

**YOU HAVE
A GREAT
STORY**

kubik[®]

**We give you
a place to
tell it.**



From physical to digital, we develop environments of all types and sizes.

Every story needs a stage and, wherever your audience is, *kubik* can create the right platform for you.

After nearly 40 years, we've made a lot of great connections and told some amazing stories.

We look forward to helping you tell yours.

The **diversity** of our experience and capabilities has made us stronger, while also defining our core strategy.

Omni-Channel Experiential

We employ **physical, digital** and **hybrid** platforms to connect with a larger audience.

A Great **Strategy** can include Several Layers.

Experiential Events & Trade Shows

From pop-up brand activations to global event programs.

Digital Services

Custom tools to connect with online audiences, or to build engagement at live events.

Museums & Galleries

Partnering with the world's top architects and designers to create spaces that educate and inspire.

Branded Environments

Development, engineering and fabrication for creative corporate spaces to work, play and learn.

Retail Solutions

National product roll-outs, seasonal updates, custom fixtures and full store design/build.



Sometimes you
need **dreamers**
and sometimes
you need **doers.**

// Luckily, we have both!

kubik is one of the few agencies in the world that can help navigate a project from **strategy and creative**, through to **fabrication, integration** and **launch**.

Services for **Every Stage** of Your Project.

PRE

We can help guide your next move.

- » Project scoping & assessment
- » Strategic planning
- » Industry analysis
- » Creative services & ideation
- » Account management
- » Proposal creation

EVERYTHING IN BETWEEN

Bring any vision to life with our in-house experts.

- » Project management
- » Event management
- » Estimating and value engineering
- » Design development and detailing
- » Full project engineering, fabrication and rollout
- » Global installation & implementation
- » Staffing & training
- » Digital content and graphic production

POST

Opening day is just the beginning.

- » Logistics planning
- » Content updates / refresh
- » Data capture & analytics
- » Product handling / storage
- » Inventory management
- » Ongoing program management
- » IT support

It's not just our work that's diverse.
kubik manages global projects
for clients across a variety of sectors.



SOME OF OUR
FAVORITE
STORIES



kubik

Feel
better

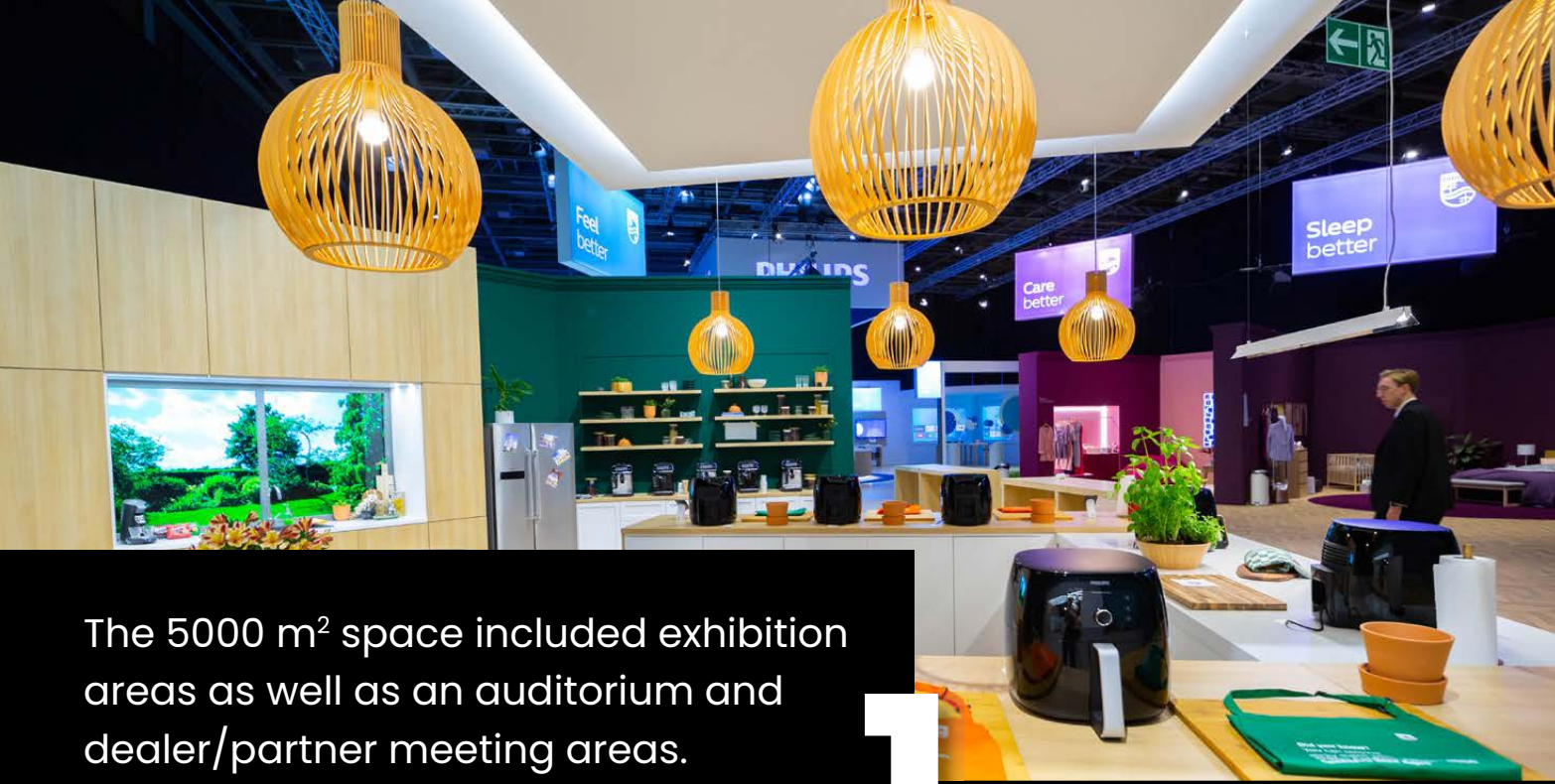
PHILIPS
International
Funkausstellung (IFA)
Trade Show

For Europe's premier appliance and home electronics show, Philips wanted to invite guests to be part of their family. From the moment you stepped inside the massive hall, you were welcomed into the Philips home. Actors portrayed various family members and demonstrations on everything from cooking to brushing your teeth enveloped guests.



Home

Sweet Home



The 5000 m² space included exhibition areas as well as an auditorium and dealer/partner meeting areas.

1



Theatrical skits and rich content created a truly immersive guest experience.

3



Vignettes included a kitchen, bathroom, bedroom and other home-themed areas.

2



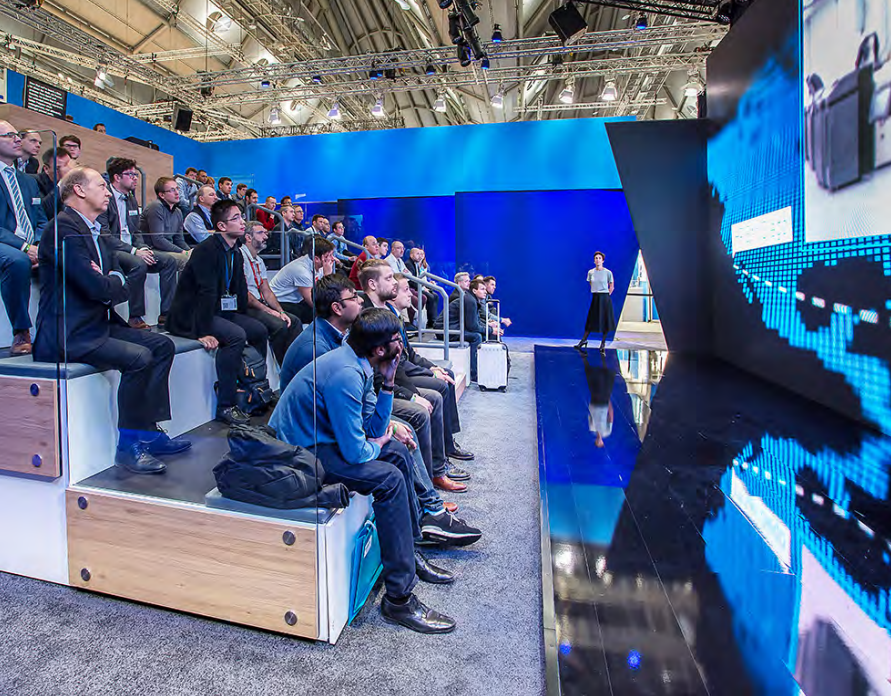
A trade show booth for HP's 3D printing launch. The booth features a large HP logo on a blue wall with the slogan "keep reinventing". A large, illuminated blue ring hangs from the ceiling. In the foreground, there are several HP Jet Fusion 3D printers and a 3D processing station. The booth is lit with blue and white lights, creating a modern and professional atmosphere.

Launching HP 3D Print across two continents

HP INC.
Multi-Jet Fusion
3D Print Launch
Trade Show

When HP decided to disrupt the world of rapid prototyping and manufacturing with their new Multi-Jet Fusion 3D printer, they targeted industry leaders and events on both sides of the pond. *kubik* teams from North American and European offices collaborated to give the plan form.

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The European launch followed a few weeks later at FormNext with a two storey exhibit.

2



Initially launched at RAPID with a two exhibit strategy that included a theatrical reveal experience next to a lab environment.

1



Introducing the digital furnaces of the next industrial revolution. Reinventing without limits. Voxel by voxel.



hp keep reinventing

3



Both experiences allowed hands-on access to the printers, samples and on-site HP engineers.

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PUMA
Volvo Ocean Race
*Experiential Event —
Sponsorship Activation*

We partnered with PUMA Ocean Racing and LOT-EK architects to develop a unique brand experience for the PUMA sailing team that traveled from coast, to coast, to coast to coast.

kubik offered design development, engineering & fabrication, logistics and event execution for each PUMA CITY pavilion across the entire Volvo Ocean Race circuit.

Doing battle with sea monsters

...and sailing the world with PUMA!



1

Visited 10 ports of call from Boston to Singapore and reached over 2.4 million people.



Highly interactive 'Mar Mostro' campaign put visitors at the helm, virtually battling the elements and sea monsters, in official PUMA sailing gear.

2



3

Shipping container modules provided hospitality, retail and brand activations spaces in multiple footprints.



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Welcome to the ‘Home of the Brick’!

LEGO
LEGO House

*Museum & Visitor Center,
Branded Environment*

With our experience in creating the world’s premiere museums and galleries, Lego invited *kubik* to assemble a dream team of engineers, developers and technology partners to help bring this iconic experience to life.

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A unique 12,000 m² creative universe built of 21 huge white bricks stacked onto each other.

1

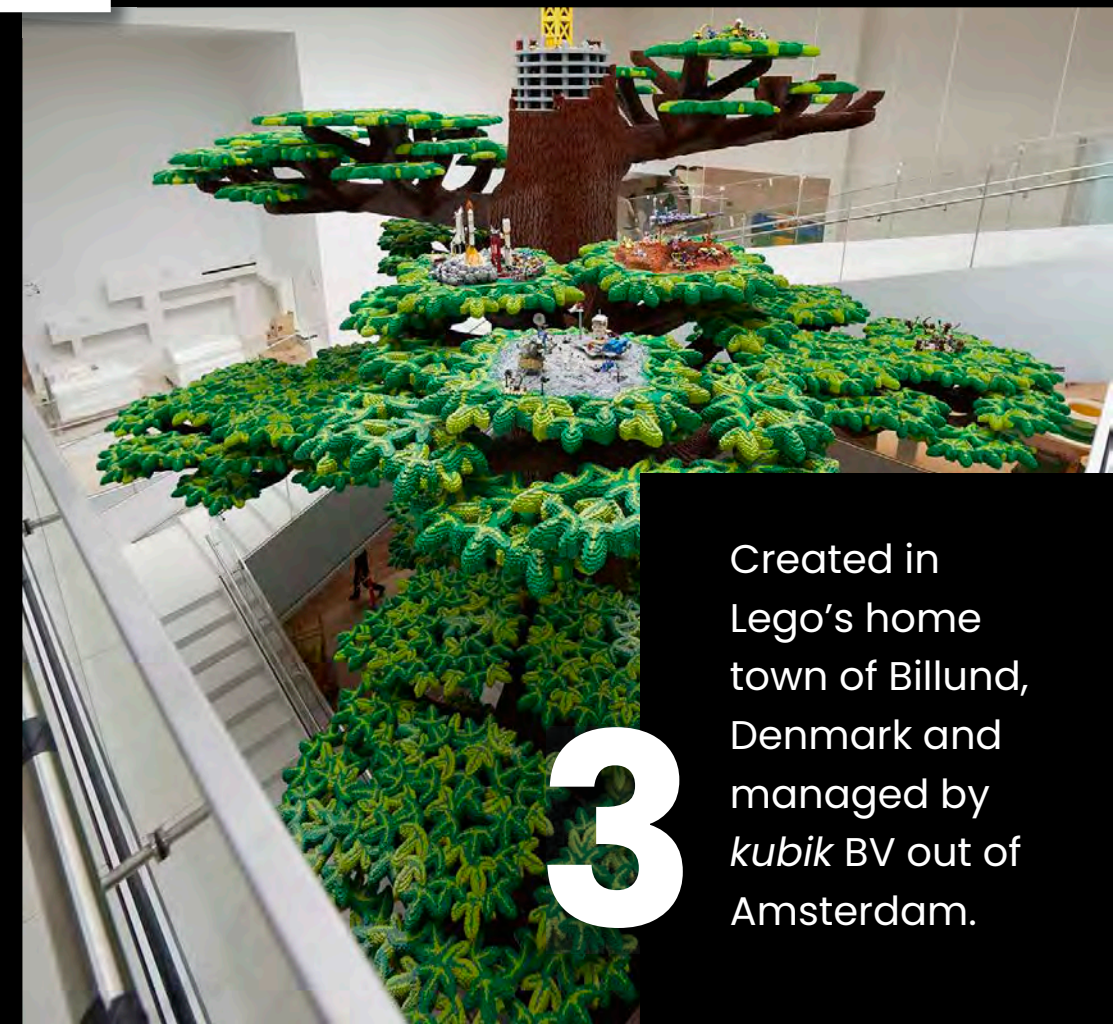


Features four fully interactive play areas, a gallery with LEGO® creations and a large history exhibition.

2



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3

Created in Lego's home town of Billund, Denmark and managed by *kubik* BV out of Amsterdam.



The world's biggest startup...

...needed a playground to match

HP INC.
Customer
Welcoming Center
Branded Environment

As HP Inc. planned for the historic split from HP Enterprise, they realized that they needed a new home to welcome guests and showcase new products and ideas. The CWC was *kubik's* answer to that need. A visionary space to present the HP spirit of innovation.

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Designed within the historic HP Palo Alto campus and next to the HP founder's area.

1



3

The CWC allows HP to host numerous visitors monthly, with flexible areas that can be utilized to tailor the experience.



A central 'solutions theater' is surrounded by product playgrounds for print, home office, rapid manufacturing and other HP business units.

2

Maximizing Customer Engagement



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**20,000 sq.ft., 20 weeks,
2 storeys...**

...One Samsung Experience!

SAMSUNG
TEC Experience Store
Retail – Store Design

This re-imagined experience store in Toronto's historic Eaton Centre was a collaboration between *kubik* and Samsung to deliver a complete brand experience under one roof.

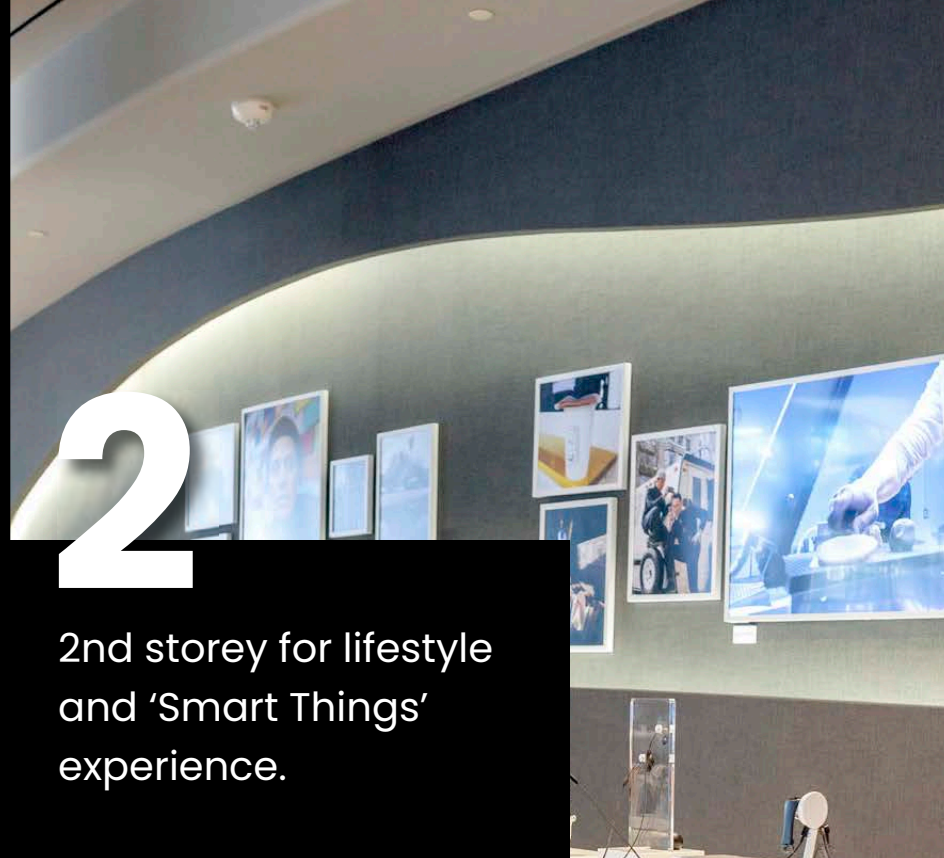


Custom displays
beautifully integrated
with architectural plan.

1



kubik®



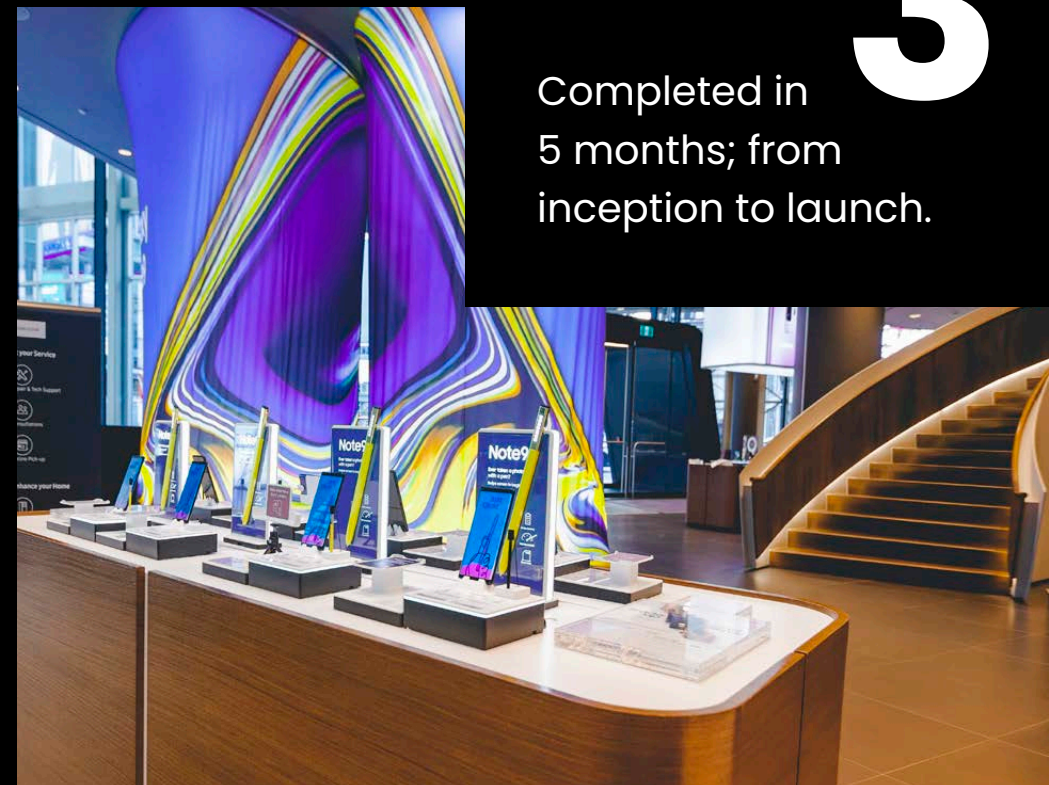
2

2nd storey for lifestyle
and 'Smart Things'
experience.



3

Completed in
5 months; from
inception to launch.



Just doing it... in New York, Boston, London and Berlin.



NIKE

Nike Town Retail

Retail – Seasonal Campaigns

Working with Nike's creative team and managing a host of architects and contractors, *kubik* helped deliver some of the most immersive sports retail experiences around the world.

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NIKE TOWN

Each city delivered a unique experience and design.

1



Design and engineering for up to 20 unique display areas in each location.

2

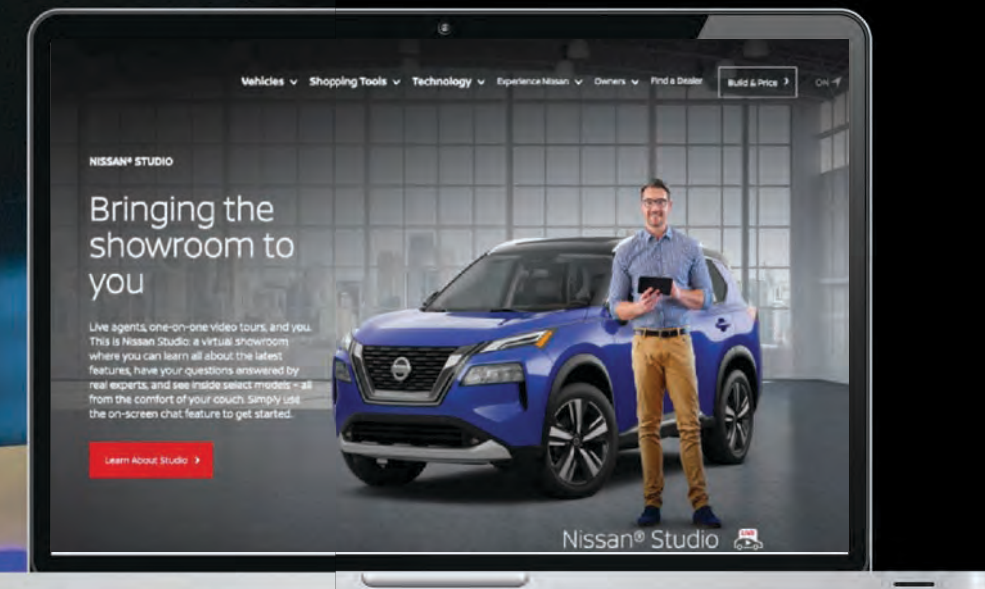


kubik managed seasonal updates and new product launches.

3

kubik





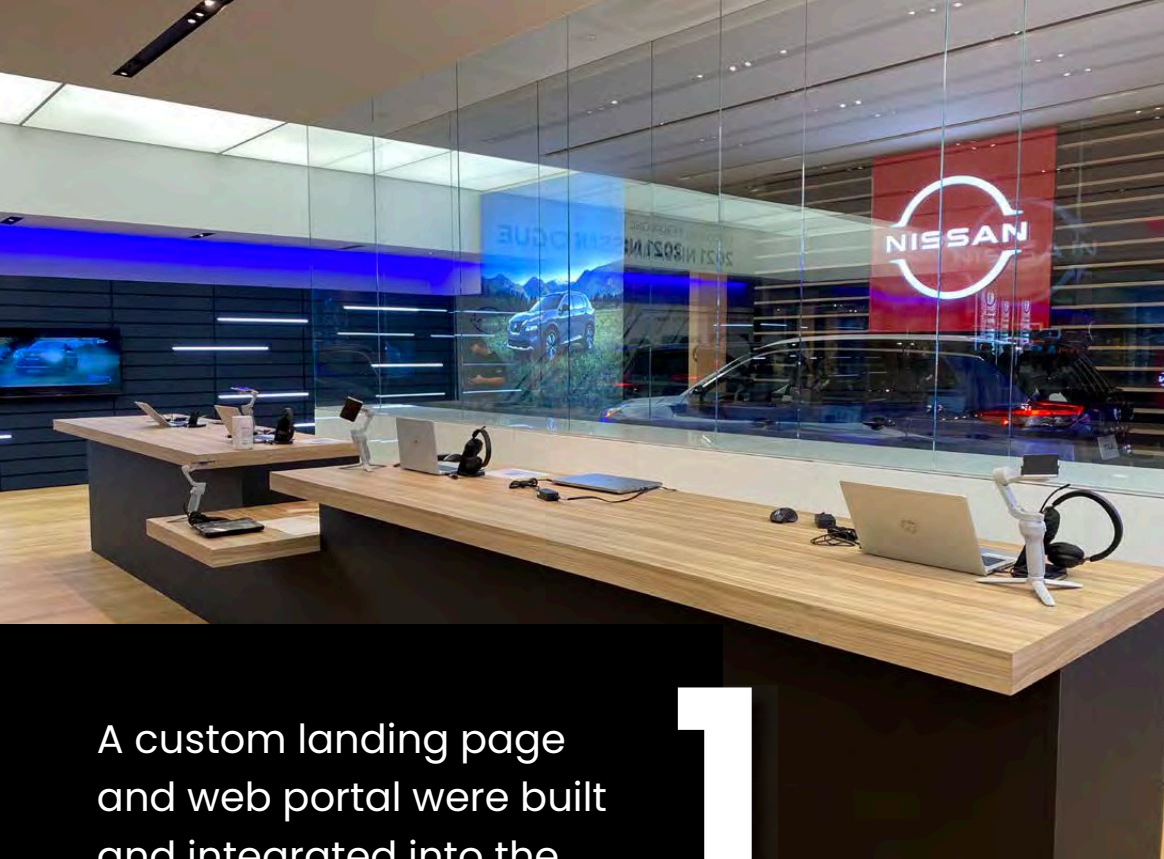
**e-commerce became
g-commerce!**

...the "g" is for guided

NISSAN
Nissan Studio
Retail – Hybrid Solution

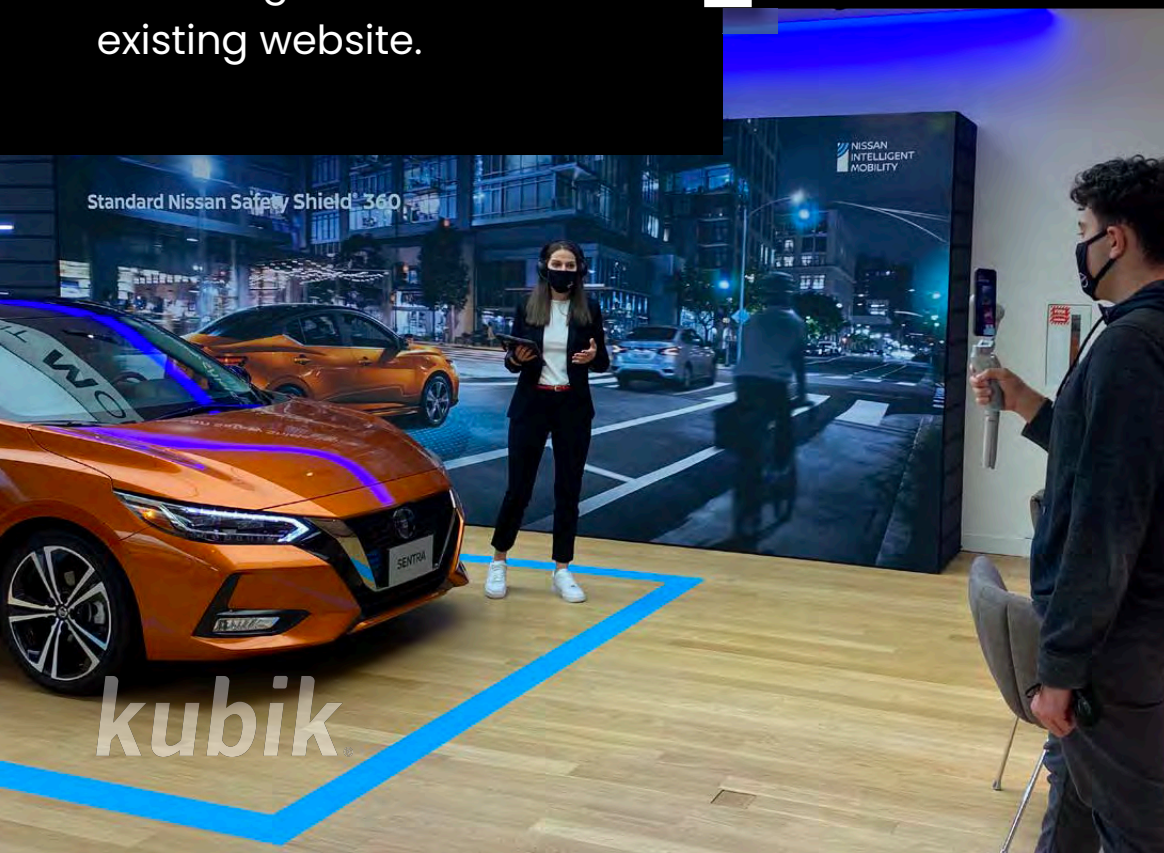
Nissan needed a solution to bridge the gap between online and retailers, and *kubik* delivered: Nissan Studio, a unique hybrid experience bringing the showroom directly to your living room.

kubik

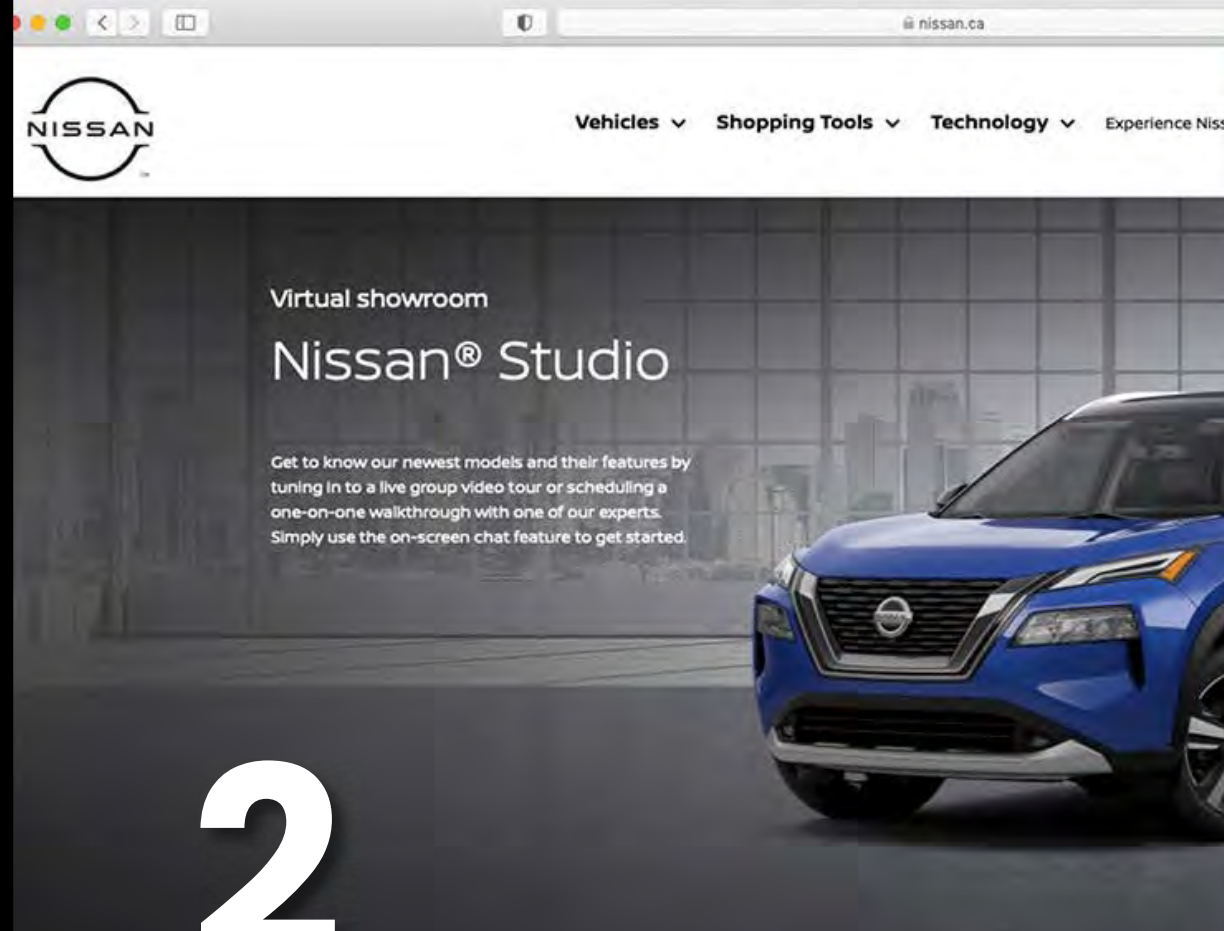


A custom landing page and web portal were built and integrated into the existing website.

1



kubik

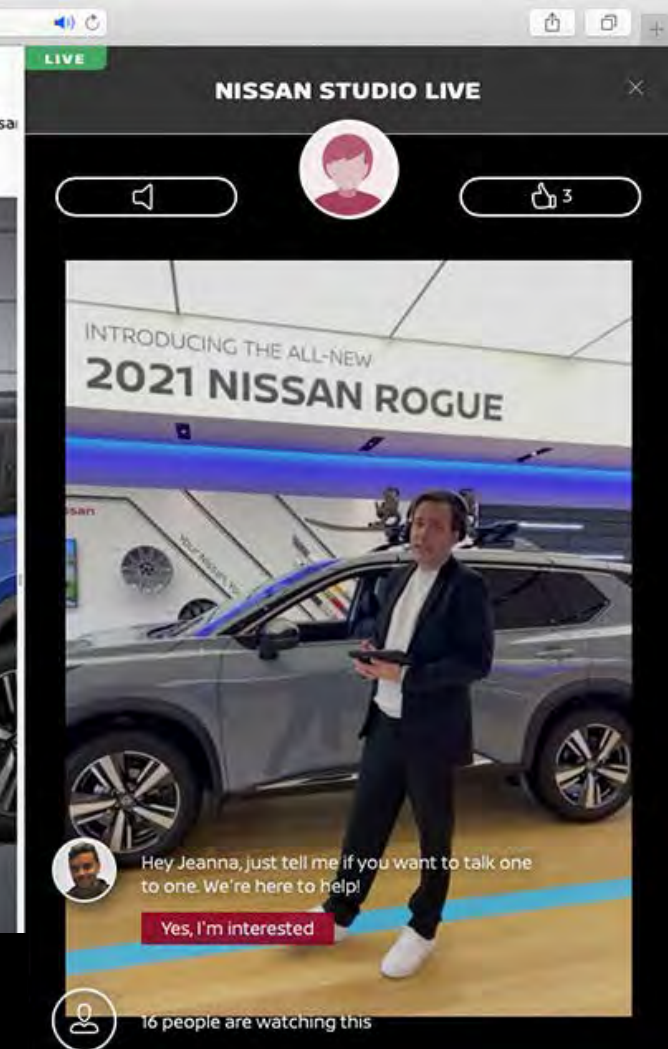


2

1.49 million visitors in first 3 months, 46,000 attended group sessions and 1,453 chose a one-to-one session.



3



Live experts provide bespoke individual product information sessions, or pre-scheduled group sessions, streamed via the web.

The image shows a modern interior space, likely a museum or visitor center, with a large, illuminated model of the Empire State Building in the center. The model is set against a bright blue background. The surrounding area features metal railings, stairs, and informational displays. The overall atmosphere is clean, bright, and celebratory.

Living the 'Dream' at The Empire State Building

EMPIRE STATE BUILDING
The Project Dream

*Museum & Visitor Center,
Branded Environment*

A multi-phased re-imagining of the visitor experience at the Empire State Building (EBS), known as "Project Dream" is a decade-long project reconfiguring the entry level of the building, celebrating the Empire State Building's unmistakable character and landmark status in New York.

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The 75,000 square foot area features exhibits that detail the original construction of the 102-story Art Deco skyscraper.

1



kubik

2

The unique "Elevator Experience" provides visitors with a simulation of the experience of a ride to the top of the building.



3

Installations featured the highest level of "fit and finish" in line with the craftsmanship of the iconic base building.



Curating 2.4 million objects? It's child's play at the RAM...



**ROYAL ALBERTA
MUSEUM**
Museum & Visitor Center

The new Royal Alberta Museum's wide-ranging collection and research activities demonstrate their dedication to collecting, preserving, researching, interpreting and exhibiting objects of interest that capture the rich history of Alberta. There are more than 2.4 million objects in the museum's collection, with more than 5,300 objects on display throughout the new galleries.

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The scope of work for the 82,000 square foot project included: base build fit-out, exhibit fabrication, showcases, and lighting.

1



The space includes an interactive Children's Gallery and a space dedicated to the Manitou Asinîy, an object of great spiritual significance to regional Indigenous Peoples.

2



kubik maltbie's contribution included 6,000 custom mounts, laying three miles of fiber for the AV infrastructure, and 4,000 graphics for the project.

3

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We gave auto show guests x-ray vision!

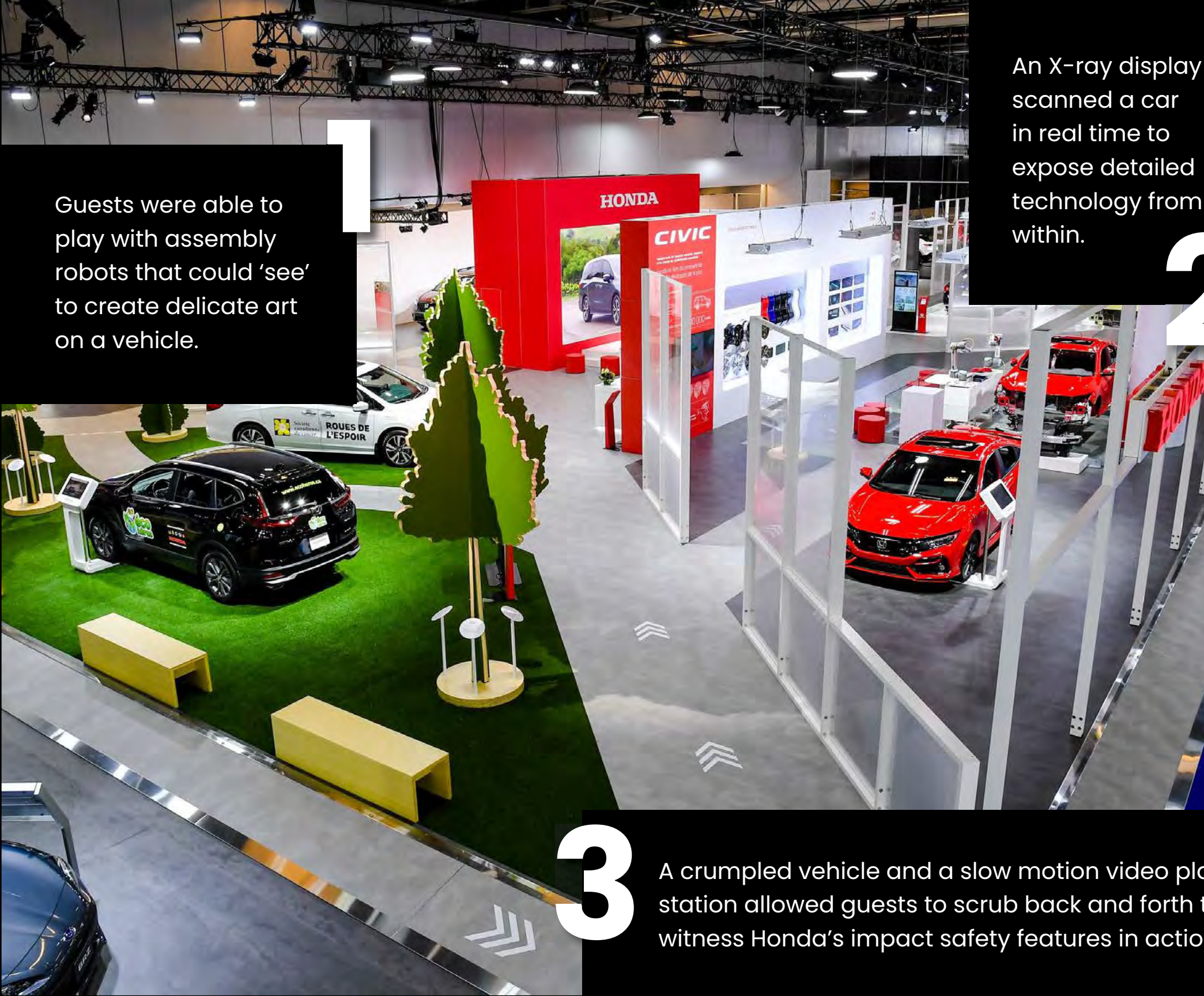
**HONDA
CIAS**

Automotive Trade Show

While most automotive brands want you to touch and feel their product, Honda wanted to go deeper. Working with Honda's agency, *kubik* helped create an experience that would help guests go beyond the paint and leather; to see what was really inside.



1
Guests were able to play with assembly robots that could 'see' to create delicate art on a vehicle.



2
An X-ray display scanned a car in real time to expose detailed technology from within.



3
A crumpled vehicle and a slow motion video playback station allowed guests to scrub back and forth to witness Honda's impact safety features in action.



kubik

...Let's Rock!

A music-themed online event with star power!

ROCK
NSC FY21

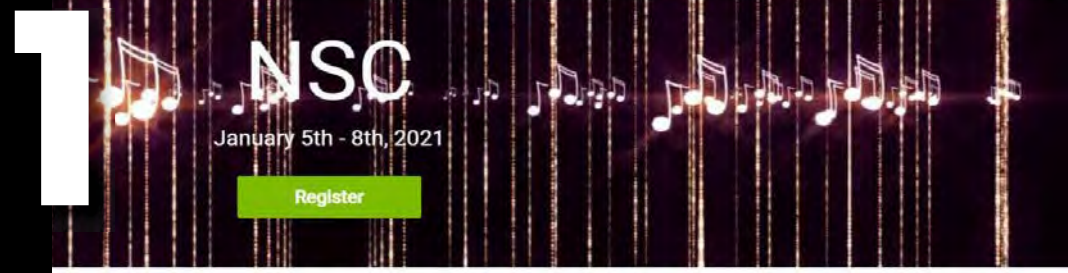
●●○ CDKGlobal

CDK
**Online National
Sales Conference**
Virtual Event

As an early adopter of the *kubik* connects virtual event platform, CDK has executed dozens of online meetings and presentations. Their energetic 2021 National Sales Conference "LET'S ROCK", featured a host of celebrity cameos from Snoop Dog to Paula Abdul!

kubik[®]

kubik helped set up the platform and training. All subsequent events have been managed by CDK.



WE ARE LIVE IN

0 Days 0 Hours 0 Minutes 0 Seconds

REGISTER NOW TO ENSURE YOU DON'T MISS A BEAT.

The CDK Global National Sales Conference is cranking it up to eleven to rock your socks off virtually this year!

We have an amazing keynote and surprises you won't want to miss!

CDK has reached 1200+ online attendees from over 300+ different companies in their first 6 months.

2



THANK YOU!!!



Let us know any topics or questions you may have for the presenting ELT members.

SUBMIT QUESTIONS



SEND US YOUR ROCK 'N ROLL SELFIE!

SUBMIT

COMMUNITY



Join The Community

3

kubik IT and digital services team provide ongoing technical support.

EVEN MORE

ABOUT US

// ..and then maybe just a bit more, just for good measure



Corporate Citizenship

Initiate Change.
Inspire Conversation.
Pursue Partnership.

At *kubik* our policies, procedures and people reflect both a strong family-values perspective and a growing global presence. We recognize our responsibility to the health and welfare of our employees, our communities and the planet; and we continue to seek opportunities to be inclusive employers, engaged neighbors and active stewards of the environment.

Diversity, Equity, Inclusion

With nine locations and over 350 staff, speaking more than 20 languages across the globe, *kubik* and our clients benefit from diverse perspectives every day!

We continue our work to recognize and remedy inequities and to promote a welcome workplace of respect, diversity and inclusion.



Great Place to Work
Certification and
Best Workplaces

15%↑

Increase of women team members company wide

2%↑

Increase of diverse representation in our North American offices

Focused on partnerships with **female led and BIPOC led companies**

20+ Languages spoken 



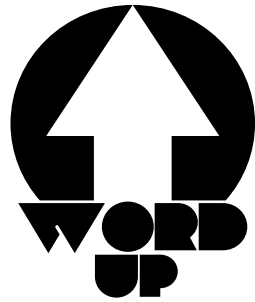
Working with **The Best Buddies** job program to employ people with **intellectual and developmental disabilities**



Supporting and helping women achieve economic independence



Material and Workforce contributor for **Habitat for Humanity**



As part of the community in Amsterdam, we promote **social inclusion and diversity** through spoken word poetry and related musical and/or performance expression.



Supporters of the **Star Light Star Bright Foundation.**



MOVEMBER

Supporters of men's health

Special Olympics



20+

Sponsoring and supporting

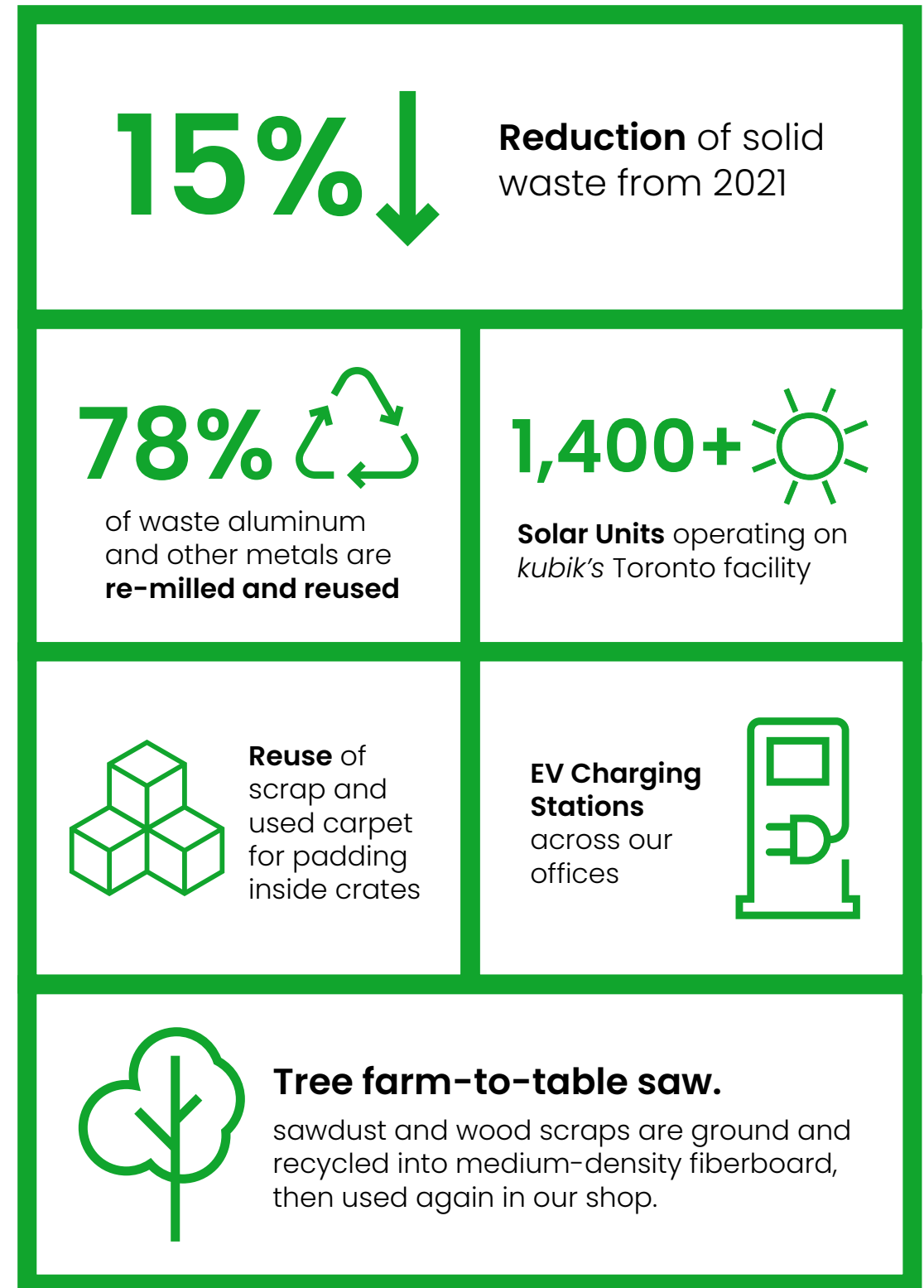
Community Support

Around the corner and across the globe, *kubik* is widely invested in the success of our beloved communities. A transcendent culture of giving is at the core of our corporate values and an important measure of our success. We are proud to offer financial sponsorship, event support, leadership, promotion and the donation of time, money and materials to a spectrum of organizations that contribute to the prosperity of our communities.

Environmental Stewardship

We are invested in the education, the recognition, and the review necessary to understand and reduce the impact that our business practices have on the environment.

Our commitment to change extends along our supply chain, from the sourcing, manufacturing and disposal of raw materials, to the shipping and installation of our finished products.











How did we get here?




We're glad you asked.

**IF A TRIP DOWN
MEMORY LANE
IS YOUR THING,**

**HERE'S HOW
IT ALL BEGAN...**

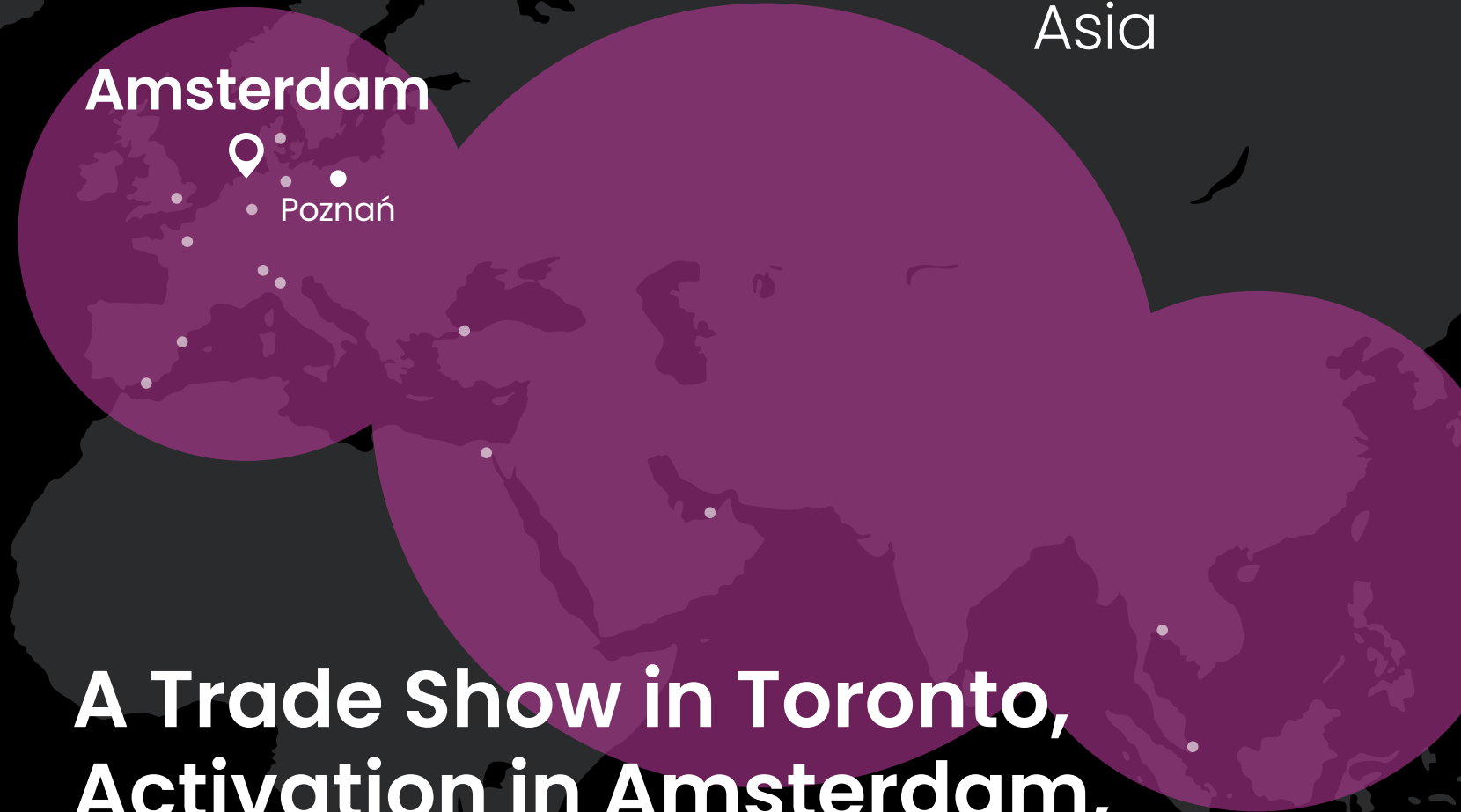
It was **1983** when Sam and Elliot Kohn started building exhibition displays in Toronto. One day, the imagineers at **Disney** came along and asked them to throw a party for 's 60th. Then came global brands like  wanting our help launching their experiential events, exhibits and retail stores all over the world, and  wanting to create a whole new customer experience. We continued growing, creating world's fair pavilions, galleries and museums. Soon we were helping connect people from  to the Smithsonian.

Our diverse portfolio and  reputation for being able to execute any project attracted global brands from all sectors. In **1994** we opened kubik BV in **amsterdam** where we executed unique activations for brands like **PHILIPS** and . Eventually, we expanded with new  facilities, a new  headquarters in Maryland, set up support facilities in Las Vegas, and even launched our museum division in Mt. Laurel, NJ: **kubikmaltbie**.

Today *kubik* is a multinational agency with team members across North America and Europe. We've done battle with sea monsters while sailing around the world with , we've helped bring priceless history and countless works of art to the masses, and we've even worked to build a new "home of the brick" for **LEGO**. Recently, we've re-imagined live digital platforms to demonstrate products to online audiences for  and **SAMSUNG**, and in 2021 we've even been helping  bring a Rogue straight into your living room.

Over the years **kubik** has set the stage for so many great stories and experiences, but we haven't lost our roots. Today, we remain a dedicated, family-run business with excellent service and a singular vision to connect people through amazing experiences!

Global Reach



**A Trade Show in Toronto,
Activation in Amsterdam,
or Briefing Center in Baltimore...**

With international capabilities and a world-wide presence,
kubik experiences stretch the globe.

Our Teams



The Americas | **300+**
staff



Europe,
Middle East,
Asia

50+
staff

32,000+
implementations in
50+
countries

20+
languages
spoken

LET'S CREATE

YOUR NEXT

EXPERIENCE





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