

EXPERIENTIAL: OTHER

BRUINS BEAR SCULPTURE

BACKGROUND:

The Warrior Ice Arena was built by Warrior and New Balance as the new practice facility for the Boston Bruins. In designing the interior of the building, they built a large display area in the lobby... The three brands came to us with the challenge of what to do with the space. They wanted it to be something eye-catching and they wanted it to represent the partnership of Warrior, New Balance, and the Bruins. We landed on a literal representation of the three brands coming together - a life-sized sculpture of the Bruins bear logo using New Balance, Warrior, and Bruins items. The items are a mix of current and historical pieces from the three brands. Once the bear sculpture was finished, we created a digital experience that lives on a website where people can interact with sculptures items and learn more about each piece. Simply clicking/tapping on an item pulls up relevant information, videos, photos, and if applicable, an option to buy the item.