



Barbie

**A CULTURAL ICON
EXHIBITION**

SIXTY YEARS OF FASHION AND INSPIRATION

FORMAT

Turnkey Traveling Exhibition. Includes: Objects and artifacts; Display cases; All interpretation, objects labels, and graphic panels (in English); A/V media and hardware; Photo ops and interactives; Shipping crates; Set-up/tear-down technician lead; Usage rights for the Barbie brand, limited; Custom merchandise; Pink Carpet and special event supplies.

COSTS

- Lease Fee: \$45,000 USD per month (minimum of \$135,000)
- Modest royalty to Mattel if/when venue chooses to charge a separate ticket to the exhibition
- Within North America: Inbound Freight: 2 x 53' trailers
- Outside of North America: Round-trip Freight
- Travel Costs for Technicians: *2 technicians for 7 days during set-up; 2 technicians for 5 days during tear-down (round-trip airfare, hotel accommodations, per diem)*

VENUE REQUIREMENTS

- Secure gallery with 6,000 - 9,000 square feet, scalable
- Local Marketing
- Local Operations
- House lighting
- Temporary walls, as needed
- Production of any vinyl graphics, if needed
- 1-2 Facilitators in gallery at all times during open hours
- Crate Storage
- For set-up/tear-down:
 - At least 2 skilled laborers and 1 registrar for a 7 day set-up and a 5 day tear-down
 - Forklift with licensed driver
 - 2 x pallet jacks
 - 6 x dollies
 - Clean room
 - Hand tools
 - 2 x 8 foot ladders
 - 2 x work tables

Contact:

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