



FABRICATOR PORTRAIT



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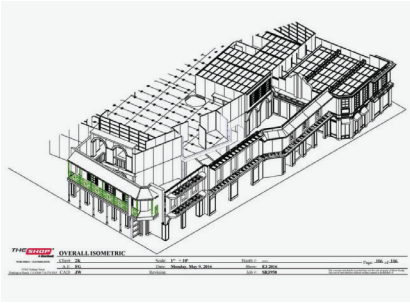
Creating the Must-Attend Immersive Brand Destination at E3, Show Ready created an immersive environment, devoting half of 2K's 120'x 100' double-deck exhibit to the launch of MAFIA III, a game that takes place in 1968 in a fictionalized city called New Bordeaux, LA oasis.

The SHOP @ Show Ready

Custom designed architectural elements transported attendees to another time and place, while experiential elements captivated attendees with memorable encounters complete with Mardi Gras revelers throwing beads from balconies.

A series of staggered store fronts introduced gamers to what they'd expect to see while playing the new game. An old-style theater marquee announced that MAFIA III was "Now Playing," served as a clever entrance to the actual theater where attendees viewed the long awaited game trailer. Other titles were featured in the booth, too, through large LED screens promoting trailers from NBA 2K17, WWE 2K17 and Civilization VI.

"The overall booth design was a marvel and the attention to detail was incredible. I don't know how we're going to top it."  
- Sarah Anderson, Senior VP of Marketing, 2K Games



Paint



Graphics



Fabrication



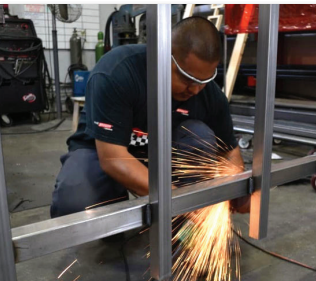
YOUR DESIGN  
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