

Foot Locker

**MASTERY CHARTER COURT REFRESH
IN PARTNERSHIP WITH REEBOK**

11.29.21



ACTIVATION MARKET

PHILADELPHIA, PA



OVERVIEW



InHouse worked with local designer, The Art Bully to refresh the basketball court / gymnasium at Mastery Charter Shoemaker in Philadelphia. This refresh provided a new aesthetic to the court including paint & vinyl - a single large focal wall, install (2) wall mounted banners, vinyl wrap on (2) doorways and (2) backboards, and a vinyl laminate center court area along with both sides of the court.

The court refresh was executed to coincide with the release of the new Reebok Question Mid Class of '16s. The activation led to a reveal day event at the school consisting of giveaways and a conversation with The Art Bully. Other activation elements included a 360 photo booth, food & beverage, & a live DJ.

A second art installation and reveal event is currently planned for early 2022.

All creatives, design, & production was executed by InHouse.





TIMELINE

PHASE 1

PRE-PRODUCTION
11.12. & 11.15- 11.19



WALL & BACKBOARD INSTALL
11.22 - 11.24 & 11.26



REVEAL EVENT #1
11.29

PHASE 2

FLOOR INSTALL
DATE TBD



REVEAL EVENT #2
DATE TBD



SUPPORTING PARTNERS – THE ART BULLY



Taking a chance on himself, he picked art back up in 2014, experimenting with everything he can get his hands on. From hand-painting tees, to painting sneakers and doing tattoos, he was trying to find his niche. He saw that gravitated more towards painting canvases and designing clothes and even murals.

Beginning to make a name for himself in Philly, he had his first art exhibit at Common Ground clothing store in center city. This spiraled into many other opportunities. In 2018, he free-hand painted a photo backdrop which you can see in his interview with Taste Creators. That backdrop went on to be used in multiple music videos and photoshoots from artists coming out of the city. His biggest commission however was for Footlocker in 2019 where he painted a mural on a 300 sq ft wall. This led to him having an art installation at both the Roots Picnic and Made In America Festival and also painting a mural at Philly's number one radio station 103.9 owned by Radio One.



SUPPORTING PARTNERS



The Whimsicle Team is aware of the national childhood obesity epidemic and the significant health problems, psychological, and social issues that can be triggered by childhood obesity.

It is their mission to ultimately change the perception of the popsicle and to strive for a healthy-eating movement; in an innovative way that the world can enjoy. By incorporating fruit pops, fashion, art, and music, the Whimsicle movement looks forward to promoting a unique and healthy lifestyle across the globe.



At Mastery Charter Schools, all students learn the academic and personal skills they need to be truly prepared for postsecondary success and able to pursue their dreams.

Mastery Charter Schools have a strong emphasis on disrupting systemic racism and inequities that limit student's choices. They nurture a culture where all staff, students, and families are seen and valued.





MASTERY CHARTER COURT REFRESH - 11.29.21

CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** – partnered with the local designer The Art Bully, procured talent, and coordinated all logistics.
2. **PRE-PRODUCTION**– prior to execution, InHouse created several detailed renderings of the planned court buildout for approval from both the school and Foot Locker.
3. **FULL COURT REFRESH** – fully redesigned basketball court with custom art from The Art Bully. Other elements of the gymnasium customized with Foot Locker branding at a later date after the school’s holiday break.
4. **FELT & VINYL BANNERS** – premium, Foot Locker branded banners as well as premium P.S. / I.S. 76 banners hanging from the ceiling for additional visibility to be installed after the holiday break.
5. **REVEAL DAY EVENT** – activation for students and faculty of the school to reveal the new court design. There will be a second reveal day event following the installation of the final elements of the court after the school’s holiday break.
6. **SNEAKERS** – each student attending the reveal day event was gifted with a pair of the Reebok Question Mid Class of ‘16 sneakers.
7. **FOOD & BEVERAGE** – the Whimsicle team was onsite providing popsicles to the students.
8. **DJ BOOTH & AUDIO** – 4ft. DJ booth customized with the Foot Locker branding and included all audio/sound. Local DeeJay Vic B was onsite to curate the music and vibes for the activation.
9. **360 PHOTOBOOTH** – 360 photobooth capturing social media ready, Foot Locker branded videos.
10. **SANITIZATION STATION** – contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff member to monitor their temperature and keep their hands clean at all times. All staff managing the stations wore gloves and a mask at all times.
11. **SOCIAL DISTANCING SIGNAGE & PPE** - branded social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage is inclusive of branded tents and signs was used at each outreach location.
12. **RECAP CONTENT** – content capture teams documenting everything from the buildout to the reveal event. InHouse created 2 pieces of video content (Video 1: Build Out & Art bully Interview: Recap Video: 9x16 & Video 2: Court Reveal Day w Sneaker Giveaway: Recap Video: 9x16) which was delivered with accompanying recap photos.



TALENT ACQUISITION & MANAGEMENT



The Art Bully

@theartbully_

5,693 followers



DJ Vic B

@vich

8,434 followers





PRE-PRODUCTION





PRE-PRODUCTION





PRE-PRODUCTION





PRE-PRODUCTION

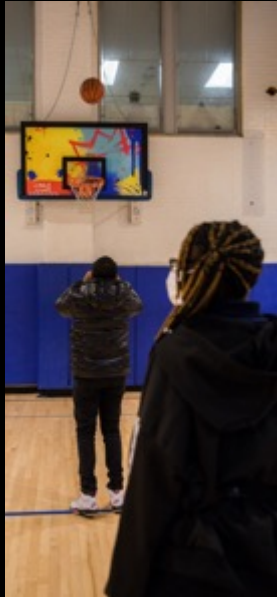


FULL COURT REFRESH





REVEAL DAY EVENT







SNEAKERS



FOOD & BEVERAGE



360 PHOTOBOOTH



DJ BOOTH & AUDIO



CONTACT US

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