras, robotics and RFID, it's storytelling. When we get involved early in the ideation, we expand the creative options being considered by the entire creative team.