DATE: 3/17/25

TO: Robert Gleason, Director, Purchasing Division

THRU: Chantal Manno

FROM: Phillip Dunlap

PROJECT TITLE: IGNITE Broward

REQUISITION NO. CUL0001486

SOURCE/BRAND NAME: Mad Studios AKA Mad Arts

SOLE SOURCE/SOLE BRAND/ONLY ONE REASONABLE SOURCE REQUEST

☐ SOLE SOURCE ☐ SOLE BRAND ☑ ONLY ONE REASONABLE SOURCE

I. REQUEST: Provide a description of the features of the product/service or Scope of Work.

Mad Arts will serve as the producing partner for IGNITE Broward, providing comprehensive services to ensure the successful execution and continued growth of the event. Their scope of work includes:

1. Art Curation and Production
- Collaborating with local, national, and international artists to curate a diverse lineup of immersive art installations.
- Designing and producing large-scale projection mapping, interactive light sculptures, and sound-based art installations tailored to each venue.

2. Installation and Technical Execution

II. JUSTIFICATION: Please check all boxes that describe your reason(s) for determining that only one source or brand is reasonably available.

Sole Source/Uniqueness

☑ Proprietary Item - this vendor/source has the only rights to provide this service or commodity. A letter from the manufacturer or authorizing entity is included in this request.

☐ Technology Improvements - updates or upgrades to an existing system, software, software as a service (SaaS), hardware purchases.

☐ Engineering Direction - engineering drawing or specification identifies product; "no substitutes or equivalents will be acceptable."

☐ Only qualified supplier - reliability and maintainability of the product or service would be degraded unless specified supplier is used; may void warranty. This request includes a copy of the current warranty information.

☐ Other/or Additional information - the County requires this sole source purchase for the following reasons.

Proprietary Items:

Ownership of IGNITEbroward.com:
Mad Arts owns and controls the official festival website, IGNITEbroward.com, which serves as the primary

Business Case (Only One Reasonable Source[1] or Only One Reasonable Brand)

☐ Operational Compatibility - replacement parts from alternate suppliers are not interchangeable with original part and causes equipment incompatibility. Previous findings and/or documentation is included with this request.

☐ Ease of Maintenance - maintenance or retooling prohibits competition. Section III, Comparative Market Research includes estimated costs associated with changing current source and/or brand.

☐ Follow-On - potential for continued development or enhancement with same supplier and eliminates costs incurred by using different supplier. Section III, Comparative Market Research includes estimated costs for replacing current or existing system.

☐ Complies with existing community and safety standards, and/or laws, rules, and regulations.

☑ Other/or additional information - using this only one reasonable source, only one reasonable brand purchase benefits the County for the following reasons:

Mad Arts has been the cornerstone of IGNITE Broward's success since its inception as Light the Night in 2021. The event was initially created to safely bring the community together during COVID-19 and has since evolved into a 10-day festival spanning three cities, attracting over 80,000 attendees annually. Mad Arts has played an instrumental role in curating, producing, and installing the festival's immersive art experiences, including large-scale projection mapping, interactive light sculptures, and sound-based installations.

As the producing partner, Mad Arts brings unmatched expertise and innovation to the festival. Their ability to manage complex logistics, collaborate with international artists, and execute cutting-edge installations has

III. COMPARATIVE MARKET RESEARCH: Provide a detailed source or market analysis for justification of sole source/brand or most reasonable source (attach extra sheets as needed).

Estimated project value: $5 million Contract length (if applicable): 1+1+1+1+1

Has this commodity or service been previously provided to the County? ◉ Yes ○ No

If yes, provide the following and attach any supporting documentation (e.g., previous approved memoranda):

Vendor name and date Mad Arts, Feb. 14-23, 20 Method of Procurement Artistic Exemption

What is the current contract (Procurement Catalog) or purchase order number? CUL2500012

Expenditures to date: $1,383,510.52

Will this procurement utilize any local/state/federal grant funding? ○ Yes ◉ No

If yes, attach any supporting documentation (e.g., grant agreement).

If this is a sole brand, is there an "authorized" dealers/resellers list? ○ Yes ◉ No

If yes, provide the manufacturer's "authorized" dealers/resellers list.

[1] Commonly known as Most Reasonable Source

Cost/Benefit Analysis: What would the cost be to utilize an alternate vendor or source? This explanation should include the savings and/or additional costs to the County by not using the preferred vendor or source. Attach additional sheets if needed.

Cost Analysis for Alternate Vendors:

Art Curation and Production - $5,000 - $25,000 per exhibition - Includes artist fees, production materials, and curation expertise.

Installation and Technical Execution - $960 - $5,000 per installation - Costs depend on complexity (e.g., projection mapping, AV integration)

CERTIFICATION: I have thoroughly researched the sole source, sole brand, only one reasonable source, or only one reasonable brand justification and fully understand the implications of Section 838.22 of the Florida Statutes:

(2) “It is unlawful for a public servant or a public contractor who has contracted with a governmental entity to assist in a competitive procurement to knowingly and intentionally obtain a benefit for any person or to cause unlawful harm to another by circumventing a competitive solicitation process required by law or rule through the use of a sole-source contract for commodities or services”.

(5) "Any person who violates this section commits a felony of the second degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084".

Chantal Manno	Chantal Manno Digitally signed by Chantal Manno Date: 2025.03.17 15:40:51 -04'00'	3/17/25
REQUESTOR/EVALUATOR (PRINT)	REQUESTOR/EVALUATOR (SIGN)	DATE
Phillip Dunlap	Phillip Dunlap Digitally signed by Phillip Dunlap Date: 2025.03.17 15:45:04 -04'00'	
DEPT/DIV DIRECTOR OR DESIGNEE (PRINT)	DEPT/DIV DIRECTOR OR DESIGNEE (SIGN)	DATE

PURCHASING DIVISION USE ONLY

The Purchasing Agent has reviewed the request and has completed the required due diligence per the Procurement Code Section(s) 21.25 and 21.26. The Purchasing Agent recommends the following:

- ☐ Sole Source
- ☐ Sole Brand
- ☑ Only One Reasonable Source/Brand[2]
- ☐ Reject
- ☐ Authorization to Negotiate
- ☐ Standardization
- ☐ Board Award

Attachments

- ☑ Request for Information
- ☐ Previous Approved Documentation
- ☐ Vendor Letter

[2] As per Florida Statute 287.057(3)(c), FLL projects valued ≥$325,000 require 15 business day posting of intended sole source designation

Additional Information (e.g., Number, opening date, # of responses, Agency reviewed yes/no):

Broward County Cultural Division (CUL) is seeking a Most Reasonable Source designation of Mad Studios, also known as Mad Arts (Mad Arts to co-produced the IGNITE Broward Art & Light Festival (IGNITE Broward), a free, family-friendly art and light festival which features cutting-edge public art experiences that fuse innovation, sound, and interactivity.

A Request for Information (RFI) No. GEN2130676F1 was posted July 23, 2025 – July 30, 2025, to ascertain if other vendors were able to provide the required services to promote the arts and culture sector, and the creative Community. One response was received from AKJohnston Group, LLC. Based on CUL's review of the response, AKJOHNSTON does not meet the essential criteria and scope of services required to produce and expand a festival of this nature, as IGNITE Broward is a regionally rooted event that spans multiple Broward County municipalities to which local integration is critical for successful execution, permitting, logistics, artist relationships, and community engagement (refer to CUL's response for additional information).

Background: IGNITE Broward is held at several Broward County cities: Fort Lauderdale: Esplanade Park+ Riverwalk; Dania Beach, and Hollywood: Arts Park at Young Circle, attracting over 80,000 attendees annually and MAD Arts have co-produced it with the County since its inception in 2021.

Pursuant to Procurement Code, Section 21.25(a) the Purchasing Agent affirms that this request is the subject of an RFI, and the required due diligence has been completed. Therefore, this Most Reasonable Source designation is recommended for MAD Arts to continue to co-produce IGNITE Broward. This partnership will ensure successful execution and continued growth of the festival its future as a premier cultural event in South Florida.

This approval is to allow CUL to proceed with an Agenda Item to request the Board's approval for MAD Arts as the Most Reasonable Source vendor. In addition, CUL will proceed with the negotiation of an Agreement in the estimated annual amount of $1,000,000, for a potential five-year amount of $5,000,000. Specifically for the upcoming IGNITE Broward, the funds estimated for MAD Art's services ~~($600,000) and for purchases that are exempt pursuant to the Procurement Code $400,000)~~ are included in the current fiscal year's budget.

SONIA M. LOVETT Digitally signed by SONIA M. LOVETT Date: 2025.10.24 14:37:28 -04'00'

Purchasing Agent Signature: ECATERINA SULI-WOLF Digitally signed by ECATERINA SULI-WOLF Date: 2025.09.18 12:05:18 -04'00' Reviewer Title: Purchasing Manager

Reviewer Signature: *Danea Cohen-Ebanks* Digitally signed by DANEA COHEN-EBANKS, PURCHASING MANAGER Date: 2025.09.18 13:58:59 -04'00'

APPROVAL AUTHORITY

☑ APPROVED ☐ DISAPPROVED

REASON/SUGGESTED ACTION (IF DISAPPROVED):

Title: Director of Purchasing Signature: Constance Mangan, Asst. Director, on behalf of Digitally signed by Constance Mangan, Asst. Director, on behalf of Date: 2025.09.23 12:19:36 -04'00'

I.REQUEST: Provide a description of the features of the product/service or Scope of Work.

Mad Arts will serve as the producing partner for IGNITE Broward, providing comprehensive services to ensure the successful execution and continued growth of the event. Their scope of work includes:

1. Art Curation and Production
  - Collaborating with local, national, and international artists to curate a diverse lineup of immersive art installations.
  - Designing and producing large-scale projection mapping, interactive light sculptures, and sound-based art installations tailored to each venue.

2. Installation and Technical Execution
  - Managing the installation and deinstallation of all art pieces across multiple locations.
  - Providing specialized technical expertise in projection mapping, lighting design, and audio-visual integration to ensure high-quality experiences.

3. Logistics Management
  - Ensuring seamless execution across all venues by managing timelines, resources, and technical requirements.

4. Event Expansion Support
  - Innovating new ways to enhance accessibility and community engagement through cutting-edge technology and design.

5. Quality Assurance
  - Maintaining high artistic standards while ensuring safety and compliance with all local regulations.

6. Venue Space
  - Provide venue space serving as a location for IGNITE Broward

Mad Arts' unique expertise in producing immersive art experiences makes them essential to IGNITE Broward’s success and its future as a premier cultural event in South Florida.

Sole Source/Uniqueness

Proprietary Items:

Ownership of IGNITEbroward.com:
Mad Arts owns and controls the official festival website, IGNITEbroward.com, which serves as the primary digital platform for all festival-related information, artist calls, programming, and public engagement. This exclusive ownership means that all online branding, communications, and digital assets for IGNITE Broward are managed solely by Mad Arts.

Branding and Annual Production:
IGNITE Broward is presented each year through a partnership between the Broward County Cultural Division and Mad Arts (MAD Studio). Mad Arts is the only entity with the authority and infrastructure to produce and curate the festival under this specific branding and digital presence. The festival’s identity, including its logo and digital assets, are proprietary to Mad Arts.

Centralized Artist Calls and Programming:
All official calls to artists, event schedules, and festival updates are published through Mad Arts, reinforcing their unique position as the sole source for festival management and artist engagement.

Business Case

Mad Arts has been the cornerstone of IGNITE Broward's success since its inception as Light the Night in 2021. The event was initially created to safely bring the community together during COVID-19 and has since evolved into a 10-day festival spanning three cities, attracting over 80,000 attendees annually. Mad Arts has played an instrumental role in curating, producing, and installing the festival's immersive art experiences, including large-scale projection mapping, interactive light sculptures, and sound-based installations.

As the producing partner, Mad Arts brings unmatched expertise and innovation to the festival. Their ability to manage complex logistics, collaborate with international artists, and execute cutting-edge installations has made IGNITE Broward a premier cultural event in South Florida. No other vendor possesses the specialized skills or experience required to sustain and expand the festival's ambitious vision. Their leadership ensures seamless execution across multiple locations, fostering accessibility and community engagement while maintaining high artistic standards.

In addition to procurement services, Mad Arts pays international artists for their services through this contract.

Mad Arts offers its 50,000-square-foot facility in Dania Beach as a location for IGNITE Broward events, workshops, and exhibits, eliminating the need for additional venue contracts.

III.COMPARATIVE MARKET RESEARCH

Cost Analysis for Alternate Vendors:

Art Curation and Production - $5,000 - $25,000 per exhibition - Includes artist fees, production materials, and curation expertise.

Installation and Technical Execution - $960 - $5,000 per installation - Costs depend on complexity (e.g., projection mapping, AV integration)

Logistics Management - $10,000 - $50,000 per project - Covers multi-venue coordination, transportation, and technical support.

Event Expansion Support - $5,000 - $20,000 per project - Includes community engagement initiatives and accessibility enhancements.

Quality Assurance - $1,500 - $5,000 per project - Ensures compliance with safety standards and high artistic quality.

Mad Arts offers integrated services at a streamlined cost due to its specialization in immersive art installations and prior experience with IGNITE Broward. Alternate

vendors may require multiple contracts for different aspects (e.g., curation, logistics), increasing overall costs by 20-30% due to fragmented responsibilities and cause coordination challenges.

Potential Savings with Mad Arts:
- Reduced administrative overhead by working with a single vendor.
- Expertise in projection mapping and interactive art ensures higher quality and fewer technical issues.
- Familiarity with local venues and regulations minimizes logistical risks.

GEN2130676F1 - Request for Information: Co-Producer for IGNITE Broward Art & Light Festival

BPRO Electronic Procurement System Back to list

Project Details

Project: Request for Information: Co-Producer for IGNITE Broward Art & Light Festival

Ref. #: GEN2130676F1

Department: FASD - Purchasing

Type: RFI

Status: OPEN

Open Date: Jul 23rd 2025, 10:30 AM EDT

Questions Due Date: Jul 25th 2025, 5:00 PM EDT

Contact Information: Ecaterina Suli-Wolf (Primary), Latoya Clark-Forbes (Alternate), esuli@broward.org lclarkforbes@broward.org

Close Date: Jul 30th 2025, 2:00 PM EDT

Days Left: 8

Contract Duration:
Not Applicable (RFQ/RFI)

Contract Renewal:
Not Applicable (RFQ/RFI)

July 2025 prev next

Sun	Mon	Tue	Wed	Thu	Fri	Sat

Bid Validity:
Not Applicable

Bonding Required:
No

Total Amount of Pass-Thru Allowance (Initial Term or Fixed):
0

OESBD Designation Goal Participation Type (Non-Multi):
No Goal

OESBD Designation Goal Participation Type (Multi):
No Goal

Goal Assigned Percentage (0 if No Goal):
0

Public Works/Construction:
No

Project Description:
This Request for Information (RFI) (Notice of Intent to Designate Sole Source) is to determine if the specified commodity or service is available from multiple providers, or if an alternate commodity or service is available that would meet the County's needs. This is not a request for pricing or a purchase commitment.

The following commodity or service is thought to be available from only a sole source (or reasonable source) and is the only commodity/services that meets the County's needs:

- Co-Producer for IGNITE Broward Art & Light Festival

The Broward County Cultural Division invests and promotes the arts and culture sector, and the creative community. Additionally, the Cultural Division offers grants to cultural organizations and artists, manages the County's Public Art & Design Program, and advances the creative sector through community engagement programs, special events, and capacity-building opportunities.

In line with promoting and supporting South Florida's creative community and economy, the Cultural Division and Mad Studios, also known as Mad Arts (Mad Arts), have co-produced the IGNITE Broward Art & Light Festival (IGNITE Broward) since its inception as Light in the Night in 2021. IGNITE Broward is a free, family-friendly art and light festival which features cutting-edge public art experiences that fuse innovation, sound, and interactivity. To date, IGNITE Broward is held at several Broward County cities: Fort Lauderdale: Esplanade Park + Riverwalk; Dania Beach, and Hollywood: Arts Park at Young Circle, attracting over 80,000 attendees annually.

The Cultural Division is seeking Reasonable Source approval to Mad Arts to continually serve as the producing partner for IGNITE Broward as their unique expertise in producing immersive art experiences makes them essential to IGNITE Broward's success and its future as a premier cultural event in South Florida. To ensure the successful execution and continued growth of the festival, Mad Art's scope of work includes, but are not limited to:

1. Art Curation and Production
   - Collaborating with local, national, and international artists to curate a diverse lineup of immersive art installations.

   - Designing and producing large-scale projection mapping, interactive light sculptures, and sound-based art installations tailored to each venue.

2. Installation and Technical Execution
   - Managing the installation and deinstallation of all art pieces across multiple locations.
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   - Ensuring seamless execution across all venues by managing timelines, resources, and technical requirements.

4. Event Expansion Support
   - Innovating new ways to enhance accessibility and community engagement through cutting-edge technology and design.

5. Quality Assurance
   - Maintaining high artistic standards while ensuring safety and compliance with all local regulations.

6. Venue Space
   - Provide venue space serving as a location for IGNITE Broward.

This RFI will remain posted until closing date and time.

Prospective Vendors are requested to provide information regarding their ability to provide the commodity or service described or written explanation or other documentation contesting the proposed RFI designation.

If you are capable of meeting or exceeding the County's requirements for the specified commodity or service, respond to this RFI through the electronic bidding system. Vendor should upload any supporting information in the electronic bidding system as part of its response to assist the County in determining if commodity or service is comparable, is available from multiple suppliers, and meets the County's needs. The Director of Purchasing shall have sole authority in deciding what is comparable.

The Director of Purchasing shall consider such submittals and notify all submitting vendors (thru the electronic bidding system) of the decision whether to designate as a Sole Source/Brand, which decision shall not be subject to objection, protest, or appeal..

Important Events:

Search

Status	Event Name	Location	Description		
ONGOING	Open Date	Online Portal	Posting date for the Opportunity	Jul 23rd 2025, 10:30 AM EDT	N/A
UPCOMING	Questions Due Date	Online Portal	Deadline to submit Questions	Jul 25th 2025, 5:00 PM EDT	N/A
UPCOMING	Close Date	Online Portal	Deadline for Submissions	Jul 30th 2025, 2:00 PM EDT	N/A

Commodity Codes:

NIGP 050 **Art Equipment And Supplies**
NIGP 91886 **Public Art Consulting**
NIGP 96260 **Party, Holiday, and Event Decorating and Planning Services**
NIGP 7150480 **VIDEOS, DIGITAL, PRE-LOADED, ACADEMIC AND PUBLIC LIBRARIES**
NIGP 7158410 **ART**
NIGP 7158510 **ART**
NIGP 7158610 **ART**
NIGP 7158710 **ART**
NIGP 7158910 **ART**

NIGP 9626034 **DECORATING SERVICES, HOLIDAYS, PARTIES, OR EVENTS**

Requested Information:

Listed below are the documents and information needed to complete your submission:

Name		Type	
Vendor's RFI Response	File Type: Any (.*)	Multiple	REQUIRED

Document Takers

Search

Vendors	# Files	Actions
No data available in table		

Interested Contractors

Prime/General Contractors | Subcontractors

Search

Vendors	Contact	Email	Phone	Subcontract Services
No data available in table				

Messages

Public Notices (0) | **Public Q&A (0)**

There is currently nothing to display here.

Submissions and Prime/Subcontractor Interest

You are currently logged in with an account that cannot submit proposals. To submit, you must create a vendor organization.

AKJOHNSTON
EST. 2008

RFP Response

Project:

Broward County IGNITE Festival Co-Producer

Date:

July 29, 2025

Submitted by:
AKJOHNSTON Group, LLC
533 S. Rose Street
Anaheim, CA 92805
(818) 303-6238

j.mitchell@akjohnston.com

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Questions/Response to Scope of Services....6
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Executive Summary

AKJOHNSTON is a unique service provider in the event industry. We maintain a level of rental inventory for events, maintain a eet of trucks, have a large permanent staff and can provide scenic elements built in our own shop in Orange County, CA. Our team works in every major city in the country and has produced events in Europe as well. Over the past 17 years we have grown into a nationally recognized event producer, scenic fabricator, and most recently a licensed low-voltage contractor in the state of California.

Our commitment to hiring qualified personnel and our high retention rate has allowed us to grow the company organically without the need for bank financing or loans. Our company is a financially secure business that intends to be operating for many years to come.

We have been recognized over the years as a Top 10 Producer, Top 50 Fabricator and as one of the Top 100 agencies in the world. However, our success is dependent on our performance for our clients and not on awards. We approach each client interaction as an opportunity to be a strong partner to that client and assist in helping the client realize the key performance indicators that they desire for their event.

From our earliest days of doing small holiday parties to our current client roster which includes theme parks and attractions across the nation, we have never lost sight of the basic credo that drives all of us, the show must go on!

Questionnaire/Response to Scope of Services

Company Information:

AKJOHNSTON Group, LLC
533 S. Rose Street
Anaheim, CA 92805
(866) 212-2192

A/P: ap@akjohnston.com

Primary Contact: John Mitchell, j.mitchell@akjohnston.com, 818-303-6238

Technical Coordinator: Holly Brown, holly@akjohnston.com, 310-850-0860

Qualifications of Firm:

1. AKJOHNSTON has been in business since 2008 as a full-service scenic fabricator, special event producer and activation specialist. In that time, the company has expanded from doing several events per year to doing an average of 300 events per year. From its current corporate headquarters in Anaheim, AKJ employs more than 54 full-time employees who are engaged in fabrication, design, creative and logistics of events for our clients.

   Our current client roster includes large companies such as Disney, Universal Studios, Knott's Berry Farm, Marvel, Netflix, Hulu, Apple TV and many more highly recognizable brands. However, our commitment to producing high quality events is the same for all of our clients regardless of the size of the event.

2. Our Main Office in Anaheim will be responsible for all events at IGNITE. Most of our assets are stored there and for logistics it makes the most sense. Our team will include Holly Brown, Technical Services Manager, who will ensure that all of the equipment is technically working and show-ready. She will also schedule the on-site labor who will operate the show. In addition, our Vice President of Operations, Amado Vasquez will ensure that his team has pulled all of the equipment carefully packed our trucks (we own our own fleet of trucks) and are scheduled to arrive in plenty of time for our on-site crew to load in the show. We will also assign a show producer to your account from one of our many in-house producers, who will remain your point of contact ahead of and on show day.

3. Since 2008, AKJ has been producing large and small scale events that include everything from small trade shows to state of the City speeches, to celebrity fundraisers for clients such as Segerstrom Center and Children's Hospital of

Orange County. By having such a diverse client base, we ensure that our production staff and our producers handle all talent appropriately and manage each event to a successful conclusion. In all of the literally thousands of events we have successfully executed, we have not failed on any show, at any time. Our approach is to make sure each show site is equipped with spare equipment, more than adequate labor forces and our team meets daily to prepare for shows. This approach has allowed us to produce thousands of events.

4. AKJOHNSTON is different from many of its competitors in a number of ways. We own our own fleet of trucks making for ease of deliveries and scheduling. We employ a full time team of technicians who maintain our inventory of rental products, which includes truss, staging platforms, audio and video systems, lighting, décor, furniture, podiums, plants, portable walls and greenery and much more. Most of the other companies who provide similar services employ overhire labor forces who are not full time employees. Our employees are full time, permanent employees who receive benefits and are covered under our policies including parental leave, sick days, paid vacation and much more. We feel this level of commitment to our employees gives us a team that works well together and represents our company, our brand and our clients at a higher level.

Qualifications and Experience of Proposed Project Team

1. **John Mitch Vic r esident Cli nt Services.** John has been in the lighting and events industry for thirty years. In that time, he has worked on events for everything from small non-profits to Presidential Press Events and has been instrumental in running a permanent installation division for AKJOHNSTON. Mr. Mitchell's client and project base include Disney, Knott's, Universal Studios, MGM Grand, Cirque du Soleil, Kennedy Space Center, Smithsonian National Museum of African Art, Shelby County Tennessee, Houston Science Center and F1 Racing.

2. **Ho y Brown, Senior Technical Services Manager.** Holly comes to AKJ having most recently been a Producer and Touring Technical Director for Fever. Her experience includes being a Technical Director at Disneyland and the Disney Resorts, and a stagehand for House of Blues Anaheim. In addition, Holly is a member of the local stagehand's union, IATSE local 728.

3. **Christina Mociler Dir ctor of Production.** Christina has served as our Director of Production for the past three years. She currently manages a team of 10 experiential marketing producers, coordinators and associates and works collaboratively within an ambitious and disruptive turnkey agency with in-house

creative, fabrication, print and operations departments. Focused and driven with a 23+ year career in experiential marketing, event production, customer service, sales and business development. Her work experience spans the marketing, event, creative, retail, transportation, and hospitality industries.

4. **Austin Johnston, .** Austin Johnston is a self-brought entrepreneur whose early experiences ignited a passion-led career into themed entertainment design and build. With no business partners, investors, loans or debt, he has founded and still maintains AKJOHNSTON, a celebrated brand agency for experiential activations; IMMERSED, a new venture for theme park and permanent design + build; and ModDim, an accessible product line for theatrical backdrops. Founded in 2008 as a technical production firm, the collective “AKJOHNSTON Group” has evolved to become an award-winning turnkey firm offering a limitless range of design, production and management capabilities. Housed in over 86,000 square feet across six strategically located facilities from our Anaheim Headquarters to our Los Angeles creative studio - and reaching to our Las Vegas, San Antonio and New York City Studios - we offer our clients local service with international reach. Our Creative teams strategize, develop and design impactful campaigns. Our Production teams transform those bold visions into reality, developing logistical roadmaps and methods to execute the impossible! Our Fabrication department builds world-class experiences from the ground up and is one of the top-awarded fabricators in the industry. Today, Austin is regarded as one of the Top-10 Producers in the world; the fabrication arm has been awarded Top-50 in the world; the agency as a Top-100 firm in the world, and collectively, the Group has landed over 5,000 projects by the Irvine Company for traditional commercial interior design, Warner-Bros., Disney and Universal for themed entertainment design, and Hillstone for interior restaurant fixtures design.

Questions/Response to Scope of Services

1. AKJOHNSTON has a well established cadence for producing events which is documented and used as part of our onboarding of new employees who join the team. In this way, all of our production team members handle projects in the same manner ensuring the success of each event, no matter how dissimilar it may be from other events we have produced.

2. AKJOHNSTON differentiates itself from other service providers by maintaining all of their own equipment and trucks, maintaining OSHA 30 supervisors, training

staff on critical operation of equipment as well as how to handle any situation that may arise during an event (whether it be a natural disaster or a crowd that is out of control.) Having a staff that has worked events from major corporate holiday shows to Coachella, our team is able to provide excellent service, maintain the integrity of the show and never miss a beat.

3. AKJOHNSTON maintains a full time creative department which offers full scenic and lighting design services. Our technical team can execute any design for virtually any technology required (including recently creating the first Disney approved robotic interactive attraction to be built outside of Imagineering). Our lighting design team includes award winning designers who can create and execute any design imaginable.
4. AKJOHNSTON maintains a technical staff that has expertise in projection mapping, lighting design and audio visual integration.
5. AKJOHNSTON maintains a high level of service and artistic integrity while maintaining all local safety standards and protocols. Safety at any event is as important as the client experience and should be as seamless as the execution of the event itself.

ATTACHMENTS

AKJOHNSTON Capabilities Deck, attached

AKJOHNSTON

capabilities + case studies | summer 2025

AKJOHNSTON is a turnkey industry-leader in experiential marketing + production. Our multidisciplinary team of artists, visionaries, planners and technicians partner with our clients to bring brands and stories to life in exceptional ways.



where story meets experience.

Founded in 2008 as a technical production firm, AKJOHNSTON, has evolved to become an award-winning turnkey agency offering a limitless range of design, production and management capabilities. Housed in over 86,000 square feet across six strategically located facilities from our Anaheim Headquarters to our Los Angeles creative studio - to our Las Vegas and San Antonio branches and into New York City - we offer our clients local service with international reach.

Our Creative teams strategize, develop and design impactful campaigns. Our Production teams transform those bold visions into reality, developing logistical roadmaps and methods to execute the impossible! Our Fabrication department builds world-class experiences from the ground up and is one of the top-awarded fabricators in the industry.

From the tried-and-true tradeshow booth, to cutting-edge activations, pop-ups and tours - we are at the intersection of where stories are told through sensory experiences.

AKJOHNSTON

agency capabilities



design + strategy

With an in-house design team, we are able to strategize holistic campaigns, stunts and activations that deliver on diverse KPIs with cutting-edge design that push the boundaries.



project management

As a boutique agency, with all of our sectors under one roof, we are able to manage all aspects of our projects down to the smallest details.



permitting + engineering

With in-house project engineering and partnerships with international engineering firms, we have the ability to design and build with engineer-stamped plans anywhere - you can even find us in international waters.



branding + marketing

Our graphic design team is knowledgeable on multiple web platforms and creates graphic content always in-line with the brand and the brand's focus.



logistics, trucking + warehousing

We are fully transparent about all things production to ensure that every truck, nut, bolt, body and contract is in-place on time!

fabrication capabilities



mill

From hand-crafted to precision CNC, our millwork team takes wood seriously from conceptual organic craftsmanship to commercial prevision parts fabrication, build and finishing.



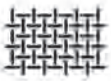
metal

Heavy metal or light metal, whatever you prefer! With a plasma CNC and plenty of handheld metal tools for our talented metals team, we can scale from finite parts to shipping container playgrounds.



print

Dye-sublimated, printed or die-cut? Large or small format? With three machines working all day and night, we know how to pump out quality print that actually matches a Pantone color - we even do it in an environmentally sustainable manner.



specialties

Foam, fabric, acrylic, agricultural and weird stuff we find interesting... we are constantly challenging new materials and substrates that create dimension and enhance memorable experiences in tangible sensory ways!



tech integration

Integration of lighting, video, audio and robotics within our builds is how we nerd out on the weekends. Whether we are talking about responsive scenic, monitors built into everything, or even a 20' robotic claw game... yeah, we do that.

rental inventory



furnishings

Elevate your event with our versatile inventory of bars, counters, tables, chairs, and soft seating options that combine style and functionality. Choose from a wide variety of styles to suit your event theme and atmosphere.



flooring

We maintain a range of flooring solutions including hard, soft, carpet, and rugs to create the perfect foundation for your event space, ensuring comfort and aesthetics, or conserve resources with 80% post-consumer red carpet from recycled water bottles!



decor and set dressing

Tszuj that set with our curated collection of props, decor and set dressing items - from plants, pots, vases, accessories, books, containers, lamps and hedges, we maintain decor items for press junkets, themed sets and scenic moments to fill space!



scenic and wall systems

Create a captivating event layout with our set flats and Aluvision wall systems, providing a customizable and visually stunning backdrop for your event -and using rental systems or theatrical flats saves both cost and environmental resources.



mobile vehicles

Take it to go with our fleet of mobile vehicles! From trailers to vintage Citroen trucks, Bronco's to box trucks, parade floats to carts… we own and operate mobile vehicles and environments that go beyond a food truck - unless you want our food truck, too!

technical capabilities



lighting

Moving lights, pin spots, pixel tubes and uplights - we bring light to both arenas and exhibits. We have an impressive catalog of over one thousand fixtures, and that doesn't even cover the miles of bistro lights and neon!



audio

We turn it up from silent disco to Steven Tyler with experience presenting everything in between! We maintain mixers, mics and outboard gear to create immersive audio within experiential environments all the way up to outdoor concerts.



video

Projection to LED panels (even moving light LED panels)... little screens to massive displays... processing and mapping... content and creative... we have video technologies for any project and purpose.



staging + rigging

Three types of staging in inventory, along with all the accessories to make curved, angled, or fully-custom stage and scaffold solutions. Over a mile of show trussing and rigging gear - all managed with impeccable safety standards.



direction

Tech positions up the wazoo! With in-house designs and programming, we cover staffing from technical direction, stage hands, stage managers, show callers and every A1, L1 and V1 in-between.

media capabilities



content capture + social

Our versatile team excels at capturing and editing captivating videos, from brand films and event recaps to interviews and social media content. Relive the magic through our dynamic content creation.



hybrid and broadcast

Elevate your brand digitally with exciting livestreams, engaging webinars, innovative virtual conferences, alluring broadcasting, and interactive events. We ensure your brand shines!



out-of-home

Whether you need content for a digital billboard, LED screen, or any other type of outdoor display, we have the expertise to create eye-catching visuals that make your brand stand out in the crowded advertising landscape.



web and ux design

Enhance your brand's online impact with our expertise in compelling web design, high-converting landing pages, targeted micro-pages, user-friendly apps, and a customer-centric approach that amplifies user engagement.



special projects

Delve into our specialty projects: AR, VR, games, animation, projection mapping, motion graphics, award submission videos, and behind-the-scenes documentaries. Experience your story come alive with captivating visuals.

environ-
mentality

Sustainability and impact is always a built-in KPI

The AKJOHNSTON team maintains an "EnvironMentality" making conscious shifts in our operation to become greener as we grow. Sure, we source FSC-certified materials, maintain filtration and purification of shop systems, solar and LED-illuminated facilities and a truck fleet less than four years old to address conservation of resources.

In addition, we consider upcycling, recycling and donations to so that scenic and raw materials reach their maximum potential to touch audiences far beyond original usage. Most recently, we began mixing paint in-house to control waste while continuing to find new and unique ways to lessen our impact while executing durable, functional and incredible projects.

We also account for cost considerations about the end of a project at the beginning; allowing our clients to factor in recycling, upcycling and donations holistically. From donation of excess catering to the mulching of food waste; repurposing builds and raw materials or donating sets to charitable organizations, we have done it all to ensure great work for our clients becomes great work for communities beyond our activations' reach!



AUSTIN KNIGHT JOHNSTON
FOUNDER + CEO, AKJOHNSTON GROUP



diversity
+ inclusion

Inclusion is not only our business- it's a core value

Since day one, we have been guided by a diverse team that embraces their culture, heritage and values in every way. We create experiences that capture and are accessible to everyone – and we do that by representing a broad spectrum of persons that best mirror the values of the brands we elevate through experiences.

From the top, our diverse leaders reflect the company we keep being made up of women, persons of color and LGBTQ representation that celebrates and elevates an even more diverse team of idea makers, movers and shakers. As a whole, the snapshot of our company demographics fall within 3% of the representation of physical locations to which we are based.

We believe that inclusion is the real factor here: the acknowledgment of diversity in conjunction with equal opportunities, compensation and advancement of our persons of color, ethnicities, gender expressions and sexual identities across the board so that everyone gets a seat at the table.

We value transparency and are continually audited by the best and brightest clients that will only work with the most inclusionary vendors. While we are always listening and improving, we're proud to be here and embrace these core principles.

AUSTIN KNIGHT JOHNSTON
FOUNDER + CEO, AKJOHNSTON GROUP

CERTIFIED DIVERSE SUPPLIER
SUPPLIERGATEWAY
SG0623116165138Z



TOMS

TOMS x La La Land Kind Pop-Ups

strategy | design | fabrication | print | digital | media

To celebrate the synergy between two purpose-driven brands, TOMS and La La Land Kind Cafe, AKJOHNSTON Group developed and executed a dual-location activation in Los Angeles—Santa Monica and The Grove. Our team led the creative strategy, design, fabrication, and full-scale production of a collaborative campaign that brought both brands together in a seamless, experiential way.

The activation included large-scale vinyl installations, bespoke environmental graphics, and branded assets that reflected the shared values of optimism, community, and creativity. Central to the experience was the TOMS Family Casting Call, a campaign element produced by AKJOHNSTON, including the design and development of a dedicated microsite to support digital engagement and submissions.

From onsite visuals to digital strategy, our team ensured a cohesive brand narrative across every touchpoint. The activation drove foot traffic, expanded reach, and elevated visibility for both brands in high-traffic lifestyle destinations—offering guests a meaningful, interactive experience that celebrated community and connection.

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TOMS
TOMS
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la la land


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UNIVERSAL

"Drop" Premiere

design | fabrication | scenic | print | integration

For the world premiere of NBC Universal and Blumhouse's newest thriller *DROP*, AKJOHNSTON Group transformed the iconic entrance of Hollywood's TCL Chinese Theatre into a cinematic black carpet moment. Our team conceptualized, fabricated, and executed a large-scale arrival experience, anchoring the event with custom vinyl graphics, a step and repeat backdrop and coordinated signage that echoed the film's suspenseful tone.

The activation footprint featured a striking red-and-black motif with sharp diagonal lines and hyper-cropped imagery from the film's key art—inviting guests to literally "step into the drop." Signage referenced "digiDrops" from the film and incorporated NFC tags to drive attendees to the film's website.

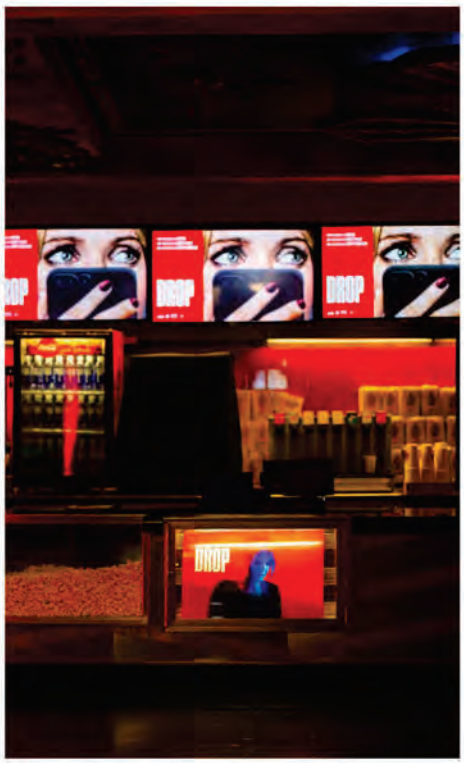
From street-level visibility to premiere photo moments, the space became a dynamic stage for talent arrivals, fan engagement, and high-impact press coverage. The event successfully merged theatrical ambiance with experiential storytelling, amplifying *DROP*'s launch with scale, precision, and style in one of Hollywood's most legendary locations.

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DROP


DROP

BANK OF AMERICA

BofA Octagon US Soccer

design | fabrication | scenic | print | integration | touring

For an electrifying activation at SoFi Stadium, Bank of America and Octagon tapped AKJOHNSTON Group to bring their vision of local pride and national spirit to life during a major U.S. Soccer event. We designed, fabricated, and deployed a vibrant, modular pop-up shop experience just outside the YouTube Theater entrance—merging cutting-edge brand aesthetics with community-driven storytelling.

Anchored by a bold red architectural frame, the pop-up structure served as a dynamic fan engagement zone, complete with custom vinyl-wrapped panels, digital QR activations, and localized content that celebrated LA's diverse small businesses. Branded callouts like "Make LA Strong," "Shop LA Collegiate," and "Try Cactus Foods" invited guests to connect with the community in real time. A sleek, branded vendor cart stood adjacent to the structure, offering flexible touchpoints for sampling, giveaways, or merch pick-up.

This standout build embodied both the scale of a national brand and the intimacy of local connection—activating seamlessly alongside SoFi Stadium's futuristic design. The installation not only amplified Bank of America's presence during the U.S. Soccer match but also highlighted their commitment to supporting the neighborhoods where their customers live, work, and cheer.

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BANK OF AMERICA


BANK OF AMERICA


BANK OF AMERICA







CALIFIA FARMS®

Califia Farms ExpoWest

design | fabrication | scenic | print | tech | integration | touring

For their vibrant presence at the Natural Products Expo, Califia Farms turned to AKJOHNSTON Group to design, fabricate, and deliver a jaw-dropping trade show booth that stopped attendees in their tracks. Every inch of the space was carefully crafted to embody Califia's fresh, plant-powered identity—inviting guests to sip, stay, and experience the brand in full bloom.

The booth featured a grand circular arch crowned with lush florals and tropical greens, creating a picture-perfect centerpiece that echoed the brand's connection to nature and wellness. A glowing overhead halo emblazoned with the Califia Farms logo created unmissable visibility across the convention floor. The tasting bar was fully stocked with their latest product innovations, offering guests complimentary samples in a sleek marble-inspired setup that reinforced the booth's upscale, inviting vibe.

Complementing the tasting experience, the lounge area featured stylish seating and soft wood finishes, offering a moment of calm within the buzzing show floor. Custom vinyl-wrapped structures, illuminated signage, and warm accent lighting rounded out the design. From concept to transport and final install, this activation set the gold standard for engagement, seamlessly blending aesthetic beauty with immersive brand storytelling.

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CALIFIA FARMS
CASHEWMILK
COCONUTMILK
ALMONDMILK
ALMONDMILK




CALIFIA FARMS
15


CALIFIA FARMS
Happy Birthday
15




CALIFIA FARMS

CALIFORNIA OLIVE RANCH

California Olive ExpoWest

design | fabrication | scenic | print | tech | integration | touring

For the Natural Products Expo West, California Olive entrusted us to design and construct a vibrant trade show booth that brought their sustainable ethos and premium product line to life. Rooted in a vision of green architecture and natural elegance, the immersive space invited attendees into a serene olive grove-inspired environment—seamlessly aligning with California Olive's commitment to purity, quality, and the California lifestyle.

The booth featured warm, organic textures that evoked a Mediterranean ambiance. Flowing countertops led guests through branded storytelling moments, while curated tasting stations and interactive touchpoints celebrated the farm-to-bottle journey. Natural light hues, olive tree motifs, and layered greenery created a tranquil oasis amidst the hustle of the convention floor.

This activation not only elevated California Olive's trade show presence but also set a new benchmark for eco-conscious design in experiential marketing—leaving attendees with a fresh, flavorful, and unforgettable impression.

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CALIFORNIA OLIVE RANCH


Natural Products EXPO WEST


CALIFORNIA OLIVE RANCH
EVOO


CHEF'S BOTTLE
Extra Virgin Olive Oil
CHEF'S BOTTLE


rnia EVOO



O Positiv ExpoWest

design | fabrication | scenic | print | tech | integration | touring

For O Positiv's highly anticipated appearance at the Natural Products Expo, we were tapped to bring their bold, empowering brand to life through a fully customized trade show booth that radiated confidence, clarity, and color. From initial concept to flawless execution, our team fabricated, designed, vinyl wrapped, transported, and coordinated a striking booth experience that embodied the brand's playful yet purposeful personality.

The space featured a glowing blush-toned palette with clean, curved lines and vibrant product displays that instantly drew in attendees. Anchored by a dramatic overhead circular canopy and brand signage, the booth created an unmistakable beacon on the convention floor. Sleek counters and bold shelving showcased O Positiv's signature supplement products, while custom graphics and motivational messaging added a layer of interaction and energy throughout the space.

Every detail was tailored to reflect the brand's mission of prioritizing women's wellness—from the soft pink color story to the confident design language of the booth architecture. Seamless vinyl-wrapped surfaces, integrated lighting, and coordinated furnishings rounded out an immersive experience that elevated the brand's presence and left visitors feeling seen, inspired, and curious to learn more.

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OPositiv Health




OPositiv Health
OPositiv Health
Health


#1 Vaginal Probiotic Nationwide
#1 OBGYN




FLO

TACO BELL

Taco Bell | Live Mas Live

design | fabrication | scenic | print | tech | integration | touring

Taco Bell enlisted AKJOHNSTON Group as their experiential partner to host two events in the same day. In the morning, engage and delight market analysts, and at night feed the Taco Bell fandom in an exciting way.

AKJOHNSTON concepted, designed, and built out distinct food experience zones where attendees were able to taste the more than 10 new menu items coming to Taco Bell in 2025.

From taco ice luges, to sauce taps under dripping neon, to a Mexican night market, AKJOHNSTON found new ways to deliver food, and fun to more than 400 fans.

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BROOKLYN



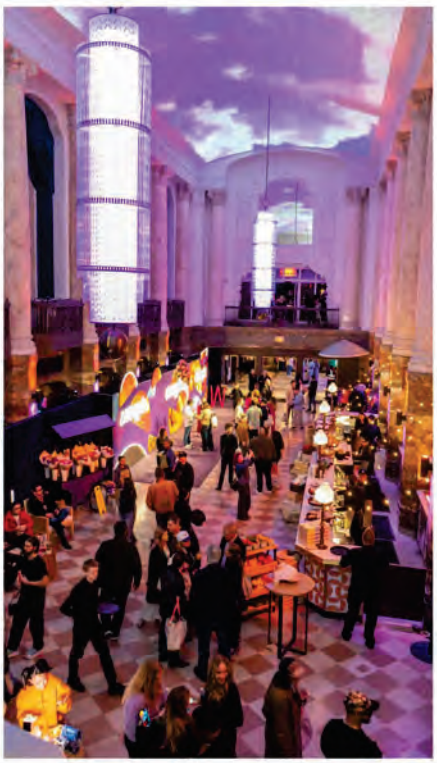

LIVE MÁS






2025






LIVE MÁS
LIVE


CANTINA CHICKEN
ROASTED CORN BOWL



Bloom

Sparkling Energy Launch

design | fabrication | scenic | print | tech | integration | touring

Bloom Sparkling Energy took Austin and Los Angeles by storm with two epic brand activations, packed with energy, creativity, and unforgettable moments! Every detail was designed to bring the brand to life and get people talking!

In Austin, we turned Inn Cahoots into a full-on Bloom paradise! Guests sipped on refreshing Bloom Sparkling Energy, got creative at the charm bar making custom keychains, and shopped exclusive Austin merch—all while a live DJ kept the vibes high and the party going!

The excitement continued in LA, where we took over Carrera Café with more hands-on fun! Guests designed their own keychains, got their hands on limited-edition Bloom merch, and soaked up the electric atmosphere!

From city to city, these activations delivered bold, high-energy experiences that gave fans a taste of Bloom Sparkling Energy like never before!

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Bloom




Bloom
Bloom
Bloom


Bloom
Bloom


Bloom


Bloom

Disney Cruise Line

Disney Cruise Line

design | fabrication | scenic | print | tech | integration | touring

Our in-house scenic painters and fabrication teams collaborated to design and construct intricate props and set elements for Disney Cruise Line's inaugural flagship show, *Treasure Pirate Crew*.

Performing daily and multiple times throughout each voyage, this dynamic production brings the magic of Disney to life on the high seas. Disney Cruise Line entrusted AKJOHNSTON to craft bold, vibrant, and customizable marketing imagery that perfectly captures the show's adventurous spirit, ensuring a captivating experience for audiences at every turn.



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FAMILY TIME
GAME
SHOW

live Kelly & Mark

Live with Kelly & Mark

design | fabrication | scenic | print | tech | integration | touring

Live with Kelly & Mark trusted us to curate the stages for their special Greater Palms Spring segment! By fabricating and utilizing stage decks, custom breeze blocks and semi-permanent backdrops to fully customize each stage, including custom-built stage steps and hedge backdrops!



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HERETICON

Hereticon: Apocalypse Ball

design | fabrication | scenic | print | tech | integration | touring

Founders Fund trusted us to forge the Hereticon: Apocalypse Ball at the Faena in Miami Beach, Florida! Transforming the space into an earthy and Gatsby-inspired aesthetic with sleek decor and detailing, abstract AV lighting, and ambiance that unveils the beauty in the apocalypse—a juxtaposition of elegance amidst decay.

Guests also got to relax and mingle in the lounge, complete with cushioned seating and tour the Seraphim Gallery, where artfully framed Seraphim angels appeared floating in the ethereal space.

Among the decor, a custom-welded and fabricated rotating, LED Seraphim Eye served as the spotlight for the center stage, where professional and renowned accordion player, Pablo de Vincenzo awed the audience with his skillset, costumed dancers created allure throughout the event, and the Innocenti Strings quartet performed classical, modern and pop-rock themed instrumentals.

Throughout the night, guests explored multi-level rooms with hidden themes, speakeasies and more, including The Deserted Church, The Hollywood Speakeasy, the Absinthe Bar, and a Low-Key Disco room. As guests traveled deeper into the amphitheater and discovered hidden rooms and gems, the night served as a feast for the minds...

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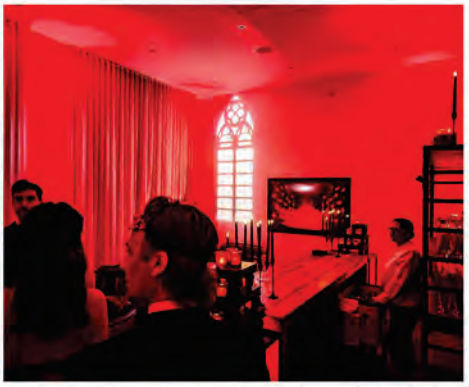














Segerstrom Center for the Arts®

SCFTA | Candlelight 2024

design | fabrication | scenic | print | tech | integration | touring

For the 50th annual Candlelight Concert, Segerstrom Center for the Arts entrusted us to curate, produce, and fabricate a radiant celebration that honored their golden anniversary. The event dazzled guests with mesmerizing performances, stunning art deco-inspired designs, and a show-stopping set by the legendary Elton John, all crafted to reflect Segerstrom's legacy and transport attendees 'Through the Decades.'

The evening featured hand-welded golden photo walls, intricate scaffolding, custom-branded bars, and a breathtaking sunburst LED sculpture that became a beacon of brilliance. Guests enjoyed interactive moments like a custom glass etching station and shimmering photo opportunities, all set against a backdrop of cascading florals and gold reflections. Grand archways guided attendees through a nostalgic journey, culminating in Elton John's unforgettable performance on a centerpiece stage.

The 50th Candlelight Concert set a new standard for event design by blending tradition with modernity, leaving guests with golden memories and celebrating Segerstrom's luminous 50-year legacy in unforgettable style.

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50


50



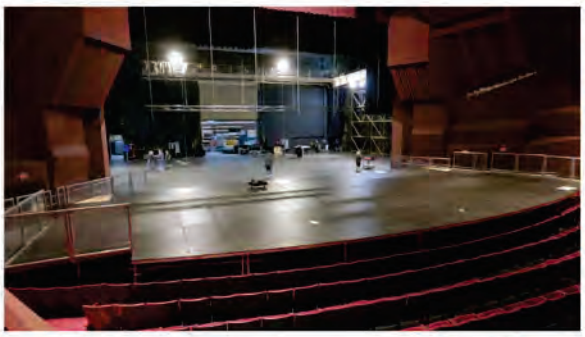


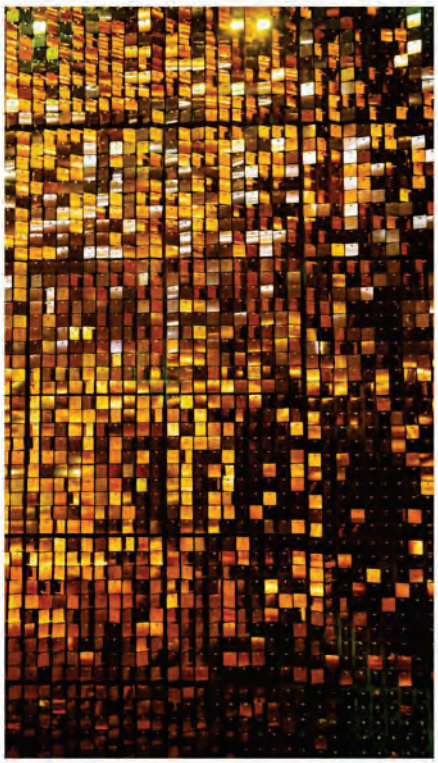





Welcom
To The
50th Annual













ANDURIL

Holiday Party 2025

design | fabrication | scenic | print | tech | integration | touring

Anduril hosted its annual company-wide holiday celebration with a dazzling 007 *Casino Royale* theme! Guests were greeted at a fluted welcome bar crowned with an array of neon arches, setting the tone for a night of sophistication. Luxe lounge areas adorned with gold and metallic arrangements, fabricated LED palm trees, and ornate lighting added to the glamorous ambiance.

The party featured a variety of games—including roulette, blackjack, poker, and craps—alongside playful touches like a whimsical balloon room. Branded photo opportunities throughout the space perfectly captured the luxurious, casino-inspired aesthetic.

Throughout the evening, guests indulged in a variety of sweet and savory treats designed to embody the themes of opulence and playfulness. Inspired by iconic scenes from *Casino Royale*, the custom-built LED Kabuki Hall Food Court offered Japanese and East-Asian-inspired menu items, complete with branded vending machines and a food service counter window.

The journey continued "across the pond" to the London Market, where the cobblestone streets of Borough Market came to life with comforting British classics like fish and chips and English tikka masala. The final stop transported guests to Venice's San Marco Basilica Plaza, featuring fresh produce markets and vendor stands offering caprese salads, creamy polenta, and wood-fired pizzas.

As party-goers finished eating their way around the world, they were invited into the mad scientists laboratory where candies and decadent treats awaited them.

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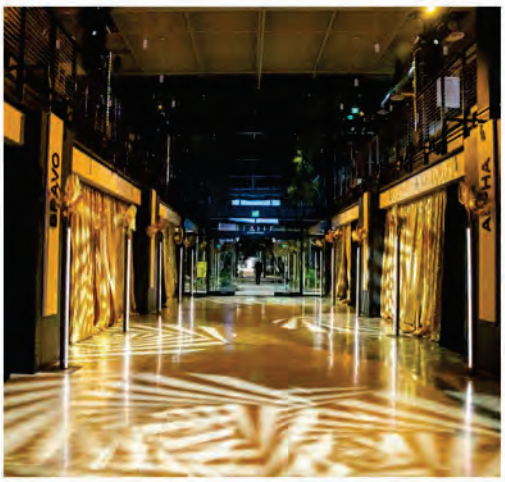





ANDURIL

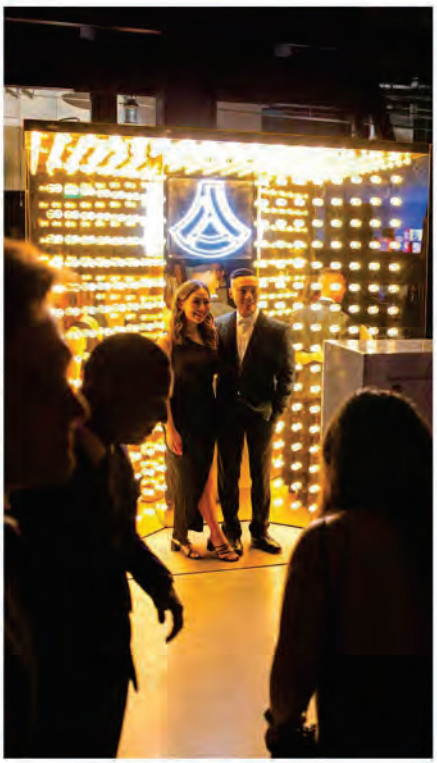



CASINO
ROYALE


BRAVO
ALPHA


LONDON MARKET







FERRAGAMO

Holiday Activation Tour

design | fabrication | scenic | print | tech | integration | touring

Heritage brand, Ferragamo wanted to look back at the Italian houses' own history and bring it to the present for guests to enjoy.

This activation was a national success, being at all the flag ship stores across America, including Los Angeles, New York City, and Miami, as well as Canada.

Custom holiday chocolate carts wow'd the guests as the shops served warm hot chocolate and custom stamped cookies with the iconic 'F' logo and Hug Handbag.

These activations also included a gift wrapping station, just in time for the holidays. Providing this service to emphasize just how luxurious and special a Ferragamo gift is.




FERRAGAMO
FERRAGAMO


FERRAGAMO
FERRAGAMO




FERRAGAMO





Spotify

Spotify Now Playing 2024

design | fabrication | scenic | print | tech | integration | touring

Spotify tapped us to create, build and execute the annual Now Playing soiree, from custom signage like the What's Your Sign Zodiac-themed Bar, stage and set designs, a Viewing Lounge for guests to relax to sweet tunes, a Jam Session Lounge to create custom beats, and more!

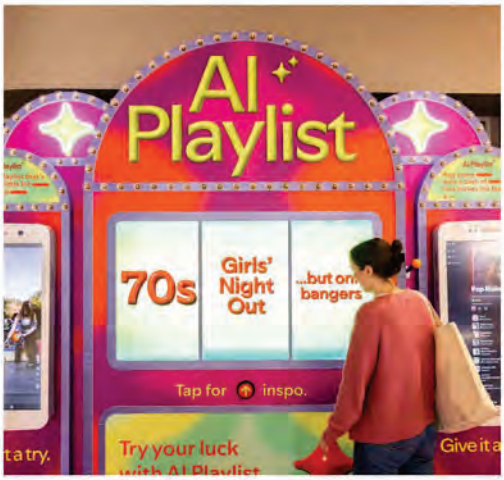
Special musical guests, including Halsey made an appearance, serenading the crowd with her hit songs.

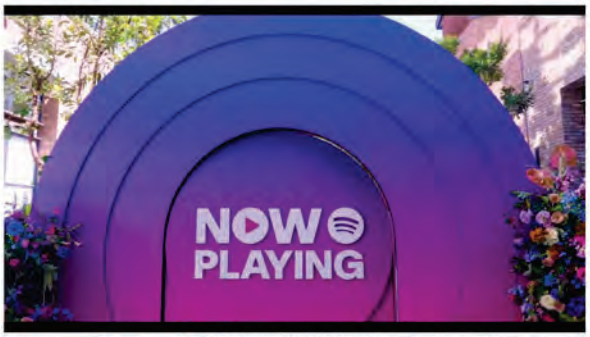
Furthermore, visitors got to take home custom-made keepsakes to remember 2024 with a friendship bracelet making station by Ian Charms, branded Spotify tote bags and sweaters, and custom watches vinyl records, where visitors got to choose their very own design!

To top it off, Pop Up Bagels flew dough from New York City, alongside David Chang, founder of Momofuku, who partnered with 24 Carrots to curate a specialized menu for guests to enjoy throughout the event! As a treat, Erewhon provided a custom Spotify smoothie *just* for Now Playing 2024!



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AI Playlist
70s
Girls' Night Out
...but on... bangers
Tap for inspo.
Try your luck
Give it a


NOW PLAYING


Tell us your Zodiac Sign
"Pour Me A Drink"
We'll pour you a cocktail




daylist


for creators
NOW PLAYING

OMEN

HP Omen at Twitchcon

design | fabrication | scenic | print | tech | integration | touring

OMEN by HP, HyperX, and Infinity Marketing trusted us at this year's Twitchcon in San Diego to create their vibrant and interactive booth! Guests and gamers got to participate in multi-level quests throughout the footprint, finding hidden prizes and experiences at every square inch.

Among searching for secret codes to unlock the Quadcast 2 S beacon, participants got to win specialty products and learn more about the new OMEN Transcend 14 Laptop alongside the Quadcast 2 S!

Photo moments and touch points allowed visitors to experience 2D IRL with the Gamer's Gazette news station, the Command Center, and the Play Together station where gamers can compete in their favorite video games together!

With the design's glow and enticing journey, the booth stayed busy through the entirety of the 3-day Twitcon Convention.

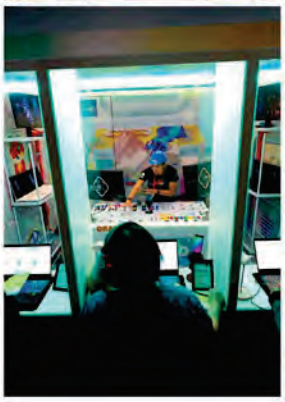


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JOURNEY STARTS HERE
OMEN
intel


GAMERS GAZETTE









pura

Scent the Season

design | fabrication | scenic | print | tech | integration | touring

Pura trusted us to create a fall fantasy with Neighborlily in Nashville, Tennessee, including complimentary branded fall beverages and pastries, Pura merch, and giveaways!

Visitors explored Pura's new fall scents, alongside iconic scent diffusers to enhance the ambiance from their homes, to their cars with cozy fragrances.

Our in-house production, fabrication and creative teams worked to build and execute touch points in every corner, including custom bouquet making and photo opportunities with fall foliage and ambiance throughout the space.

With custom designed stickers, hats, and sweaters, guests also got a chance to represent their love for all things Pura, all while sipping on cozy beverages ☕



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EXIT
pura.


Scent the Season
with Pura


NEST
pura


pura.


STS


STS

THE AFTERLIFE BEETLEJUICE BEETLEJUICE EXPERIENCE

fever

Beetlejuice Beetlejuice Experience

design | fabrication | scenic | print | tech | integration | touring

"It's Showtime!!!"

Prepare to step into Tim Burton's strange, spirited, and visually iconic world of the Afterlife in an all-new, official interactive experience inspired by this Fall's highly anticipated movie "Beetlejuice Beetlejuice". We saved a seat for you at Beetlejuice Beetlejuice: The Afterlife Experience in Los Angeles!

Step beyond the screen and into the Afterlife where everyone's favorite bio-exorcist, Beetlejuice, is dying to meet you! For a limited time, grab your Afterlife Passport and take a seat in the Waiting Room, where you'll be immersed into the strange and unusual world of the Recently Deceased. Featuring recreated sets, interactive entertainment, photos ops, themed food & drinks, and more six-feet-under surprises, this all-new immersive experience brings the upcoming movie to life for fans of all ages. The door to the afterlife is wide open, and you're invited! Get your tickets for Beetlejuice Beetlejuice: The Afterlife Experience in Los Angeles!

Enter the afterlife with Beetlejuice Beetlejuice: The Afterlife Experience. Complete with guests being able to walk into the waiting room before entering our favorite bio-exorcist's underworld.

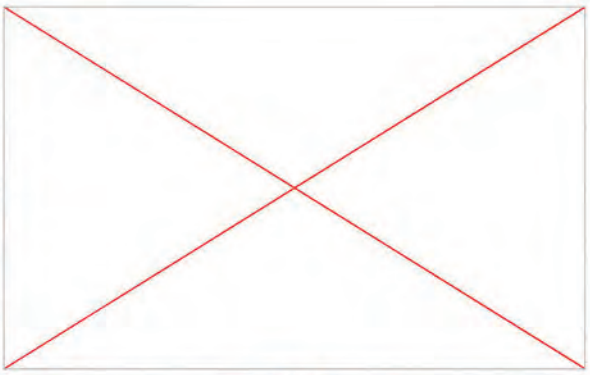
Stepping into the Afterlife, guests got to take home branded Afterlife Passports and greeted by Betelgeuse himself! With photo moments in every corner, visitors got an true Afterlife welcome with special appearances from Miss Argentina, Beetlejuice and even a giant Sandworm sculpture in the Sandworm Museum!

AKJOHNSTON worked with Fever and WBD to bring this 21,000 sq ft. experience to the Hollywood Ovation in Los Angeles. Throughout the activation, Afterlife guests got to sip on branded drinks and grab a bite among the fellow deceased.

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BETELGEUSE
BETELGEUSE




GRUB
AfterLife
DINER




NO EXIT






BETELGEUSE
BETELGEUSE



MARVEL STUDIOS

TVA

D23 Walkthrough Experience

design | fabrication | print | production | technology

Welcome to your new future, past and present working at the Time Variance Authority! Start your journey into the Marvel Cinematic Universe and explore the iconic TVA to interact with characters through time doors such as Rocket, The Avengers, and Deadpool and Wolverine!

More than 6500 new employees of the TVA were processed, welcomed by a custom-animated Miss Minutes Pepper's Ghost Effect, and toured through the 11,000 sq ft facility (the largest experiential space at D23).

Each time door offered a look into key moments in the MCU, and featured unique elements of projections, LED visuals, props, audio, and even a Rocket motion-capture room to transport the viewer across time and space. Break the rules and enter a time door, stepping onto the Witches' Road, teasing an unreleased *Agatha All Along* before safely arriving back at the TVA and receiving your new employee badge.

AKJOHNSTON worked with teams from Marvel Franchise, ILM, and StudioLab, and fabrication methods like millwork, metalwork, foam sculpting and fiberglass to bring the TVA to the ACC.

"It was awesome." - Kevin Feige, CEO of Marvel

"[Marvel's] best work yet." - Ryan Coogler, *Black Panther* Director

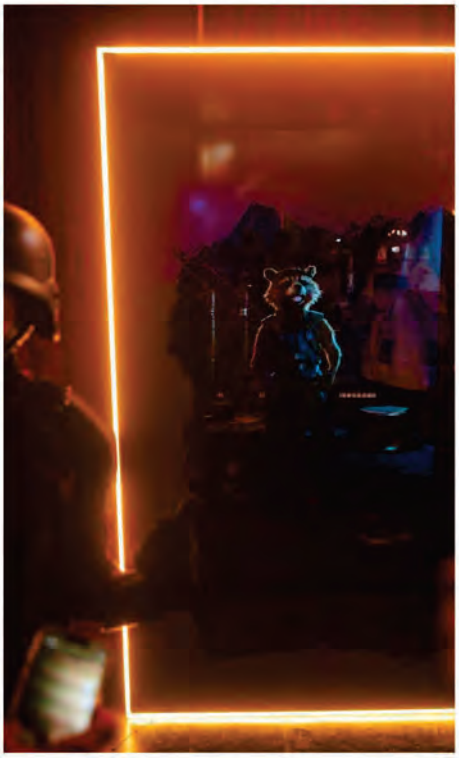
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REPAIRS & AD














PIES




TIMS VARIANCE AUTHORITY
ARCHIVIST
AUG 2024







Disney Junior

Play Park Experience

design | fabrication | print | production | permitting

Discover the Magic of Disney Branded Television with our unforgettable interactive "walk in the park!"

We had the honor of partnering with Disney Junior to bring their vision to life through a captivating, multi-level interactive space designed for both children and parents. This dynamic area was packed with unforgettable experiences, from exhilarating character meet-and-greets to a vibrant light-up dance floor that had kids dancing with joy. Our space also featured a delightful open play area and engaging Montessori games, ensuring endless fun for everyone!

Highlights of our Disney Jr. Activation included Mickey Mouse Club LED Dance Floor: A dazzling, interactive dance floor that lit up with every move! Ariel's Musical Grotto: A reimagined undersea adventure that enchanted visitors with magical melodies. Building Blocks of Play: A colossal play area that sparked creativity and imagination.

Our talented in-house creative, production, and fabrication teams went above and beyond to make this event extraordinary. We brought to life custom dimensional prints of beloved characters like the SuperKitties and Bluey's family, who couldn't be there in person. Plus, our interactive screens allowed guests to wave at even more characters, adding an extra layer of excitement.

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Disney Jr.
X
O


Disney Jr.


Disney Jr.


Disney Jr.
LET'S PLAY!


Disney Jr.

ESPYS Awards After Party

design | fabrication | print & graphics | production | logistics

ESPN returned tapped us to custom build and fabricated the After Party of the season! Utilizing our in-house fabrication, production and events teams, we turned the Roosevelt Hotel into an eclectic night of dancing and fun for all guests attending.

Upon arrival, guests passed through a streamlined step & repeat with forced perspective. Neon-accented walls and a skeletonized ESPYS lockup in neon delivered a powerful initial impression, seamlessly transported guests into the Garden of Icons for over 1,200 athletes, celebs and VIPs!

Rising 18 feet into the night sky, banners showcased athlete schematics against the golden ratio along the perimeter. The covered pool transforms into an elevated dining lounge and dance floor. Organic floral arrangements seamlessly merged with the lush surroundings, culminating in the creation of the Garden of Icons.

Within the event, including Simply Spiked Sponsored bar service, photo moments, and transforming the event room, pool and garden spaces into a radiant dream, were photo touch points in every corner - all while guests danced the night away with tunes from DJ Miss Ninja and even a special performance by Grammy nominated GloRilla!

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ESPYS
ESPYS
AFTER PARTY

GT's

GT's "Feel the Synergy" Summer Series

design | fabrication | print | production | technology

We brought the 'synergy' ⚡ with GT's Living Foods this summer! By custom designing, crafting and building the iconic Synergy Stage and atmosphere for their Summer Concert, GT's music campaign was made vivid.

Our custom mirrored stage covered the pool, creating a focal moment for performing artists and photo opportunities. The serenity florals of the outdoor lounge were filled with influencers and artists alike, all enjoying sounds from musical performances by Baltimore native, Chelsea Jordan and multi-instrumentalist recording artist and producer, NoMBe. The energy couldn't have been higher while sipping on tried-and-true Synergy Kombucha flavors all evening long!

As visitors weaved through the event, a custom bracelet-making station was set to make friendship bracelets and vibrant photo walls were set up for all the iconic personalities floating through. We custom welded and fabricated a 'Find Your Flavor' booth station, which read the aura of the person as they stepped inside, giving guests a fun-filled flavor reading!

From the electric music-inspired welcome moment, through the flavorful entrance tunnel, Synergy flavors were highlighted and transformed into a meaningful musical initiative for GT's Living Foods.

Strategically placed in the Hollywood hills, 200 plus attendees enjoyed the scenic views of Downtown Los angeles while enjoying over 600 bottles Kombucha.

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TO BRING US
TOGETHER
SYNERGY
raw kombucha


SYNERGY
raw kombucha


SYNERGY




SYNERGY
raw kombucha


GTs
SYNERGY
raw kombucha

Barbie Movie Premiere After Party

design | fabrication | print & graphics | production | logistics

Step with us into the magic of Barbie Land!

Picture this: a sprawling 60-foot inflatable, a giant rotating Barbie "B", and a mesmerizing DJ booth featuring an exclusive performance by the iconic Mark Ronson. Our interactive photo moments invite your guests to immerse themselves in Barbie's vibrant universe, while the original Barbie pink Corvette and authentic film costumes add a touch of Hollywood glamour.

Our expert team at AKJOHNSTON handles everything seamlessly—from managing both internal and external vendors to orchestrating lighting and sound, and bringing every fabricated element and creative design to life. We started with an exclusive pre-release viewing of the movie to ensure every detail aligned perfectly with Barbie's world.

With over 2,500 guests, this became the largest premiere after-party in WB history! We also balanced the presence of fourteen sponsors in the space by creating holistic and additive opportunities for Xbox, American Express, Mattel, Ruggable, O-P-I and others at the after-party!

Take a look at the recap video we produced HERE!

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Barbie


Barbie




Barbie



LIONSGATE

BORDERLANDS

World Premiere & Fan Experience

design | fabrication | print | production | permitting

Tasked with the unique challenge of producing two events in the same space to celebrate its fans and stars, our teams hit the yellow carpet running to turn the iconic Chinese theater into Pandora's wasteland for the single-day premiere!

First, we opened to fans and the gaming audience at an exclusive party and experience in the forecourt. Here, we featured in-world fun with a themed Hi-Striker run by our cast FKA Psychos! Or throw a bomb-bunny at the "urine" filled dunk tank as foul-mouthed figures berate you and your aim.

Of course, Moxxie's bar was also recreated with an exclusive happy hour by Ballantine's and small bites from Hart House right on the carpet. At five o'clock, we then flipped the space to allow for Hollywood talent arrivals in lane closure to walk the carpet with over seventy (70) press outlets, photogs and standups.

To top it off, we integrated Ballantine's Whiskey, the new Ford Explorer, Hart House, A2, Gearbox, 2K Games and Lionsgate partnerships to deliver a ton of brand power in a small space while never leaving the Planet of Pandora!

Collectively, we kept it in-world and on-tone to immerse guests and media into the experiential world with duality and high-impact for 1,100 IRL and millions with our media and digital impact that was amplified by our presence, leading to 22,000 concurrent live viewers of the carpet and the VOD received over 500,000 views in 24-hours!

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BORDERLANDS
gearbox
LIONSGATE
CL4P-TP


BORDERLANDS
CL4P-TP


BORDERLANDS
WARNING
NO ENTRANCE HERE


IMAX
gearbox
LIONSGATE




BORDERLANDS

YouTube

Vidcon 2024 - YouTube Creator Stadium

design | fabrication | print & graphics | production | logistics

Creating the ultimate content creator sports experience for Youtube at VidCon!

At the heart of the experience was a vibrant, colorful running track that served as both a focal point and an Instagram-worthy photo op. Guests relaxed and networked in our sleek, stadium-inspired suite, where every detail channeled the thrill of VidCon Anaheim. Adding to the excitement, YouTube experts roamed the arena, sharing invaluable tips on how creators can elevate their channels, harness powerful tools, and connect with their audience like never before.

Games were hosted to test attendee knowledge and skills with iconic games like Flip Cup. Meanwhile, our innovative locker-room-inspired shopping experience offered exclusive merchandise from YouTube stars like Vanoss Gaming, Brooklyn and Bailey, Brittany Rose, The Fitness Marshall, and By Chloe Wen. It was a slam dunk for fans eager to bring a piece of the experience home.

This high-scoring activation was a celebration of the YouTube creator community. Designed to inspire engagement and ignite buzz, it highlighted the endless possibilities of creating content on YouTube.

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COURTSIDE CLUB
Partner Program
YouTube
#YouTubeLatino


TRAINING CAMP


SERVING


CHALLENGE ACCEPTED



HOT TOPIC

Hot Topix x Social Collision - Xochitl Gomez

design | fabrication | print & graphics | production | logistics

Hot Topic trusted us to transform their storefront at the Ovation Hollywood into a 2-kool-4-skool private shopping experience!

Taking inspiration from the Back to School collection and Social Collision Chief Style Officer, Xochitl Gomez, we gave the space a makeover with school mainstays like composition notebooks, chalkboards, and locker banks.

Rounding the event out was a themed menu featuring items like a sunbutter and jelly "uncrustables," juice pouch mocktails, and a picture-day photo booth.



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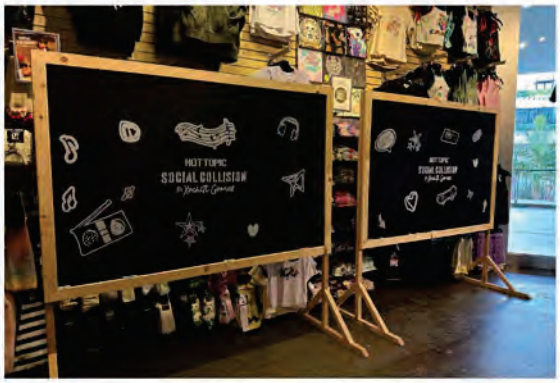

HOT TOPIC
SOCIAL COLLISION


HOT TOPIC
SOCIAL COLLISION
By Xochitl Gomez








HOT TOPIC
SOCIAL COLLISION

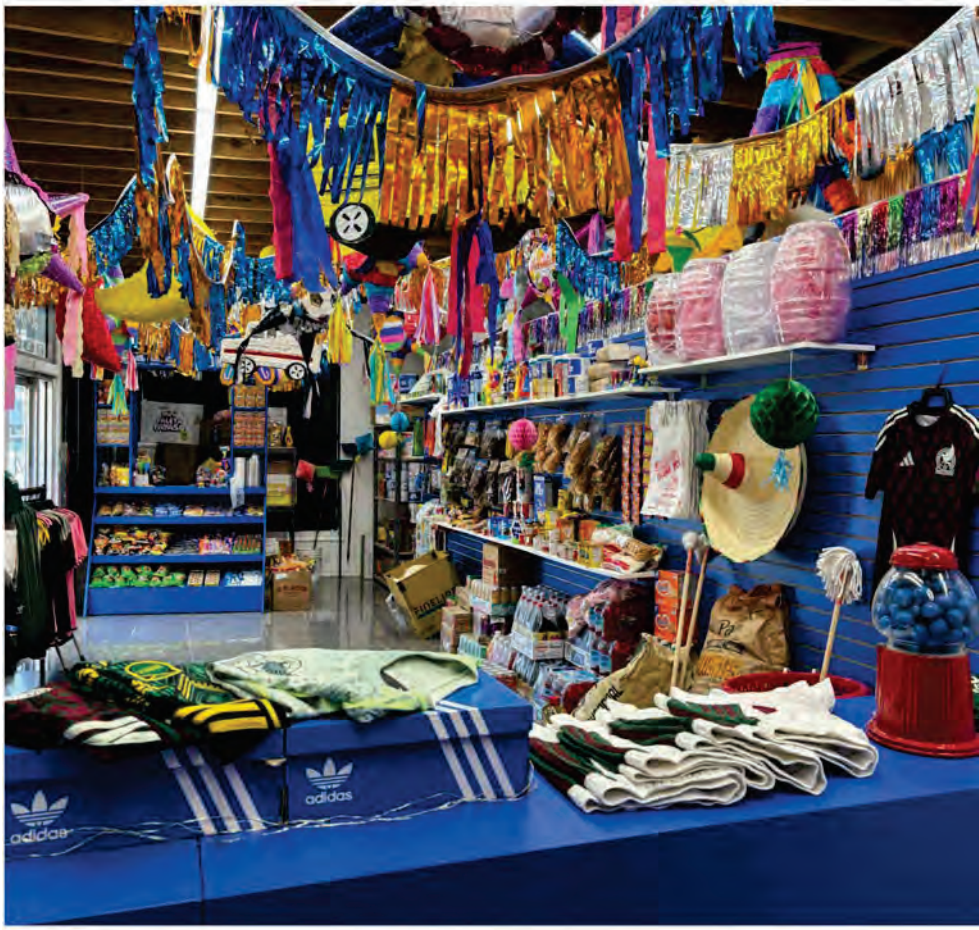
SHOEPALACE

La Tíendíta Shoe Palace x Adidas

design | fabrication | print & graphics | production | logistics

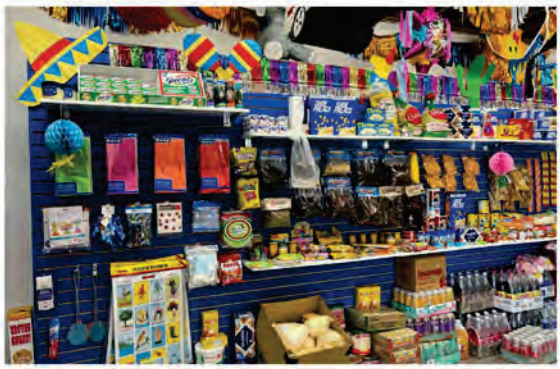
Shoe Palace trusted us to curate and build a la tíendíta in celebration of their Adidas collaboration with Copa América.

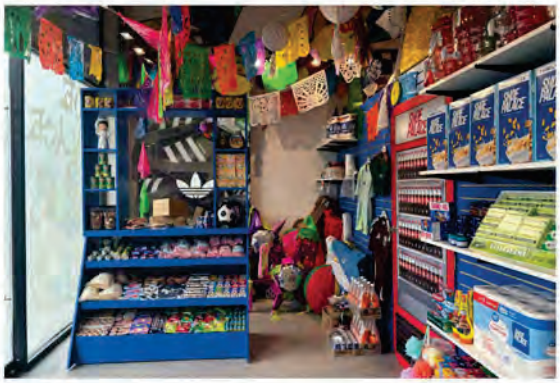
With custom-designed elements such as vinyl wrapping Shoe Palace stores in Los Angeles and San Jose to nod towards the iconic la tíendíta decor, complete with Copa América's jerseys and shoes for guests and visitors to shop all things soccer!



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AS SEEN
La Tiendita
LOST AND FOUND







Disneyland

Bard Droid: Fire of the Rising Moons

design | fabrication | automation | lighting | fx | integration

"May the force be with you", or in our case, the force was with us when creating a fully functional mechanical, mobile android for Star Wars Galaxy's Edge at Disneyland!

This endeavor involved constructing the droid from the ground up, meticulously designing and assembling each component to ensure it moved and behaved just like its movie counterparts. The process included extensive programming to enable realistic motion and interactions, capturing the essence of the beloved Star Wars universe.

Additionally, each piece of machinery was hand-painted to achieve an authentic, film-accurate appearance, which blended beautifully with the Star Wars universe and firework show!



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HOT TOPIC

Hot Topic x Billie Eilish

design | fabrication | print & graphics | production | logistics

In celebration of Billie Eilish's newest album launch, *Hit Me Hard and Soft*, we transformed Hot Topic's flagship store at Ovation Hollywood into an ocean blue dream!

With a 4 day notice to bring *Hit Me Hard and Soft* to Hot Topic, we custom vinyl wrapped the walls and cash wrap, while Billie-merchandise tied in the elements. And, what's an exclusive pop-up without iconic photo moments? We custom built and immersed guests with a photo booth, where visitors can photograph their own iconic Billie album cover!



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HIT ME HARD AND SOFT


HOT TOPIC
HOT TOPIC
BILLIE EILISH




HIT ME HARD AND SOFT





pura

Pura

design | fabrication | print & graphics | production | logistics

We collaborated with Pura to create an activation that definitely drifted guests and visitors into waves of serenity and beach-ful vibes! Our in-house creative, print, production, and operations team transported all the sun-kissed details from the west coast to sunny Florida, where visitors and guests got a chance to spin the customized prize wheel, and take home Pura-branded goodies.

Pura invited existing customers and potential new customers to come experience their fragrances and their new Pura device! Activating in Jacksonville, Florida on the beach and in Seaside at the infamous Bud and Alleys, we had a constant flow of guests through the space.

In both locations, we had a line of 100 people that were gifted a goodie bag of products while we did a press hour, prior to live. All items were custom fabricated and traveled as once piece to follow quick install timelines, all venues were booked and managed by AKJ, as well.




pura


pura
TAKE ME
THERE


pura
pura
pura
pura
Perfectly Peach
Perfectly Peach
Tropical Berry
Tropical Berry


pura
Focused




Energized

VANS

VANS Ave 2.0 Launch

fabrication | tech | print & graphics | production | logistics

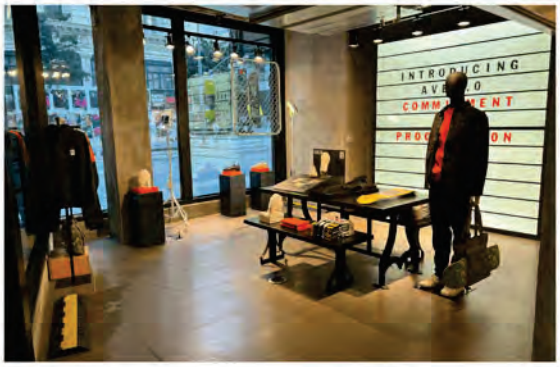
Vans tapped us to help celebrate Ave's brand new shoe launch: Ave 2.0! Dedicated to the world of skateboarding, Ave worked closely to the development of this iconic skate shoe.

We custom built and designed the iconic history walls - showcasing the history Ave has with Vans, up to the present. The Hero Product display highlighted the shoes' new specs and visualized a new gamechanger to the skateboarding world.

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INTRODUCING




INTRODUCING
AVE 2.0
COMMITMENT
TO
PROGRESSION

HYUNDAI

Hyundai St. Patrick's Day Float

design | fabrication | print & graphics | production | logistics

So proud to have collaborated with Hyundai Motor America and Hyundai Motor Group Metaplant America (HMGMA) at the 200th Anniversary of the Saint Patrick's Day Parade in Savannah, Georgia.

Our debut at this historic parade was a resounding success, and it was truly delightful to witness everyone's enthusiasm for the parade float we meticulously designed and produced. This mobile brand experience showcased Savannah's iconic landmarks, and our design, fabrication, and production team devoted months of hard work to ensure every detail was perfect.

Check out the recap video HERE!



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tv

Apple TV | Palm Royale Premiere

design | fabrication | print & graphics | production

Palm Beach meets Beverly Hills. Two iconic bastions of wealth and status converged at the Samuel Goldwyn Theater (itself a part of Hollywood's legacy) for an evening at the most exclusive private club in town, The Palm Royale. Taking inspiration from the series, the venue was awash in pinks and greens, with free-flowing grasshoppers and martinis for the well-heeled. AKJOHNSTON brought Apple TV+'s designs to life in partnership with Rock Steady to create an in-world celebration of the new series.

The Palm Royale cast, including Kristen Wiig, Allison Janney, Ricky Martin, Josh Lucas and Kaia Gerber made an appearance on the pink carpet - making the premiere even more spectacular to celebrate the release of the series!



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tv+


Palm Royale


tv+


tv+

CYMBIOTIKA

Cymbiotika San Diego Open

design | fabrication | print & graphics | production

Cymbiotika tapped us to curate, design and build an immersive experience for guests and visitors at the San Diego Open 2024! One of the active tennis courts at Barnes Tennis Center in San Diego had a full transformation into a branded lounge area, complete with fun mini-games and photo moments for all to stop by and hang - Cymbiotika style!

The 2024 San Diego Open for Women's Tennis attracted many tennis legends, along with their support teams who absolutely loved indulging in a refreshment while lounging at the Cymbiotika VIP Lounge all week long.

Would you like to see more of the lounge? Check out the video HERE!



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"PRESSURE IS A


CYMBIOTIKA

NETFLIX

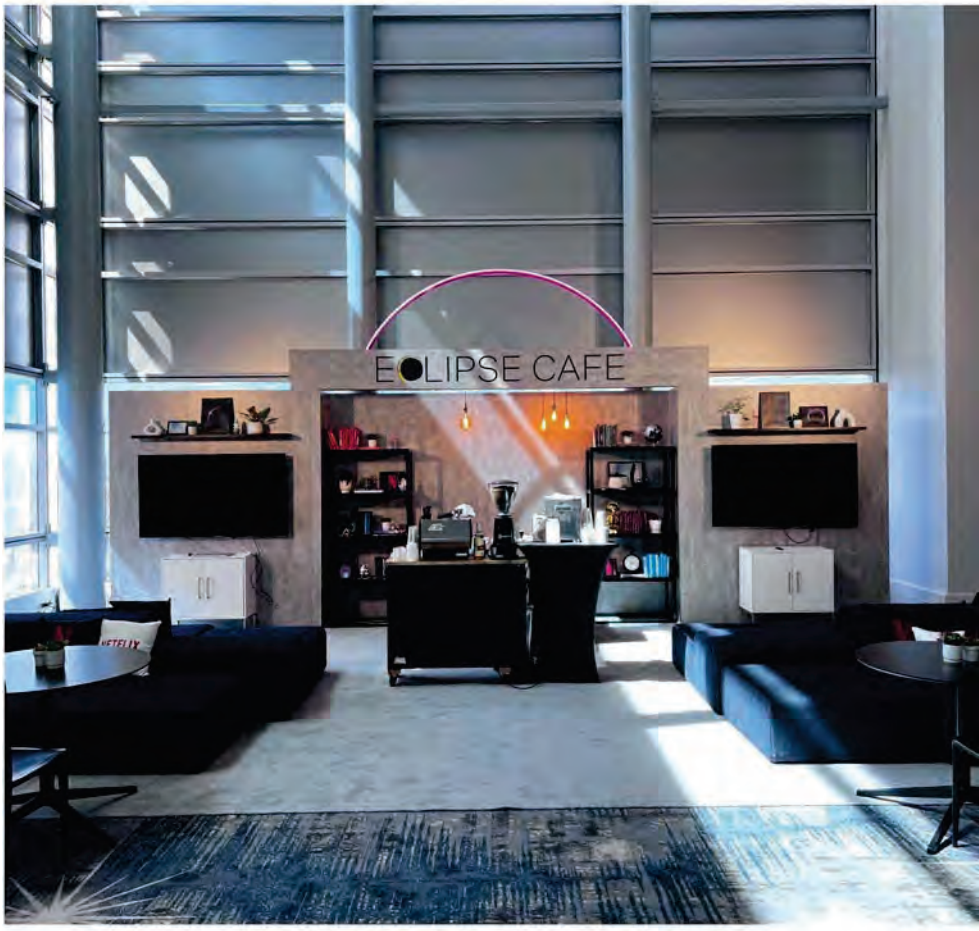
Netflix ABR

design | fabrication | print & graphics | production

Netflix ABR was an internal conference, inviting employees from across the world to learn and grow within their careers, as well as improve their adaptive bitrate algorithm.

Netflix tapped us to curate, create, and build lounge areas, as well as an iconic and customizable moving typography wall - showcasing the work of internal departments to create more internal stakeholder buy in. We also created LinkedIn motivation boards for Netflix employees to read and learn more about the University Advocacy Network (UCAN).

We brought in our AKJ Media team for Netflix employees to receive complimentary headshots because everyone should have a picture-perfect and confident photo to succeed in their future endeavors.



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EXPRESS YOUR FANDOM


HOPE WE MAKE IT
OUT OF ABR
IN
ONE PIECE
-NOW ON NETFLIX-


NETFLIX



PUMA

PUMA Golf

design | fabrication | print & graphics | production

PUMA Golf reached out to us to create a golfer's dream! Fully transforming our customizable truck in iconic PHANTOM Nitro-green, we crafted and brought an immersive experience straight to Santa Monica, California.

Guests and visitors got to sip on branded matcha while scoping out PUMA branded items, winning free swag, and all while playing a friendly game of skee-ball! Even top professional golfers, Rickie Fowler, Kyle Berkshire, J.J Spaun, Chase Johnson and Adam Svensson stopped by to sign merchandise and hang out with fans!



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GET A GRIP ON GOLF.


PHANTOMCAT
NITRO


ON GOLF.

BOSS

BOSS F1 | Grand Prix Las Vegas

design | fabrication | print & graphics | production

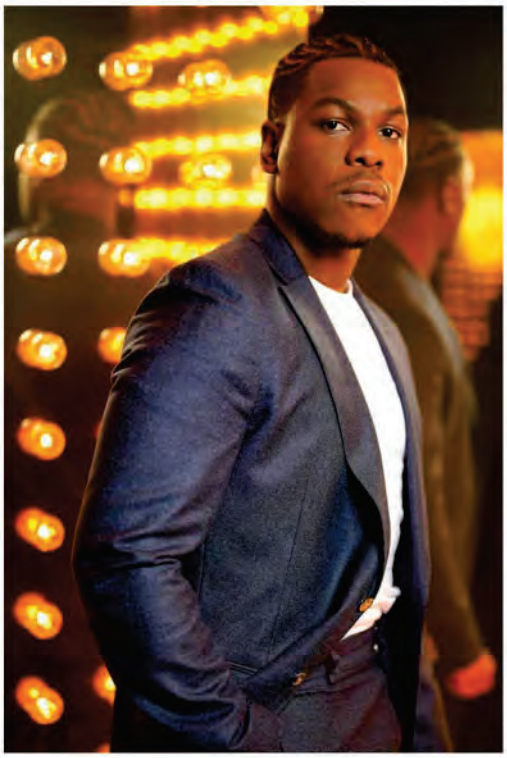
Thrilled to join forces with BOSS at the electrifying F1 grand prix in Las Vegas.

We custom-built and set up the Las Vegas sign for BOSS, as well as the infinity light bulb wall that really lit up the BOSS F1 dinner at the Hakkasan MGM! Even Colin Kaepernick, Anthony Mackie, and Trinity Rodman stopped by for a photo session!

A privilege to have been chosen as the pitstop crew for this exciting occasion!

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rare impact fund

Rare Impact Fund

design | fabrication | print & graphics | production | logistics

We had the privilege of collaborating with the esteemed teams at CANDICE&ALISON and Rare Beauty for the remarkable Rare Impact Fund benefit. Our team worked tirelessly to transform NYA Studios in LA into a vibrant and colorful setting, adorned with an array of beautiful red and pink elements. Every detail, from the stage to the bars, entrance, claw machine, and various photo opportunities, was carefully curated to enhance the experience for attendees and partners, including Sephora and TikTok.

At the heart of this event was the Rare Impact Fund, an initiative focused on destigmatizing mental health and ensuring that young people can readily access the necessary resources. The fund aspires to raise an impressive $100 million over the next decade, directing these funds to organizations dedicated to fortifying mental health services and education for the youth.

We were honored to contribute our expertise to this extraordinary event and wholeheartedly support this inspiring initiative.

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rare impact fund
benefit


impact fund


make a
rare impact


TikTok


re Beauty

BANK OF AMERICA

Bank of America x (RED)

design | fabrication | print & graphics | production

In the heart of Bryant Parks annual Winter Village, we partnered with Bank of America and Octagon to create the (RED) Holiday Edit to support (RED)'s fight to end AIDS and provide treatment, testing, and healthcare in areas it is not currently available.

Visitors were invited to interact in the Empow(RED) living room space and a Questions Answe(RED) Help Desk. Guests were given the chance to win a branded coffee mug or keychain while they shopped and explored the space.

Additionally, throughout the park, dedicated street teams were serving hot chocolate to attendees and park-goers alike, further promoting Bank of America x (RED)'s mission.

We thoroughly enjoyed being a part of this special project!

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RED


BANK OF AMERICA





Disney WISH

Disney Wish In-Park Synergy Promo

fabrication | lighting + fx | print & graphics | production

In our specialized workshop, our skilled team meticulously crafted and assembled a captivating photo opportunity for guests and princesses to enjoy at Disneyland in Anaheim. From the hand-built wooden frame door to the carefully painted titles with a mosaic-esque flair, each detail was handled with precision and care. The result is a unique installation that goes beyond mere functionality, transforming into a work of art that stands as a testament to our commitment to excellence.

This bespoke photo opportunity now proudly awaits visitors at Disneyland, offering a delightful and immersive experience for all who enter its charming wooden frame. Visitors were able to meet characters from the Wish film and create content for social media.



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SPOT HER®

Spot Her Truck

design | fabrication | print & graphics | production | logistics

Using our own rental inventoried vintage Citroen truck, this activation was a mobile catalyst for sparking meaningful conversations and fostering a sense of community surrounding cancer and Women's health issues. This specially designed truck embarked on a journey across the United States, making stops in prominent cities like NYC, Washington DC, Philadelphia, Atlanta, and New Jersey.

Intriguing and informative messages about endometrial cancer adorned all sides of the vehicle, inviting visitors to delve deeper into understanding this important health concern. To enhance the truck's approachability, the exterior was adorned with dreamy blush, pink, and coral tones, complemented by faux florals that lent a soft and inviting touch to the Citroen. Giveaways for this activation included custom branded fanny packs, informational pamphlets, photo takeaways as well as branded hand mirrors.

This truck was activated at a multitude of venues including trade shows, streets fairs and on private campuses.

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RENTAL






I'm ready to
spot the signs


SPOT HER
HOW CAN I SPOT THE SIGNS OF ENDOMETRIAL CANC
Some common symptoms may include: abnormal vaginal bleeding, spotting, or brownish discharge after menopause


SPOT HER


SPOT HER


SPOT HER

ViX

El Gallo de Oro

design | fabrication | print & graphics | production | logistics

At BMF Fest in Houston, TX, we designed and produced an unforgettable activation to promote the TV show 'El Gallo de Oro' on Vix. Transport yourself into the vibrant world of the series through our unparalleled in-world activation, where you can feel the palpable energy, indulge in authentic flavors, and revel in the immersive atmosphere. Inspired by the show's production design, we brought the essence of 'El Gallo de Oro' to life with an outdoor plaza and market.

Vendor stalls offered interactive immersion, food and beverage experiences, and brand sponsorship opportunities. The ambiance was enhanced with cafe lights, papeles picados, and a central photo moment. Guests enjoyed hairstyling by Natalie Gonzales Barrera, braid making, and a delightful churro cart. Benches and picnic tables provided a place to relax, play tabletop games, and savor the various food stall options. An activation that left an indelible mark on all senses, celebrating 'El Gallo de Oro' in a unique and memorable way.

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EL GALLO DE ORO




EL GALLO DE ORO




EL GALLO DE ORO


BIENVENIDOS A LA PLAZA DE
EL GALLO DE ORO

Avocados From Mexico

Guac Heaven

design | fabrication | print & graphics | production

We got a chance to craft a guac heaven on earth experience at the IFPA Global Show at the Anaheim Convention Center.

Attendees had the unique opportunity to connect with the esteemed suppliers of fresh Avocados from Mexico. Our custom LED neon signage warmly greeted guests, drawing them from both near and far onto the show floor. A meticulously crafted awning adorned with suspended clouds served to reinforce this angelic theme as guests enjoyed guacamole from the heavens!



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GOOD FAT


Avocados
Mexico
NNOVATE
IT'S GONNA
BE GOOD




I'M CRAVING SOME HEAVEN

BIG FAT GREEK 3

My Big Fat Greek Wedding 3

design | fabrication | print & graphics | production | logistics

Focus Features gave us the honor to take MBFGW coast-to-coast complete with an IP friendly activation.

Guests were able to make a forever memory at A Little White Chapel in Vegas and in New York City on the Today Show. Elements from the film was used to create a picture perfect wedding moment for fans spanning across the United States!

Utilizing A Little White Chapel in Vegas, visitors were able to take photos in a Greek wedding interior. Our in-house fabrication team also created a micro rendition of A Little White Chapel to set up in front of the Rockefeller and receive iconic branded merchandise.

Take a look at the video recap HERE!



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MY
BIG
FAT
GREEK
WEDDING
3




MY
BIG
FAT


A
BIG FAT
GREEK
WEDDING
CHAPEL


MY
BIG
FAT
GREEK
WEDDING
3


Little
White Chapel

KNOTT'S SCARY FARM

Knott's Scary Farm

design | fabrication | print & graphics | production | logistics

Our team successfully executed a dynamic project for Knott's Scary Farm, a major Halloween event at Knott's Berry Farm. The show, hosted at the Walter Knott Theater. The expansive stage, measuring approximately 60'W x 25'H x 20'D, set the stage for an unforgettable Halloween experience.

Our client expressed immense satisfaction with the project outcome, praising our seamless execution and exceptional communication. Their sentiment emphasized the impracticality of achieving such results in-house, solidifying our reputation for professional delivery and exceptional results.



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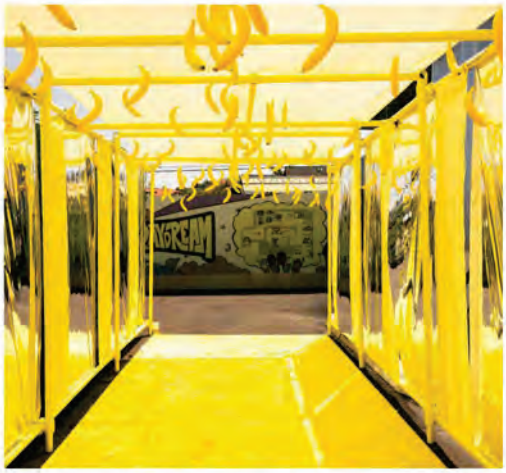
Sun Bum | Sonny's DayDream

design | fabrication | print & graphics | production | logistics

We brought three lucky artists' drawings to life at "Sonny's DayDream" in Encinitas, California! Guests were able to walk through a banana yellow hallway, into a kid-friendly world of creativity and fun. From multiple interactive photo features to a miniature skate ramp, there was all kinds of fun and imagination for the entire family! Our in-house fabrication and design team built and executed SunBum's first-ever art installation designed by the winner's of the Kids Rule Art Contest.



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DREAM








KIDS
RULE



ESPYS Post-Party

design | fabrication | print & graphics | production | logistics

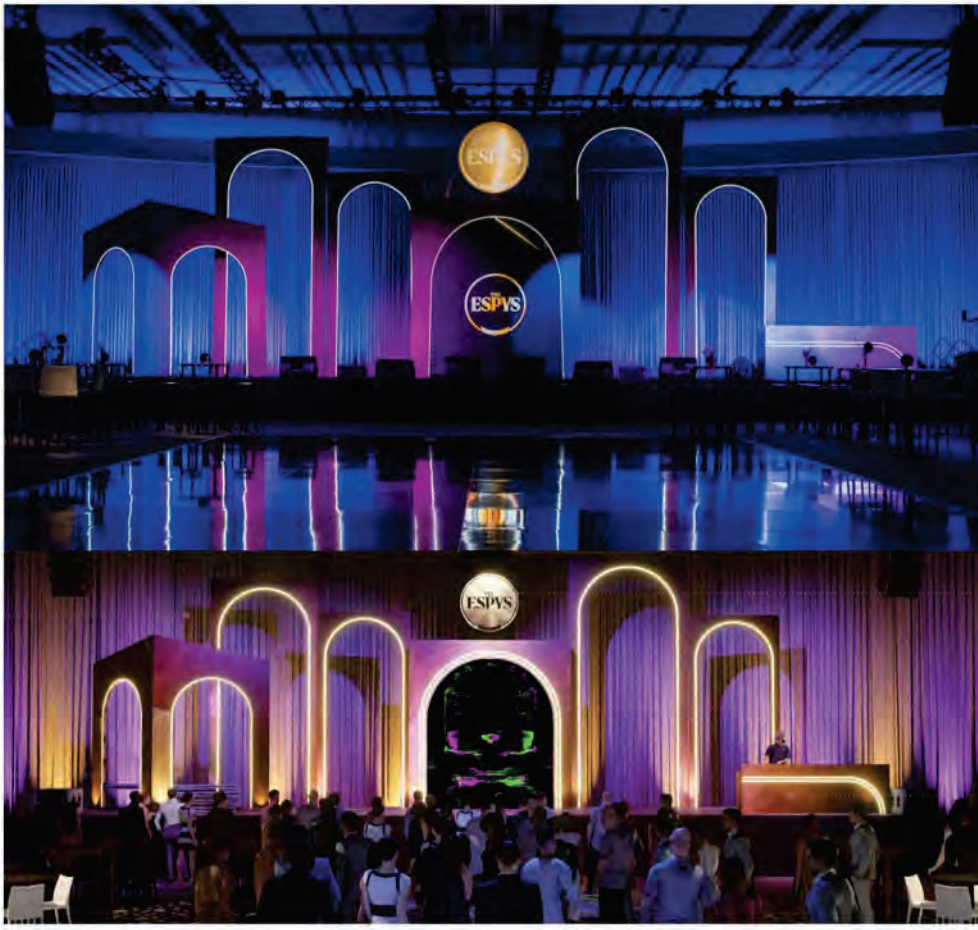
AKJOHNSTON and ESPN collaborated to produce an unforgettable post-party for the ESPYs, celebrating the event's 30th anniversary alongside the 50th anniversary of Hip Hop. The fusion of sports and Hip Hop culture, symbolizing the pursuit of greatness, created an electric atmosphere that attracted the finest in the sports industry.

The stage itself was a grand tribute to the ESPYs and Hip Hop, featuring a series of large and varying-sized arches adorned with neon accents. An impactful LED screen served as the backdrop, transforming the stage into a mesmerizing digital art installation. Above it, a magnificent sixty-inch golden ESPYS logo mirrored the Arch Bar, exuding an air of prestige. The stage design incorporated a DJ booth immersed into an inverted arch on stage right.

Opposite the stage, the Arch Bar acted as a captivating and inviting gathering spot, beautifully designed with a u-shaped arch facade highlighted by neon accents. This area provided a space for engagement, capturing remarkable content, and offering custom cocktails with sports-centric names in partnership with our sponsors.

Outside the venue, we installed a custom fabricated 'spin around' bar for main sponsor Simply Spiked, complementing the branding on the main bar within the ballroom.

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Simply
SPIKED








ESPYS

YouTube

YouTube Creator Lounge

design | fabrication | print & graphics | production | logistics

Our friends at MAS entrusted us with the exciting task of producing a captivating creators lounge for YouTube at VidCon.

YouTube graciously extended an invitation to creators, beckoning them to a vibrant VIP lounge designed to inspire and uplift, providing a haven to rejuvenate and reestablish connections with fellow creators.

The lounge boasted a range of enticing features, such as a bespoke denim merch bar, pulsating live DJs, and an inviting, intimate setting that played host to scheduled creator programming, showcasing the latest and greatest from the YouTube platform.

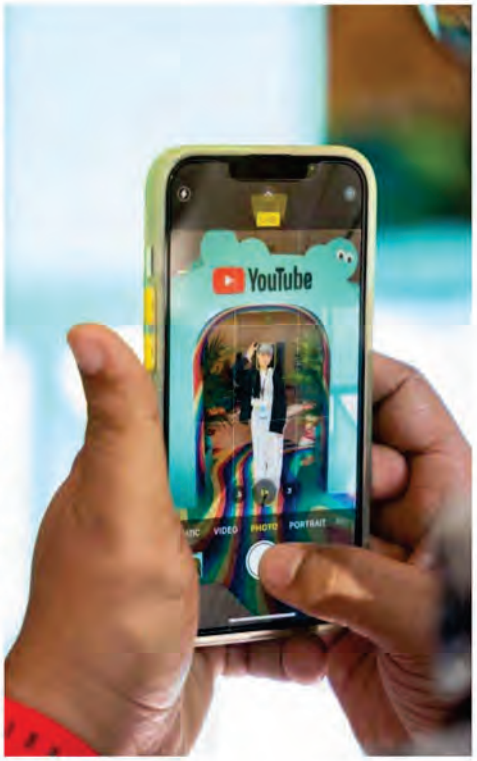
The lounge was a big success, leaving creators buzzing with inspiration and excitement.

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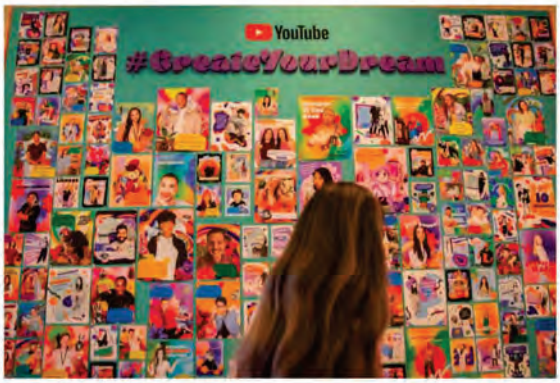

YouTube Shorts




YouTube






YouTube
#CreateYourDream

HOT TOPIC

Hot Topic | MyMelody x Kuromi

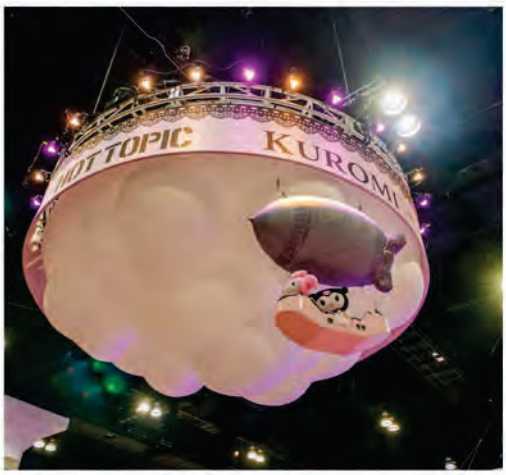
design | fabrication | print & graphics | production | logistics

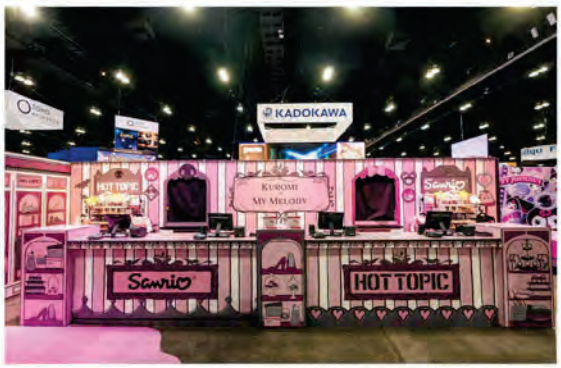
Anime Expo was one for the books with Hot Topic tapping us again to activate, this time with MyMelody and Kuromi in lieu of their duo friendship. Our team custom built everything from the booth walls, merch desk, mini slide photo moment, and an overhead branded chandelier.

Guests were able to preview the new MyMelodyNKuromi show, win fun prizes with our claw machine, slide down a miniature slide and capture precious moments with a 360 photo booth. Our team was tapped to custom build paneling that showcased Kuromi and My Melody's friendship, and floating above our heads was a custom ceiling installation with a Kuromi and My Melody-themed zeppelin!



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HOT TOPIC
KUROMI


KADOKAWA
Sanrio
HOT TOPIC







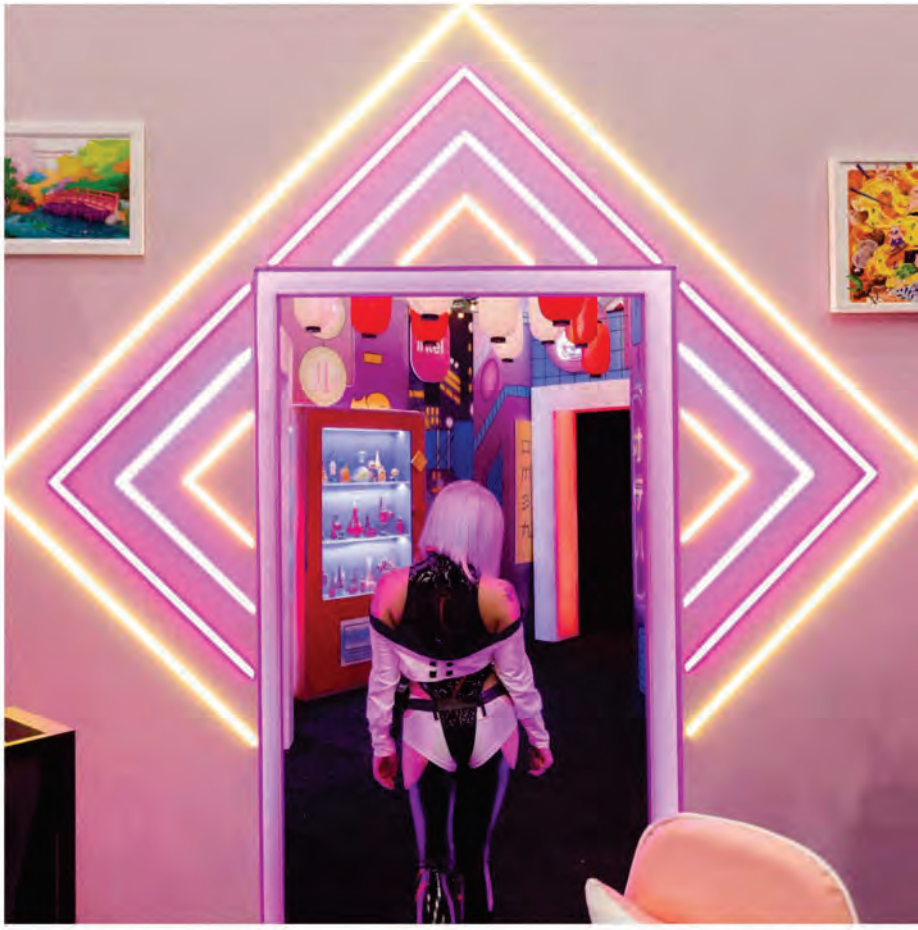

HOT TOPIC

OMEN

Anime Expo | OMEN by HP

design | fabrication | print & graphics | production | logistics

OMEN by HP wanted an immersive experience for their Anime Expo booth to promote the launch of their new gaming PC and virtual reality game. This booth includes multiple photo moments rooms such as a cherry blossom room, full scale ramen room, and an immersive digital reality room where guests were able to take home a video interacting with one of the video game characters.



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OMEN

JELLYSMACK

VidCon | Jellysmack

design | fabrication | print & graphics | production | logistics

AKJOHNSTON Group partnered with Jellysmack and created an immersive, bold, electric, and colorful creator lounge at the Hyatt in Anaheim, California.

Guests could enter the world of Jellysmack through an immersive, coral-inspired arch. Floating above, an installation of jellyfish-inspired fabric waves fluttered in the wind, with bold neon branding on top. Jellysmack creators were able to recharge their phones and hang out at the Jelly Reef, a JS ombre color-blocked stadium seating lounge. The entire area was decked out with nostalgic games that we gave a modern touch. After playing and creating their content, guests were invited to relax at the Jellysmack bar.



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JELLYSMACK
JELLYSMACK


GIANT LIGHT BRIGHT


JELL SMACK
ND. GO BIGG


SMACK


SMACK-O


ELLYSMACK
JELLY PONG
PONG

tv

Apple TV The After Party

design | fabrication | print & graphics | production | logistics

Apple TV came to us to design, create, and produce the most EPIC after party for the second season of The After Party!

Using IP and key elements from the show itself, it was a night to remember. Our in-house creative team designed the space to fully support a crowd of over 500! Our fabrication department created custom press wall spanning the entirety of Bruin Theatre street. Custom gondolas, signage, and wedding-like reception to tie in the show.



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THE AFTER PARTY


THE AFTER PARTY


THE AFTER PARTY
tv+
THE AFTER PARTY


THE

PUMA

PUMA Nitro Van | Boston Marathon

design | fabrication | print & graphics | production | logistics

PUMA Nitro Trailer was an interactive brand activation around the Boston Marathon in Massachusetts. It was part of a promotional event aimed at increasing brand awareness by allowing guests to explore this build-out.

We custom vinyl wrapped a trailer that resides in our personal collection and a Bronco to enhance the guest experience and align with their slogan "Faster Forever." Attendees also had the opportunity to interact with PUMA's latest innovation, Nitro Running Technology, and see the brand's products for themselves.



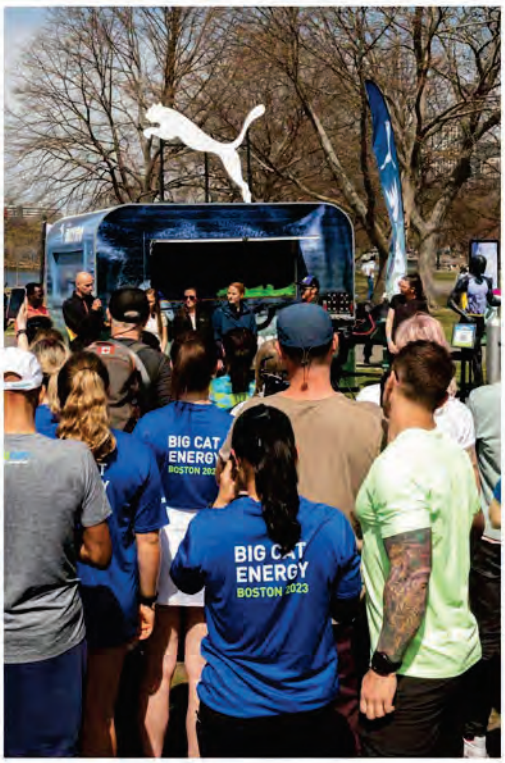
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RENTAL


NITRO
REGISTER HERE


FOREVER. FASTER.
NITRO


BOSTON
04:17:23
NITRO
NITRO


BIG CAT
ENERGY
BOSTON 2023

Spotify

Stream On: Creator Summit

design | fabrication | print & graphics | production | logistics

Spotify tapped us again for their Stream On event launched the rollout of Spotify's new tools within the app to enhance both creator and listener experience. We utilized their existing campus of three buildings and our in-house creative, production, fabrication, print, and A/V services.

With 5 rooms we were tasked to dress up to create a vibe that brought Spotify IRL, we focused on our interior design skills, print to create 2D and 3D signages, and logistics to ensure a smooth event for all guests involved.

This event was one of a three part series with 200 guests visiting this interactive and informational event! The goal was to have guests interact with the Spotify platform, using old and new features. We created different rooms and areas, focusing on different aspects of the platform such as audiobooks, podcasts, and clips.



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Short Videos For
The Long Term
Spotify


Spotify
STREAM ON


Listening
Library
r listening.


Grow On

prime video Paper Girls

Paper Girls at Outside Lands

design | fabrication | print & graphics | production | logistics

Across from the main stage at Outside Lands Music and Arts Festival, Prime Video brought surreal-reality to San Francisco with a bold Paper Girls experience. The new series - based on the comic by the same name - is about four young girls who, while out delivering papers during the "Hell Day" 1988, become unwittingly caught in a conflict between warring factions of time-travelers, sending them on an adventure through time to save the world. To celebrate the new release of the show Prime Video tapped agency, AKJOHNSTON Group to invite guests in and experience this firsthand.

With strategy, creative, design, fabrication, tech services and execution all completed in-house, AKJOHNSTON Group began pre-production in Spring before the show was completed, posing a unique challenge to bring sci-fi to the field when VFX had yet to be animated in the show itself. The "Paper Trail" was an artistic walkthrough that not only tells a story of the four main girls coming together, but was filled with a multitude of photogenic backgrounds and textures seen in the show.

To the 200,000+ guests who came to enjoy sets by SZA, Green Day, and Post Malone, Paper Girls' visually electric activation was the perfect complement to Outside Lands' unmatched energy!

Take a look at the recap video HERE!

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INVASION
END OF THE WORLD


Paper Girls
prime video


Paper Girls
prime video


Paper Girls


Paper Girls


Paper Girls
prime video


Paper Girls
prime video


prime video


Paper Girls
prime video

prime video

Prime Video Creator Lounge

design | fabrication | print & graphics | production | logistics

We had a fantastic time designing and building the Prime Video Creators Lounge at the VidCon creator hotel, serving as a premium space for hosting featured creators, Prime Video VIPs, talent, and various industry guests. The Lounge featured custom decor, a photo studio, and daily exclusive merch drops from Prime Video titles.

Upon entering, creators walked down a branded forced-perspective hallway that led to a stunning Prime Video neon sign, which served as a portal from the hotel into the creators lounge. The photo studio created must-post photo moments and content for featured creators to interact with, while the custom merch area provided the ultimate drop experience for creators. With the push of one of three illuminated buttons, merch magically dropped through a series of tubes, which were customized on-site by artists.

In addition, we added a secret doorway that led to an awesome speakeasy lounge, where guests could play pool and indulge in delicious food and drinks.

Our team put in countless hours to make this project a success, and we are thrilled to have played a part in creating a memorable and engaging experience for VidCon attendees.

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PRIME MOTHER F**KIN VIDEO, B*TCH
- LIZZO




prime video

amazon live

Amazon Live

design | fabrication | print & graphics | production | logistics

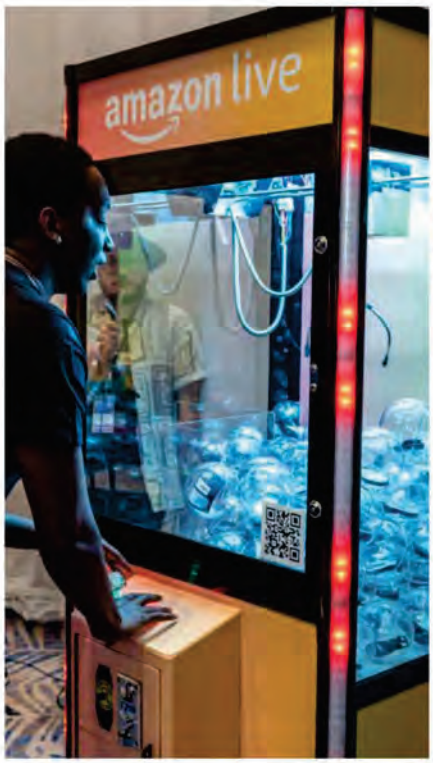
We partnered with Mirrored Media and Amazon to install multiple brand activations during VidCon at the Anaheim Convention Center for exclusive VIP to enjoy.

One of the standout projects was the beautiful Amazon Live room located at the Hyatt Hotel. Over 2,000 guests enjoyed the lounge with a custom built jungle gym display, pillars, a foam pit trough, and neon signage to create a perfectly bright ambiance. We incorporated multiple photo moments including an Instagrammable GIF photo booth, extending its reach via social media. Guests such as Marianna Hewitt, Justin Moore and Michelle Khan were also present!

Over 2,000 guests enjoyed this lounge throughout the convention, which provided a space for creators to record content, indulge in delicious food and drinks, and participate in several gamified experiences, including a claw machine and prize wheel offering premium and coveted giveaways. It was all worth it, as we were proud to contribute to such a fun and engaging experience for VidCon attendees.



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amazon live




amazon live



amazon

Amazon Chainsmokers Concert

print & graphics | neon lighting | logistics

What better way to conclude VidCon than by partying with the Chainsmokers? We designed, installed, and managed eight brand activations at VidCon, and the Chainsmokers' performance was the perfect culmination of our efforts.

We installed an Amazon Prime Video neon sign we hung as the background for the Chainsmokers concert with aircraft cables 25' high. Draping and dressing the stage to create a unified look along with a seamless backdrop for the DJ booth at 6' tall and 40' wide. Our contributions to stage design, fabrication, and lighting were instrumental in making the event a success.



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prime video


SEE


prime video


prime video

IGN

IGN E3 Booth

design | fabrication | print & graphics | production | logistics

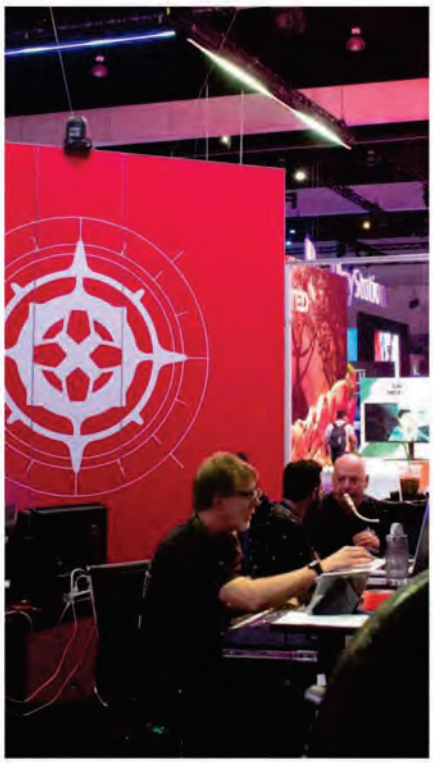
As a leader in the video gaming and entertainment media industry, IGN placed a heavy emphasis on their live broadcasting capabilities while still allowing ample space for lounge, work, and production areas within their private enclosed booth.

Throughout the show, IGN presented live coverage of E3's hottest new trends directly from their booth on the show floor. Although this unique booth was not actually open to the public, attendees were still able to view the live broadcasts in action through clear acrylic panels and TV monitors along the perimeter of the booth. To meet the hospitality needs of the exclusive visitors allowed inside the booth, a number of comfy lounge spaces were included throughout the space.



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RENTAL




IGN


IGN



Paramount Upfronts NYC

design | fabrication | print & graphics | production | logistics

Paramount Global took clients who attended its upfront event to an after-party in the structure on New York's Madison Avenue that once housed the big Barney's department store, one way to emphasize the shopping aspect of the event, in which big U.S. TV companies hope to sell the bulk of their commercial inventory for their next programming cycle.

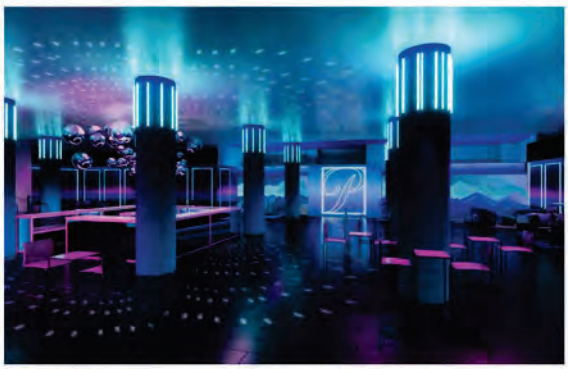
To celebrate the merger and rebranding of Paramount, we conceptualized and executed an immersive event that left guests in awe from the moment they arrived. As a part of this project, we transformed four windows of the former shopping plaza into captivating displays. One of the displays showcased Paramount's scripted entertainment, highlighting the various ways consumers can engage with the company's content - at home, on the go, and even on airplanes. The second display celebrated the company's kids and family content, featuring a rotation of beloved costumed characters at the start of the event.

Our aim was to create a unique and ever-evolving experience that offered guests multiple stunning photo opportunities. The result was an unconventional and innovative event that successfully showcased Paramount's brand while leaving a lasting impression on attendees.

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All that glitters...







HOT TOPIC

Hot Topic at LA Comic Con

design | fabrication | print & graphics | production | logistics

The 30th anniversary of the beloved classic, Tim Burton's Nightmare Before Christmas calls for a "bigger than life", one of a kind experience! Our team did exactly that at L.A. Comic Con for Hot Topic. We thrive on projects that utilize the full range of our capabilities, from creative and design to fabrication, scenic, print, marketing, operations, and production.

With the activation being the largest in the room at 80'Wx60'Dx15'H, we fully created a space for guests to immerse themselves in the world of Nightmare Before Christmas with two photo opportunities, a floor graphic of the giant snake to walk among the graveyard, a full merch bar with limited edition Hot Topic merchandise, and a fully functioning custom prize wheel!

Guest attendance and retention was through the roof with about 5,000 visits per day. It was a true team effort that resulted in a successful and memorable experience for all involved.

Take a look at the BTS mini-doc we filmed HERE!



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R.I.P.


ZERO


HOT TOPIC




CHRISTMAS TOWN

BMW Doja Cat Display (Coachella)

design | fabrication | print & graphics | production | logistics

BMW's Road to Coachella partnered with festival performer and Grammy Award winner Doja Cat. We collaborated with Mirrored Media to create a custom neon experience to showcase the Doja Cat-wrapped iX vehicle.

We set up flat walls and LED astera tubes to make the vehicle display stand out all while the album release party for Swedish House Mafia was going on. Doja Cat herself stopped by to shoot social content as well!



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VeeCon

design | fabrication | print & graphics

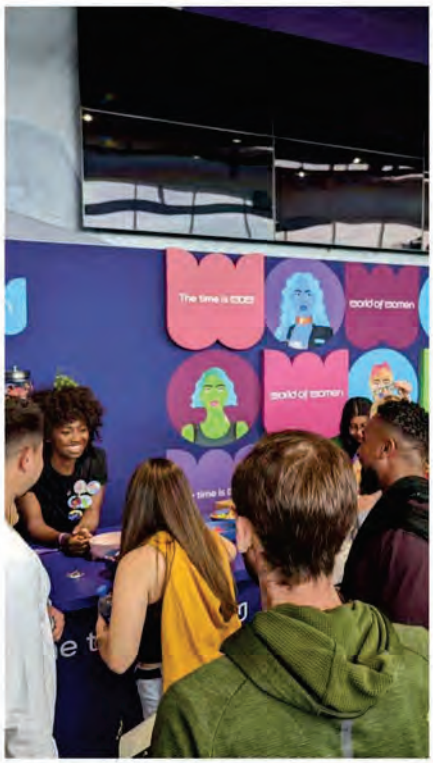
VeeCon represents the start of a social movement, the catalyst for a cultural revolution that saturates society with the entrepreneurial ethos of GaryVee: take risks, hustle, achieve your goals, and live the life you want.

We played a crucial role in igniting this spark by designing captivating booths for all our partners and sponsors, including Pepsi, Coinbase, and Johnnie Walker. Our aim was to ensure that VeeFans had an unforgettable experience, complete with multiple interactive photo opportunities to share on their social media channels.

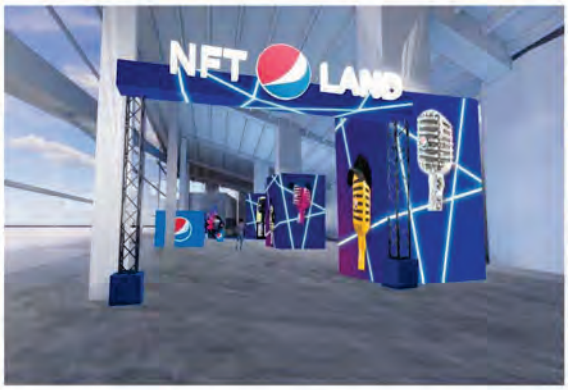
We had a blast working alongside Gary Vaynerchuk to transform the entire US Bank stadium in Minneapolis. It was an incredible privilege to help bring his vision to life and contribute to such an impactful event.

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The time is now
world of women
world of women


Coinbase
CREATOR LOUNGE


NFT LAND


MUTANT APE YACHT CLUB


I DROPPED THE MIC
AT #VEECON2022

FERRAGAMO

Ferragamo

design | fabrication | print & graphics | production | logistics

FERRAGAMO returned to us for our services to execute their Spring/ Summer collection "A New Dawn" preview series which was literally a country wide party! With coast-to-coast event production, fabrication, and tech throughout a two week period, these exclusive events were the talk of the town.

Aesthetic and brand image was the focus and as a result we worked to ideate and create photo opportunities, displays, and ambiance across four stores in New York, Los Angeles, Orange County, and Miami.

Notable guests, influencers, and fashion directors were in attendance enjoying live music and catering. In particular, we focused on bringing attention and traction to the new creative launch through custom photo walls, DJ booths, and QR code panels that allowed for guests to see the collection digitally.

We hosted 100-150 guests at each stop including Claire Holt, Katerina Tannenbaum, and Natasha Lyonne. Our build outs were featured on the official FERRAGAMO Instagram to 6.8 million followers and press coverage from BFA and KCD Worldwide.




FERRAGAMO






FERRAGAM

FERRAGAMO

Ferragamo Cultured Frieze Dinner

design | fabrication | print & graphics | production | logistics

Our team was privileged enough to oversee the entire process of creating a remarkable event for FERRAGAMO and CULTURED Magazine dinner for Frieze Week. Through all the Frieze LA activities, we worked to put together an exceptional event to bring luminaries from the art, fashion, and film worlds together at the home of Graham Steele and Ulysses De Santi.

This exclusive dinner was to celebrate Ferragamo's Spring/ Summer collection and mark the debut of their newly appointed Creative Director Maximilian Davis. Guests such as Felix Mallard, Salem Mitchell, and Kaytranada made an appearance.

Every detail was thoughtfully curated from design, fabrication, lighting, and production of the event. Every aspect was carefully considered to create a mood that was both luxurious and dramatic all down to the red lighting creating an ambiance that was the perfect backdrop for the custom FERRAGAMO photo moment and neon signage.



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Disneyland.

Disney's Tale of the Lion King

fabrication | automation | print | installation

Reimagined for the historic Fantasyland Theater in Disneyland Park, Walt Disney Theatrical entrusted us to bring "The Tale of the Lion King" to a new level with larger-than-life scenic for the vibrant production!

Every piece is automated, flying on track or pneumatically raising and lowering to move around the main deck which required clever integration of systems and disguising of technical elements, but the result was an impressive array of over one hundred elements that create magic within the show!

Dimensionally sculpted trees soar over 25-feet tall and reveal various compositions that tell the story. Built in less than eight weeks and installed in less than two, our scenic and fabrication teams had to engineer and install the show in record time for its public debut!

From Disney, "Rediscover Simba's journey as you have never experienced it before and sing along "Circle of Life," "Hakuna Matata" and "Can You Feel the Love Tonight." With all-new staging at the Fantasyland Theatre, it's heartfelt entertainment for the whole family!"

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D23 EXPO
THE ULTIMATE Disney FAN EVENT

Hulk SMASH at D23

fabrication | automation | print | installation

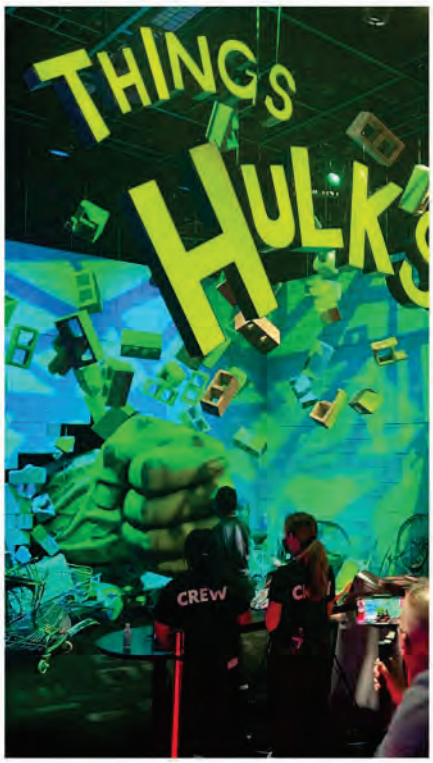
Our Hulk Smash Marvel booth at D23 caught everyone's attention! It was so fun to turn original props from the famous Marvel movie franchise into a full blown experience thousands of fans could enjoy.

We fabricated a full scenic backdrop featuring a blown out cinder block wall facade with the Hulk's fist punching through debris and brick work.

We captured this in a freeze frame style moment, suspending elements in mid-air as if they were still in flight from the impact of the punch!



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THINGS
HULK
CREW


HED!


THINGS
HULK SMASHED!


THINGS
HULK SMASHED!
INFO


THINGS
HULK SMASHED!

FENDI x SKIMS

design | fabrication | print & graphics | production | logistics

FENDI and SKIMS asked us to help build all the fixtures and signage for their special pop-up boutique. The pop-up was launched for the FENDI x SKIMS Capsule created under the direction of Kim Jones and Kim Kardashian West. The FENDI x SKIMS collection unites the aesthetic codes of the respective brands to create a capsule wardrobe for the modern woman. The pop-up boutique was located on Rodeo Drive with a unique 1,205 square foot dedicated space to celebrate the launch of the collection.

Upon entering, guests are greeted with an immersive experience celebrating the colors of the collection through the use of light and is now on its fourth complete reinvention with new colorways, themes and immersive treatments beyond SKIMS!



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SKIMS
FENDI
FENDI


FENDI
SKIMS


FENDI
SKIMS



Too Faced
COSMETICS

Too Faced Pop-Up Shop

design | fabrication | print & graphics | production | logistics

Who is ready to treat themselves?! We collaborated with Too Faced and installed this gorgeous BAKEUP AND MAKEUP Pop Up Shop at The Grove in LA. Enjoy complimentary gifts, giveaways, exclusive offers, in-person contests, live makeup demos, photo ops and so much more.

Presenting the brand's most delectable products alongside scrumptious renditions of baked goods, the beauty pop-up promises an immersive experience for the senses by bringing to life beloved products like the Better Than Sex Mascara, Born This Way complexion range, Sweet Peach Palette, Hangover Pillow Balm, Lip Injection Lip Gloss and Too Femme Heartcore Lipstick. Their curated collection of cruelty-free, cutting-edge makeup is just the cherry on top.

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Too Faced



PUMA

Suede Market

design | fabrication | print & graphics | production | logistics

PUMA and Journeys partnered with their newest sponsor, Lil' Tecca, to bring this traveling bodega-inspired, Suede Market, to life! The exterior of the box truck was wrapped in a wheat-paste-style graphic to fit the bodega theme. An ice machine held twenty shoeboxes for guests and influencers to try on. Branded milk crates were provided as stools and a working coin-op kiddie ride made the perfect photo op.

Stepping inside the fully branded box truck to the custom-built out "market" guests found faux refrigerator lined walls filled with PUMA footwear. The back sales counter was staged with Lil' Tecca's favorite candy, chips, beverage, and of course PUMA footwear boxes. A neon sign illuminated the back wall and LED tube lighting accented the ceiling and display cases.

Take a look at the video recap HERE!

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ICE






ICE




puma

SQUISHMALLOWS

Human Claw Machine at VidCon

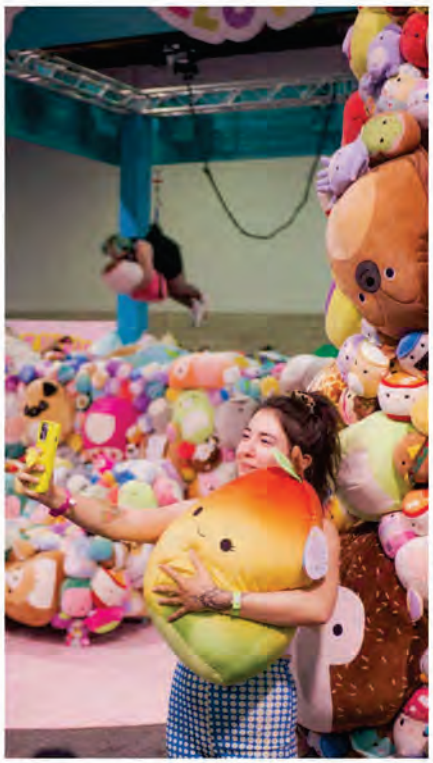
design | fabrication | print & graphics | production | logistics

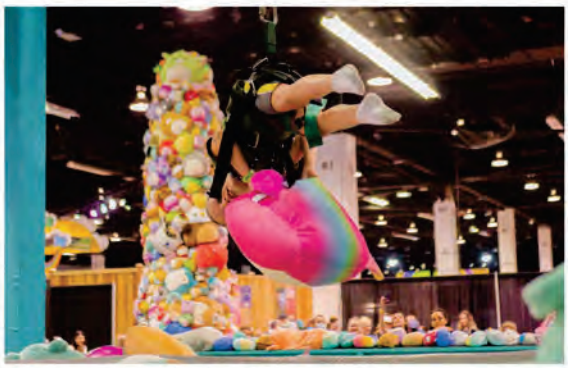
We've welcomed thousands of Squishmallows friends to our office in Anaheim and built out a Squish-sofa, a 15 ft. Squishmallows tower, two regular-sized claw machines and last but not least a HUMAN CLAW machine. This build was awarded 'Most Fun Booth' and 'Best In Show' by Tubefilter.

BuzzFeed News reporter Kelsey Weekman, who attended VidCon, said she was blown away by the popularity of the Squishmallows booth. "I know creators like Logan Paul and Tana Mongeau have created chaos in the past at VidCon, but I can't think of any brand-run exhibit that had that kind of impact," Weekman said."



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HUMAN CLAW
MACHINE


ORIGINAL

amazon
prime video

Hotel Transylvania Bus Tour

design | fabrication | print & graphics | production | logistics

Together with Amazon Prime Video, we created the Hotel Transylvania: Transformania bus tour which drove throughout the U.S. to promote the release of the latest HT film.

Amazon Prime Video tapped the AKJOHNSTON Group to help create, build and execute a brand activation that gets people excited for the latest addition to the Hotel Transylvania film series. We transformed multiple school buses - as seen in the new film - into a custom HT4 experience on wheels.

The Drac Pack traveled to:

- Los Angeles, CA
- Marina Del Rey, CA
- Long Beach, CA
- Austin, TX
- Houston, TX
- Miami, FL
- New York, NY
- Philadelphia, PA
- Lynnfield, MA

This project was a SILVER WINNER at the prestigious CLIO AWARDS. Check out the submission video HERE!

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TRANSFORMANIA


amazon
fresh



Lightricks

Videoleap by Lightricks at VidCon

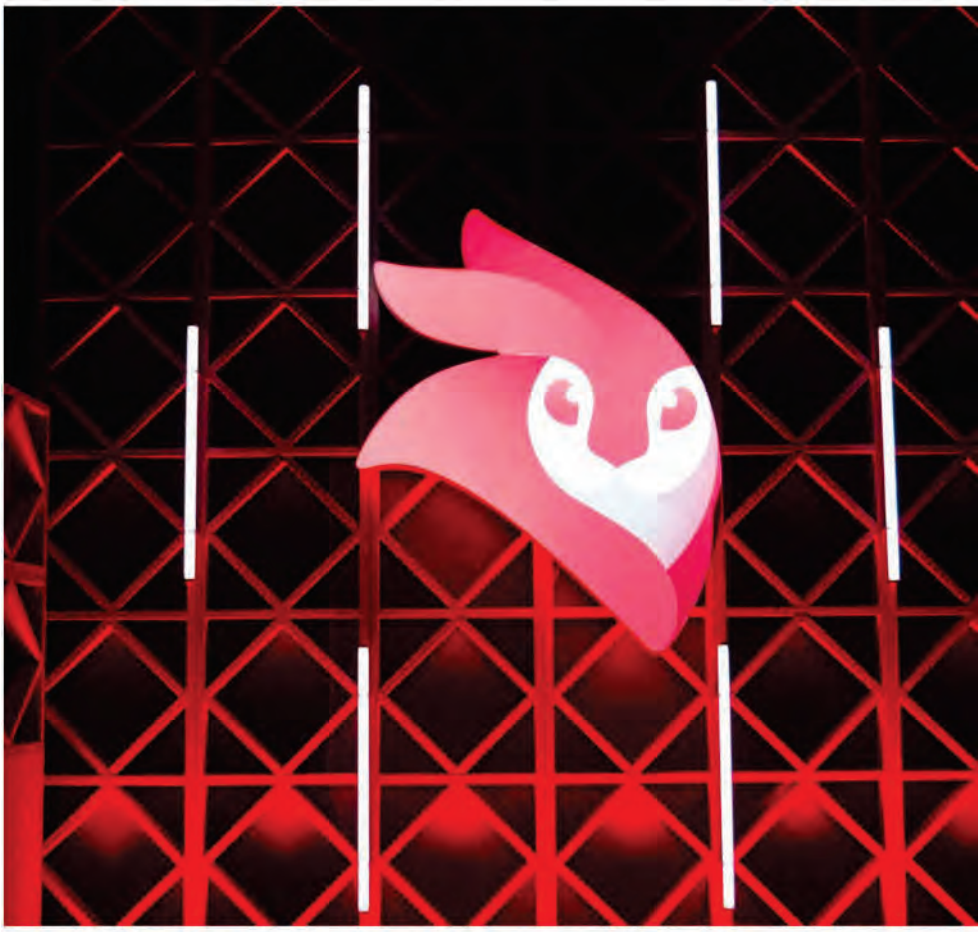
design | fabrication | print & graphics | production | logistics

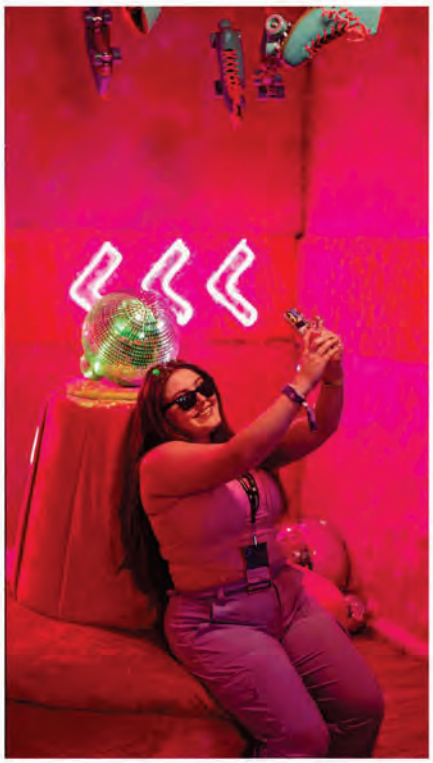
We had a blast producing this Videoleap by Lightrick's creator's lounge! Isn't the logo looking amazing?

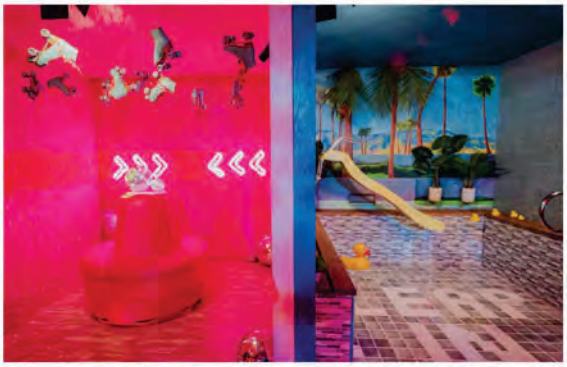
Videoleap is an app where you can experiment with templates, share your edits with your community, and get inspiration from other creators. All you have to do is create, share, and remake to take your content to the next level! We created multiple backdrop rooms that were perfect for this. Each space had their own template, so content creators could easily shoot stunning videos and publish on socials. The lounge was a huge success and was awarded *Best Lounge* by Tubefilter. Even Charli D'Amelio stopped by!

All printed, wrapped, and fabricated in-house! We are proud to say we give nothing but 100% to each and every project.

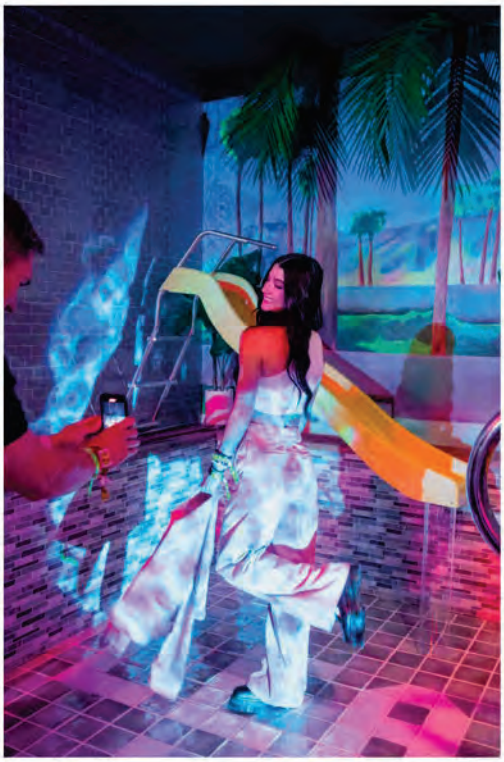
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Videoleap



Spotify

Spotify Wrapped

design | fabrication | print & graphics | production | logistics

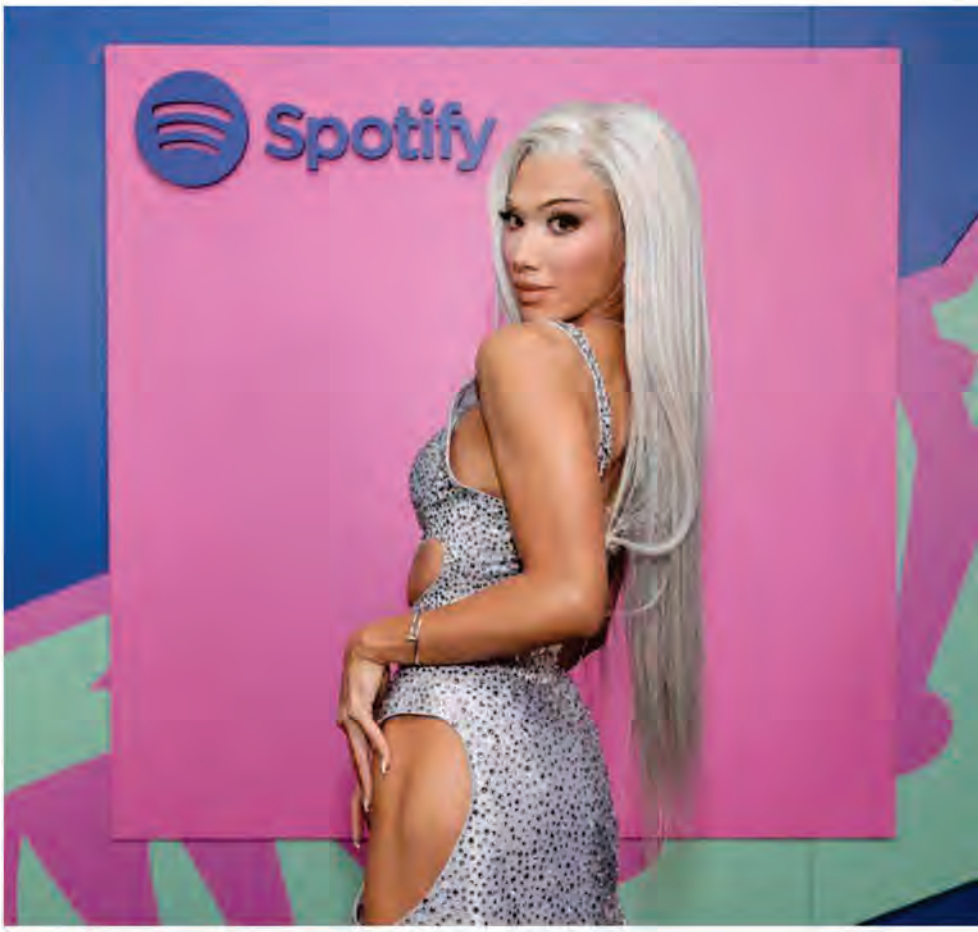
We partnered with Spotify to wrap up 2021!
Together we produced 'A Totally Normal Party for 2021' in Los Angeles. The event featured multiple branded audio activations, aura readings from Mystic Michaela, DJs, and a spectacular performance from the one and only Gwen Stefani.

From location scouting to custom fabricating all brand activations, fixtures and signage our team here at AKJOHNSTON did everything in house. We designed and built full-sized "Aura Mood" pods. An immersive and color experience with live guest aura readings by Mystic Michaela. As well as a "Dark Garden" activation inspired by the Spotify Wrapped campaign fan film combining gardening with Billie Eilish listening. This picture-perfect moment prompted guests to pose in front of a beautiful floral-greenery skirt. Guests also had the opportunity to reenact the scene from the campaign fan film, complete with a wood chipper and prop floral bouquet.

Another activation we built was inspired by listeners who streamed Doja Cat and the Extraterrestrial podcast. There are 25.5M+ alien, UFO, and space-themed user-generated playlists on Spotify, and in 2021, streams of these playlists spiked. To take guests out of this world, this activation allowed guests to step into a moving GIF booth and be captured by UFO abduction—and go home with photo evidence.

Take a look at the video recap HERE!

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Spotify







sp✳tter

Spotter at VidCon

fdesign | fabrication | print & graphics | production | logistics

Not wanting a conventional footprint, Spotter entrusted AKJOHNSTON to bring their presence backstage where featured creators could connect with the brand before and after their onstage moments.

Creators were able to sit back, relax and create content such as recording podcasts, videos, and other creative media. Complete with a coffee and snack station, we provided nothing less than Spot-tacular work.

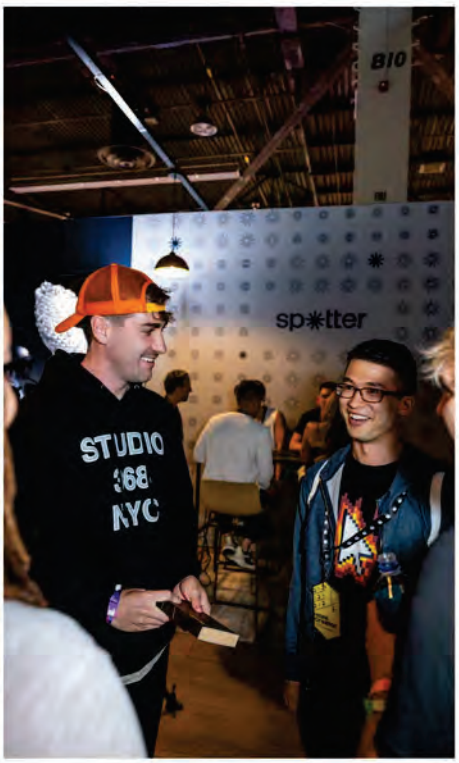
Spotter provides funds in addition to data insights for creators to truly understand their audience and improve future content strategies, so this exclusive and quiet sanctuary enabled conversations and deals to really be the centerpiece of the space in such a crowded visual show.

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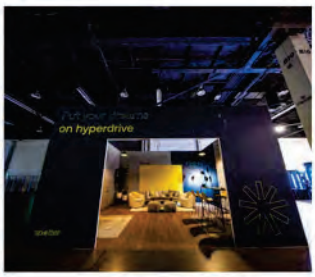



spotter
DNA
SHOW
YouTube


Put your dreams
on hyperdrive


B10
spotter
STUDIO
368
NYC




Put your dreams
on hyperdrive


Do it all.

Reejig

Reejig at HR Tech Conference

design | fabrication | print & graphics | production | logistics

We went to the HR Tech Conference with our friends from Reejig last week and it did not disappoint. Our booth caught the attention of all the attendees who are looking for HR Tech innovations.

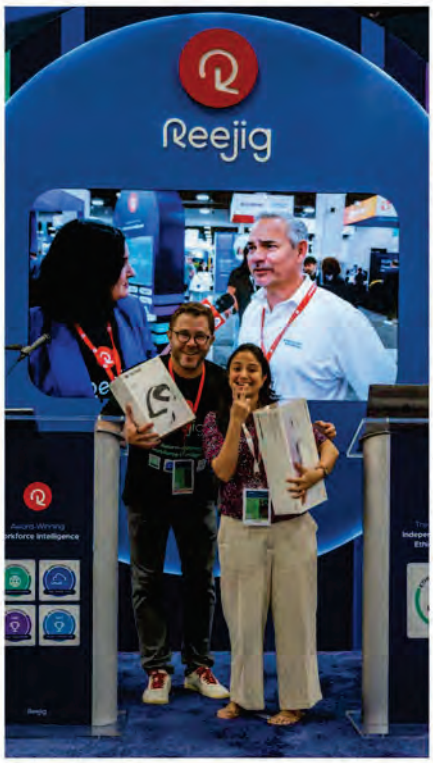
It was a lot of fun putting this booth together including overhead signage, cocktail bar, ipad docking station, graphics and interactive pillars!

Reejig's mission is to create a world with #ZeroWastedPotential and create an award-winning workforce intelligence platform using the world's first independently audited Ethical Talent AI to unlock complete visibility of the skills and potential in your workforce.

Check out the next page and see how months of preparations within different time zones paid off!



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Reejig




Payroll
Reejig
fountain
fountain


fountain
Reejig

Malbon DOCKERS

Malbon x Dockers NYC block party

design | print & graphics | production | logistics

We had the chance to produce and design a block party for Malbon and Dockers. With golf enthusiasts and a taco stand, the pop up shop was a huge success!

Everything from custom beverage carts, branded golf balls, and lighthearted ambiance was thought out - details are never disregarded when you work with us.Guests were able to shop the collection while simultaneously golfing on mini putting greens right outside the shop.

We even had the honor of having local NYC legend Tiger Hood aka 'The World's Most Fascinating Street Golfer' visit the pop up shop.



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DOCKERS
Malbon

FTX

FTX Bloom at Coachella

fabrication | signage | floral | production | logistics

Energy bursts from a hulking earthen mound situated amidst the glossy artwork of the polo fields. Enchanting lights perform in response to an unknown energy. As guests move deeper into the space they discover the source: a generative NFT art immersive projection room whose color and flow drive the light shows throughout the gardens.

Upon entering, guests are greeted with an immersive experience created by visual artist Zach Lieberman and audio environmentalist, Daito.

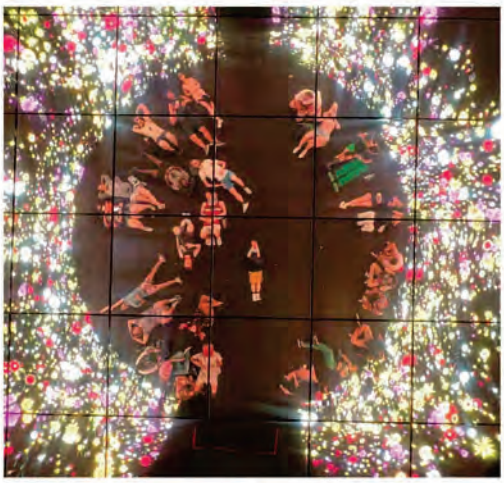
The goal of this installation is to explore the dichotomy between the natural and digital worlds—how the distinctions between them can be beautiful and exhilarating and what the human role is in facilitating the juxtaposition between these domains.

Zach's highly abstracted visuals allow us to explore these themes in a meditative way: pondering the relationships between entities rather than the entities themselves.

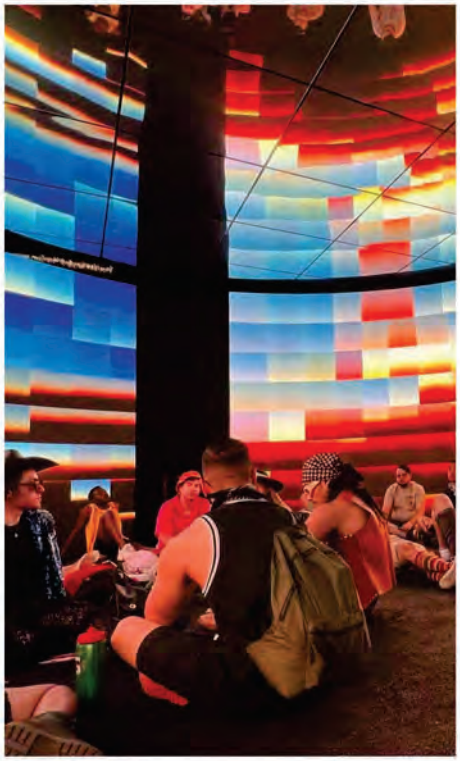
The delicate movements pair beautifully with Daito's rich audio landscape to tell stories at a primordial, deeply evocative level.

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FTX








FTX

FOX

FOX Bungalow (Super Bowl)

design | fabrication | print & graphics | production | logistics

Together with FOX we designed and created a delightful brunch area in front of the Fairmont Hotel & Bungalows in Santa Monica. In other words: the perfect pre-game setup! We custom wrapped a trailer, fabricated a bar, games, FOX signage for the bungalows, brought in a big LED screen to watch all the pre-game shows, and created a custom fabricated entrance inside the hotel. The California-themed set up, with purple and orange gradient colors, was the best way to start off the exciting day in LA. Are you team Bloody Mary or team Mimosa?



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LIFE IS BETTER
FOX


FOX


FOX
Welcome
SUITE

CUTS

CUTS (Super Bowl Party)

fabrication | production | logistics

Clothing brand CUTS tapped into AKJOHNSTON to help create their Super Bowl party. CUT's mission is to outfit the world's most ambitious people. They design apparel with timeless style, versatility, and comfort in mind. We custom fabricated CUTS letters, as well as clothing racks, DJ Booth and a branded photo-op. The party was a huge success!



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CUTS




CUTS
CUTS

SAVAGE X FENTY

LINGERIE BY RIHANNA

Custom Vending Machine

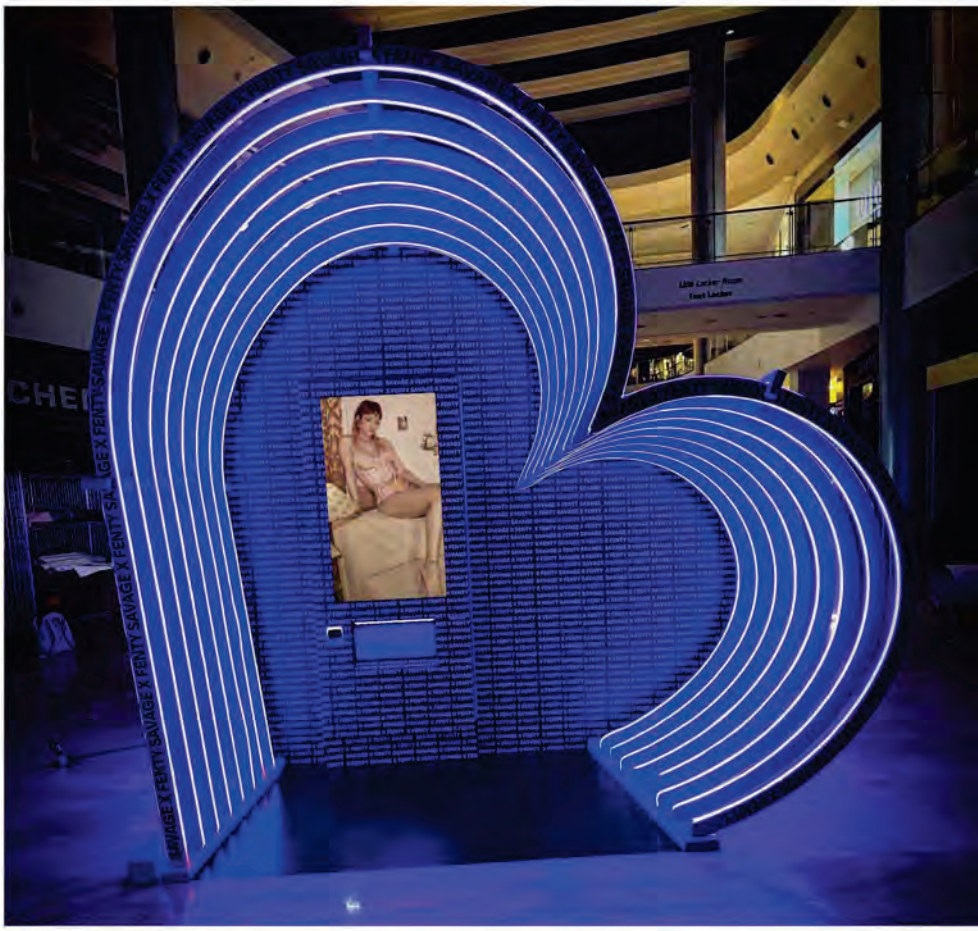
fabrication | production | logistics

We designed, custom-fabricated and installed a heart-shaped vending machine to accompany the launch of the new Savage X FENTY store in Las Vegas, along with the shoot of the Amazon Prime show.

As part of the buzz PR campaign, this one-week installation was an immersive vending machine and photo moment, making visitors very happy with free swag all week long… one of the guests even winning $10,000 at the Vegas photo-worthy machine!

We pushed the accuracy of "what happens in Vegas…" by giving people some dope swag to take home with them as we share our love for Rihanna's vibe and energy!

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GREEN PARKING
SAVAGE
FENTY
LINGERIE BY RIHANNA


U Did That!


OPTICA


SAVAGE X FENTY

HYUNDAI

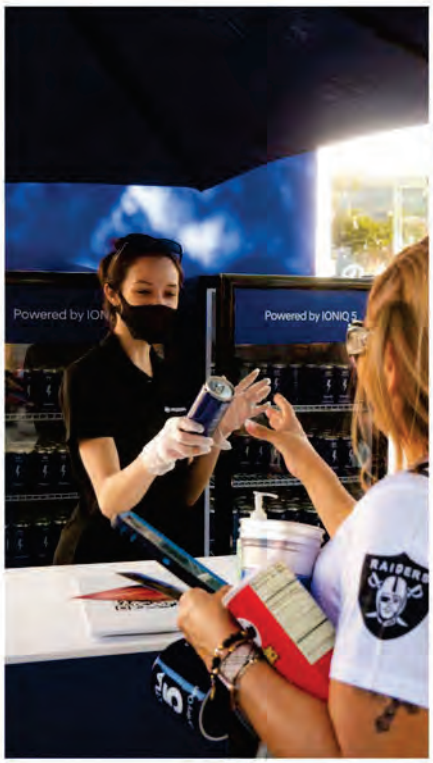
Hyundai (Super Bowl)

design | fabrication | print & graphics | production | logistics

How awesome that the longest-running and largest traveling fan experience in college sports made a stop in Los Angeles?! The three-day Bolts Experience had 3rd Street Promenade living it up! Together with Rogers & Cowan PMK, we created a brand experience for Hyundai promoting the latest IONIQ 5 cars. It gave fans the opportunity to play games, enjoy iced coffee and win prizes. Passersby were pumped to engage with this exciting activation on Superbowl week.

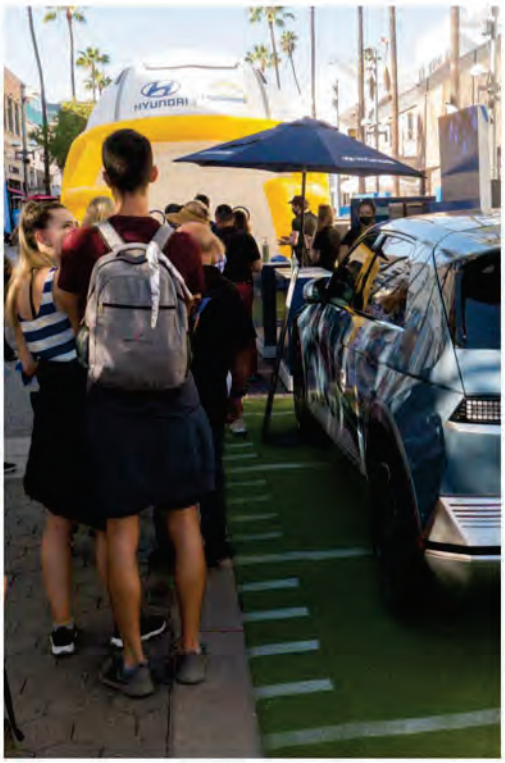


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Powered by IONIQ 5


DODGERS CLUBHOUSE


BOLTS
EXPERIENCE
ON THE PROMENADE


HYUNDAI

hulu

Hispanic Latinx Heritage Month

design | fabrication | print & graphics | production | logistics

The Hulu 'Acentos Bienvenidos' event took place at the Citadel Outlets in Los Angeles to celebrate Hispanic Latinx Heritage Month. We had the honor of facilitating six shows featuring Mariachi Arcoiris de Los Angeles, Yamila Guerra & Yalil Guerra Orchestra, and Heart Of Samba Entertainment. The event was hosted by Valentina (RuPaul's Drag Race) and Alexander Rodriguez.

Along with these amazing performances, the 'Acentos Bienvenidos' event also showcased art by outstanding Latinx artists such as Sonia Romero, Nicholas Hernandez, Gabriela Alemán, and Mel Depaz. All the art pieces were inspired by Hulu originals and installed at Citadel Outlets all weekend for people to enjoy.



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NOW STREAMING hulu
Amigas


hulu



hulu

Huluween

design | fabrication | print & graphics | production | logistics

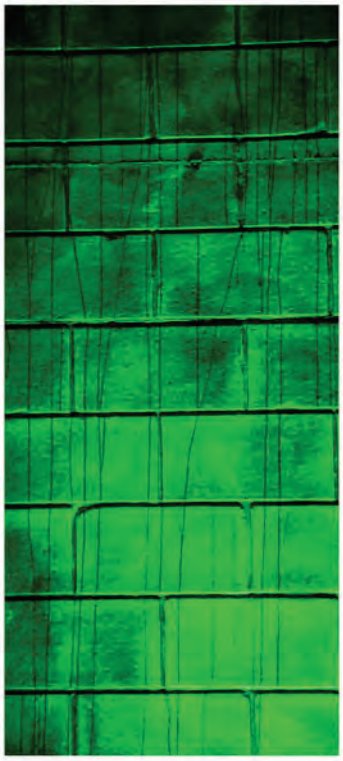
Hulu hosted a free Halloween experience at the Santa Monica Pier Halloween weekend and we were beyond excited to be chosen as their experiential partner for this awesome and spooky event. Together with Hulu and partners, we created a SUPER SCARY experience where passersby were able to step inside the mysterious world of Uluh (get it?? Hulu spelled backward) —the malevolent evil spirit that's been "haunting" Hulu's streaming platform.

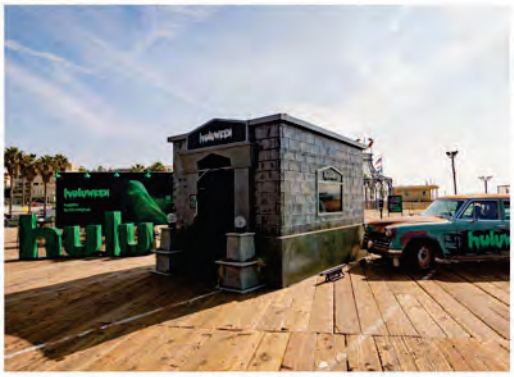
AKJOHNSTON designed and custom fabricated Uluh's Mausoleum and interactive video experience with guaranteed SCARES! We also transformed a 1953 Studebaker Land Cruiser into a ghostly photo moment, alongside multiple other branded Huluween props perfect for the socials. ...then Uluh got to work ...BOO!!

Take a look at the video recap HERE!

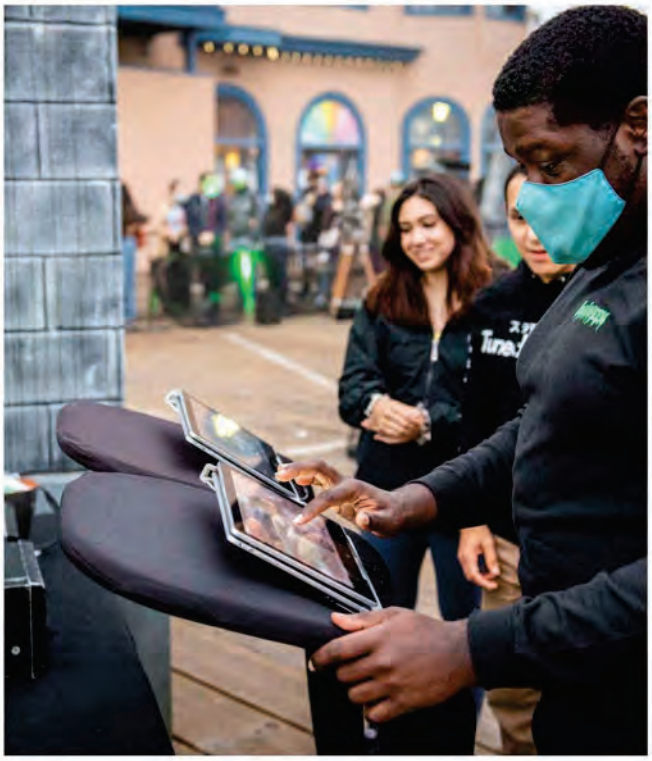


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CALIFIA FARMS®

Califia Farms Booth

design | fabrication | print & graphics | production | logistics

Calilujah for Califia Farms!

It was so great to be back at Expo West and reconnect with friends and colleagues after the pandemic! We loved working with Califia Farms and producing this stunning 30'x40' booth, together!

The space we've created had two serving stations, a frappuccino bar, cookie bar, cocktail bar, espresso station, conference areas with lounge chairs for meetings, and two dining areas for networking, food, and drinks.

The goal was to introduce and educate buyers on their product and its ingredients. Passerby got to enjoy fresh samples of existing and new products while learning more about the company!

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CALIFIA
FARMS






CALIFIA
FARMS
CALIFIA
FARMS
CALIFI
FARMS




Life's too short for
one type of milk.
Califujah!


CALIFIA
FARMS
Life's too short for one type of milk.
Califujah!

YVES SAINT LAURENT

YSL Pop-Up

design | fabrication | print & graphics | production | logistics

Make It Yours! We built this beauty pop-up for our friends over at YSL.

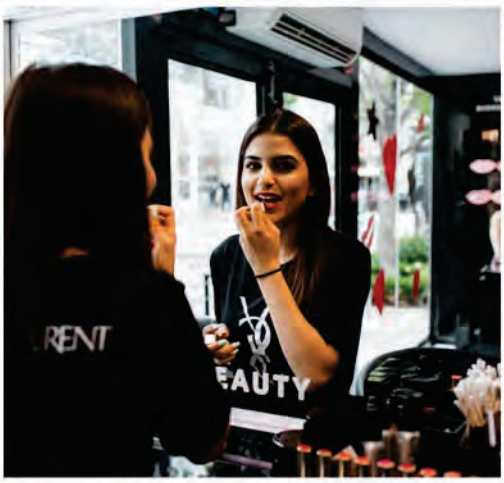
Visitors of LA's The Grove could enjoy this brand activation for an entire month. The popup featured the YSL Beauty Custom Rouge Pur Couture and included a full face bar displaying foundations, concealers, accessories… the WORKS!

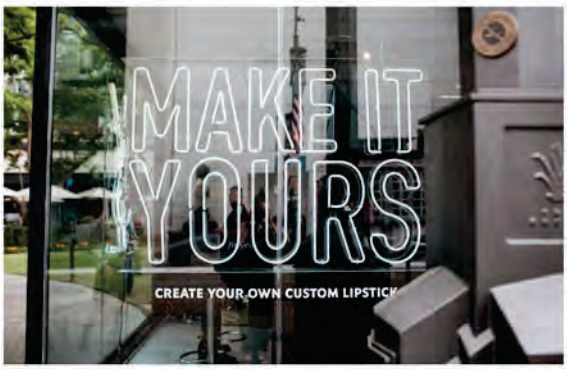
The interior and exterior elements of this build were designed to be re-usable for future pop-ups. We love the environment just as much as creating beautiful activations.

The YSL pop-up featured lipsticks with five different cap designs that customers could get engraved on-site.

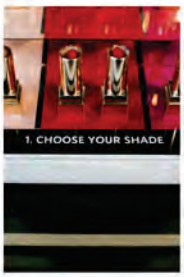


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MAKE IT
YOURS
CREATE YOUR OWN CUSTOM LIPSTICK


YVESSAINTLAURENT


1. CHOOSE YOUR SHADE





hulu LOVE, VICTOR

Love, Victor S2

design | fabrication | print & graphics | production | logistics

To celebrate Pride Month and the release of Season 2 of Hulu's Love, Victor, Hulu tapped AKJOHNSTON Group to create iridescent closets that guests are able to photograph, boomerang, or even physically come out of when we are in their town or at the Disneyland Resort to celebrate Pride and the courage it takes to live an authentic life.

At the end of "Love, Victor" season one, our charming lead takes a big, brave step in his life and comes out as his authentic self. The Hulu and AKJOHNSTON Group's activation honors and amplifies the many different shades of love and self-expression that the LGBTQ+ community embodies. The cast of Love, Victor caught up with the Santa Monica activation and met with fans and members of the press community in celebration of the sophomore season release.



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VICTOR
FEAR LESS


LOVE, VICTOR
FEAR LESS


LOVE, VICTOR
FEAR LESS



alo

Alo House

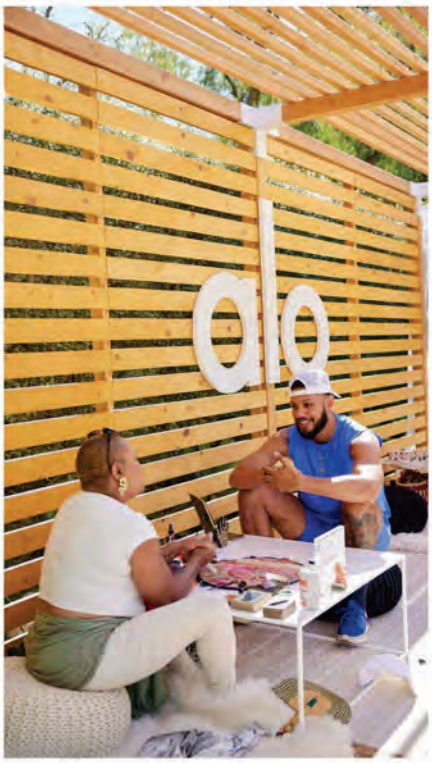
design | fabrication | print & graphics | production | logistics

We collaborated with our friends over at Sunset/Studios and helped bring the beautiful Alo House to life with custom fabricated letters, a boxing activation, and a natural wood pergola structure that housed a boho-chic lounge that helped everyone feel extra zen!

Take a look at the video recap HERE!



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alo


alo
alo


alo



AT&T

AT&T 5G

design | fabrication | print & graphics | production | logistics

AT&T gathered world-class collaborators, industry experts, and influential stars at the WarnerMedia Innovation Lab in Manhattan to unveil the magic of 5G with immersive demos and exciting announcements. Even Jessica Alba and Ashton Kutcher stopped by!

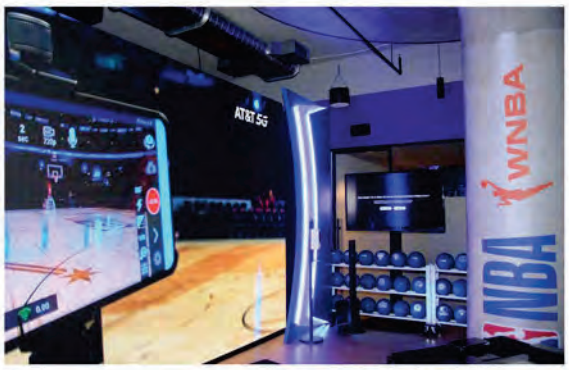
We were tasked with fabricating a handful of the sponsor activations and enjoyed being back in The Big Apple once again.

If Jessica Alba is on stage, you know you gotta make it pop! Using a high gloss automotive paint, we built these stage panels to flank the stage for AT&T's 5G launch event.

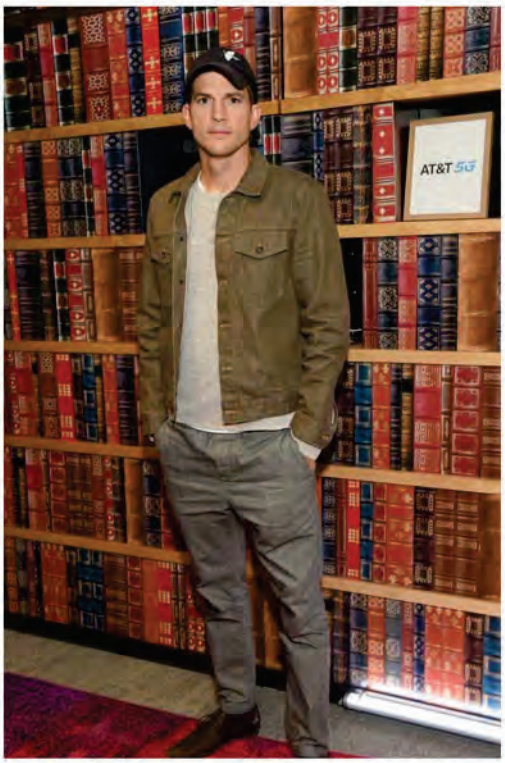


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AT&T 5G
WNBA


AT&T 5G FAST. RELIABLE. SECURE.
THE FUTURE
OF 5G


AT&T 5G

amazon handmade

Amazon Women's Day

web development | production | broadcast | fabrication

[agency credit: autumn communications]

Amazon Handmade wanted an exclusive destination for 60 press invitees to experience the magic and fun of the Holidays to show the world how featured 'Makers' create holiday decor sold on Amazon Handmade.

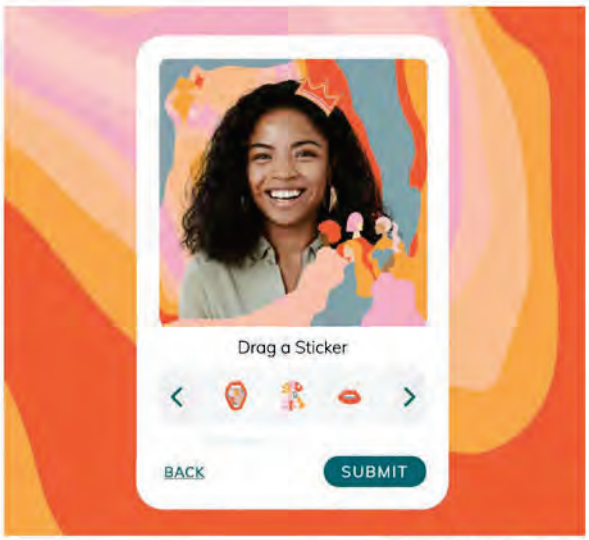
Guests were gifted crafting kits to complete in real-time during the live stream by following the instructions of the three featured Makers. Our production team sent professional camera, light and sound kits to each Maker, who we directed remotely through a recording. Each video clip, including custom motion graphics and titling were then edited together and seamlessly integrated with the live footage.

Our team custom-built the password protected microsite which included a virtual photo booth and chat function for the interactive live Q&A session, schedule of events, bios of each featured maker, and a holiday gift guide. To better accommodate everyone's busy holiday schedules, the site and all content remains accessible for weeks after the live stream!

Take a look at the microsite and the virtual event HERE.

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Drag a Sticker
BACK
SUBMIT


Welcome to Amazon Handmade's International Women's Day Event
Learn about how women-owned businesses operate from featured Makers Art of Plants and Beets and Apples. Join us (virtually!) for live crafting workshops and Q&A sessions with Camila Alves McConaughey and Handmade Makers.
handmade


GRL PWR
BOSS LADY
@amazonhandmade
#herewithhandmade
BE BOLD!
you go girl






RELAX
AND



GO Virtual Gala

web development | production | broadcast | fabrication

Each year, GO Campaign hosts their powerful annual gala, but this time an in-person gathering was out of the question - so instead, they went virtual!

Like so many organizations, they held a digital event, but wanted a more streamlined user experience than a standard platform. AKJOHNSTON designed a microsite custom to the the gala, including the ability to donate (domestically and internationally) before and during the event to raise nearly $1,000,000!

Professional camera and video kits were sent out to each speaker and performer who we then coached through the script. Each video clip was edited together and seamlessly integrated with the live footage so the entire event was cohesive to the audience.

For the night-of, AKJOHNSTON created a broadcast studio and handled content mix and broadcast while directing all pre-recorded and live components for a cohesive and seamless production featuring Lily Collins, Rob Pattinson, Ewan McGregor, Heidi Klum, Judith Hill, HAIM, David Foster, Katharine McPhee and more!

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GO CAMPAIGN
EWAN McGREGOR
GO CAMPAIGN AMBASSADOR
Register
Donate
GO Gala Auction


GO CAMPAIGN




INTERNATIONAL DONORS VISIT GOGALA.ORG


GO CAMPAIGN
SCOTT FIFER



amazon handmade

Holiday Press Event

design | web development | production | broadcast

[agency credit: autumn communications]

Amazon Handmade wanted an exclusive destination for 60 press invitees to experience the magic and fun of the Holidays to show the world how featured 'Makers' create holiday decor sold on Amazon Handmade.

Guests were gifted crafting kits to complete in real-time during the live stream by following the instructions of the three featured Makers. Our production team sent professional camera, light and sound kits to each Maker, who we directed remotely through a recording. Each video clip, including custom motion graphics and titling were then edited together and seamlessly integrated with the live footage.

Our team custom-built the password protected microsite which included a virtual photo booth and chat function for the interactive live Q&A session, schedule of events, bios of each featured maker, and a holiday gift guide. To better accommodate everyone's busy holiday schedules, the site and all content remains accessible for weeks after the live stream!

Take a look at the microsite and the virtual event HERE.
Password: HandmadeHoliday2020

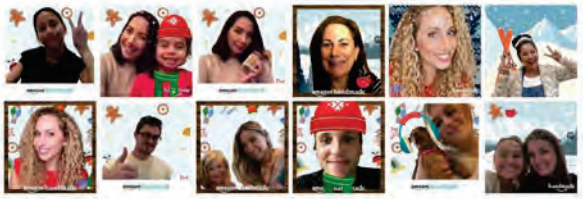
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Amazon Handmade Holiday Event 2020











heroes of hope
benefiting children's bureau

Children's Bureau Heroes of Hope

design | web development | production | broadcast

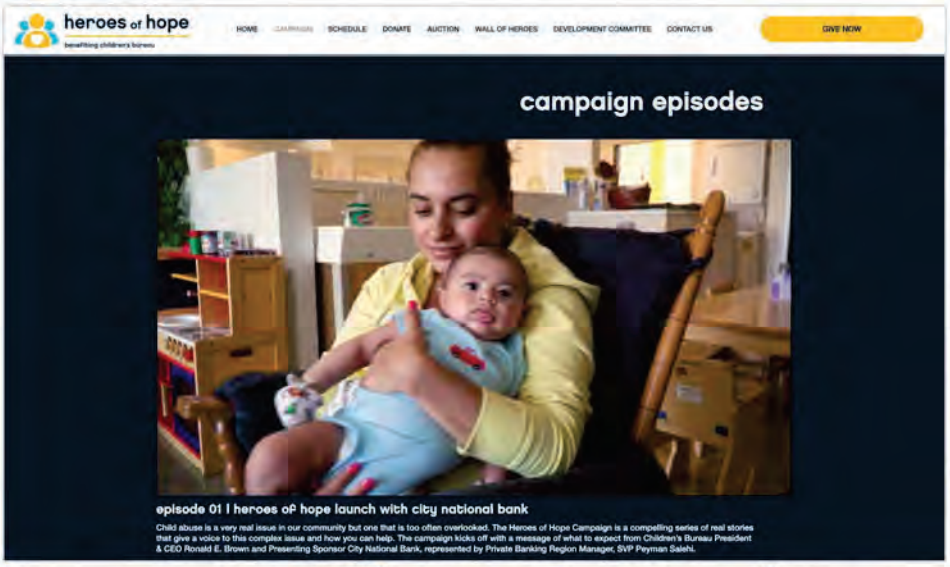
To celebrate the heroes helping prevent child abuse, Children's Bureau launched an eight-week virtual campaign, Heroes of Hope, to educate and promote awareness of how anyone can be a hero. Our team designed the campaign's branding package, microsite, and sponsorship packet. We also mailed out camera kits and walked each speaker through their self recording. These videos were then edited and built into eight episodes which were launched on the microsite for viewers.

The microsite included a growing sponsorship wall to showcase those who have donated to the campaign and are directly impacting the organization, a schedule of events, a link to the online mobile auction, multiple places to donate and a subscribe section. The website allows subscribers easy access to information and sponsorship information so they can become a hero and help change the lives of children.

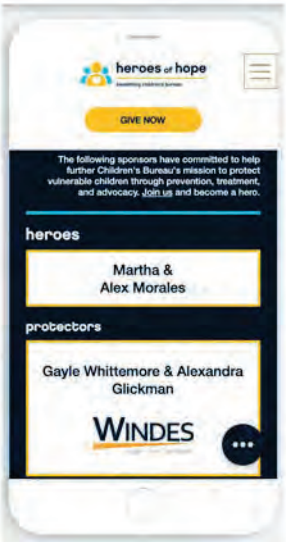
Take a look at the microsite and the virtual campaign HERE.

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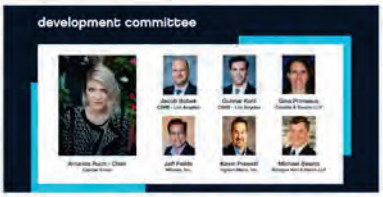

heroes of hope
HOME
SCHEDULE
DONATE
AUCTION
WALL OF HEROES
DEVELOPMENT COMMITTEE
CONTACT US
GIVE NOW
campaign episodes
episode 01 I heroes of hope launch with city national bank
Child abuse is a very real issue in our community but one that is too often overlooked. The Heroes of Hope Campaign is a compelling series of real stories that give a voice to this complex issue and how you can help. The campaign kicks off with a message of what to expect from Children's Bureau President & CEO Ronald E. Brown and Presenting Sponsor City National Bank, represented by Private Banking Region Manager, SVP Peyman Salehi.


heroes of hope
GIVE NOW
Participate in our Online Auction
Don't forget to bid on our exciting auction items taking place December 3rd - December 11th.
GIVE NOW
online auction
Auction Opens: December 3, 2020
Auction Closes: December 11, 2020
COMING SOON


heroes of hope
GIVE NOW
The following sponsors have committed to help further Children's Bureau's mission to protect vulnerable children through prevention, treatment, and advocacy. Join us and become a hero.
heroes
Martha & Alex Morales
protectors
Gayle Whittemore & Alexandra Glickman
WINDES


campaign schedule


ways you can support


development committee


stay connected

HYUNDAI

DRIVEN: A Celebration of LatinX Artists

fabrication | lighting & tech | production | print & graphics
(agency credit: advantage marketing)

With five weeks between concept and load-in, our creative team conceptualized how to showcase nine LatinX artists in the center of Hollywood by taking notes from the pandemic: Put people in their cars and send them on a road trip!

At the heart of Hollywood, the iconic Palladium theatre facade and back parking lots were transformed with over twenty trucks of mulch, greens and custom fabrications to send motorists on a journey through Mexico and Central America. Artists were discovered from those regions with art displays curated by MOLAA and Art of Elysium.

The journey began with guests experiencing a contactless check-in and registration from staff that had been COVID tested daily. There, guests started in a clean, modern Hyundai queueing area until their journey would begin. Once they began their journey, an LED tunnel and emcee welcomed them to the experience with a curated FM playlist and they were on their way! Multiple scenes of various climates were along the way, including six displayed vehicles and nine art displays. A nighttime experience was also brought to life with over 300 light fixtures disguised as 20' tall trees to light the backlot over the four-day run.

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HYUNDAI
#ArtHeals


HYUNDAI
69


PALISADE
HYUNDAI
HYUNDAI




DENISE LOPEZ
STEFFANO ALVAREZ



weedmaps

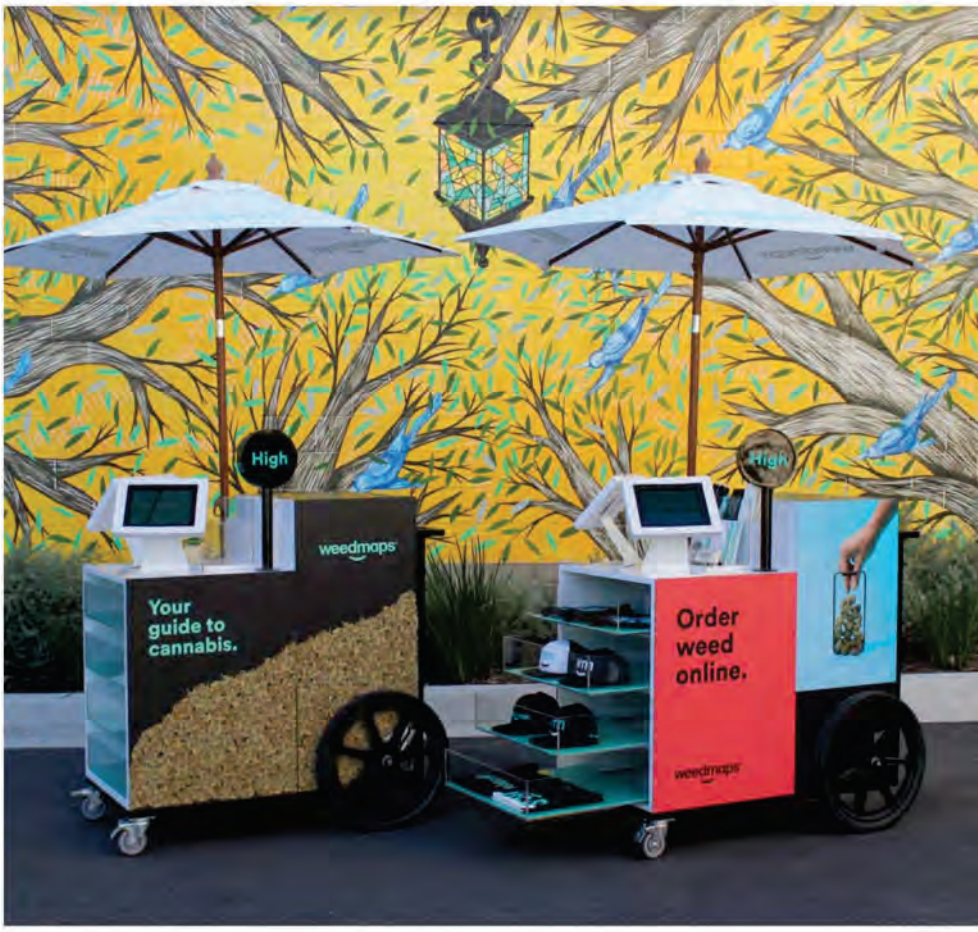
Come Thru Carts

design | fabrication | print & graphics

These small carts (small enough to fit in the trunk of a Prius) make a big statement! Built from scratch, these carts are collapsible making it easy to transport to any event.

We used metal framing with millwork boxes including built in power banks, making these carts completely self sufficient. The drawers are custom built acrylic boxes with a vinyl applied bottom. The graphics are an applied vinyl on di-bond which are completely interchangeable creating an extremely durable and easy to reuse in the long term.

AKJ was in charge of the build design, fabrication and graphic wraps for these carts. When designing, we wanted to make sure guests would have the ability to see what was available as a premium option to ensure there was less touch on the products.



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High
High
weedmaps
Order
weed
online.
weedmaps
Your
guide to
cannabis.


Order
weed
online.

KIM CRAWFORD

Kim Crawford at BNP Paribas

mgmt | fabrication | tech
[agency credit: cogent]

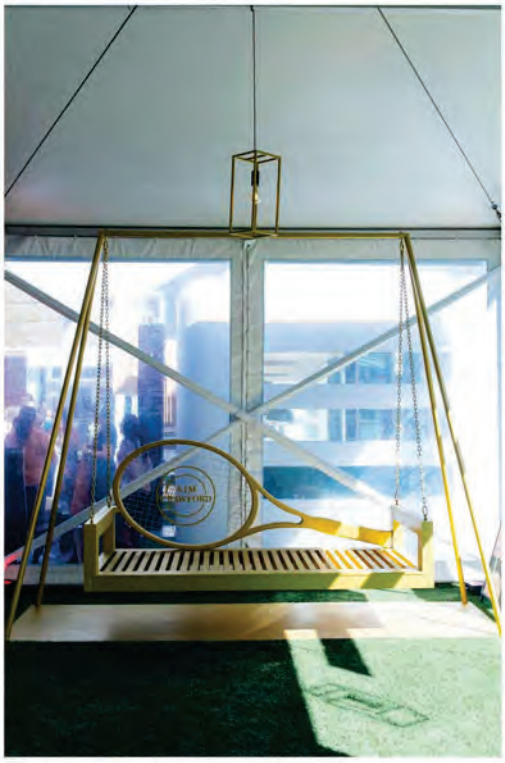
We helped serve up Kim Crawford at BNP Paribas with lots of custom fabricated pieces and managed the build of elements on site. Side tables were made using clear acrylic boxes and filling them with tennis balls which popped off the white rental furniture and custom branded pillows.

A tennis ball wall was built for behind the custom built bar with a dimensional slogan taking front and center. Two photo moments were fabricated: one being a large gold swing with a tennis racket back and the other a backdrop with an oversized tennis racket for guests to pose with.

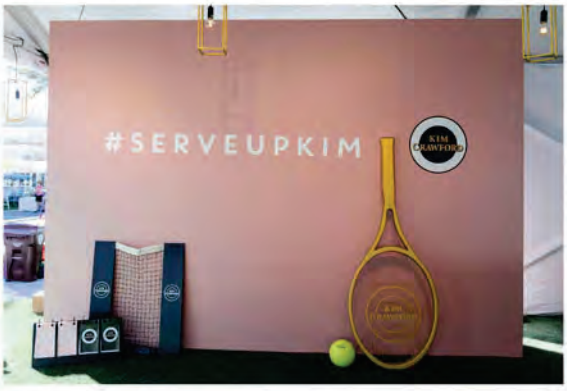
All the lanterns and chandeliers were also fabricated and color matched to Kim Crawford gold. An LED screen provided guests with a live feed of the tournament.



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#SERVEUPKIM


SERVE UP KIM

Pop
a CBS company

Visit Schitt's Creek Pop Up

design | mgmt | fabrication | production | touring

Daniel and Eugene Levy selected AKJOHNSTON as the team to ideate, design, produce, fabricate and tour the entire 7,000 square foot 3-day (per market) activation. All but five props in the space were fabricated in our studio. We discovered that 95% of the props and sets had no reference drawings or dimensions - so we spent countless hours studying set photography and episodes to recreate every single detail hand by hand within only four weeks.

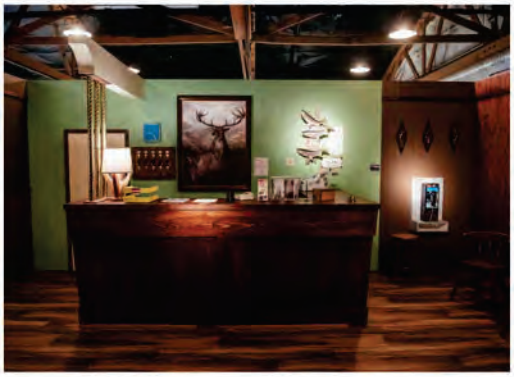
The pop up sold out entirely in less than 5-minutes on both coasts (LA and NY) with over 40,000 visitors trying to get tickets. Collectively this activation in six live days plus press events has hosted approximately 6,000 lucky guests who walked through sets and engaged with 13 moments from the show, including about 500 props and set decoration that brings it to life in ways that pop-ups typically fall short.

Check out the behind-the-scenes video HERE!

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ROSE APOTHECARY




TROPICAL



Space Coyote Bus

i&d | fabrication | vinyl wrapping

We love road trips and this was one for the books!
Together with Space Coyote we transformed an old Ford school bus into a full blown activation on wheels. We vinyl wrapped the entire bus and created a modern look by rounding out the edges. The inside was remodeled, painted and lounge seating was added as well as air conditioning, smoke-eater, stereo system and bluetooth. To top it off we added a daybed on top of the roof for some mandatory sunbathing... and it just looks cool on pictures!

The Space Coyote team took it on an adventure throughout the U.S. all while promoting new Space Coyote products. Are you coming with us?!

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SPACE
Coyote


SPACE
Coyote




Coyote
Preservation
Society

YouTube

LATAM Creator Summit

i&d | fabrication

[agency credit: mas event + design]

Our team took on building a large stage backdrop wall for the Creator Summit. The wall had intricate and organic integrated lighting and dimensional "steps" in the front to hold various plants and decor items. This 48' wide backdrop was finished with a textured stucco and hand painted striations and installed using only 3 segments reducing the visible seams. Inside the lobby two large canvases were stretched across 2 walls showcasing a collage of YouTube creators. The artwork was done using mixed media for added layers of dimension and texture. 80" screens, DMX controllable LED lighting and astera tube light fixtures were all seamlessly integrated into the build creating a more dynamic environment.



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LOS
ANGELES
2019
CREATOR
SUMMIT





Fair Trade Pop Up Shop

design | mgmt | fabrication | production

To amplify the Fair Trade message, Fair Trade Certified™ seal, and celebrate Fair Trade month — Fair Trade USA partnered with Patagonia, West Elm, Kroger, Death Wish Coffee, and other leading brands in each Fair Trade product category for the first pop-up shop in New York City at the Seaport District: The Fair Trade Difference.

Open from October 7th through the 31st, the driving force behind the shop was to provide a place that focuses solely on Fair Trade Certified™ products from prominent Fair Trade brands and categories including apparel, home goods, coffee, cocoa, etc. By showcasing a wide array of products, the store illustrated how one can incorporate Fair Trade throughout their life and increase their impact with everyday purchases.



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ELEPHANT
COOPERATION

Anti-Gala: Neon Jungle

design | mgmt | fabrication | production

Elephant Cooperation wanted to take the traditional gala format and turn it upside down, so we created the anti-gala and designed a jungle filled with neon. This grand scale halloween party included a choreographed acrobat act and DJ Vice closing out the night with a party guests will never forget. To bring the neon jungle to life, AKJOHNSTON placed an African tree in the center of the space and everything centered around this focal point. Astera tubes were strategically placed in jungle foliagethroughout the event space adding in pops of moody color. Raised VIP lounges were placed in the center to host the largest donors and other VIP lounges were set on the perimeter of the main room. From drinks to decor, everything was cohesive and wowed the donors who were lucky enough to attend the coveted evening.



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RESERVED
City
National
Bank



YouTube

Gaming Creator Summit

i&d | fabrication | tech

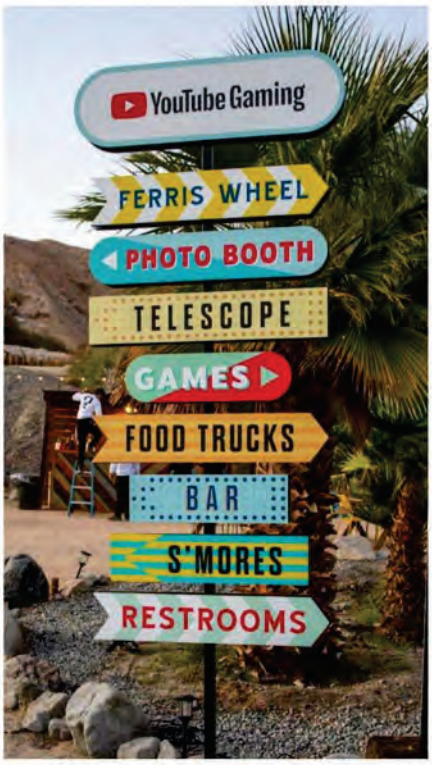
[agency credit: mas event + design]

YouTube took over the desert and the Saguaro Hotel for their creator summit. The modern design on carnival style look and feel drove the fabrication of the elements produced by AKJOHNSTON. Mirrored stacked barrels created a simple and fun photo moment for guests. A large custom built foam pit was a fun activity for guest to jump into and let loose. Everything was built for guests to create their own content and the bright colors of everything made Youtube stand out.

The 40' wide stage backdrop included over 20 layers of corrugated plastic, corrugated metal, CNC cut metal and CNC cut MDF pieces. Every element of the lighting and video was seamlessly integrated directly into the builds.



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YouTube Gaming
FERRIS WHEEL
PHOTO BOOTH
TELESCOPE
GAMES
FOOD TRUCKS
BAR
S'MORES
RESTROOMS




YouTube Gaming



SoftBank

Softbank Women's Summit

i&d | fabrication | signage | tech

[agency credit: mas event + design]

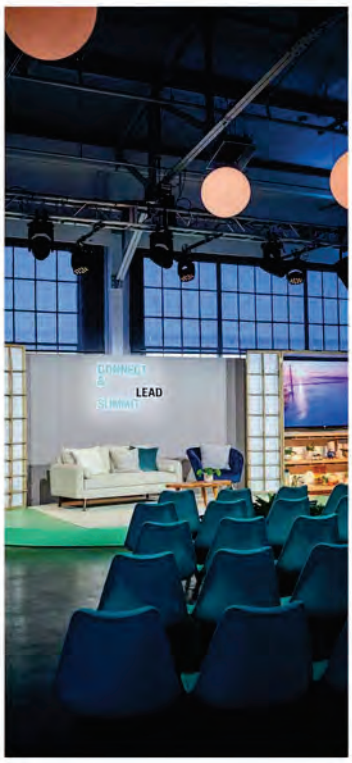
SoftBank developed a summit focused on Funding female success for the future. With that theme in mind, AKJOHNSTON collaborated with relevant stakeholders to cultivate spaces for open communication that supported collaboration & highlighted SoftBank's commitment to investing in women as champions of innovation and leadership through an eco-friendly and modern design that encapsulated a smart + sustainable future in an elevated aesthetic.

The oval stage was not present night one, where a gorgeous dinner introduced the space with an sophisticated tone. Stunning oak and Japanese Washi cabinets flanked the room, staged with plantings and decor to set a warm tone.

The very next day, these cabinets were opened to reveal media screens for an effective presentation, and the oval stage greeted guests with a stage aesthetic that was approachable and pleasing, conveying to the audience that this was an intimate + engaging presentation designed to engage, rather than the typical 'black drape & big stage' summit look + feel.

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CONNECT
&
LEAD
SUMMIT




CONNECT
&
LEAD
SUMMIT


CONNECT
&
LEAD
SUMMIT

YouTube

YouTube at VidCon Partner Reception

mgmt | fabrication | tech

[agency credit: mas event + design]

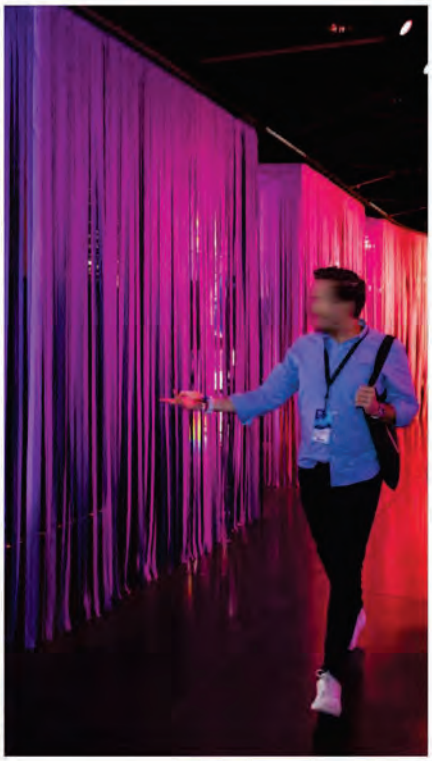
YouTube brought the party to VidCon! Before entering the party, guest passed through 55,000 inches of ombré ribbon hanging to the floor. Panels showcased trends of the year and played video content coinciding with that year. When guests entered the room they were greeted with the focal point of the nail polish mountain. This custom fabricated 20' wide nail polish mountain was created for the DJ to mix some beats in the center of the party. Oversized nail polish bottles surrounded the mountain as accent pieces. Elements in the surrounding space included a space cat rainbow photo opportunity and a baby shark closet.




2016
YouTube







BOBBI BROWN

Bobbi Brown - SLC

design | mgmt | fabrication | tech
[agency credit: this is mission]

Bobbi Brown brought inspiration, celebration and development of their product to Sephora's Leadership Conference in Las Vegas. Our team designed a bathroom space with a moving view of New York City using two LED TV screens and a faux window casing. The 10' tall booth was covered with white subway tile and a matte black accent wall displaying product.

Fresh floral and fruit flowed out of the modern tub and two sinks in the space. Using fruit and floral accents that are real ingredients within the product line allowed guests to visualize and smell what Bobbi Brown actually puts in their bottles.



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BOBBI BROWN


BOBBI BROWN


BOBBI BROWN
FRESH, HEALTHY, GLOWING SKIN STARTS HERE
PREP. CORRECT. PERFECT
BOBBI BROWN


BOBBI BROWN

Levi's 501 Day

i&d | mgmt | fabrication | graphics | production

The annual Levi's 501 Day party turned orange this time! Our team designed and built a custom 24' x 12' orange acrylic structure for Heron Preston to design and customize Levi's denim for guests. The party wouldn't be complete without orange highboys and a bright orange stage for Jaden to perform on. Our team managed all audio/visual and tech elements including haze and theatrical lighting for his performance.

Haley Bieber and Heron Preston were wrapped on interior walls flanking a custom fabricated swing for guests to take a photo in. To showcase the history of Levi's a black pipeline timeline wall was built inside to show the significance each year has brought to the brand.



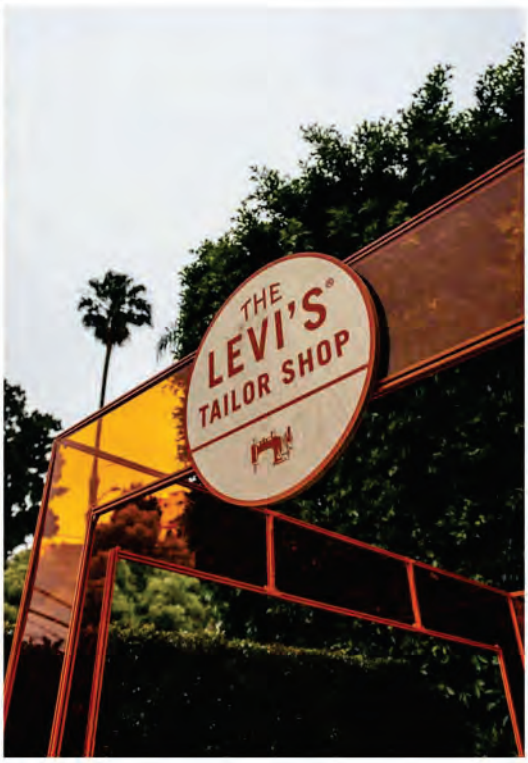
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1873
1886




Levi's


501


THE
LEVI'S
TAILOR SHOP

YSL Beauty Station Pop Up

production | fabrication | print | tech | i&d
[agency credit: partipris & hk corp]

What had begun as a simple stunt of an extension of the YSL Beauty Hotel during weekend one of Coachella, quickly grew to include an 80' pop-up store, impressive and immersive set dressing, a half-acre balloon field, billboard and a 25' high neon lipstick monolith - all for the Insta!

With only three weeks to build, we quickly scaled our involvement to fabricate fixtures, props, signage and large format fabrications that needed to withstand 130MPH wind, 120-degree temperatures and even rain. The result was incredible, sparking international press and exposure for the four days of our activation. Not only did YSL capture incredible photo and video campaign media, but the station then opened to the public and quickly thereafter became a viral sensation.

Our pop-up store was a hit: hosting beauty stations, custom engraved cosmetics, a bar and even a YSL Beauty vending machine for guests to enjoy. With 15,000 guests and 350-million social media impressions, no one could have predicted that this would be the most successful pop-up store in YSL's history with higher sales by period and sales per square foot over the course of the long weekend!

Take a look at the recap video HERE!

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BEAUTÉ


BEAUTÉ


I ♥ YSL BEAUTY





Super brand day
TMALL.COM

Tmall x YSL Beauté

production | lighting | av | print | fabrication
[agency credit: partipris & hk corp]

To elevate T-Mall's Super Brand Day for YSL Beaute, we featured top Chinese artists with a showcase of performances and presentation from both YSL and T-Mall's teams at the Autry Residence at the Parker Palm Springs. Our technical production and design teams built a dynamic set filled with LED tubes, moving lights and conventional stage lighting to bring a visual storyline to the evening under the stars that showcased concert sound and staging brought to life internally by AKJOHNSTON.

With only two days to review riders, our team brought talent to the stage with precision management, while our lighting and set design teams built out the rest of the Autry Residence to feature custom makeup stations, lounges and decor features that transformed the estate to become the YSL Beauty house in the desert!

Around the estate, AKJOHNSTON built an entirely new roof for the Autry that cast a solid pink light on the patio below; a wall of records featured YSL; and a 16' makeup station was surrounded by custom neon and decor to host influencers and guests alike! The main bedroom was also transformed to become a live-feed of YSL Beauty's Creative Director, Tom Pecheux, as he hosted a Master Class on the brand's product.

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Super brand day


Super brand day
TMALL.COM



Levi's Festival

fabrication | print | staging | i&d
[agency credit: sunset studios]

Our team took over the Sands Hotel and floated Snoop Dogg and Wiz Khalifa in the pool with a custom built shade structure while running significant audio and power infrastructure. We rebranded the hotel property with an entire "Levi's Brand" overlay from rooms to the parking lot. Tapping into all the departments within AKJOHNSTON, we were able to compliment the project with cost-saving services.

Between guest arrivals and various events, we set up new surprising elements at a full hotel takeover in the Coachella Valley. Highlights included wood shade cabanas, and dressing rooms in the custom tailor shop to fuel selfies and press photos for days!

Additional production support was brought in to logistically support the events that spanned two days at the stunning Sands Hotel and Spa - where we made our mark at the event, but loaded out flawlessly to protect the pool and property from ever knowing we were there!

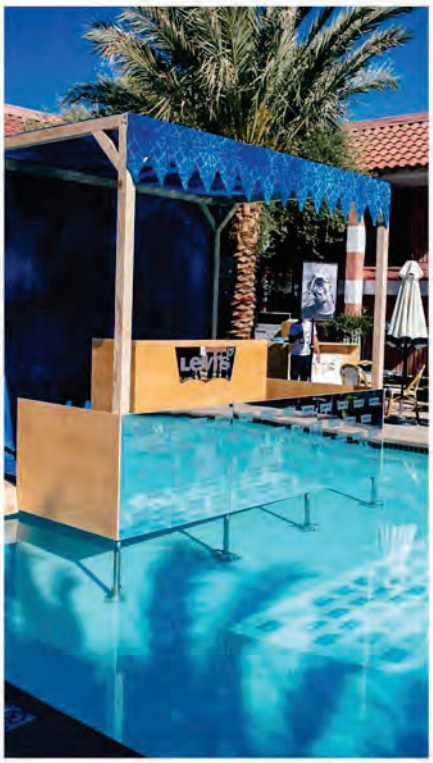
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Levi's




Levi's

propel
CO:LABS

Co:Labs Fitness Festival

fabrication | graphics | logistics | touring
[agency credit: invisible north]

Launched in LA, the Co:Labs Fitness Festival traveled to Miami, NYC and Chicago in summer to celebrate fitness and music influencers fueled by propel - how gatorade does water. Over 70,000 square feet of open-air and studio fabrication totaling five semi trucks was created specially for this tour.

Our in-house fabrication department engineered and built all jungle gym elements including backdrop metal panels for influencers and guests to pose for a photo. The AKJOHNSTON team also managed the overhead netting and colorful balloon installation creating a dynamic "ceiling" over the space.



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HOW
GATORADE
DOES
WATER


propel


propel
ROLL
OUT


MAKE IT
COUNT

COMEDY CENTRAL

Lights Out with David Spade

i&d | fabrication | tech

Fully custom fabricated elements were brought in for this nightclub overlay to celebrate the premiere of Lights Out with David Spade for ViacomCBS. From custom pillows, to laser-cut + backlit metal back bar branding and gold mirrored Comedy Central logos throughout – no detail was left untouched. The venue felt like a whole different space, complete with a CNC cut + backlit 12 foot wide oversized recreation of the show logo cityscape as a photo opportunity.



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COMEDY CENTRAL
LIGHTS OUT
with DAVID SPADE


LIGHTS OUT
with DAVID SPADE


LIGHTS OUT
with DAVID SPADE


LIGHTS OUT
with DAVID SPADE

Roast of George Argyros Jr. No. 55

mgmt | design | fabrication | production | tech

Our client wanted a night to remember filled with roasts from good friends and we did just that. A throne was staged on the center of the stage for the birthday celebration. All elements of design down to the invitations were managed by AKJOHNSTON to ensure a cohesive event from start to finish. Content and all technical lighting was also handled by the AKJ team.

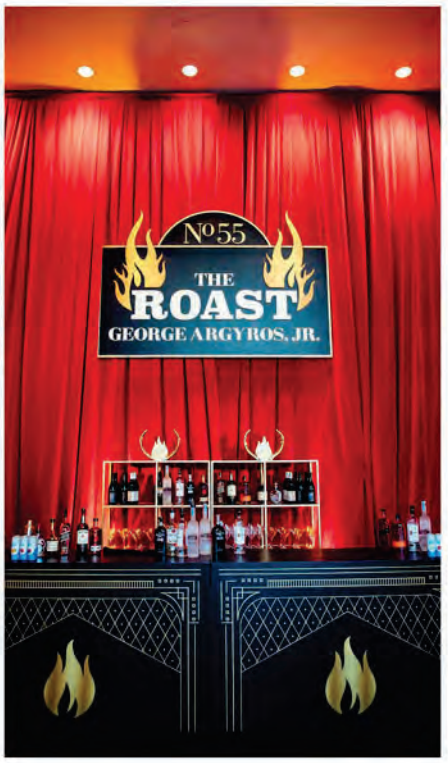


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THE
ROAST
GEORGE ARGYROS, JR.




No 55
THE
ROAST
GEORGE ARGYROS, JR.

Hyundai Super Bowl LIVE

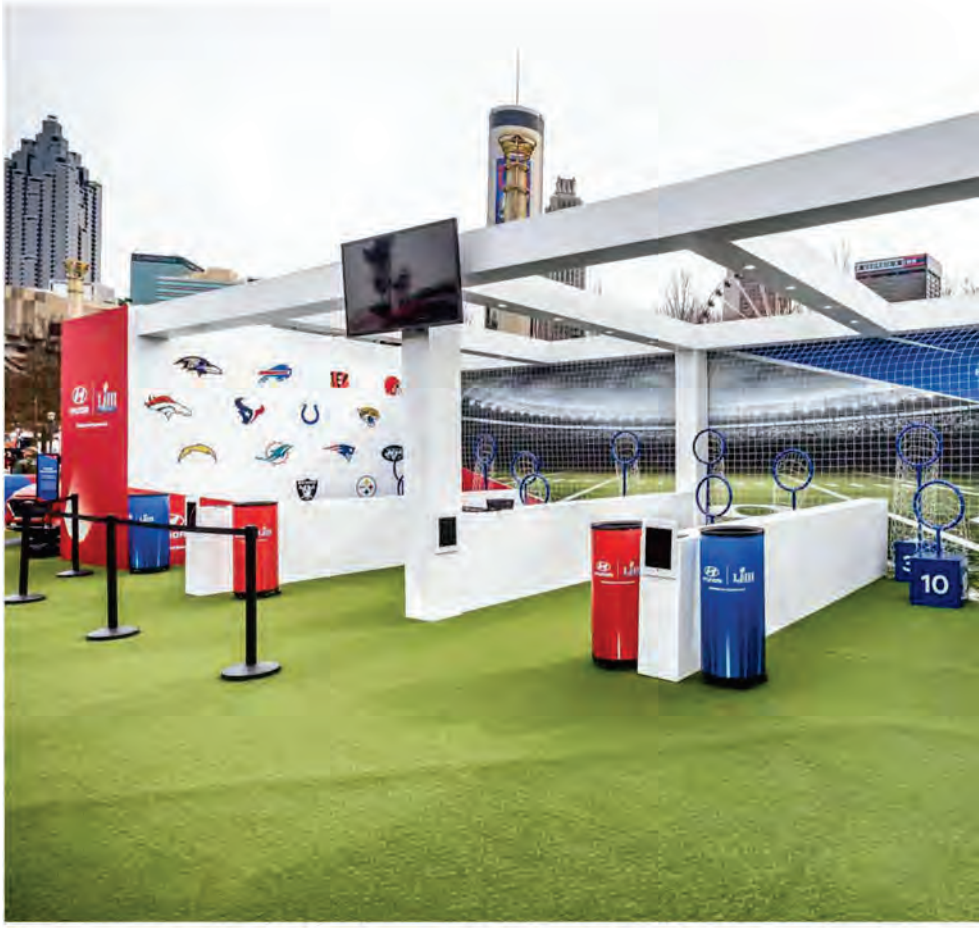
fabrication | graphics | logistics

[agency credit: advantage marketing]

We were commissioned by Advantage Marketing for Hyundai Motor America to bring to life four outdoor live spaces that embodied the values and performance of Hyundai Motor for their title sponsorship of the 2019 Super Bowl LIII in Atlanta. The eight-day activation needed to live outside in the rain, wind, snow and mud while hosting over 100,000 guests throughout its activation leading up to the Big Game! Our 4,500 square foot FamJam space showcased four vehicles and large format games for all to enjoy as the anchor space within the activation.

Our satellite NEXO stage celebrated Hyundai's commitment to environmentally and sustainable community with a live-painted mural and daily panels celebrating Atlanta's culture and Black History Month. Our performance Motorsport space showcased with simplicity, the new Veloster N; and our final space gave fans a memorable photo opportunity that all guests were talking about! In this final area, we created a field tunnel complete with cryo fog and a slow-motion video so fans could be #DrivenByHyundai in a shareable moment that had us rushing on day 2 to add 150-feet to our line because it was so popular! All together: We told the Hyundai story through memorable vignettes touching on all things that make Hyundai great at Super Bowl LIII!

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HYUNDAI
The 2019 SUV Team


Shopper Assuran

Union X Jordan Launch

av | lighting | fabrication | graphics | i+d
[agency credit: creative contraband]

For the LA release of the retro throwback Jordan 1's, we were tasked with building a 40' by 40' mirrored cube, seated ominously in the 28,000 square foot HD Buttercup Loft to reflect hand-painted floor murals that adorned the floor. Haze and production lighting from our team set the tone for a monochromatic contrasted interior that resembled a throwback court with dramatic graphic treatments and custom fixtures from our studio.

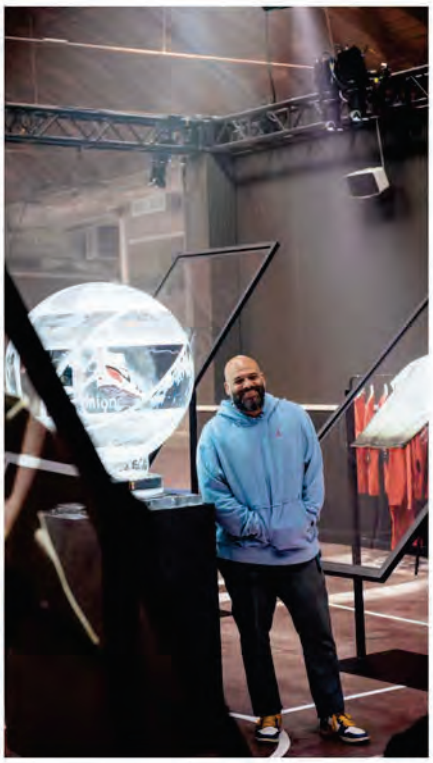


AKJOHNSTON akjohnston.com









LinkedIn

TalentConnect Anaheim

fabrication | print | production | i+d
[agency credit: invisible north]

LinkedIn wanted iconic pieces that were scaled to fit the outside plaza of Anaheim Convention Center. These installations needed to be functional and live outside for one week, so our team built three semi-trucks worth of photo activations that met the stringent parameters and quality needs of the client. The largest entry arch reached 20-feet in height by 70-feet in width and was engineered for the space by our team of multi-faceted magicians!



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Nice to see you,
let's talk.
TalentConnect
in TalentConnect

VidCon Creator Lounge

design | mgmt | fabrication | tech | rentals

The wildest of trade shows and video content meetups, Vidcon, returned to Anaheim to celebrate artists and influencers from across the globe. Taking a reserved approach with distinct styling, Fullscreen left the show floor in exchange for a 3,600 square foot VIP creator lounge with all elements designed, built and implemented by our firm.

This design included a swag custom wrapped trailer, a custom built 16' tall content studio and a flanked hanging ribbon entry portal. As guests entered, dimensional words to encourage engagement were hung from the ceiling leading to a 16' tall LED wall displaying content from various Fullscreen influencers and content creators.



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CONNECT


TEACH
INSPIRE




TEACH

VidCon Creator Lounge

design | mgmt | fabrication | tech | rentals

Fullscreen asked our team to design and execute their creator lounge at VidCon for the second year in a row.

In order to make this enchanted forest come to life, we designed and fabricated a 12' by 10' abstract photo moment using an acrylic gold floor and a faceted structure adorned with floral embellishments. Mirror accents and lots of green foliage made the ballroom transform and become a world of whimsy.

Our team tastefully integrated technology with an LED wall and various screens with cascading floral elements. We engineered all sound and lighting for the live VIP performances within the space.



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#childhooding with VRV

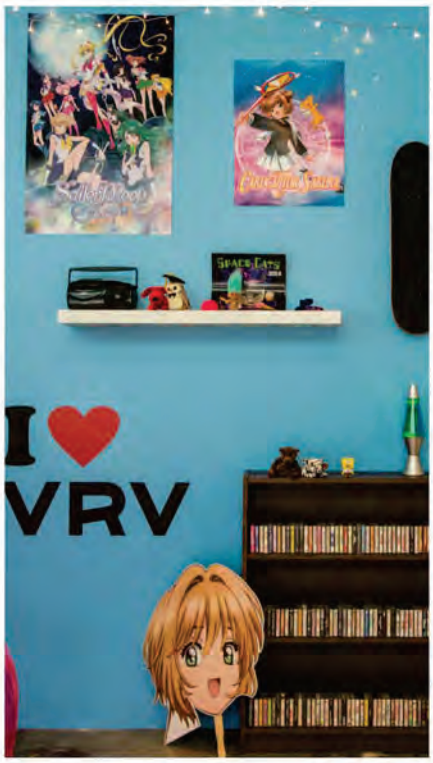
design | mgmt | fabrication | tech | rentals

We were tasked with creating spaces that revived 90's Saturday morning's with Childhooding with VRV - a celebration of newly available throwback programming from Nickelodeon on WB! We fabricated Instagrammable spaces including a 9' cereal bowl and a 12' cereal bar for guests to engage and enjoy in two cities within unique spaces all facilitated by AKJOHNSTON.

Throwing it back to the 90's, the space was completed with bright pink blow up lounges, a 90's-inspired bedroom wall displaying glow-in-the-dark stars, posters and skate decks and classic games. Guests loved the feeling of nostalgia as they ate a bowl of cereal and played Hungry Hungry Hippos and Battleship.

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I ♥
VRV


THE CHILDHOODING ZONE
#ChildhoodingWithVRV


CEREAL MENU
STEP 1
STEP 2
STEP 3
THE CHILDHOODING ZONE
#ChildhoodingWithVRV


I ♥
VRV
I ♥
VRV

AT&T Bright Fight

concept | design | fabrication | i+d

When AT&T tasked us with designing a public installation to be set at the Santa Monica pier, we were excited - but then we learned there was only two weeks to execute! Without fear, we conceptualized an installation to raise awareness for people to discontinue use of disposable straws by inserting them into this piece of art as "their last straw." 15-foot tall colorful straws and usable mirrored pillars created a photo-worthy installation that had both form and function to serve as the centerpiece to this TV shoot and public art fixture installation.



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THE BRIGHT FIGHT


THE BRIGHT FIGHT

Halo Top

mgmt | print | fabrication
[agency credit: shiraz creative]

With the client's agency partner, we brought to life these half pints at the Grove in Los Angeles. What became a three-day activation garnered social media attention that complimented the grand opening of the Halo Top Scoop Shop next door while allowing consumers to play in their food - with fun and engaging photo opportunities galore!

Each individual pint had to be structurally engineered and built by our fabrication department insuring that the scale of the pints were realistic along with guests being able to engage with each one and take photos inside. All the graphics for each pint were also printed and installed by our in-house print department.




HALO TOP
rainbow swirl
280
calories
per pint
light ice cream
protein


PIECE OF CAKE


HALO TOP
strawberry
280
calories
per pint
protein


PIECE OF CAKE

BIOSSANCE™

Farmer's Market Pop Up

design | mgmt | fabrication | logistics
[agency credit: lucey stepp]

Biossance is a beauty brand that wanted to show their product in a unique way during the holiday season. We found a way to combine their spring influenced branding with holiday elements in the middle of a busy Melrose farmer's market.

A copper wireframe "gingerbread house" was engineered out of tube metal and had "walls" with Biossance bottles and floral accents strung on copper wire. In the middle was a modern copper tiered tree with Biossance ornaments. Each corner of the structure housed an ombre spring Christmas tree. We faced a challenging four hour load-in time and were able to complete everything in an efficient and timely manner.



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BIOSSANCE





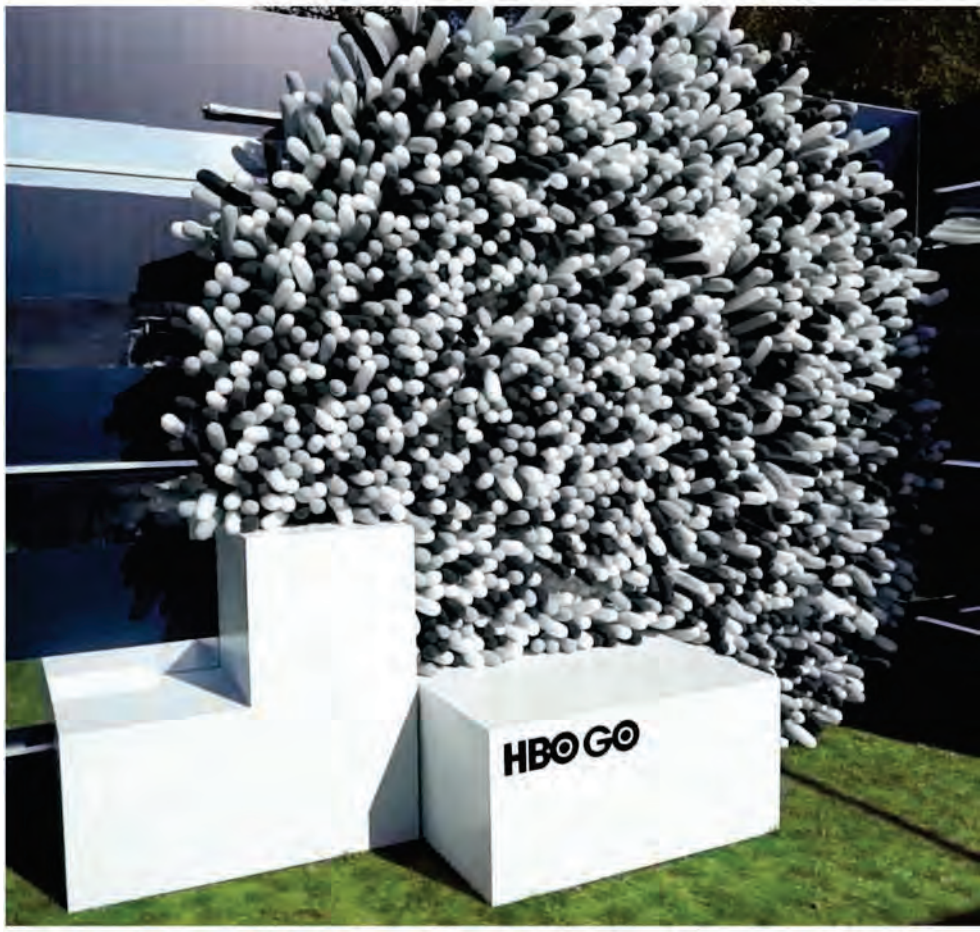
HBO GO

HBO College Tour

fabrication | graphics | logistics | touring
[agency credit: invisible north]

Deployed at USC then toured nationally, our team engineered a space that could fit into one truck and be set in less than four hours at college campuses. A collection of instagrammable moments, this tour highlighted six of HBO's featured shows and drove the purchase of HBO Go subscriptions for four months.

Touch points included a hanging fabric entry portal, a balloon "O" photo moment, a relaxation lounge for guests to enjoy some HBO shows, a jumping photo moment and a fan-favorite "Game of Thrones" throne.



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HBO
AHH
RELAX WITH THE BEST OF HBO






GAME OF THRONES

ESTD J.R. 1868
WATKINS
REMEDIES FOR BODY

JR Watkins | Expo West Booth

design | mgmt | fabrication | logistics

JR Watkins came to AKJ with the need for a booth that would reflect the new and refreshed branding launch. To design an apothecary retail store our team used traditional materials such as white brick and wood shelving and paired this with modern gloss whites and marbles. By using a sleek black floor the contrast of the booth was able to really stand out.

However, the most important aspect of this booth was showcasing the product itself, so, we lit each shelf individually and created stylized pockets with floral accents. To allow guests the opportunity to experience all the scents of JR Watkins, we created a custom scent bar displaying six diffusers under bell jars. Storage was thoughtfully integrated and gave brand ambassadors access to additional product in an efficient manner.



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New Look
Coming
Soon
ESTD
J.R.
1868
WATKINS
REMEDIES FOR BODY & HOME™



pukka

Pukka | Expo West Booth

design | mgmt | fabrication | logistics

To bring the colorful Pukka brand to life, we created an environment where guests would not feel like they were inside a typical trade show booth. This footprint was designed to look like a retail tea store. Trying to keep our environmental impact as low as possible our team built the bar with reclaimed wood and recycled apple crates were repurposed as shelving. To tie everything together greenery was accented throughout showcasing herbs that double as ingredients in many of the Pukka teas.



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pukka


pukka





pukka

Wanderlust Trailer Pop Up

design | mgmt | fabrication | logistics
[agency credit: invisible north]

Tasked with two weeks to build a health-rated vintage wood-clad trailer, Invisible North tasked us with the duty of outfitting this mobile tea tour on a tight logistical schedule to tour to all Wanderlust events nationally. With a host of aesthetic and logistic needs, we were live within the time and budget window while using reclaimed materials and sustainable construction that told the brand story. The trailer is still going strong serving thousands with hot tea and Instagram-worthy memories while on the road.



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pukka
detox


pukka


pukka
WANDERLUST
WANDERLUST

RIPNDIP

Global Pop Up Shops

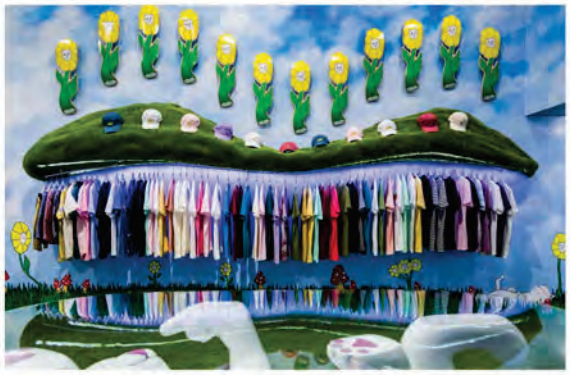
fabrication | graphics | tech | i+d

With pop-up stores in LA, NYC, Chicago and Miami plus a handful of pop-up shows per year- Rip N Dip has trusted us to bring their vision and characters to life within retail environments and shows alike with immersive playgrounds that serve up instagrammable moments and retail sales.



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IRVINE COMPANY
OFFICE PROPERTIES

Year End Celebration

design | mgmt | fabrication | av

Tasked with creating a modern and contemporary art inspired space, we used clean white as the backdrop to intense pops of artful color! With the use of intriguing art installation that doubled as photo moments along with curated furnishing, graphic and florals, guests were welcomed into a clean and bright environment. Shading the guests was a custom 30' x 80' structure that created a statement with beautiful moment in the wind. We also custom wrapped a trailer for beverage service providing a creative alternative to the traditional bar.



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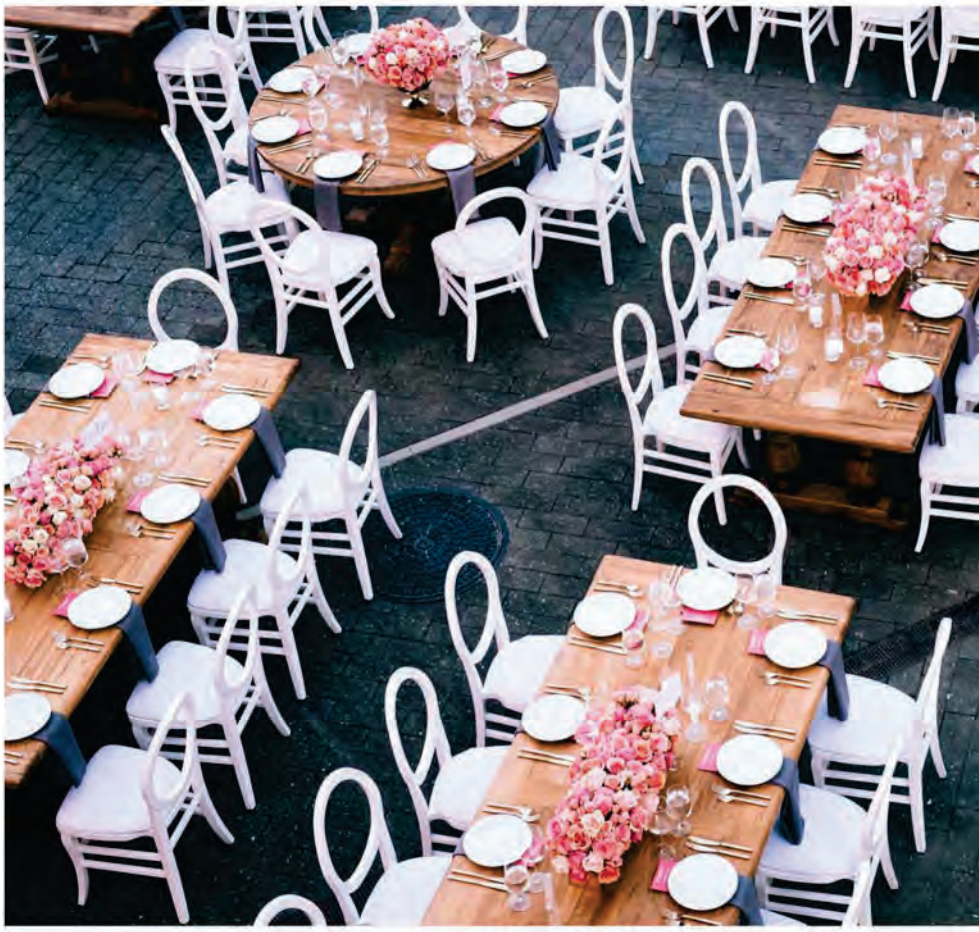


Segerstrom Center for the Arts

Argyros Plaza Dedication

design | mgmt | fabrication

With the launch of a newly renovated courtyard, Segerstrom Center for the Arts looked to us to create a high-end evening welcoming guests to the space in a casually chic, yet elevated setting. The alfresco evening consisted of wooden farmhouse table and clean white dining chairs. On top was a simply curated table setting and a large floral arrangement made solely of pink hued roses. The integration of marble and wood in the lounge vignettes and bars created a high-end, but still intimate environment.



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JULIANNE AND GEORGE ARGYROS PLAZA
CENTER FOR DANCE AND INNOVATION

LAGUNA PLAYHOUSE
What's Going On.

Annual Gala

design | mgmt | fabrication | av

Our team staged out three different areas in the Fashion Island Hotel to create a memorable evening for Laguna Playhouse annual gala. A VIP reception was created using high end furniture lounges and custom bars. The cocktail reception also featured lounge vignettes and a custom bar to host the silent auction portion of the event. In the main ballroom mixed seating distinguished VIP guests from general admission and also created a dynamic atmosphere. Our team designed everything from top to bottom including the website, invitations and sponsorship booklets.



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LAGUNA
PLAYHOUSE
GALA
2018

IRVINE COMPANY
OFFICE PROPERTIES

Brokers of the Year 2016-2018

design | mgmt | fabrication | av

Tasked with creating a modern and contemporary art inspired space, we used clean white as the backdrop to intense pops of artful color! With the use of intriguing art installation that doubled as photo moments along with curated furnishing, graphic and florals, guests were welcomed into a clean and bright environment. Shading the guests was a custom 30' x 80' structure that created a statement with beautiful moment in the wind. We also custom wrapped a trailer for beverage service providing a creative alternative to the traditional bar.



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BROKERS
of the
YEAR





Segerstrom Center for the Arts

Candlelight Concert 2017-2019

design | mgmt | fabrication

Set on the stage of a world class theatre, we designed and built a unique and high-end gala from the ground up three years in a row.

Taking inspiration from the Chicago skyline in year 2017, with a rich color palette and mixed metals, the guests were stunned when the curtain opened. A beautiful star drop and patterned panels lined the room.

In 2018, we focused on the ceiling and designed custom large-scale string curtain chandeliers that transformed the dining space. Marble, emerald green and accents of black and smoked acrylic were the foundation of the design.

After using darker color palettes in 2017 and 2018, we wanted to completely transform 2019 into a modern take on a winter theme. LED "windows" surrounded them room with birch tree content and white was used for everything from drape to table cloths. Accents of silver and mirror added some sparkle and shine.

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Candlelight
Concert






TABLE
17



hoag

Doctor's Day

design | mgmt | fabrication | av

This event was designed using cherry blossoms as inspiration and held in the Fashion Island Hotel. The hues of cherry blossoms derived the linen selection and use of cherry wood for the bar fronts and chairs. This event used mixed high and low seating options giving the space some layering and dimension.



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HOAG DOCTORS DAY


hoag




DOCTORS

THE CHAINSMOKERS

The Chainsmokers | Arena Tour

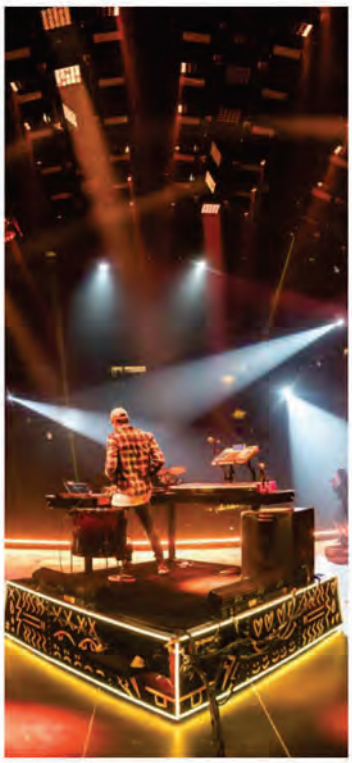
engineering | fabrication | lighting integration

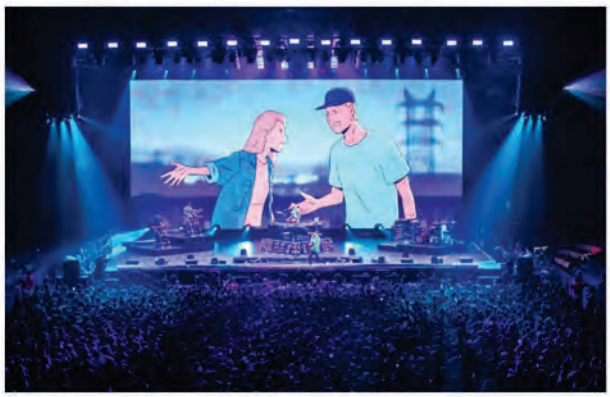
With only eight days to take conceptual renderings and factor in extensive technical needs, AKJOHNSTON fabricated moving platforms with integrated lighting, data, power and musical infrastructure. The platforms were designed so only two stage hands could move them from truck-to-stage in ten minutes.

Spanning nearly one year, this arena tour moved throughout the country entertaining over a half million fane on safe, reliable and thoughtfully designed touring scenic.



AKJOHNSTON akjohnston.com









client references

Advantage

> Just wanted to express my personal gratitude for everything the entire AKJ team did for our Hyundai Driven event. You exceeded all my expectations, and our agency and most importantly our clients are beyond thrilled with the results. There is no way this event would have been what it was if it wasn't for your vision, hard work, attention to detail, ummm pretty much everything. You should be so proud of yourselves… this was the type of event people will remember for a while.

- Hayden Hume [Advantage Marketing]

handmade

> [AKJOHNSTON] is amazing and an absolute pleasure to work with. I've never had so much fun planning a virtual event! We've received such great feedback from media and the Amazon team - people asking when our next virtual event is, how this was the best one they've seen, etc. The execution was flawless! Thank you again for all of your help. We can't wait to work with you again!

- Rachel Mulvaney [Autumn Communications]

ESTD 1868 J.R. WATKINS REMEDIES FOR BODY™

> AKJOHNSTON is a creative powerhouse. They brought to life our new brand identity through a beautifully designed, well-executed consumer experience. [They] had the ability to take our vision and transform it into a unique and elevated experience time-and-time again. We consider [them] a trusted partner, as they act as an extension of our team – always paying close attention to the details and keeping every aspect of the experience top of mind.

- Melissa Ayers [JR Watkins & Co.]

client references



"Sitting in the Fullscreen VidCon lounge right now and just wanted to make sure you knew how thrilled we are once again with the work of your team. Everyone has been so incredibly kind and thorough and collaborative in this process. We are so grateful to have once again partnered with y'all. Mega props to your team for such a smooth execution."

- Kailey Howell (Fullscreen)

PAUL + WILLIAMS

"Thank you so much for everything!!!!!!! Everything was done to perfection and everyone was so enjoyable to work with on your team. We really enjoyed working with you and look forward to many more long days and late nights together!"

- Ali Paul (Paul + Williams)

suja

"I just wanted to reach out to say thank you so much for totally knocking it out of the park on Bro Am! You were so amazing and available whenever I needed anything or had a question. The labor team was AMAZING and so helpful. They were always so positive and ready to help; I never heard them complain once! Looking forward to working together again soon! Thank you!"

- Jessica Stock (Suja Juice)

client references

MAS

"You guys are the best. The LA team is still raving about you guys, I literally just this morning told Michael I never want to go back to using anyone else."

- Sara Grossman [Mas Event + Design]

LEVI'S

"Fantastic working with you this week! We are super excited to get more things going with you and your very capable team."

- Isaac Starr [Levi Strauss & Co.]

YSL

"So many memories and what a pleasure! You are so great! YES I want to do it again with you guys next year. I am so proud of having worked with you and so happy to have met you."

- Jean-Marc Lecoq [YSL Beauté]

client references

Advantage

"It was a great experience working with you all for SB53. Our clients feel it was one of our best overall activations ever. AKJ always had a solution for every curve ball we threw your way. I'm confident there will be many more opportunities for us to work together down the road. Thank you again for everything!"

- Hayden Hume [Advantage Marketing]

ESTD J.R. 1868 WATKINS REMEDIES FOR BODY™

"AKJOHNSTON is a creative powerhouse. They brought to life our new brand identity through a beautifully designed, well-executed consumer experience. [They] had the ability to take our vision and transform it into a unique and elevated experience time-and-time again. We consider [them] a trusted partner, as they act as an extension of our team – always paying close attention to the details and keeping every aspect of the experience top of mind."

- Melissa Ayers [JR Watkins & Co.]

Pabst Blue Ribbon BEER

"Thank you for everything, the client was so happy with everything you built. Your team always does amazing work and of course Sarah was a pleasure to work with ;)"

- Dina Murietta-Yeskel [Pabst Blue Ribbon]

client references

Coca-Cola

"You truly were too good to us. There is no way that we could have created the footprint that we did without your dedication to the project and your professional vision."

- Erika Ivey [Marketing Manager, Coca-Cola]

Fashion Island Hotel
Newport Beach

"...you've transformed our spaces beyond anything I could have ever imagined and it's been a pleasure partnering with you to create some incredibly memorable events."

- Gerard Widder [General Manager, Fashion Island Hotel]



THE HUMANE SOCIETY
OF THE UNITED STATES

"...all details were handled beautifully with grace, hospitality and efficiency."

- Steven Tyler [about AKJOHNSTON at Humane Society Gala]

client references

Walt Disney World Resort

"Thank you for your partnership on Avengers Campus Media Event. You and your team accomplished a huge amount of scope in a tiny bit of time. I appreciate the entire team effort and I look forward to working with you on future projects."

- Dan Torres [Senior Art Director, Disneyland]

"

"

"

thank you!

AKJOHNSTON

RFI Review and Determination: Ineligibility of AKJOHNSTON Group, LLC as IGNITE Broward Co-Producer

Thank you for the opportunity to review the response submitted by AKJOHNSTON Group, LLC in response to the RFI for a co-producer for the IGNITE Broward festival. After thorough evaluation, we have determined that AKJOHNSTON does not meet the essential criteria and scope of services required to produce and expand a festival of this nature. Below are the key factors that led to this determination:

Lack of Local Presence and Community Integration

IGNITE Broward is a regionally rooted event that spans multiple Broward County municipalities. Local integration is critical for successful execution, permitting, logistics, artist relationships, and community engagement. AKJOHNSTON:

- Based out of Anaheim, CA, with no presence in Broward County or any indication of plans to establish local operations.
- Does not offer a local venue or facility, which is a key requirement of the RFI.
- Shows no evidence of existing relationships with Broward-based cultural partners, municipalities, or artists.

Insufficient Artistic and Curatorial Expertise

IGNITE Broward is not a traditional event production or scenic fabrication assignment. It is a highly specialized immersive arts and technology festival. Key required competencies include artist curation, art production, projection mapping, sound-based installations, and interactive light sculpture management. AKJOHNSTON's proposal:

- Centers on event logistics and scenic fabrication, not curatorial strategy or immersive technology-driven art.
- Lacks experience in producing curated, museum-quality public art exhibitions with interactive components.
- Does not demonstrate experience vetting, contracting, or collaborating with local or international artists in the immersive or digital arts fields.

Failure to Demonstrate Understanding of IGNITE's Core Mission and Brand

The response indicates a significant misalignment between AKJOHNSTON's expertise and the scope of IGNITE Broward. Specifically:

- The proposal focuses on logistics and production for corporate events, trade shows, and entertainment clients like Disney and Netflix, which are unrelated to IGNITE's mission of accessible, community-based digital art experiences.
- There is no reference to immersive arts, new media art, projection mapping at a curatorial level, or community-driven programming, which are core to IGNITE.

- The response lacks an understanding of the festival's history, community purpose, or brand ownership.

Inability to Fulfill Proprietary and Operational Needs

- Ownership of the IGNITEbroward.com website and branding.
- Historical data, artist rosters, and festival infrastructure developed
- Existing production methodologies tailored specifically to immersive art installations across multiple venues.
- Pay international artists directly through this contract, an element not addressed or supported by AKJOHNSTON's response.

Lack of Technical Specialization in Immersive Digital Art

While AKJOHNSTON has technical production capabilities, their experience is rooted in traditional event production, not immersive art and technology.

The response references equipment and scenic elements but lacks:

- Evidence of original projection mapping design or content creation.
- Experience executing immersive new media exhibitions.
- Specialized technical staff for interactive installations, public art compliance, or international artist logistics.

Conclusion

While AKJOHNSTON Group, LLC appears to be a capable event production firm with national reach, their submission does not demonstrate the unique artistic, curatorial, technical, or local infrastructure required to support IGNITE Broward. Their background and capabilities do not align with the specific needs outlined in the scope of work, nor do they address the proprietary elements.

IGNITE Broward is a signature public art festival, not a corporate or entertainment event, and requires a producing partner deeply embedded in the immersive art and technology space with strong local roots and a proven ability to deliver high-impact cultural programming.