



## PROFESSIONAL SUMMARY

### Creative Direction, Experiential & 3D Design

I am an experienced creative leader with a history that supports a strong work ethic, ingenuity, and integrity. 9+ years of design experience in the experiential marketing industry acquiring robust knowledge in design thinking, relationship building, and team concept development. Currently, I lead the creative direction for the Cadillac brand, I've landed two branded architectural expressions that saw global outreach, along with countless branded experiences. I also oversee design modeling, visualization, and naming convention standards within the studio to improve efficiency and accuracy. Finally, I manage the on boarding and training of new 3D designers to smooth the transition into the company and set them up for success.

I have a strong passion for architecture, 3D design, and creating branded experiences. For me, nothing beats seeing people's faces light up when they walk into one of the spaces I helped design. At that moment, you can see how all the hard work paid off. You put a smile on someone's face and potentially changed the way they perceive a brand.

## PASSIONS OUTSIDE THE WORKPLACE

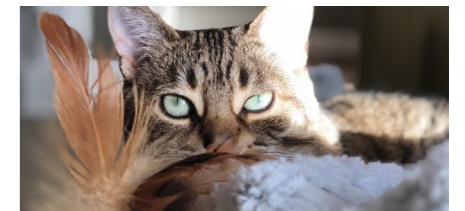
### Restoring our MCM house & '68 Super Bee



### Travel and Cuisine



### Our Pets



### Outdoor Adventures & Hunting



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## References

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Kevin Calabrese, AVP Brand Design- AT&T  
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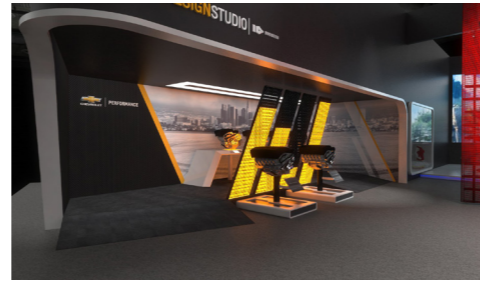
Julie Bartoszewicz, Creative Designer- General Motors  
M: 734. 261. 8851

**SOME OF THE BRANDS I HAVE WORKED ON**

01 ACDelco



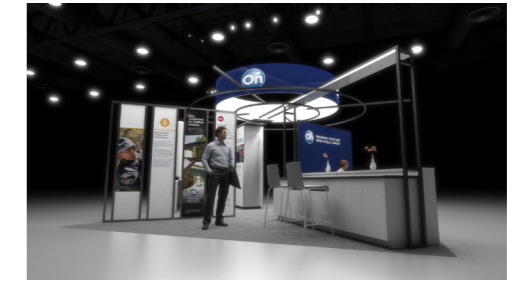
02 Chevy Performance Parts



03 OnStar AYS



04 OnStar



05 GM Genuine Parts



06 GM Defense



07 Chevrolet



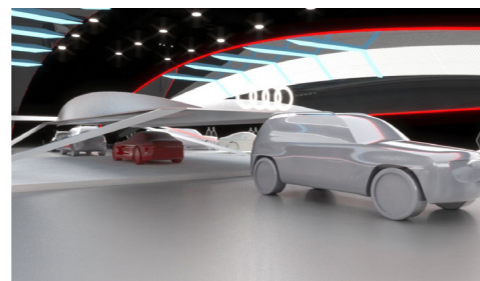
08 Buick



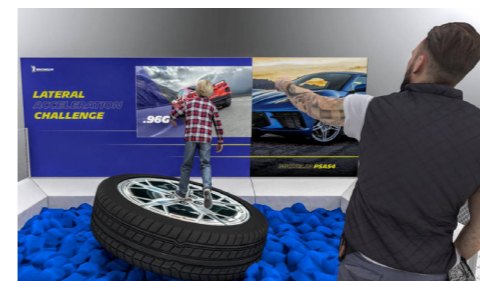
09 Cadillac



10 Audi



11 Michelin



12 Aerion

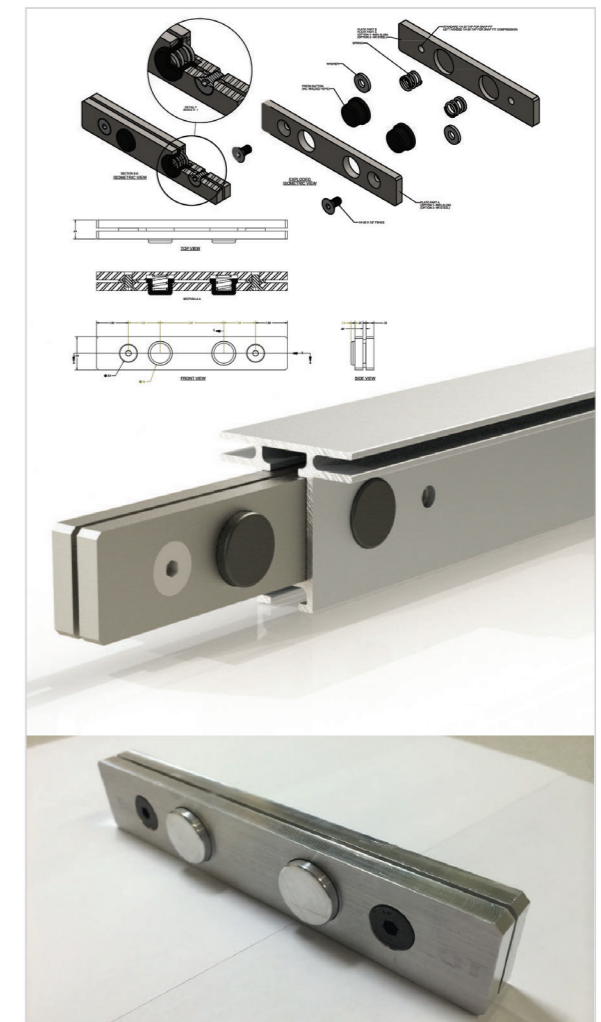
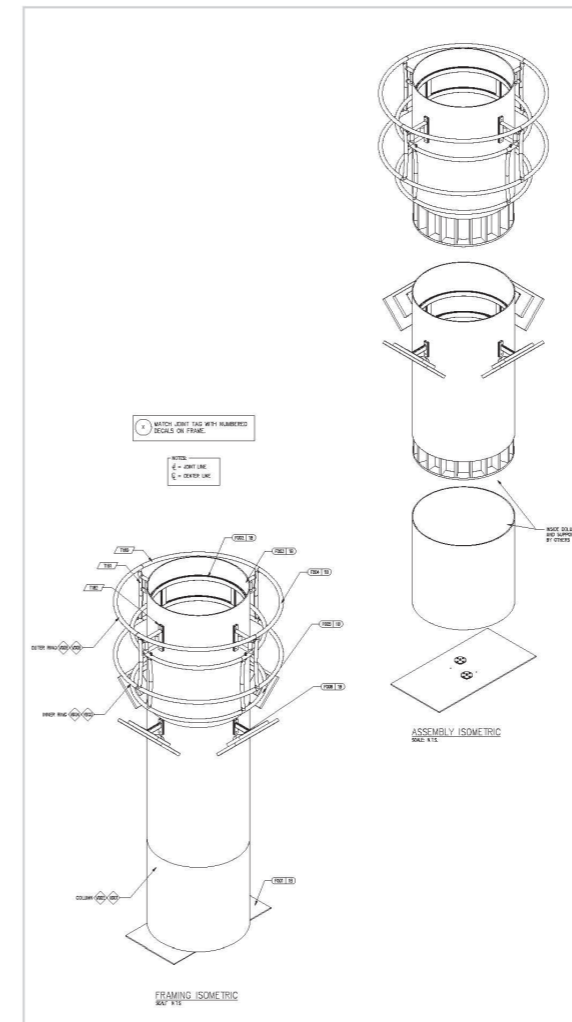


## BACKGROUND

COLLEGE FOR CREATIVE STUDIES  
TECTONICS

I graduated from The College for Creative Studies in 2011 with a bachelor's degree in industrial design. During that time, I learned how to utilize trend and market research to design and developed new product concepts by applying analytical, creative, and problem-solving skills. I also picked up important skills like presentation techniques, sketching, marker rendering, photoshop, illustrator, and Rhino. I also worked in multiple sponsored studios with companies like Motorola and Warrior.

During my time at CCS, I was also working full time at Tectonics, an exhibit display manufacturing company as a sewing technician. This is where my unexpected journey into the exhibit industry began. From there I moved up into the engineering department where I worked with the estimating and fabrication departments to develop precise engineering documentation utilizing CAD software and knowledge of the latest material and fabrication techniques within the exhibit industry. After graduating I was promoted to Product Development Manager. In this role, I performed trend and industry research to develop innovative products for the exhibit industry. I oversaw and coordinated the concept development, prototyping, testing, and distribution of new product lines.



## GM BRAND PARTNERS 3D DESIGN

RECENT WORK  
2015-2017

I was hired at Czarnowski to fill an open 3D designer position in October of 2015. The position was on the GM Brand partners team that handled shows and events for all the GM brands outside of the four majors- Onstar, ACDelco, Chevy Performance Parts, GM Defense, and GM Genuine Parts.

Working on these brands brought unique design challenges that in retrospect have been incredibly helpful in the development of my design thinking. Budgets were always tight which meant unique problem solving and creative solutions were needed to make the display or experience easily executable. Another challenge we were always facing was ways to make auto parts engaging and exciting for our audience. This led us to design experiences that focused on detail for those looking for specific information and smart integration of technology to create excitement. Project collaborators: 3D Design- Andrew Barton, 2D Design- John Griffith, Content- Mindfield USA.

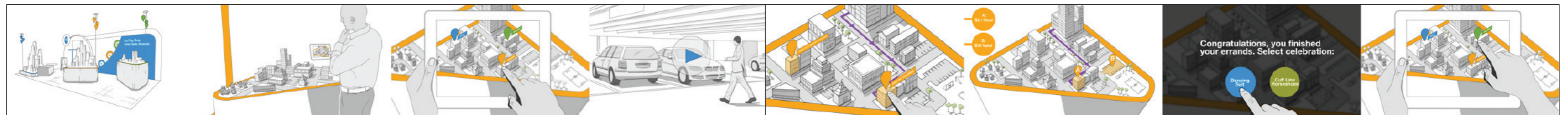
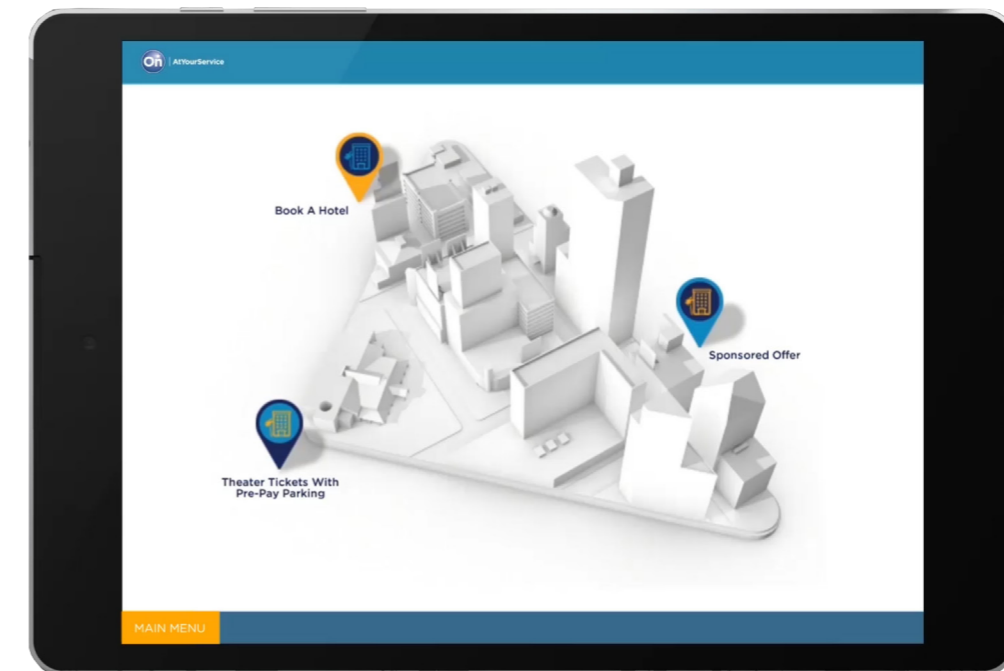




## ONSTAR ATYOURSERVICE

Onstar AtYourService came to us asking for an interactive display that could showcase their cognitive mobility marketing platform in a new and exciting way. The design needed to be scalable, visually representative of the brand, and architecturally stunning. The interactive aspect required a multi-user, digital experience that allowed show attendees, and potential business partners to see all the platform had to offer.

Our design solution invited potential business partners were invited to take a guided journey through three unique cities to show how the AYS mobile platform could market to consumers based on the proximity of their vehicles to their place of business. This was achieved through iPad driven augmented content overlaid onto white-model cities.



## AAPEX - ACDELCO

AUTOMOTIVE AFTERMARKET PRODUCTS EXPO 2016  
LAS VEGAS, NV

For the AAPEX 2016, We were asked to create two new engagements that could activate the known dead spaces from the previous year. These activations needed to draw in and retain more show attendees. The first request came three months before the show opened and the second, just six weeks before the show opening, creating unique design challenges.

The criteria for the engagements was two-fold- The first thing the clients asked for was an experience that solved a dilemma from previous years. The dilemma being that in many cases, attendees were at the show to learn about very specific products and information within the ACDelco catalog, so the space was filled with physical parts so the SME's could demonstrate the features. As you can imagine, this was not overly pleasant to look at, and it posed logistical issues. The second piece of criteria was the need for an element that celebrated the centennial of the brand in a forward-thinking way, raising the question; how do you celebrate the past while also showcasing the future.

The next three months were a blur. Countless client meetings, pitching ideas while in the background also trying to align with partners that could deliver on some of the more technical executions. This project was done at a breakneck pace, but in the end, we were able to deliver on two very well-received engagements.

The design solution to the first challenge was a display with near-field communications tables and 3D printed white parts that represented an entire line of ACDelco parts. This allowed consumers to walk up to the wall of the parts, pick the product they wanted to learn about, then place it on the interactive screen. Once it was placed, the NFC table read the pattern on the bottom of the part and launched a wealth of content that allowed show attendees to dive as deep as they desired into the product they selected. For the second challenge, we created an augmented reality portal at the center of the space using a carpet inlay, and ceiling indicator that invited attendees to uses a tablet, and "Look Up To Look Back"- which launched a virtual window into a vintage 1900's ACDelco repair shop. This celebrated their centennial in a very 21st century way.



1900'S ACDELCO REPAIR SHOP AR  
Concept Rendering



OVERALL SPACE- PHOTOGRAPHY



NFC ENABLED WHITE MODEL PARTS  
Concept Rendering



NFC ENABLED WHITE MODEL PARTS  
Show Photography



ACDELCO CENTENNIAL AUGMENTED EXPERIENCE  
Concept Rendering



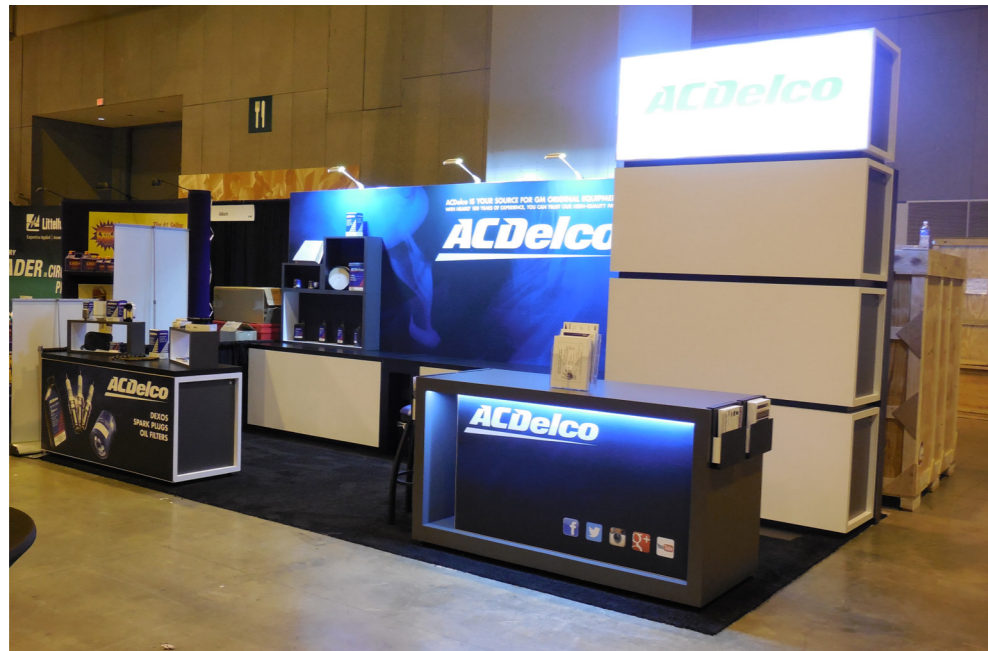
ACDELCO CENTENNIAL AUGMENTED EXPERIENCE  
Show Photography

## Bringing ACDelco Back to The Garage.

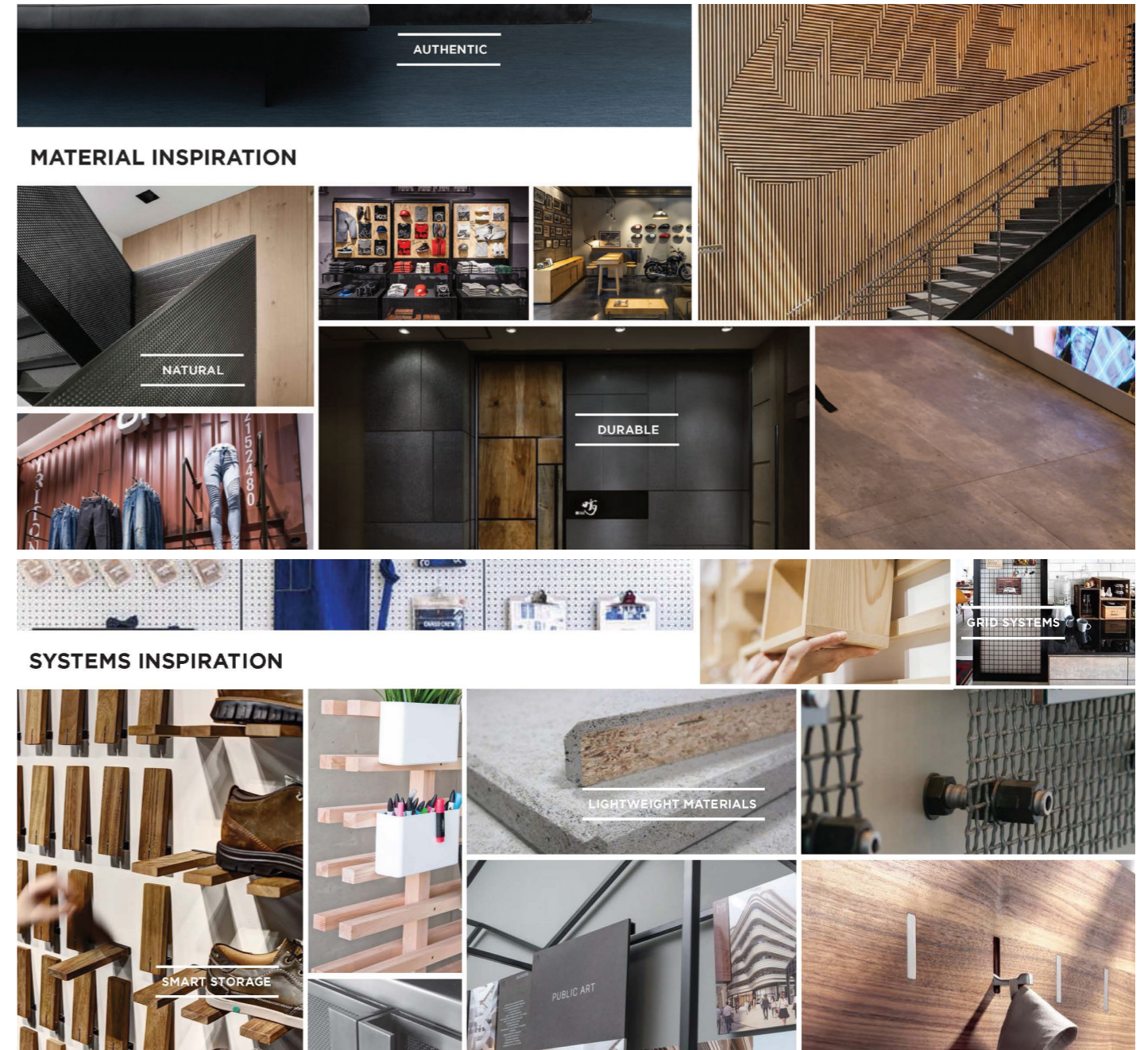
For 2017, the highly utilized ACDelco Modular Kit was due for a complete redesign. This kit saw 15 different shows in the previous season, making durability, modularity, and ease of refurbishment important factors the design needed to address. We were also tasked with finding a way to bring interactive elements into the smaller shows the brand attended.

The most important design challenge was highlighting the brand's amazingly rich history and reputation built in garages across the county. The previous kit was well received, but had become stodgy and in need of an refreshed aesthetic.

This project was about reconnecting a brand to its roots; putting ACDelco back into the garage.



ACDELCO MODULAR DISPLAY-PREVIOUS KIT  
Show Photography





## DESIGN SOLUTION

Due to the number of different floorplans this kit was to see, this kit was designed to be reconfigured in every possible way. Each element is five feet wide so it could be adjusted to fit the space allowing for maximum modularity. All elements featured a custom cut slat-wall system that could be used to hang or connect anything the team wanted to showcase. This kit had multiple properties that could be added and subtracted as needed to maximize the impact on the audience attending the show. We were also able to leverage the NFC tables used in the larger AAPEX kit, allowing for a tech-focused approach to the smaller shows.



## CADILLAC 3D DESIGN & CREATIVE DIRECTION

CURRENT WORK  
2017-2020

In 2017 a position within Czarnowski became available on the Cadillac design team. After multiple rounds of interviews, I was offered the position and joined the team as a 3D Designer. From there I was promoted to Sr. 3D Designer in 2019; then at the beginning of 2020, I was chosen to be the next Creative Director for the brand.

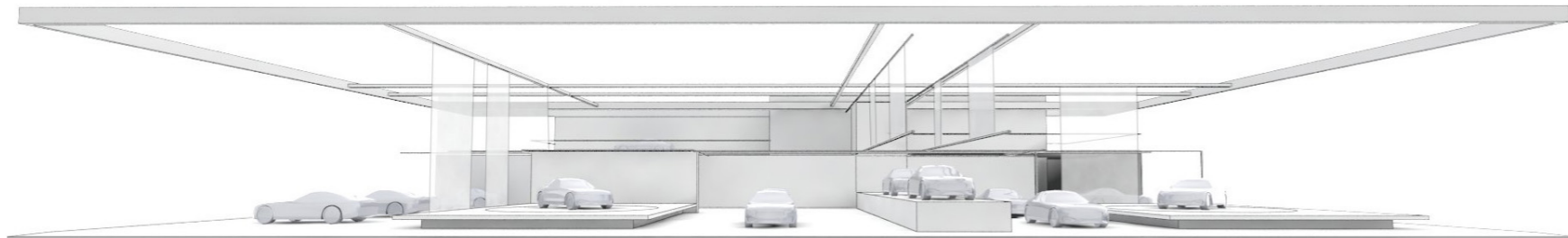
Designing for this brand immediately thrust me into a completely different world. Budgets went from the hundreds of thousand dollar range to Multi-Million dollar projects. Design aesthetic and marketing strategy went from the very detailed, factual world of auto parts to the highly competitive, trendy world of luxury vehicles. Despite the new challenges, I quickly adapted and consequently created some of my best work that I am extremely proud of.

Project collaborators: 3D Design & Creative Direction- Andrew Barton, 2D Design & Content- Julie Bartoszewicz, Megan Atsoff, Josh Damesworth. Creative Direction- Cassie Clark, Jeff Rohlfig. Wardrobe- Productions Plus, Social- Rokan/Publicis, Content- Rokan/Publicis.



## CADILLAC SHOW STAND- “HUDSON”

NORTH AMERICAN INTERNATIONAL AUTO SHOW 2019  
DETROIT, MI



“HUDSON”  
Concept Rendering

**The Brand.** Cadillac was at an important crossroads when this project began in the Q1 of 2018. The move to New York in 2015 had set the brand on a ten-year journey, set to roll out in three phases- Brand Elevation, Brand Momentum, and Brand Expansion. The current kit was perfectly suited for the Brand Elevation portion of the marketing strategy. The design was a bold architectural statement that focused on a singular product story, something the brand needed at the time, as the focus was on reestablishing the brand's identity. As the second phase of the strategy began, the rapid expansion of the product portfolio became the primary focus, which consequently drove the need to create a new auto show stand.

**Client Expectations.** The brief our client provided did a great job of setting up the goals and expectations we needed to achieve. The objective was to build off the formulaic success of Cadillac House, which focused on product first, then transitioned to brand experience based on Cadillac's pillars; Design, Innovation, Performance, and Lifestyle. Additionally, we were asked to examine and develop the design using four major objectives. Consumer experience, versatility, cost efficiency, and aesthetic.

**Internal Expectations.** Within the Czarnowski team, we knew hitting all of the client objectives was the priority, however we also recognized multiple challenges that needed to be addressed from an internal execution standpoint as well as a strategic positioning to help stand out at the show. From an execution point of view, we knew that the previous stand was heavy- not just architecturally, but physically as well. Logistics and drayage for the kit were astronomical, making the need to design a kit that was lighter in both facets paramount. Our stance on the marketing strategy was that the brief did not account for two major components that lead to a successful show experience. How content is perceived and what we dubbed the “Human Element.” These are the product specialist, the human ambassadors of the brand. They create a genuine and memorable experience for the consumer. As an integral part of the design, the product presenters and product specialists bridge the gap between Cadillac's messaging, consumer experiences, and the product.

**Global Consistency.** The final goal of this redesign was to improve the translation of the stand into global markets. Due to the previous stands circular aesthetic, the stand was always difficult to replicate in global markets, leading to an attenuate show presence.

# STRATEGIC FORMULA



Branded Architecture



Consumer Experience



Content & Graphics



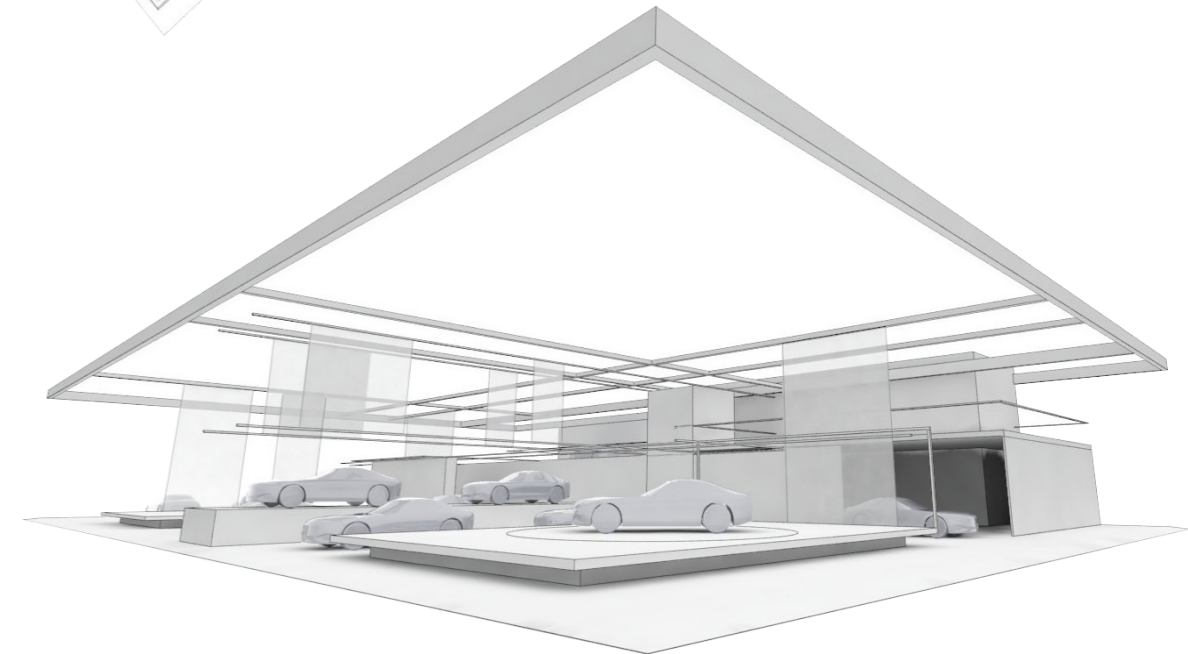
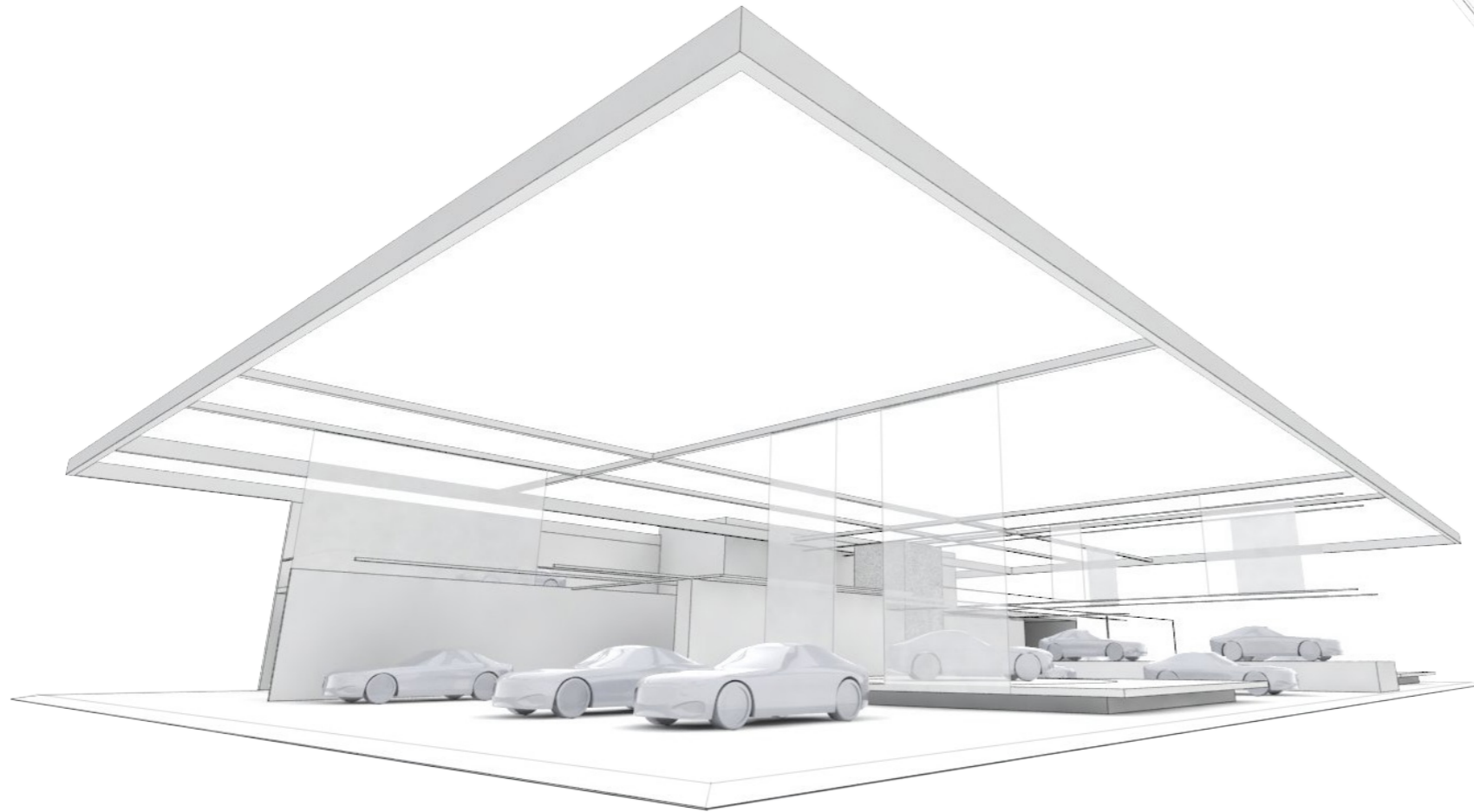
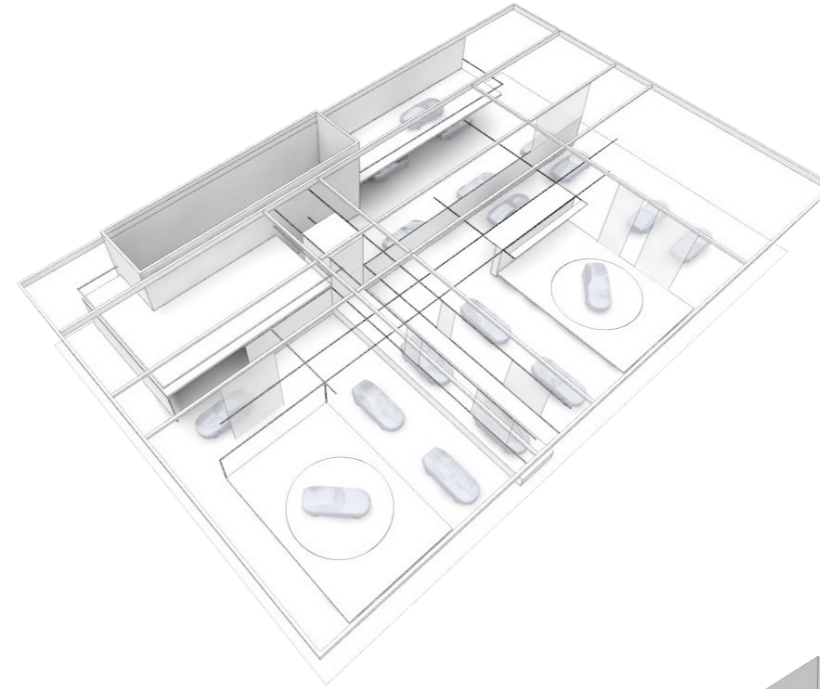
Human Element



Brand Affinity

## BRANDED ARCHITECTURE IDEATION

THE SPACE IS INSPIRED BY THE MONDRIAN PATTERN. THE PATTERN IS ABSTRACTED TO CRATE PLANES OF SPACE WITH PASSAGES THAT CAN BE ACTIVATED WITH CONTENT AND STORYTELLING OPPORTUNITIES. HOUSED IN THE CEILING IS A TRACK SYSTEM THAT HAS A SERIES OF PROJECTORS AND RETRACTABLE SCREENS THAT CAN BE MOVED AND DROPPED, THEN ACTIVATED IN A CHOREOGRAPHED SHOW. WITH THIS CAPABILITY, SPECIFIC AREAS OF THE SPACE CAN BE ACTIVATED AND HIGHLIGHTED TO TELL THE FULL STORY BEHIND THE SELECTED PRODUCTS. THE UPPER DECK SERVES AS THE EXECUTIVE OFFICES AND LOUNGE THAT GIVES THE EXECUTIVES AND MEDIA AN ELEVATED VIEW OF THE SPACE.



# BRANDED ARCHITECTURE REFINEMENT & FINALIZATION

CONCEPT RENDERINGS



HUDSON  
Concept Rendering



HUDSON  
Concept Rendering

LED SEQUENCE ONE  
Concept Rendering



LED SEQUENCE TWO  
Concept Rendering



LED SEQUENCE THREE  
Concept Rendering



LED SEQUENCE FOUR  
Concept Rendering



# BRANDED ARCHITECTURE FINALIZATION

SHOW PHOTOGRAPHY





CADILLAC IN MUSIC  
Inspiration

## CONSUMER EXPERIENCES

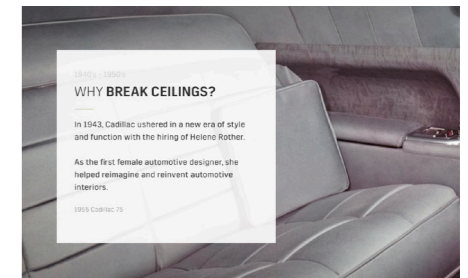
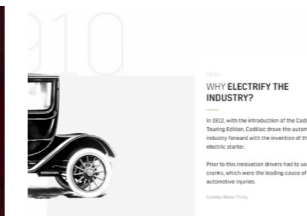
CADILLAC IN MUSIC  
EVOLUTION OF THE TAIL FIN  
CADILLAC RACING

In the brief, the team was asked to create branded experiences that highlighted Cadillac's pillars; Design, Innovation, Performance, and Lifestyle. These experiences were an opportunity to tell deep, meaningful stories that help make a human connection between the brand and the consumer.

After brainstorming multiple avenues to take, we landed on three pillars to highlight- Innovation, Lifestyle, and Performance. For innovation, we created an overlook on the mezzanine featuring a 1959 Eldorado Biarritz convertible with a historical Cadillac logo backdrop. The backdrop had a sliding tablet that allowed consumers to truck across a time line which highlighted moments of product innovation, ultimately culminating to the current logo and the advanced technology available in the present vehicle portfolio. Lifestyle was represented through a celebration of Cadillac's dominance in pop-culture and music. We designed a space that invited attendees to take an interactive journey through the catalog of songs where Cadillac is referenced. While they explored, a live DJ mixed custom playlists that also referenced the brand. Everything from country to hip-hop could be requested, making it an enjoyable moment for all prospective consumers. Finally, for performance, We planned a space that displayed a Cadillac Dpi-V.R., trophy's the racing team won. On the weekends of the show, driver Johnny O'Connel made an appearance for photo opportunities and autographs, creating a large draw in the booth.



EVOLUTION OF THE TAIL FIN  
Inspiration



CADILLAC RACING  
Inspiration



## CONSUMER EXPERIENCES



CADILLAC IN MUSIC  
Concept Rendering



CADILLAC RACING  
Concept Rendering



EVOLUTION OF THE TAIL FIN  
Concept Rendering

## CONSUMER EXPERIENCES



CADILLAC IN MUSIC  
Show Photography



CADILLAC RACING  
Show Photography



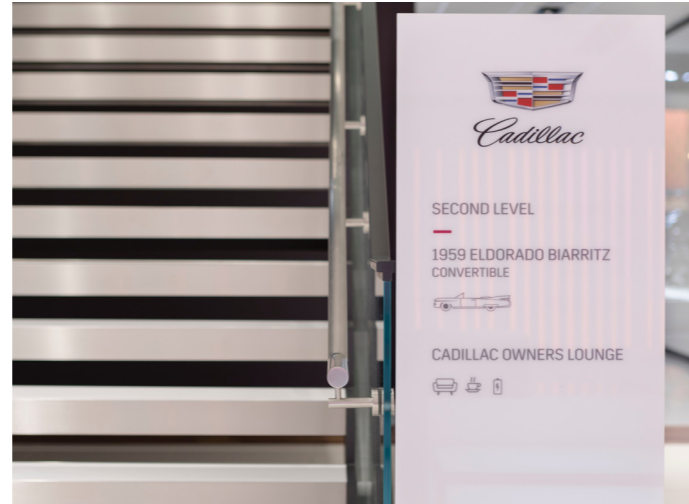
EVOLUTION OF THE TAIL FIN  
Show Photography

## CONTENT & GRAPHICS

While I did not play a major part in the development of the video content or the graphic elements, I did work hand-in-hand with the content and graphics teams to ensure a cohesive aesthetic. I helped provide everything from providing pixel maps and led motion studies to the content producers, to the visualization of physical graphic elements within the space for the graphic designers, ensuring every element within the space was on brand.



CADILLAC IN MUSIC INTERACTIVE CONTENT  
Show Photography



GRAPHIC SIGNAGE  
Show Photography



CADILLAC IN MUSIC WALL GRAPHICS  
Show Photography



CADILLAC INTERACTIVE CMF DISPLAY  
Show Photography



CONTENT & PHYSICAL GRAPHIC INTEGRATION  
Show Photography

## THE HUMAN ELEMENT

The final component of this equation is the product specialist. From the start of the project, we worked closely with our partners at Productions Plus to coordinate every touch point so that it aligned back to the brand. This meant that everything from the dialog the consumer had with them, to the wardrobe they had on felt cohesive and on-brand, down every detail. a perfect example is the Valentino Rockstud shoes the presenters wore matched some of the content shown on the LED screens. It is the details like these that make for memorable experiences.



# GLOBAL CONSISTENCY



CADILLAC SHOW STAND  
New York International Auto Show



CADILLAC SHOW STAND  
Chengdu Motor Show



CADILLAC SHOW STAND  
Dubai Motor Show



CADILLAC SHOW STAND  
Toronto International Auto Show



CADILLAC HOUSE  
Shanghai

# CADILLAC RIDE AND DRIVE

The redesign of the Cadillac show stand highlighted a need to look at another component of a successful show- a fun and engaging ride and drive. An emphasis is always put on a show's ride and drive, as it is a unique opportunity for consumers to interact and experience the vehicles in a no pressure forum.

Our previous ride and drive kit was dated and disjointed from the new aesthetic of the brand. It also lacked the hospitality and comfort one expects from a luxury brand. To address these issues, we designed a modular kit that aligned itself aesthetically using the CMF palate we developed for the show stand and designed a structure that provided some shade, a place to sit down while filling out the forms for the drive, merchandise for Cadillac enthusiasts, and cold beverages for those that sign up.



CADILLAC RIDE AND DRIVE  
Concept Rendering



CADILLAC RIDE AND DRIVE  
Concept Rendering



CADILLAC RIDE AND DRIVE  
Concept Rendering

# CADILLAC NEW DIMENSIONS PAVILION

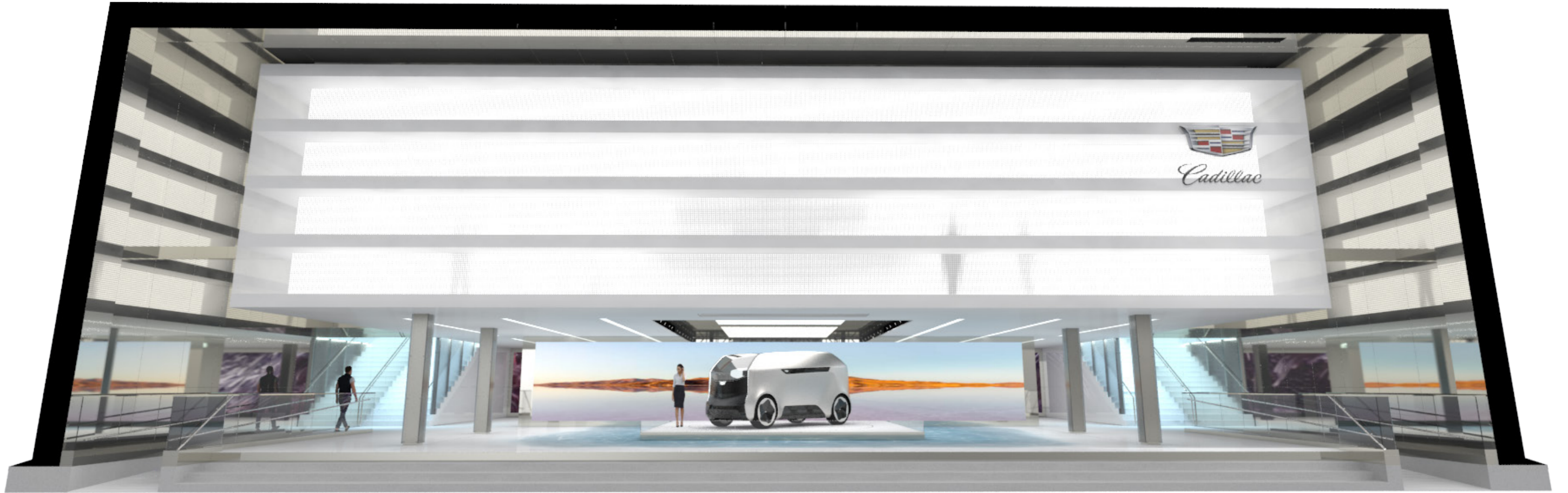
CONSUMER ELECTRONICS SHOW 2020  
LAS VEGAS, NV

The Cadillac Marketing team approached us in Q1 of 2020 with some incredibly exciting news regarding future products and the opportunity to make a statement about the future of Cadillac and GM at CES. Three new future vehicle concepts that highlight GM's vision for the future of transportation (0,0,0) were set to be unveiled to the world on the biggest stage for tech and innovation.

We set out to create a story around the personas of each vehicle, focusing on the human benefit the technology allows for. We were able to distill the essence we wanted our guests to feel down to a single statement: In times where exponential technological advances propel us to pioneer new frontiers, act on new possibilities, and test limitless boundaries - and where time itself is a cherished currency - we examine and challenge the perception of concepts of space and time, to define new, more meaningful, and liberating experiences in travel.

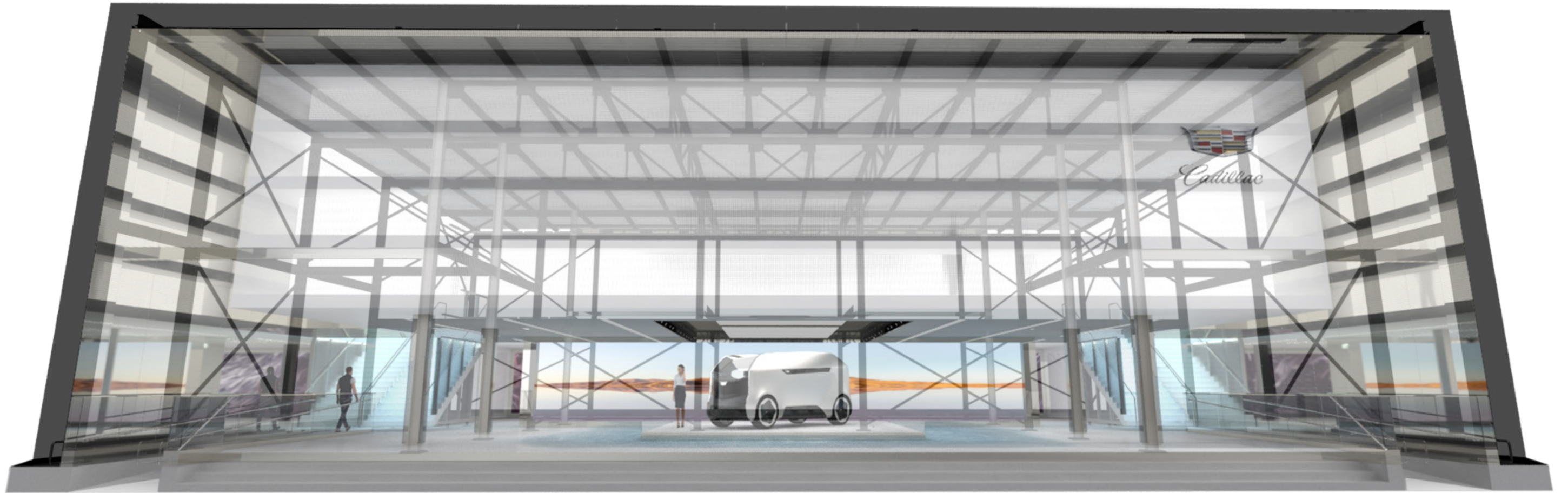
Cadillac invites you to challenge your perceived limits of space and time- to rethink what personal travel means, and redefine how luxury travel is currently understood.





CADILLAC PAVILION  
Concept Rendering





CADILLAC PAVILION  
Concept Rendering



CADILLAC PAVILION  
Concept Rendering

## PAV- LIBERATING TRAVEL

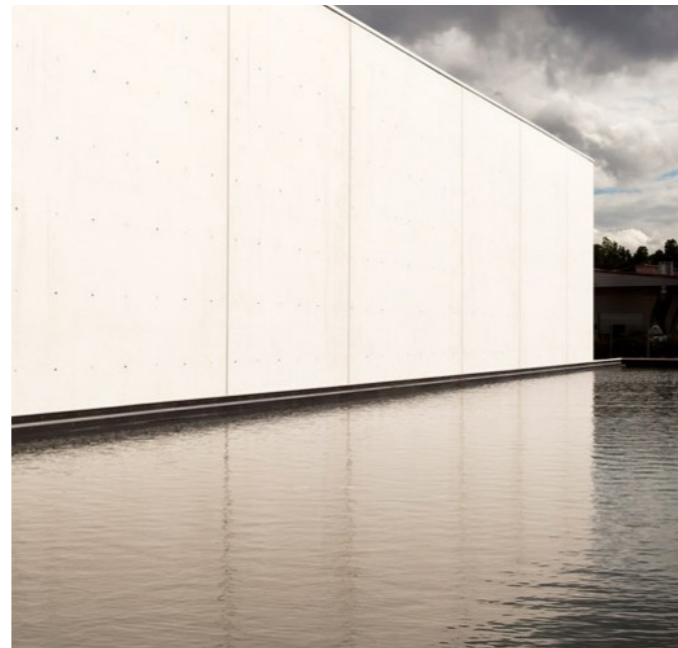
INSTILLING TRUST IN AUTONOMOUS VEHICLES  
DEMONSTRATING THE LUXURY OF HUMAN ENGAGEMENT

**Purpose:**  
To demonstrate new levels of trust developed for autonomous travel and the luxury of human engagement; which PAV enables.

**What It Is:**  
An encounter of time and human interaction in a sensorial environment activated by engagement.

**How It Works:**  
As visitors walk into the PAV space digital water pool floor activates and simulates 'walking on water.' Just like walking on water requires suspension of disbelief, so does travelling in an autonomous vehicle, where relinquishing driving control liberates us to be. Further, sensory technology tracks voice and movement and activates the environment (visuals, auras, sound, etc) whenever visitors engage with one another. This encourages visitors to interact and discover the sensory output they create together - bringing attention to real-life human connection and its meaning.

**Tone & Experience Takeaway:**  
Suspend disbelief, do the impossible, trust, and be LIBERATED.



## BEV 3- HARNESSING TIME

TECH ENABLES MOMENTS OF PRESENCE  
HUMAN-CENTRIC TECHNOLOGY

**Purpose:**  
Connect the visitor to satisfying moments and show how BEV enables more of them using the “intuitively yours” platform.

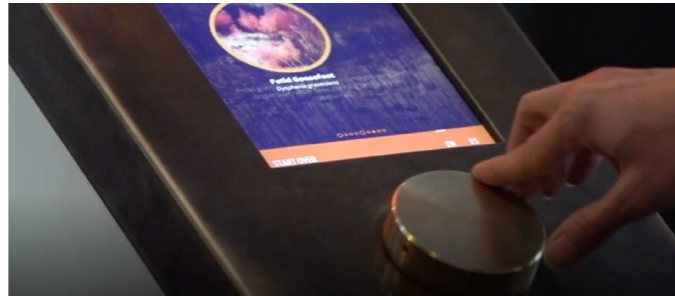
**What It Is:**  
A personalized experience of how technology can help you optimise your time for the things that matter most.

**How It Works:**  
As visitors approach the BEV, they are enveloped in an immersive experience captured by sound and visual design representing moments we wish we had more of in life (looking at waves, perusing a book, tasting the flavors, reflecting), had we made the time. It’s an emotional appeal and inspiration of what matters. BEV IY harnesses time for us and puts more living into our lives.

Using a tablet, visitors use a ‘choose your own journey’ 4D experience demonstrating BEV’s predictive abilities of the vehicle, and how it helps you make fewer decisions.

**Tone & Experience Takeaway:**  
Time slows down when one:  
pays attention  
is present in the moment  
notices new things

We can adjust how slow or fast time seems to pass by altering how it is perceived. The experiences we choreograph and sensations we create place the visitor ‘in Cadillac time zone’, a space where time expands.



## VTOL- TOUCH THE SKY

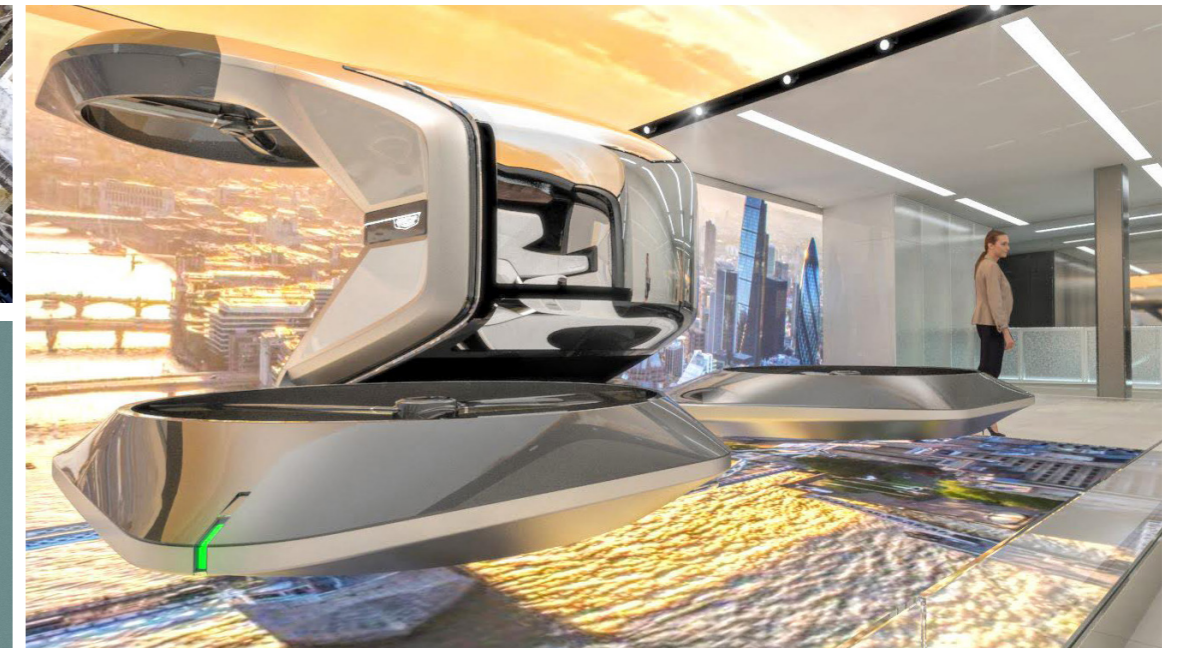
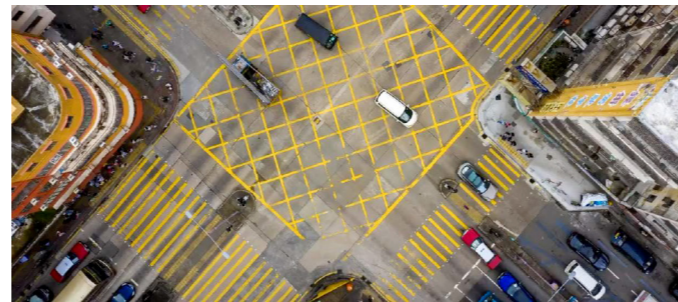
CHALLENGE PERCEPTIONS OF TRAVEL  
INSPIRE.

**Purpose:**  
Elevate the visitors beyond the everyday and into the third dimension. Move their imagination and inspire a sense of wonder

**What It Is:**  
A redefining of mobility, space, and time while diversifying mobility by showing the vehicle in its element.

**How It Works:**  
As visitors begin to walk up the steps to a higher level, they are temporarily exposed to the sounds of a busy city. As they reach the top of the stairs the sounds suddenly dissipate; time slows down and gives way to calm, and a seeming silence punctuated by the elegance of the VTOL awaiting. Surrounded by screened moving imagery, VTOL appears to take off in flight. Its rotors softly blowing air as visitors near, mist rising around, even the air feeling cooler.

**Tone & Experience Takeaway:**  
Inspirational, unencumbered transportation  
Rethink the boundaries and limits of mobility





## BADASS MOMENTS

LUXURY OF TIME PANEL  
PAVCASTS  
VIP EVENT

With the pavilion experiences set, the creative team set out to create moments at the pavilion and around CES that delivered Cadillac's technology leadership proof points in an entertaining and relevant way to all stakeholders. These moments coined "Badass Moments" by Deborah Wahl, needed to stand out from the crowd and provide the "wow" moments attendees at CES have come to expect. Each one of these events was meant to keep on top of an extremely flooded news cycle as well as giving attendees reasons to come back to the pavilion, day after day.



LUXURY OF TIME  
Concept Rendering



LUXURY OF TIME  
Concept Rendering

## LUXURY OF TIME

The definition of luxury has evolved. In the past, luxury was all about pleasure, exclusivity, and opulence. Now, for modern consumers, like the millennial generation, experiences are more valuable than tangible things; buying decisions are more emotional than logical. Luxury is a quest for the ideal experience or state of mind. It's not necessarily a tangible object you can own anymore. Luxury now comes in the form of time, peace of mind, individuality, freedom, possibility, belonging, privacy - all things that technology has also helped evolve. Today's high-end consumers are creating not just a new economy, but a new conception of society itself. For brands, luxury is no longer just about the tangible things you can offer, but the intangible promises you make. How can brands help consumers achieve these new intangible luxuries (e.g. combine style + substance, allow consumers to identify themselves, etc.) From both tech and human lenses, how can consumers make sure they obtain these intangible luxuries? The old definition of luxury is "a state of elegance or comfort delivered via great expense." However, more recent interpretations of the term describe luxury as "the emotional or intellectual pleasure offered by something that provides exceptional comfort and satisfaction."



**LISA LING**  
Host  
an American journalist, television personality, and author. Previously, she was a reporter on Channel One News, a co-host on the ABC daytime talk show The View (1999-2002), the host of National Geographic Explorer (2003-2010), and a special correspondent for The Oprah Winfrey Show.



**RAYMOND KURZWEIL**  
Chief Futurist, Google.  
Raymond Kurzweil is an American inventor and futurist. He is involved in fields such as optical character recognition, text-to-speech synthesis, speech recognition technology, and electronic keyboard instruments



**MALCOLM GLADWELL**  
Journalist & Author  
Gladwell's books and articles often deal with the unexpected implications of research in the social sciences and make frequent and extended use of academic work, particularly in the areas of sociology, psychology, and social psychology.



**MARK RUESS**  
President, General Motors  
Mark L. Reuss is the current President of General Motors. In 2001 he was appointed executive director of the Performance Division, then executive director of Global Vehicle Integration, Safety and Virtual Development in 2005, and held the position of President of General Motors North America from 2009 until 2013



PAVCAST  
Concept Rendering



PAVCAST  
Concept Rendering

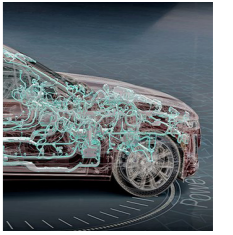
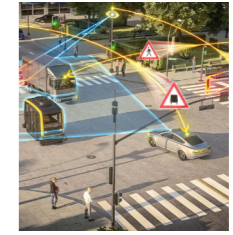
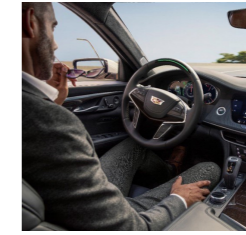
## PAVCASTS

### DAY ONE

"HANDS OFF THE WHEEL"

Interview chat pairing thought leaders in innovation and well-known celebrities with fun discussion around the future of semi-autonomous driving, Super Cruise, Network 5, V2V/V2X/A2A/A2G

Mario Maiorana-CNET-SME's

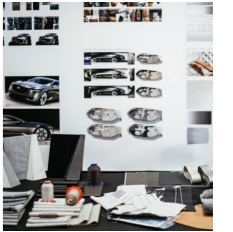
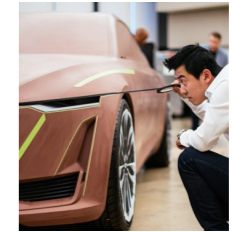


### DAY TWO

"TECHNOLOGY OF DESIGN"

Interview chat pairing thought leaders in innovation and well-known celebrities with fun discussion around the role technology plays in designing future vehicles

Andrew Smith or Mike Simco-Cool Hunting-SME's

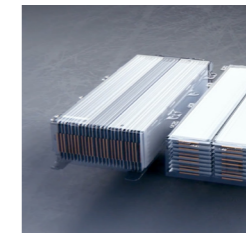


### DAY THREE

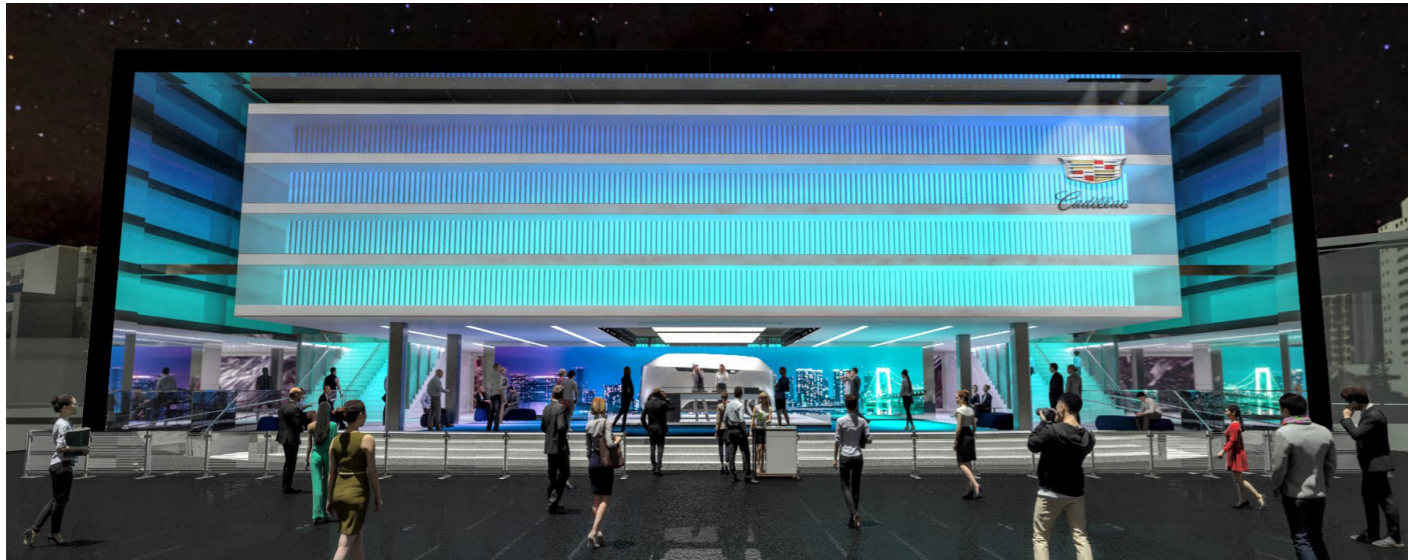
"BATTERY PROWESS"

Interview chat pairing thought leaders in innovation and well-known celebrities with fun discussion around how GM's Ultium battery system opens the door to unlimited possibilities

Doug Parks or Pamela Fletcher-Freakonomics-SME's







VIP EVENT  
Concept Rendering



VIP EVENT  
Concept Rendering

## VIP EVENT

For two nights during the show the pavilion was set to host a VIP Event to provide an elevated brand experience for special guests. Create hype around Cadillac's VIP experience, while surprising and delighting lucky CES attendees, who will be able to enjoy an elevated CES experience through Cadillac luxury. Cadillac will offer a limited number of VIP-access wristbands that will be given out during the show at specific drop sites. The wristband drops will be announced via Cadillac's social media channels. Amplify the VIP experience by giving guests a tangible token to commemorate the event with the cultural currency that Cadillac is generating. In collaboration with Cadillac, a notable fashion designer will create CES limited-edition street wear, parceled in a custom-made, Cadillac-branded duffle bag. Bring in another facet of pop culture by featuring a notable visual artist's perspective of the Cadillac CES during the VIP event, a notable visual artist will do a live art installation based on our CES concept of 'New Dimension' drawing more attention and attendees to both inspirational art and "Instagrammable" moments. Finally, cocktails themed to the personas of each vehicle in the pavilion will be served while a notable DJ spins the latest and greatest in popular music.



THANK YOU!