
FRANK ISHAMN, AKA- ISH



Pop-Up Book / social connection

Prepared for:

Prepared by: Frank Ishman, Artist/ Photographer/ Creative

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Proposal number:

SUMMARY

Objective

My objective is to create a 3 page, larger than life size pop-up book creating an interactive visual experience that will show the younger generation what XXXX is about while connecting to the older generation in a nostalgic way allowing both groups the opportunity to saturate social media with images by creating an interactive larger than life, pop-up environment connecting them directly with the company's vision.

Goals

The goal would be to increase XXXX social media footprint giving the company an increase in their advertising reach that will more than likely live far beyond the interactive one off experience by saturating Instagram, Facebook and Snapchat but also due to the nature of what is being reacted to have an artistic and design contingent. Due to the nature of keeping the pop-up book clean and allowing people to walk among the pop-up figures within the book, a XXXX truck with shoe rentals will be on site to complete the experience.

Solution

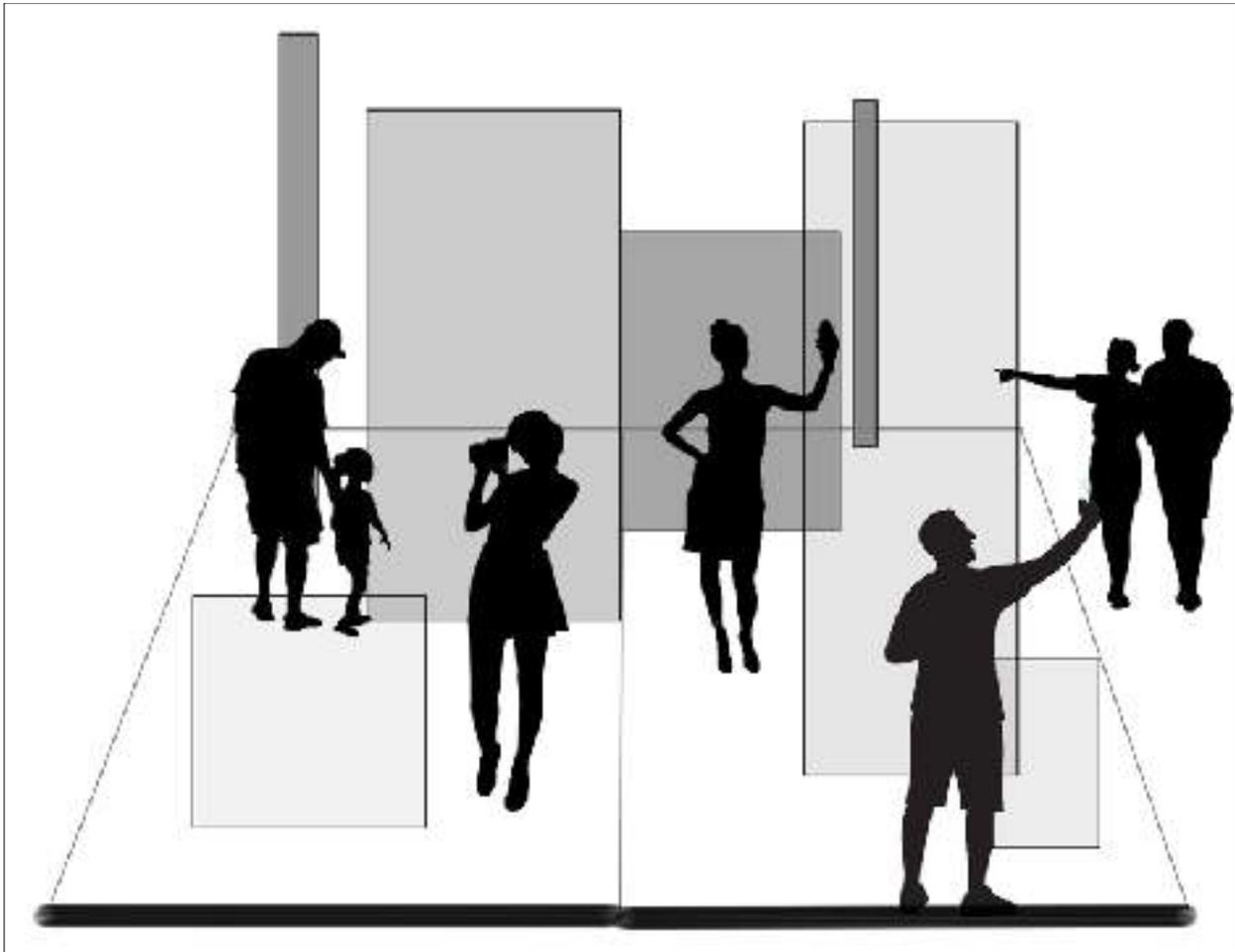
I'm looking to create a traveling 3 page larger than life size pop-up book that will cover the past present and future of XXXX shoes, allowing individuals to literally step into the world and lifestyle the company has created. This interactive exhibit will be shown in Los Angeles, San Francisco, Dallas, Chicago, and New York with prospects of doing one engagement in London.

The resulting exposure can lead into academics and reading in 3rd world countries expanding XXXX humanitarian reach.

Partnerships

I see this project moving forward with three major partnerships including myself for photography and working closely with the XXXXX team.

- Epson USA- located in Long Beach, CA and a client of mine to help in printing <https://epson.com>
 - David Hawcock- Located in the UK and one of the top pop-up book makers. <http://hawcockbooks.co.uk>
 - The Last Workshop- Reclaimed wood furniture designers for the outside book cover <http://www.thelastworkshop.us>
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Open book dimensions: 30' x 20'
