

*The following has been developed for
Maytag your consideration by Spectrum.*



3D perception art installations are pieces of art that combine everyday objects into larger optical illusions in physical space installations. As the viewer moves around the art, their changing perspective alters what images appear in the art.

Spectrum proposes unleashing a series of giant perspective sculptures in public spaces, malls, and stores across the country. Each piece, by a renowned artist, of Maytag products, will create the launching pad for content and social media that amplifies the key messaging – the power of Maytag appliances.

EXAMPLE: In close up, it's just a pair of jeans. But, as you walk away from the giant ten-foot-tall sculpture, more clothes hang next to the jeans. And as you move even further back, another object will appear – a giant Maytag washing machine – and it's not just sitting there. The art will move, as you move left and right, it will appear as if the machine is in use: through the 'glass' it will appear as if the laundry is spinning.

THE BIG IDEA: To impart symbols of Maytag power in the details of each of the three-dimensional art pieces and to create a wow factor that generates buzz on social media through the sharing of the art.

VIDEO CONTENT: A short-form documentary series about the making of the art. Following all the behind-the-scenes of Maytag commissioning the art, to the decisions about how and where the art will be displayed, to the building of the art and its final display.

SOCIAL MEDIA CONTENT & MEDIA: Bite-sized versions of the short-form docs. Local PR campaigns to enhance knowledge of the art appearing in stores.

USER GENERATED CONTENT ON SOCIAL MEDIA: A hashtag will accompany the series of art, as users are encouraged to share their best videos and photos of the art. A competition to create the best video will increase user interest in sharing.

SAMPLE LINKS:

SAMPLE ONE

<https://bit.ly/2NnGKd4>

SAMPLE TWO

<https://bit.ly/1KBp0aI>

POTENTIAL ARTIST

<https://bernardpras.fr/>

SPECTRUM

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