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CZARNOWSKI®

STORIES THAT MOVE

KRUSH AT CES + SXSW

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HUMANS + MACHINE

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## Challenge

To collaborate with creative agency Real Art in order to debut the Krush brand and promote their products at CES and SXSW.

## Solution

An over-the-top experience that leveraged virtual reality, video displays and other eye-catching technology to engage attendees' curiosity about Krush and their line of products.

As a newly launched company, Krush understood they couldn't rely on brand recognition to draw a crowd. So they hired Real Art to make it happen. And when Real Art realized that what they created needed to be showcased on a scale beyond what they could do in-house, they brought in our team to produce a stage worthy of their creations.

The partnership between Real Art and Czarnowski resulted in an exceptional Krush experience that featured flashing lights, pulsing music, a sweeping LED ceiling, product kiosks and a high striker carnival game. The exhibit's focal point was the Moveo virtual reality pod, which allowed players to simulate flying a spaceship by sending them all around and even upside down on a three-axis pedestal.





Additional challenges were presented from the outdoor location at SXSW. To combat the unpredictable weather, we petitioned for and were granted an extra day of installation. That extra day came in handy during a 24/7 rainfall that at times became a torrential downpour during setup.

**Partnerships are about trust and doing great work with great people. We're proud that Real Art entrusted us with the responsibility of turning their eye-popping ideas into a jaw-dropping reality.**