



FOR IMMEDIATE RELEASE  
May 3, 2012

CONTACT: Stephanie Kulke  
Kick Start Marketing Chicago  
Stephanie@kickstartmarketingchicago.com  
773-501-4360

### **KINC - PROJECT FACT SHEET LURIE CHILDREN'S REGENSTEIN CARDIAC CARE UNIT (CCU)**

Chicago-based design house **Kinc** was personally selected by Lurie 15<sup>th</sup> Floor Creative Partners the Chicago Symphony Orchestra (CSO) and Lookingglass Theater Company to art direct, design, and project manage the development, fabrication, and installation of a series of interactive displays inspired by the CSO/Lookingglass 2010 co-production of *Peter and the Wolf*.

Realizing that the 2010 production did not provide enough visual reference to support a floor-wide design, Kinc worked with the Creative Partners to create an original *Peter and the Wolf*-based story unique to the project. Based on concepts co-conceived by Lookingglass Theatre's Producing Artistic Director and Ensemble Member Phil Smith and CSO Education Manager Jon Weber, Kinc designed an entire virtual "production" including plotline, props, costumes, and sets. The actual props and costumes were built and used in "production" photographs to provide source material for the installation's many graphics.

The story begins in a seating area dubbed the "Meadow," where viewers are introduced to a little girl reading the original *Peter and the Wolf* to a little boy, who listens while playing with toy puppets modeled after the *Peter and the Wolf* animals, and accompanied by his faithful dog. Inspired by the tale, the boy takes the dog to a meadow, where together they act out *Peter and the Wolf*.

Artwork throughout the Regenstein CCU expands on this original storyline, featuring collaged, digitally printed paintings created by Kinc that repeat motifs, objects, and environments from the new "production," as well as visuals reflecting the artistic process of developing an original *Peter and the Wolf* for the 15<sup>th</sup> Floor installations.

The story's journey ultimately takes the viewer into the "Forest" area, where the little boy and girl, glimpsed through a gap in a forest clearing, are seen at Orchestra Hall with their puppets, watching the CSO musicians play *Peter and the Wolf*.

In addition to the plot-based installations, Kinc also designed and developed a themed "Information Hub" in the Unit's family lounge area, where young patients can learn details about Prokofiev's original *Peter and the Wolf*, contribute their own artwork for display, and where a visual "scavenger hunt" invites them to engage more actively with the 15<sup>th</sup> Floor installation, while also encouraging beneficial walking exercise.

Kinc's responsibilities in project managing the installation included coordinating with contributing artists (including puppetmaker Kate Stransky, and photographers Todd Rosenberg and Sean Williams), working with the Creative Partners and Lurie Children's Hospital to create final pieces that reflect both the theatrical and musical components of the theme, ensuring that the artwork is emotionally engaging and inspiring to children, that it provides direct support to the patients' well-being and recovery, and that it meets the health and safety requirements of a hospital environment.

(more)

The main installations include:



### THE "MEADOW"

Features:

- A pair of oversized (42" x 72" and 42" x 144") photographs directed by Concept/Photographic Art Director Phil Smith and shot/composed by Sean Williams\*, entitled "*Peter and the Wolf* Re-imagined, A Lookingglass Tribute to Play"
- A floor to ceiling mural hand painted by Kinc and based on the meadow photographs by Williams

*\*Williams' photographs in this area illustrate the core storyline of Kinc's original interpretation of Peter and the Wolf as told throughout the 15<sup>th</sup> floor Cardiac Care Unit.*



### THE "FOREST"

Features:

- A photomural by Todd Rosenberg, showing the boy and girl, accompanied by puppets created for this installation by Kate Stransky, watching the CSO perform
- The Rosenberg photomural is mounted behind a painted mural of trees, creating the impression of viewing it through a forest clearing
- An amorphous island/bench with "trees" with a Plexiglas top and side windows
- The island houses Stransky's cat, bird, and duck puppets, posed alongside their corresponding sheet music and orchestral instrument
- The island features an interior 360° panorama by Kinc, titled "The World of *Peter and the Wolf*"



### FAMILY LOUNGE HUB

Features:

- A case displaying the handmade book of Kinc's version of *Peter and the Wolf*, which is represented throughout the installation
- Informational panels detailing Prokofiev, the story of *Peter and the Wolf*, and the 2010 Lookingglass/CSO production
- A display case housing a rotating gallery of patient – created artwork
- Silhouettes of a little boy and a moon. Text on the boy reads "Listen with your heart," while the moon invites patients on a floor- wide scavenger hunt
- A music-themed mural of "Peter's Theme" by Prokofiev, with Peter's representative instrument; the violin

Founded in 1992 by designers and Northwestern University Fine Art and Theatrical Design graduates Katherine Ross and Karen Zissis, **KINC** is a full-service design house providing Project Management, Custom Design, Fabrication, and Installation services.

Kinc's awards include the 2007 Platinum ADEX for Light Sculpture, 1 Grand Prize, 3 First Place Awards, and 8 Awards of Merit from the VMSD Annual International Visual Merchandising Competition, and the Leroy Hirsch Memorial Award for excellence in building design.