



ImagiCorps

CAPABILITIES

AT IMAGICORPS,

we have **hands-on**
experience with the
world's biggest brands.

For over 30 years we've led our industry creating groundbreaking consumer experiences. Our end-to-end marketing capabilities include project strategy, design, development, engineering, fabrication and deployment.

we keep **good** company

We understand clients can be won, but lasting partnerships must be earned.



AT IMAGICORPS,

we **never** say never.

When they say it can't be done, we find a way. It's this fearless thinking and commitment to craft that has made us an industry leader in experiential design.

what **we** do



CREATIVE SERVICES

We design environments for both the physical and virtual worlds. Our areas of expertise include graphic design, 3D modeling, animation and renderings to create rich, immersive experiences.



RETAIL EXPERIENCES

We excel at creating functional, well-constructed and engaging store experiences. Our work spans inline and endcap executions, interactive displays, pop-up stores and flagship environments. From concept to manufacturing and installation, we provide complete and cohesive solutions for our clients.



CUSTOM EXHIBITS

Encompassing several disciplines ranging from interpretive centers and corporate environments to custom tradeshow booths and modular event kits, we provide expertly engineered and fabricated exhibits that help brands tell their unique stories.



EVENTS, TOURS, & KIOSKS

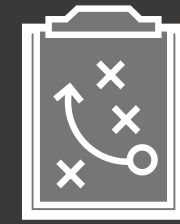
Creating custom consumer experiences is at the core of what we do, and nowhere is that more true than in this category. Whether it's a product launch in New York or a 30-city tour, we take the show on the road and help our clients make memorable consumer connections.

our process



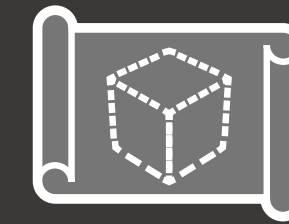
DISCOVERY

We dive deep to learn our clients goals, challenges, budgets, and timing. We use this information as inspiration during every step of a project.



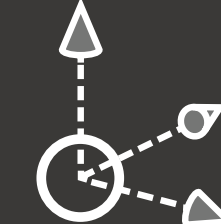
STRATEGY

After leveraging the discovery phase to define our approach, we consider branding aesthetics, accessibility, timing, budget, logistics, and partnerships to form a strong project strategy.



CONCEPT

From wireframes to hand sketches, we use impactful and cost-effective ideation techniques to develop initial aesthetic and functional concepts.



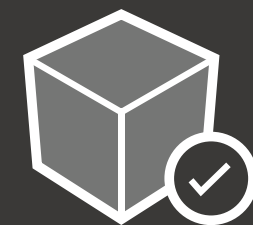
3D DESIGN

Our team of incredibly talented artists and designers develop ultra realistic 3D renderings to showcase finishes, forms, and functionality in real-world context.



FIELD SUPPORT

From on-site installation and logistics to project management and staffing support, we continue to support projects after deployment to ensure long-lasting success.



FINAL PRODUCT

Thanks to our talented team, process, and in-house capabilities, ImagiCorps delivers projects with precision, quality, and innovation—all on time and within budget.



GRAPHICS

We uphold the highest standards while designing for our clients. Our integrated approach and in-house large format printing capabilities ensure graphics are produced accurately.



ENGINEERING

Our expertise in structural, architectural, and mechanical engineering enables us to provide custom solutions with a meticulous focus on safety, accessibility, durability, and finish.

what our **clients** can expect



relentless
commitment
to quality



a highly skilled,
innovative and
passionate
team



timely,
consistent
and honest
communication
throughout the
process



a culture
of urgency,
agility and
collaboration



excellent
value and cost
effectiveness



superior
results

work we're proud of

Our team brings an unmatched quality of execution to even the most ambitious projects. We are passionate about our craft and strive for perfection in an uncompromising way that delivers a high standard of excellence. Because to us, results matter.

- ▼ CREATIVE SERVICES
- ▼ RETAIL EXPERIENCES
- ▼ CUSTOM EXHIBITS
- ▼ EVENTS, TOURS, & KIOSKS
- ▼ IN-HOUSE CAPABILITIES



OUR WORK

creative services

We design environments for both the physical and virtual worlds. Our areas of expertise include graphic design, 3D modeling, animation and renderings to create rich, immersive experiences.





3D DESIGN & DIGITAL EXPERIENCES

ImagiCorps' 3D Design and Digital Experiences team can design new opportunities with the latest technology.

Our areas of digital visualization expertise include 3D modeling, animation and renderings to create rich, immersive experiences from interactive 3D fly-throughs to event design and virtual environments. When it comes time to design your next virtual retail experience, tradeshow, or event, our team is ready to deliver impactful, realistic and effective visuals.





Virtual Retail Experiences

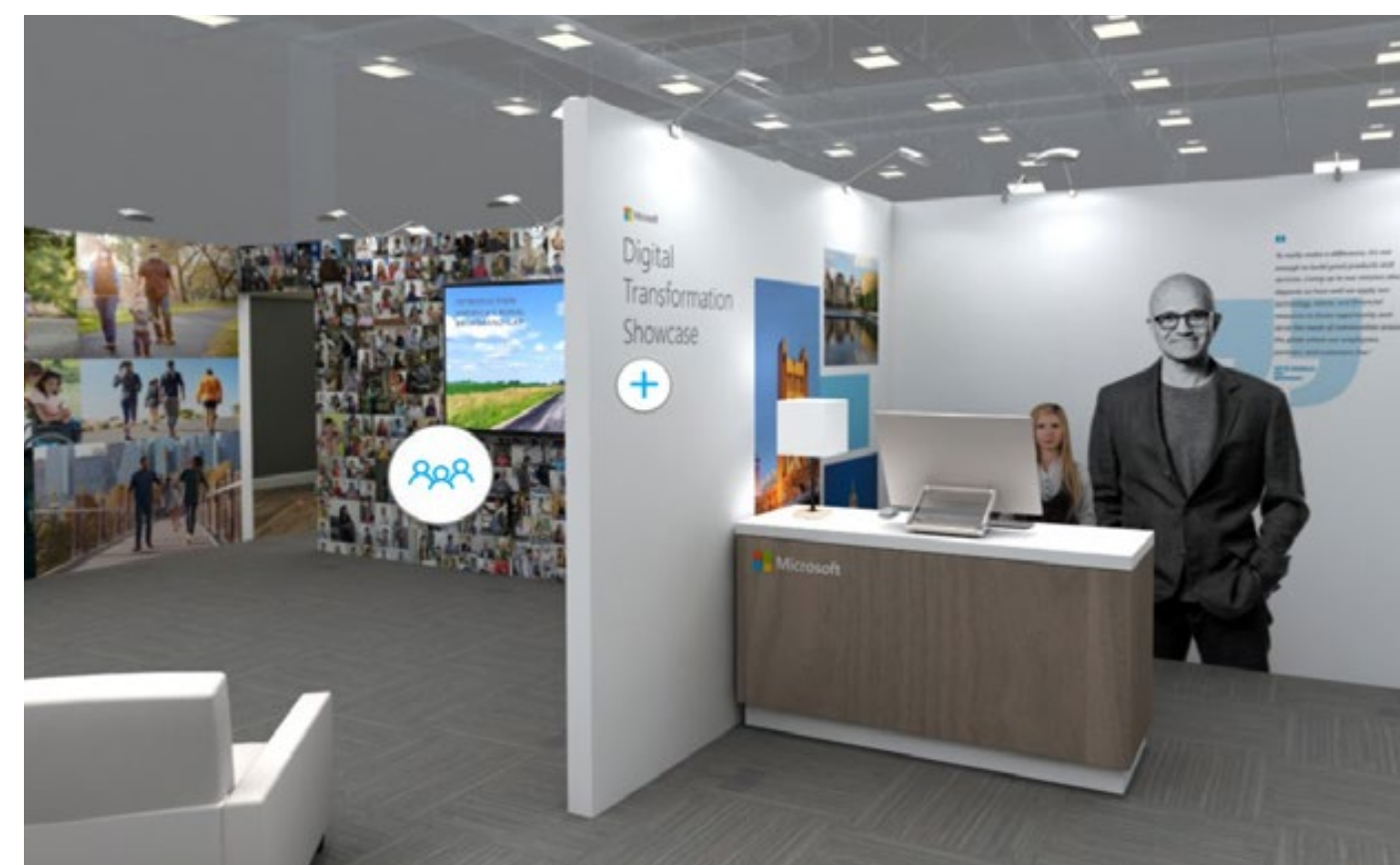
ImagiCorps designs engaging digital experiences that transport an audience into a realistic walk through of an authentic space directly from their computer, virtual headset or mobile device. Featuring customizable interaction with content based hotspots, the Digital Retail Experience is the perfect medium to reach a wide audience without the time-window limitations of live events. This platform offers a unique opportunity for dynamic planograms, interactive retail displays and endless-aisle virtual shopping experiences.

Virtual Exhibit Environment

Encompassing several disciplines ranging from interpretive centers and corporate environments to custom tradeshow booths and modular event kits, we provide expertly designed exhibits that help brands present themselves and tell their unique stories all through a digital platform. This platform allows for Digital Live Stream content, interactive live chat and live collaboration in the virtual exhibit environment. It can also be opened for continued use with a wider audience after an event.

Virtual Events

Creating custom consumer experiences is at the core of what we do, and now we leverage our years of event planning expertise to deliver custom-curated virtual events. This allows ImagiCorps to tailor environments and engaging solutions to meet our clients' priorities and needs specific to an online event and its timeline.





GRAPHIC DESIGN

ImagiCorps' Graphic Design team creates fresh ideas that keep our clients in the top tier of experiential marketing.

It is important to clearly define a brand and its unique story and identity. ImagiCorps' team have worked with many world-class companies and cares about creating an exceptional experience with each brand. We design and produce graphics that clearly communicate a brand's distinguished voice and personality making sure it evokes a company's unique brand story. Through our custom-designed retail displays, event signage, custom exhibits, and large scale environmental branding, we are able to ensure high quality visual communications for our clients' success.



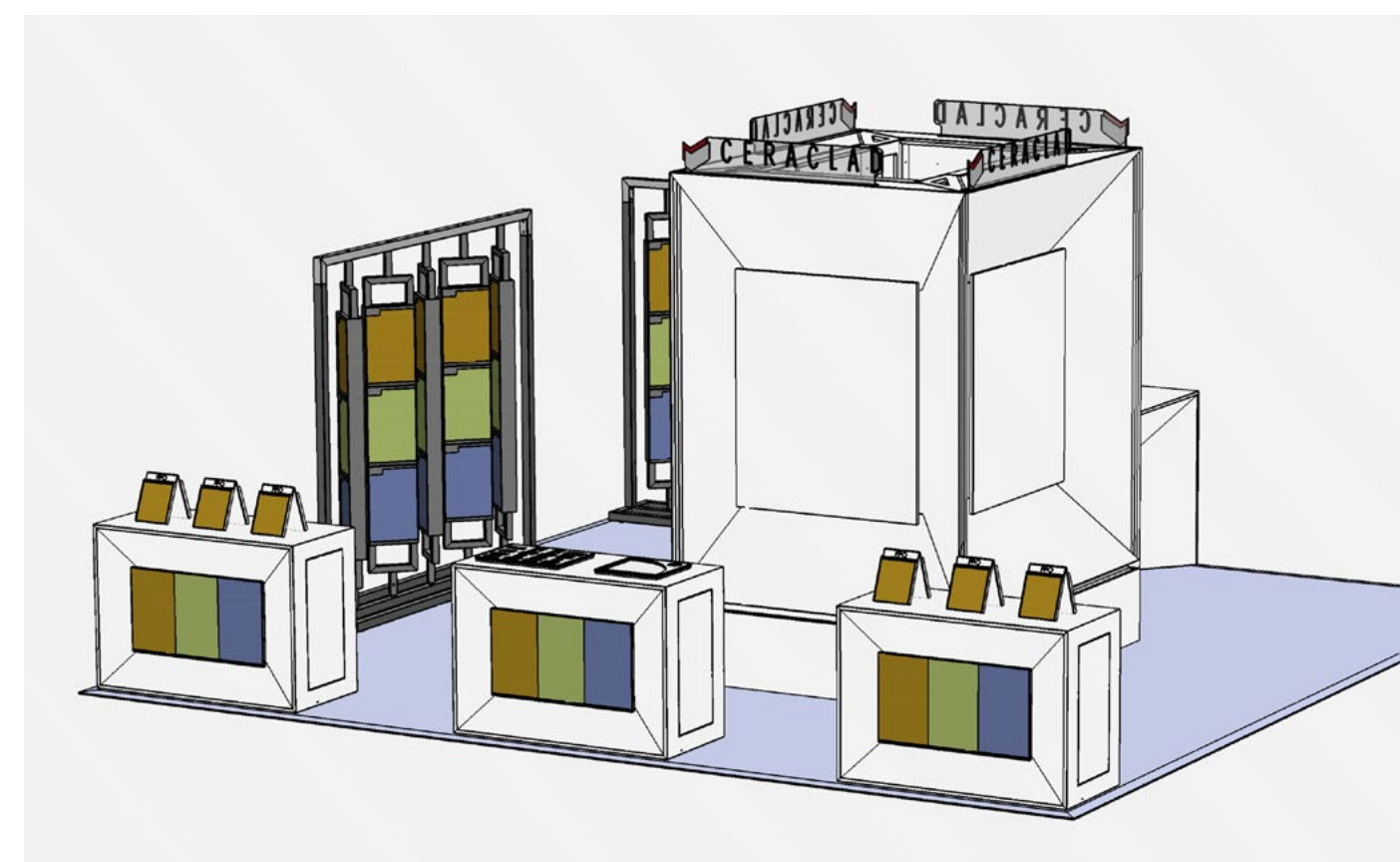
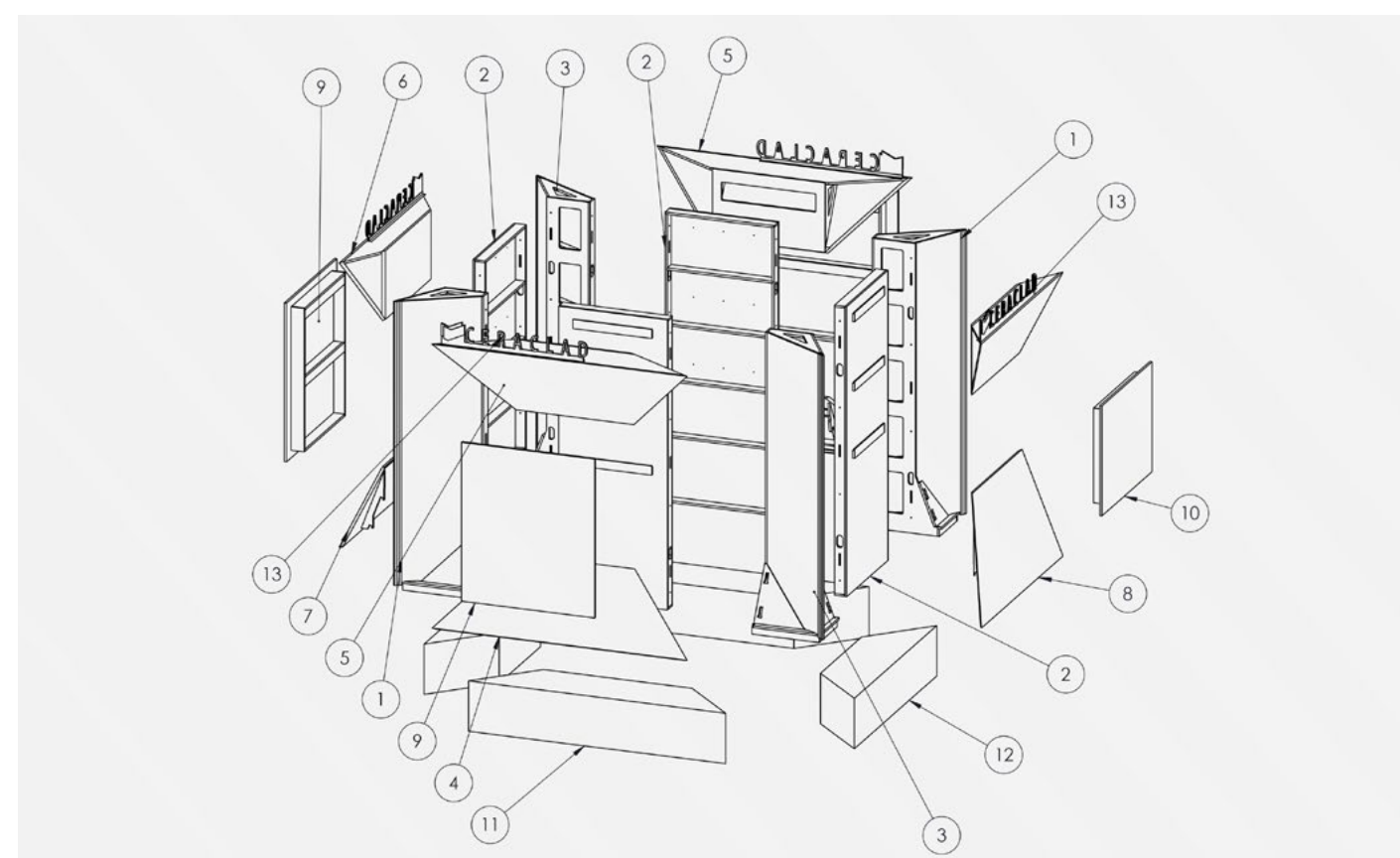
ENGINEERING

ImagiCorps' Engineering team sees beyond possibilities to deliver success for our customers.

With an experienced, disciplined approach our engineering team is able to translate design concepts into detail drawings for fabrication using SolidWorks and AutoCAD. Our talented group has the expertise it takes to create well thought out solutions using the best materials, hardware and construction approach to ensure optimal functionality, performance and quality in the work we produce.

Our customer, CeraClad imagined a trade show booth that would highlight their competitive advantages as a state-of-the-art manufacturer of a unique line of commercial exterior siding. ImagiCorps' delivered clean, interesting lines, beautiful textures and a variety of engagement points that invite visitors to dwell and explore. We also engineered tremendous modularity that allows these same elements to scale from small to large event footprints to maximize the usage and return on the investment CeraClad was making.

The finished product is visually compelling, approachable, strategically lit and draws focus to the beauty and wide variety of CeraClad's commercial siding samples. CeraClad's executive's exact words were, "We've been searching for years to work with a display fabrication company. I think we've finally found the right one!"



OUR WORK

retail experiences

We excel at creating functional, well-constructed and engaging store experiences. Our work spans inline and endcap executions, interactive displays, pop-up stores and flagship environments. From concept through manufacturing and installation, ImagiCorps provides our clients complete and cohesive solutions.





MICROSOFT XBOX GAMING PODS

Microsoft visualized innovative gaming fixtures that elevate the Esports experience.

ImagiCorps partnered with Microsoft to develop a family of custom Esports gaming fixtures for use in tournament style events, in-store interactive experiences and casual game play. We took complex design concepts from Microsoft's internal design team and brought them to life for initial deployment in three locations: the Microsoft Visitor Center, the brand's NY flagship store, and its prestigious London flagship store.

The fixtures include individual game stations configured for head-to-head competitions, a shoutcaster desk, credenzas and non-competition game stations. They reflect details from the Xbox One X game console, including color changing LED lights and custom punched perforated metal.

The stations have been a huge success and were featured in the storefront windows of most Microsoft Store locations for consumers to interact with.





COSTCO DEVICE TABLE

We created a table display for Microsoft products in 520 warehouse retail environments with ease of assembly – no tools required!

The Costco Stores team came to ImagiCorps to develop an exclusive table display to be set in a prominent entry point in 520 stores for the Microsoft suite of products.

Our role was to produce a custom table solution to professionally display Microsoft laptops and allow consumers to interact with the technology prior to making a decision to buy. We built these device tables to withstand a crowded retail environment, while maintaining a clean and polished look that is representative of the brand.

The Costco device tables for Microsoft laptops have exceeded customer's expectations for ease, durability, and flexibility. The display deploys and sets up without the use of any hand tools and can be fully assembled in under 20 minutes.





WINDOWS AT BEST BUY

Microsoft looked to create a merchandising success in 600 Best Buy stores.

Microsoft invited ImagiCorps to produce the new Windows Store Within a Store concept at 600 Best Buy stores in the U.S. and Canada.

To execute this ground-breaking rollout, we assembled a team of partners that worked with our team to design, engineer, fabricate, print, fulfill and transport each full kit direct to stores. By inserting a Windows store within the Best Buy footprint and providing store representatives more in-depth training, Microsoft was able to promote, support and consult about their products in a manner consistent with the brand.

Our project management experience and logistics capabilities were two keys to the success of the program and are also the reasons we continue to be called upon to support these stores with updates and new campaigns.



OUR WORK

custom exhibits

Encompassing several disciplines ranging from interpretive centers and corporate environments to custom tradeshow booths and modular event kits, ImagiCorps provides expertly engineered and fabricated exhibits that help brands present themselves and tell their unique story.





PACCAR TECHNOLOGY CENTER

PACCAR envisioned a world-class display of its latest technology.

PACCAR challenged ImagiCorps to design and produce an experiential technology showcase for their Renton, WA headquarters. We set out to create a flexible and adaptive platform to communicate current and future PACCAR innovations. With a brief 5 week production window, we invested in research & strategy and leveraged key industry relationships to complete the entire project on-time and exceed all expectations.

The installation includes a 140 inch UHD touchscreen, a 40-foot UHD video wall, and voice- and touch-activated experiences. LED and projection solutions can be customized for every tour, and systems are controlled from a central tablet device. The Technology Center is as effective as it is beautiful, and received an A+ rating from PACCAR's CEO, Ron Armstrong.





MICROSOFT INDUSTRY EXPERIENCE CENTER

Microsoft imagined an eye-opening showcase of its newest innovations.

ImagiCorps led the creation of the Microsoft Industry Experience Center—a first-of-its-kind immersive exhibition that demonstrates potential applications of Microsoft’s most cutting-edge technology. The 26,000 square foot space uses storytelling and engaging interactive experiences to showcase the company’s newest innovations across key industry verticals.

Visitors are led on guided, participatory tours telling the stories of innovation in: Education, Financial Services, Retail, Healthcare, Government, Automotive, Education, Manufacturing, Energy and Sports.

ImagiCorps drove the Center’s development from start to finish. We designed, engineered, fabricated and installed all exhibits in operation.





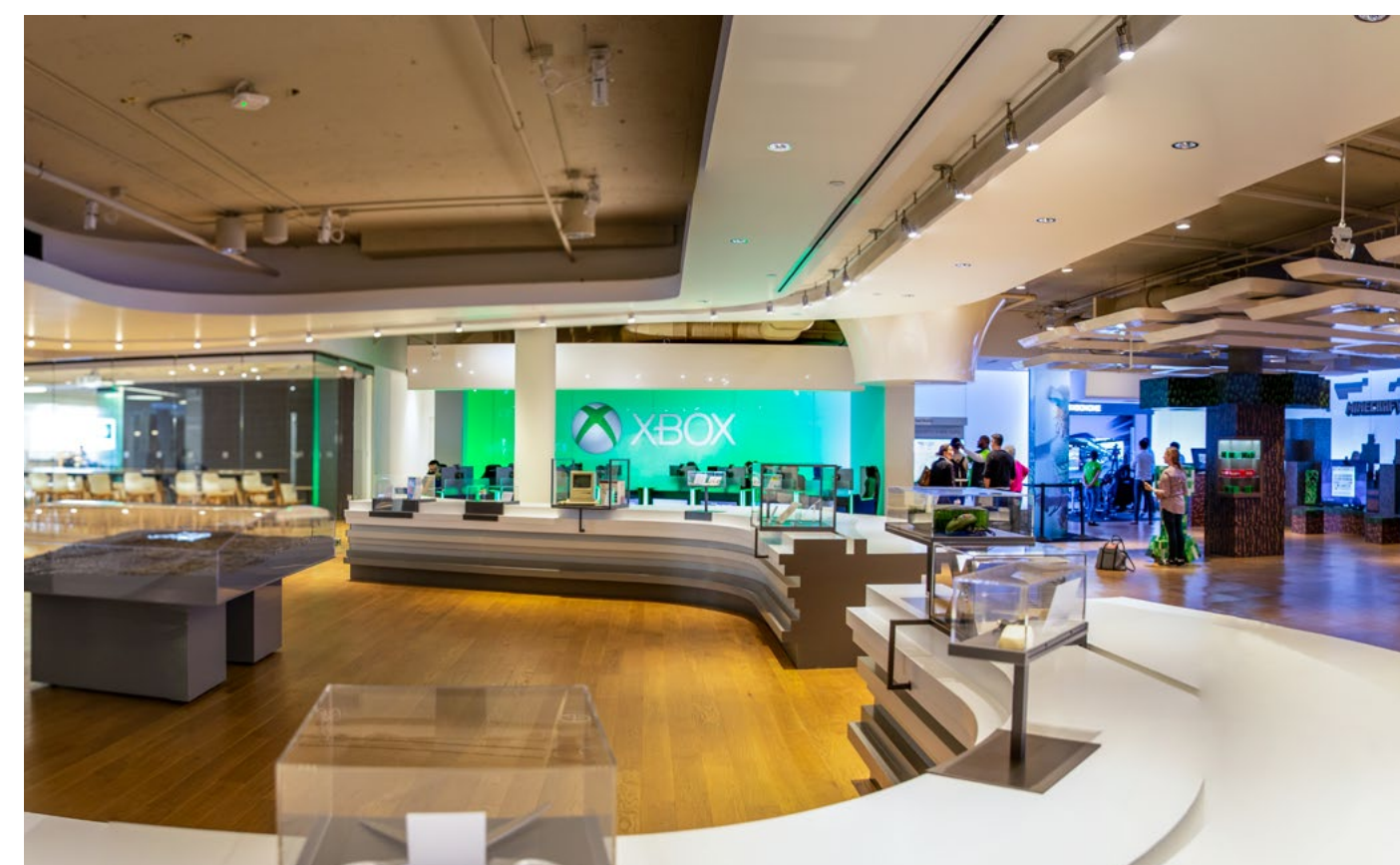
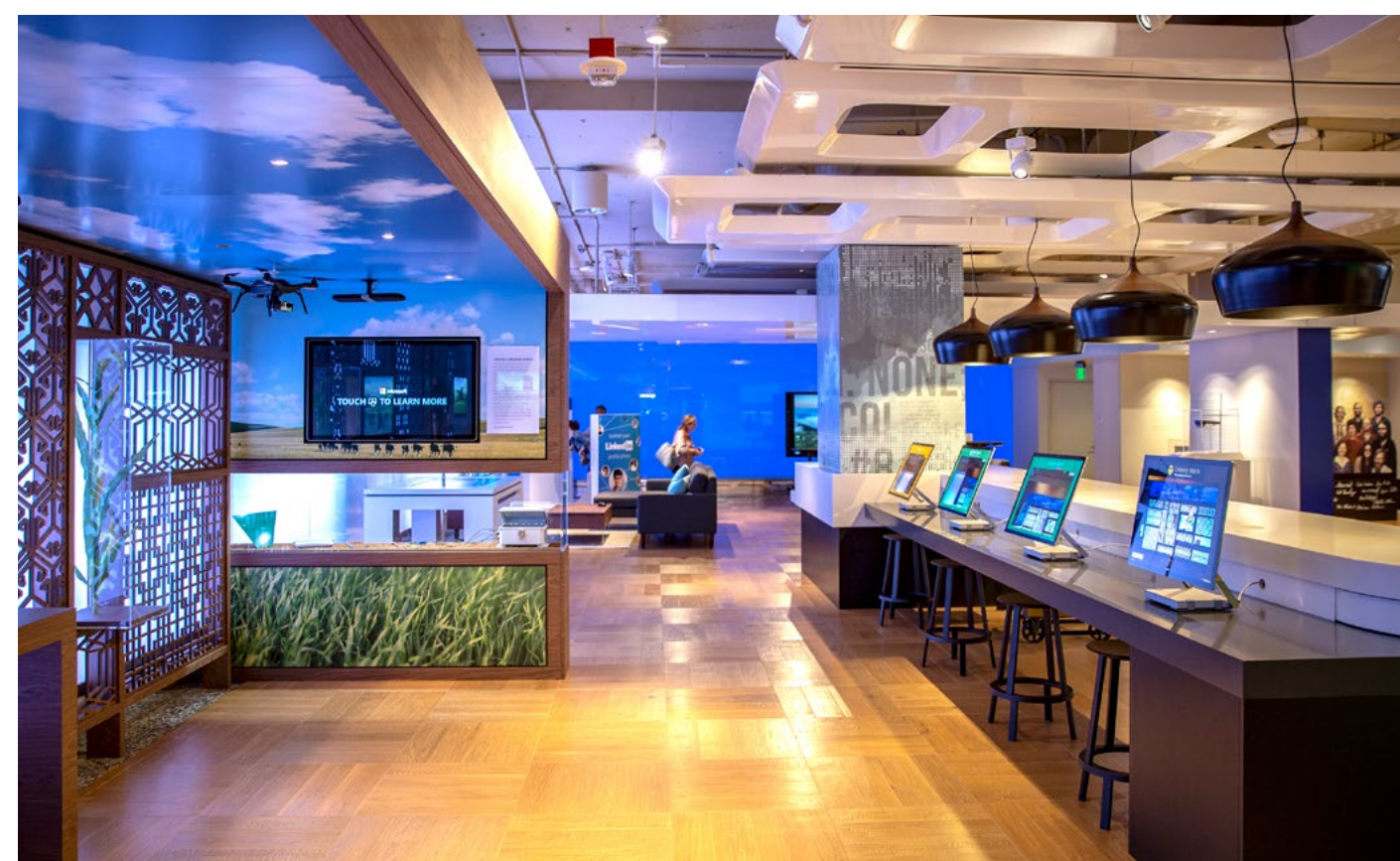
MICROSOFT VISITOR CENTER

Microsoft had a vision to share its successful story and welcome visitors from around the world to its headquarters.

ImagiCorps helped Microsoft combine the company's history and future in an immersive, interactive exhibition located at the heart of their main corporate campus in Redmond, WA.

This one-and-only Microsoft public space encourages guests to engage and interact with experiences that define the future of technology and computing. The center is continually changing and evolving, influenced by Microsoft's latest trends and product launches.

Our team continues to be instrumental in providing innovative solutions, fabrication and storytelling that help bring the brand to life and express the passion behind their mission: to empower every person and every organization on the planet to achieve more.



OUR WORK

events, tours, & kiosks

Creating custom consumer experiences is at the core of what we do and nowhere is that more true than in this category. Whether it's a product launch in New York or a 30-city college campus tour, we take the show on the road and help our clients connect in memorable ways.





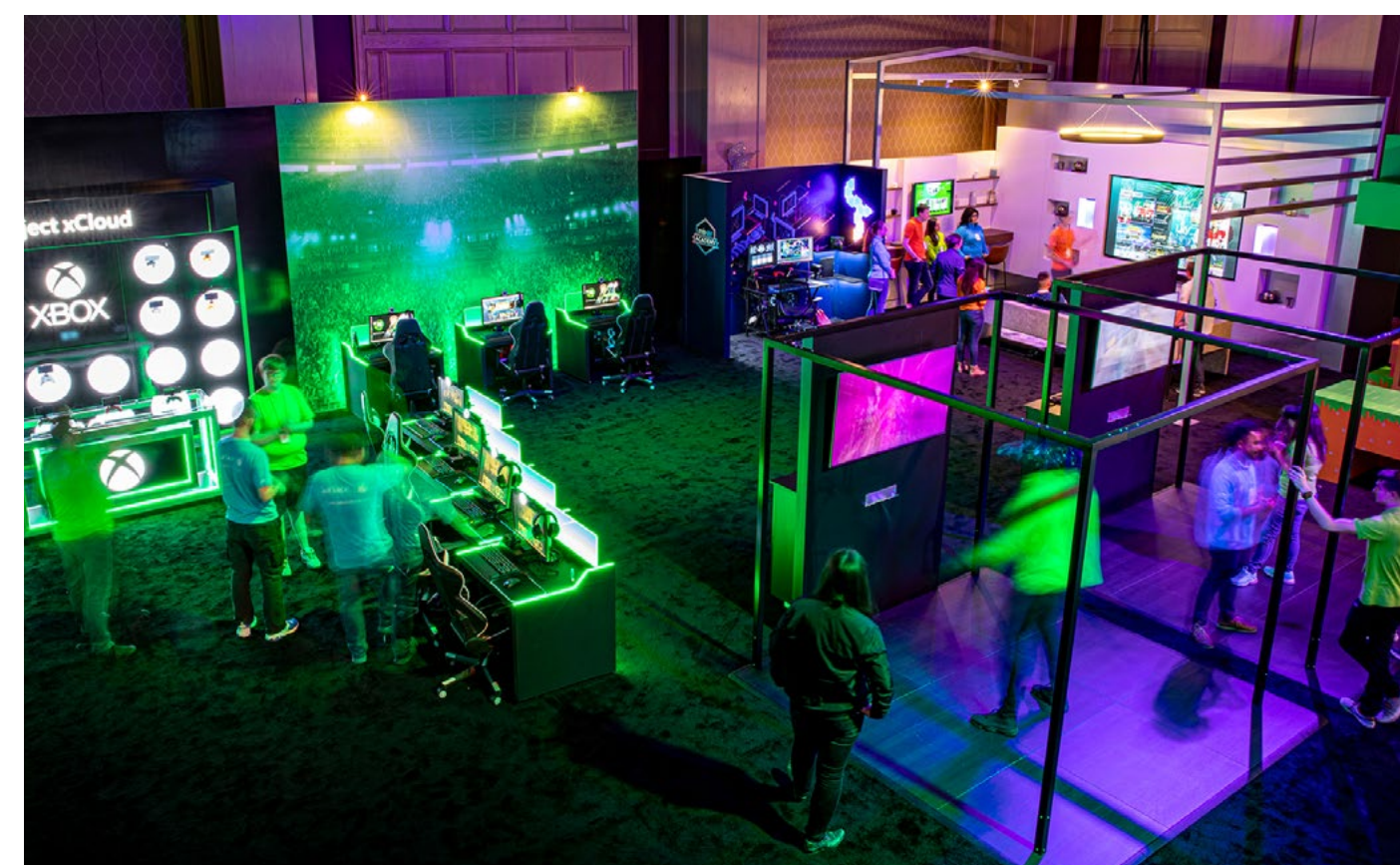
MICROSOFT STORE ANNUAL MEETING

Microsoft wanted to create an event to captivate and inspire its employees like never before.

The Microsoft Store Annual Meeting is a chance for store leaders to connect with leadership on vision and strategy, showcase experiences, and inspire another year of Microsoft Store excellence.

ImagiCorps was invited to help bring the event to life, both by designing the 'Experiences Expo' and overseeing branding consistency across the entire event.

The Expo show floor was grouped into zones, and brought to life using props and digital activations to create dynamic, attention-grabbing experiences. We designed the space using architectural elements and a custom-built lighting tower to define distinct environments, including an impressive gaming zone which was a focal point for the space.





AMERICAN EXPRESS HAWKS ISLAND

American Express anticipated creating a successful headline event that would capture great memories.

Momentum Worldwide reached out to ImagiCorps for strategic design, engineering, production and deployment support for the American Express Blue Friday event - a fan-centered event space for American Express card members.

The program leveraged a 60' x 300' barge transformed into a world-class, on-water, pre-game hospitality lounge known as Hawks Island. ImagiCorps played a key role by converting a 20' shipping container into a full-service bar, fabricating a custom 24' x 125' painted field replica, and designing many other graphic treatments while coordinating all deployment and logistics of this incredible event.

It was a tremendous success for Momentum Worldwide and their American Express clients and captured massive local and national media attention.





SOUTHWEST AIRLINES

Southwest Airlines looked to promote their new island flight destination with a Hawaiian celebration event tour.

Amp Agency engaged with ImagiCorps to help them promote Southwest Airlines' new nonstop service to Hawaii from three California locations by creating a week-long public event in each city corresponding to the start date of this new route.

We designed an impressive 20-foot tall truss structure covered in dye-sublimated tension fabric with removable panels that were revealed day-by-day as the countdown progressed. ImagiCorps' extensive experience with structural engineering requirements and wind load calculations were essential to acquiring city approvals and making these events such a success.

Our partnership with Amp Agency continues to result in impressive, impactful and flawlessly executed promotions that provide our clients with results that far exceed their expectations.



in-house capabilities



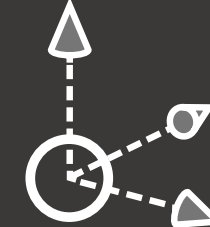
STRATEGY

In-house project and program strategy and consulting.



2D DESIGN

Graphic design, graphic formatting, and prepress.



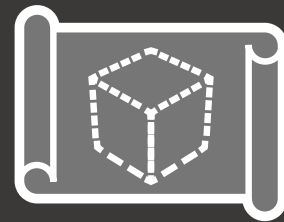
3D DESIGN

3D design, 3D modeling and rendering.



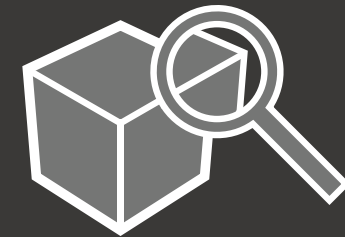
ENGINEERING

Structural, electrical, production, MEP, architectural, UL, ADA, fire retardency.



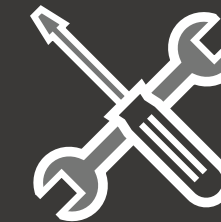
PROTOTYPING

Rapid display prototyping for client, retailer and/or brand approval.



PROOF OF CONCEPT

3D printing, scale models, full size mock-ups and alternative material production.



FABRICATION

Wood, steel, aluminum, plastics, composites, vac forming, 3D printing, injection molding.



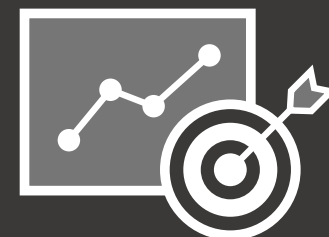
PRINTING

On-premise large format printing.



LOGISTICS

Project and program logistics.



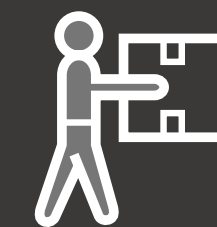
MANAGEMENT

Dedicated project management.



FULFILLMENT

In-house production line, kitting, sub-assembly, assembly, and in-process fulfillment.



INSTALLATION

In-house field installation services and end-to-end event management.



At IMAGICORPS,

we believe there's
no substitute for
experience.

For over 30 years we've been building, fabricating and installing environmental designs for world-class brands. So when challenges arise, chances are we've faced them before—and know just what to do.

meet **our** leaders



THOMAS HUTCHINSON
PRESIDENT + CEO

Thomas started ImagiCorps in 1989 after many successful years in business management and independent consulting. Since then, the company has thrived under his leadership and maintained the standard of high quality for which it has become internationally recognized.

Thomas.Hutchinson@imagicorps.com



SOLOMON HUTCHINSON
VICE PRESIDENT

Solomon has been with ImagiCorps since 1991, literally growing up within the company. As a result, he has a deep understanding of every facet of the business. His role allows him to manage accounts and client objectives while infusing this knowledge through the approach and team.

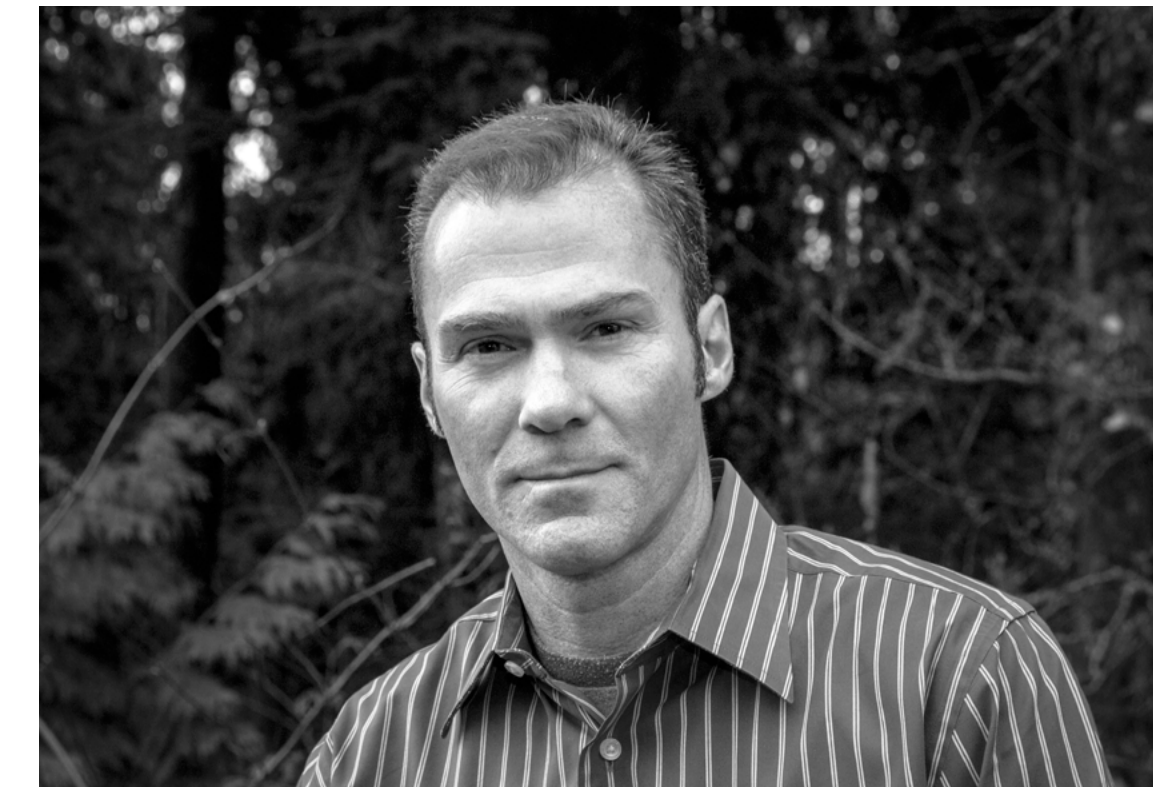
Solomon.Hutchinson@imagicorps.com



LISA CUNNINGHAM
VICE PRESIDENT

Lisa joined ImagiCorps over 20 years ago, and her experience in special event management and coordination contributes to her highly organized, detail-oriented approach to project management. She now leads retail, promotional, corporate branding and construction projects for the company.

Lisa.Cunningham@imagicorps.com



JOE SULLIVAN
DIRECTOR OF OPERATIONS

When Joe joined ImagiCorps in 2008, he brought a diverse background in logistics, distribution and fulfillment dating back over 20 years. Now he is instrumental in planning and managing our production processes and implementing improvements and efficiencies across the company.

Joe.Sullivan@imagicorps.com

CONTACT US

Let us tell your brand's story.

we're ready

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