



City of Carson
Utility Box Makeover
Creative Concepts—v2

Exhibit No.1

11 September 2016

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SMBLZ

www.symbblaze.com

Intro

Some quick background on this project.

Why

The goal of this project?

Transform the utility boxes lining Carson Street from eyesores to **eye candy**—or at least something pretty to look at.

Vision

The utility boxes live in an environment that's **urban, industrial, & monotone**—with lots of greys, browns, & whites.

We want to **complement** this environment by **contrasting** with it.

Given this, our creative concepts are **colorful**. We aim to give the viewer an **escape** from that urban environment.

How

The project process:

1. SMBLZ presents 21 creative concepts in writing.
2. City selects 2 concepts for development.
3. SMBLZ presents visual examples of the selected 2 concepts.
4. City selects winning concept.
5. SMBLZ applies winning concept to creation of 10 unique wraps.
6. Third-party vendor applies wraps to 30 utility boxes.

(blue = completed, pink = current, purple = future)

Concept A: Famous Paintings

Swatches of modern masterpieces line the street, adding color & provoking thought.

Concept

The boxes are covered with large-scale reproductions of famous paintings.

We use vibrant works—by Matisse, Picasso, Van Gogh, etc.—that really pop and add color to the street.

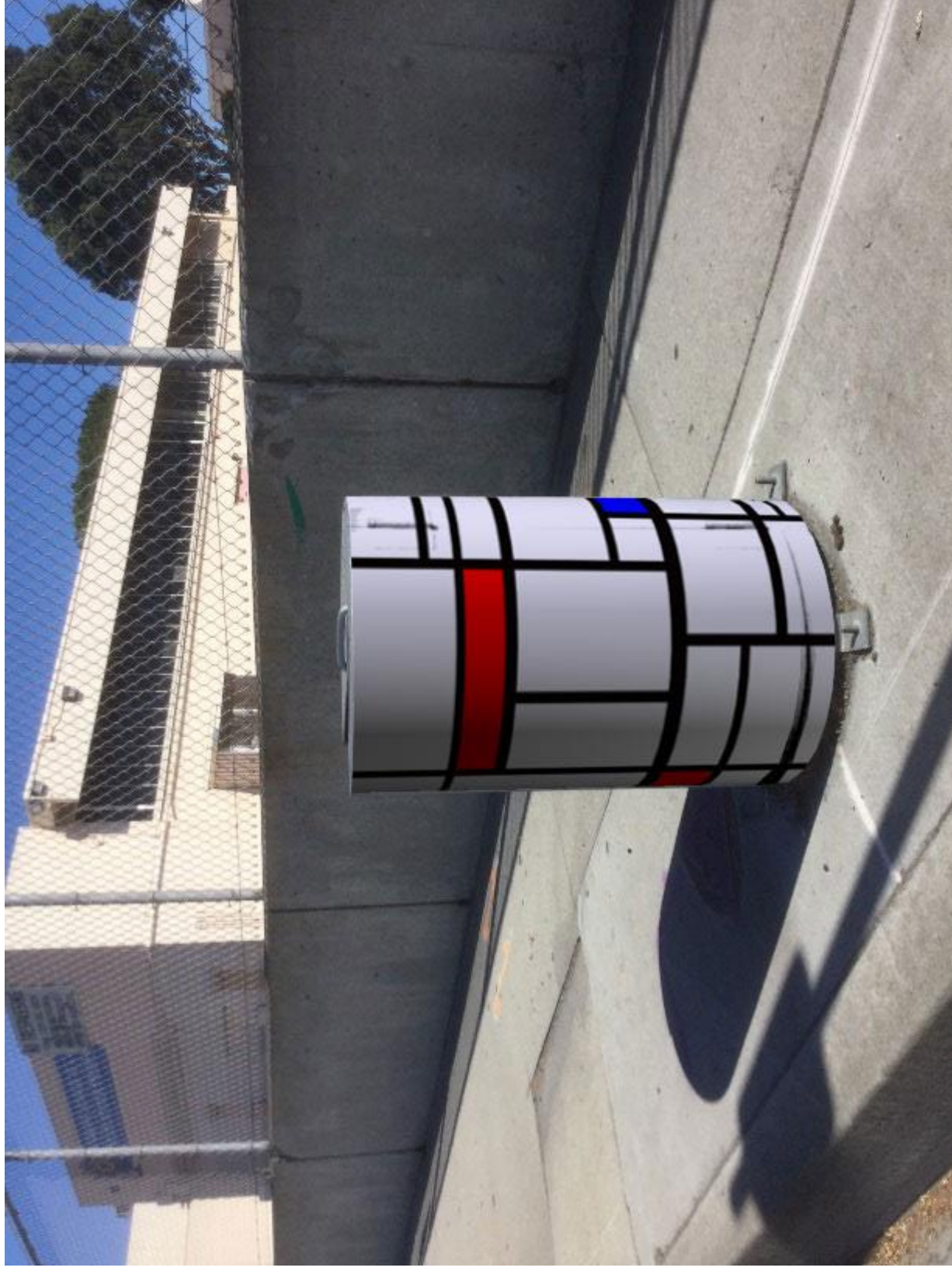
CONCEPT A: Famous Paintings 1



CONCEPT A: Famous Paintings 2











CONCEPT A: Famous Paintings 7



CONCEPT A: Famous Paintings 8



CONCEPT A: Famous Paintings 9



Concept B: Floral Fantasy

Bursts of vibrant natural color enliven & beautify a concrete cityscape.

Concept

Each box is covered with a unique flower species. One has sunflowers, another tulips, another daffodils, another geraniums, etc.

The colors are **gorgeous and intense**—transforming a concrete boulevard to a **magic garden**.

CONCEPT B: Floral Fantasy 1













CONCEPT B: Floral Fantasy 7



CONCEPT B: Floral Fantasy 8



CONCEPT B: Floral Fantasy 9



Discussion!

We look forward to your selection of a direction.