

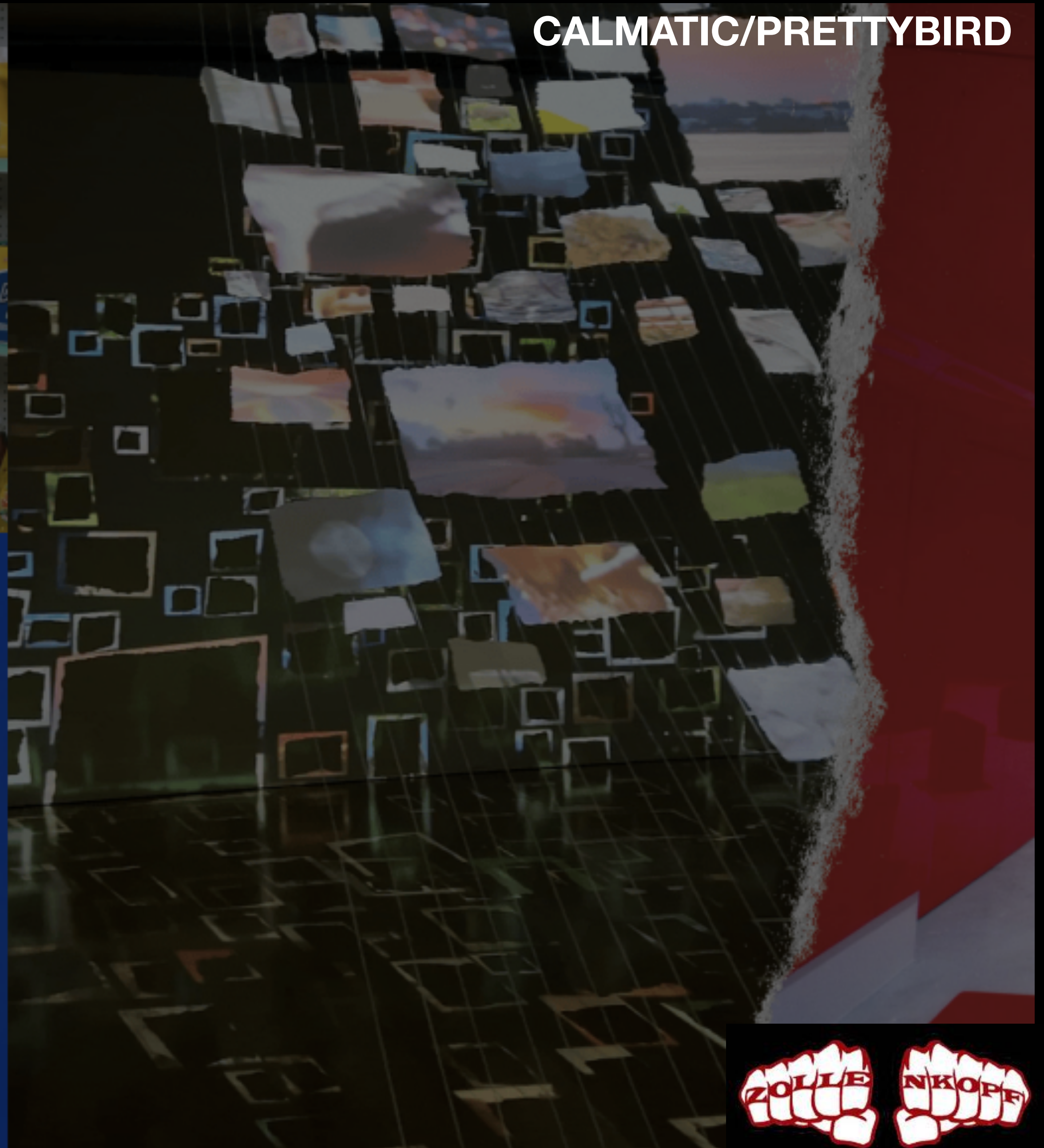


2K

HOUSE OF 2K



CALMATIC/PRETTYBIRD



SETS

1 STORE FRONT/STAGE

2 FAN STORE INTERIOR/STAGE

3 HALLWAY/MUSEUM/STAGE

4 ANGEL R - COURT 1/mirror path, Green Screen

5 SGA - COURT 2.1 2.2 2.3/Green screen

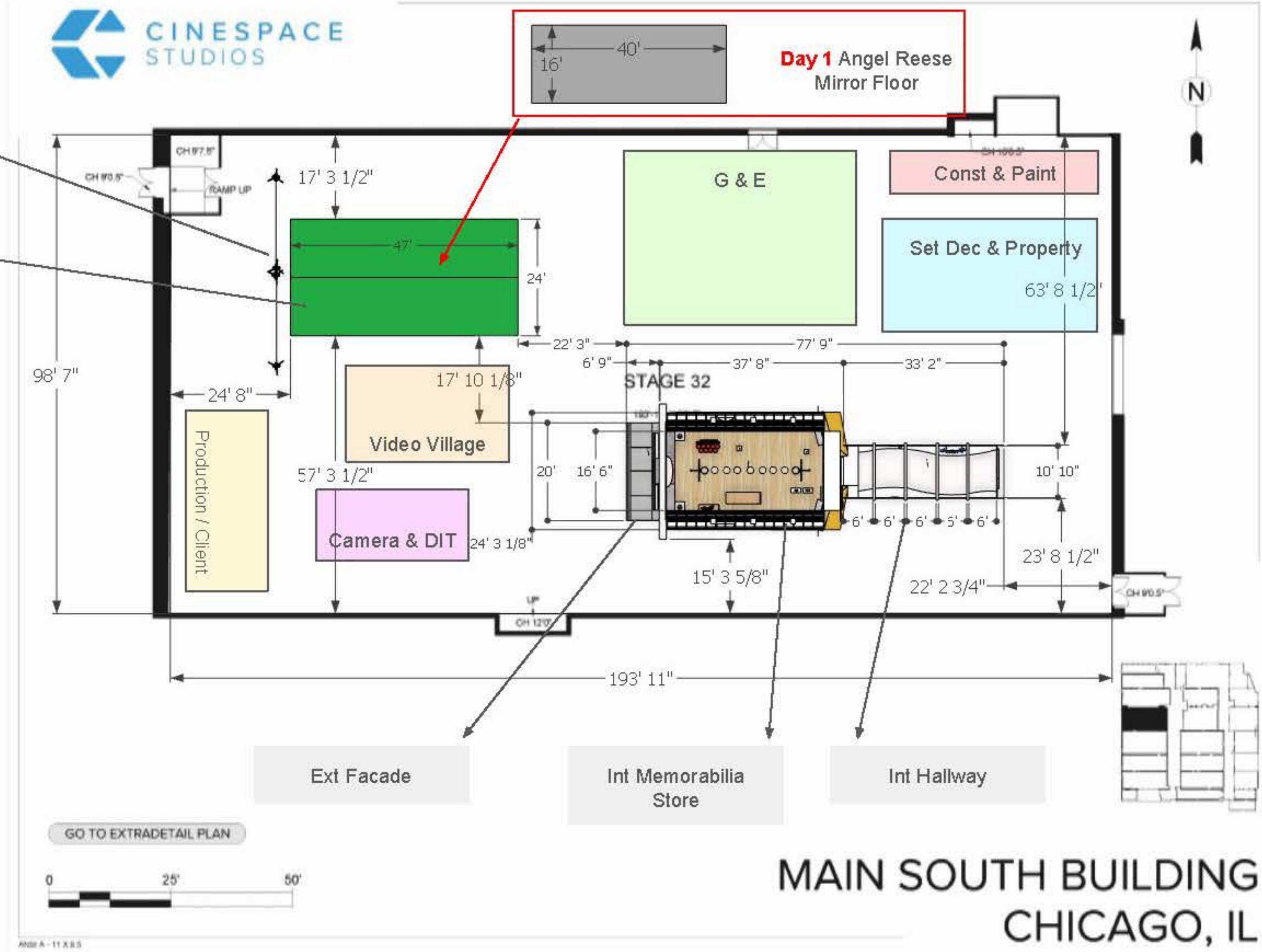
6 MELO - IN GAME MODE(GREEN SCREEN) COURT 3

SETS SPOTTING PLAN

Spotting Plan:
NBA 2K

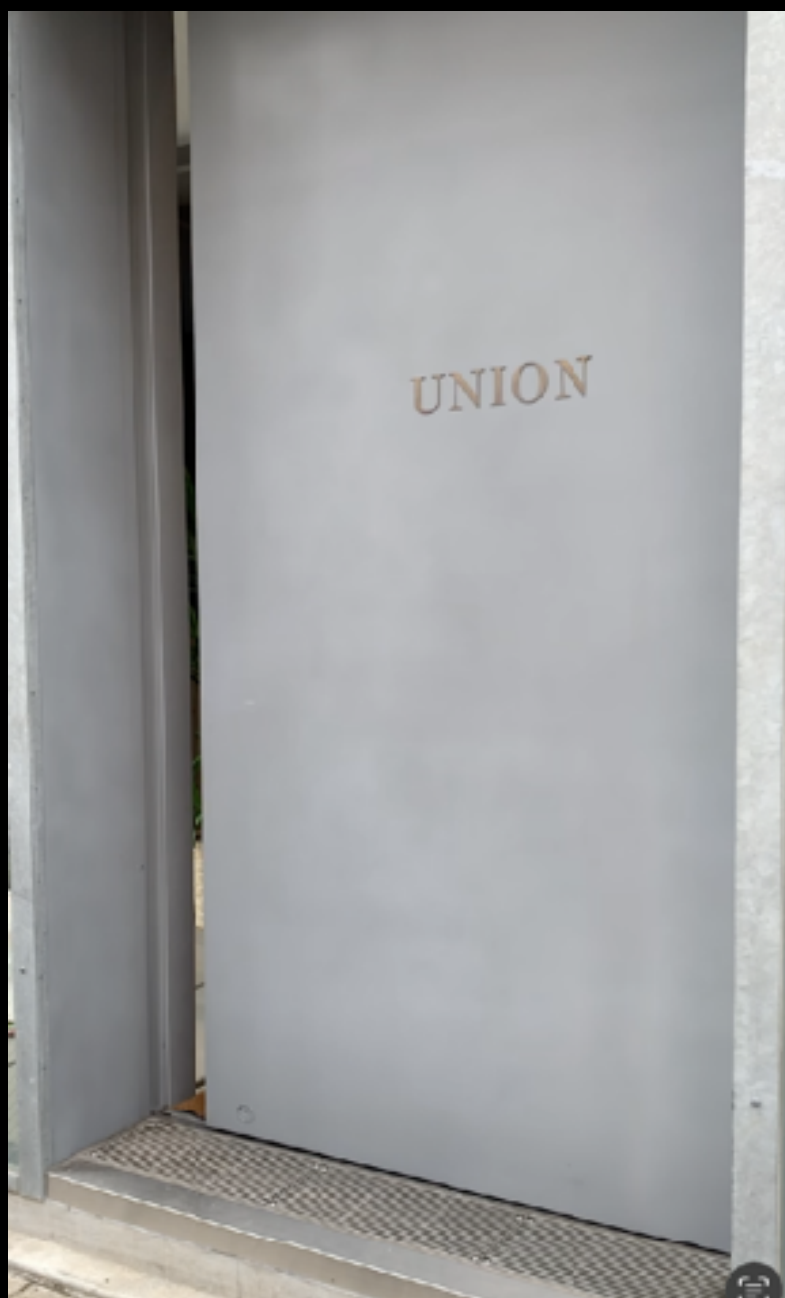


- 20x12 green screen on rolling stands x2
- Day 2 Green screen Floor install



MAIN SOUTH BUILDING
CHICAGO, IL

STORE FRONT



STORE - Treatment design

FAN STORE*E*



STORE - DESIGN CONCEPT

FAN STORE**E**



STORE - DESIGN CONCEPT



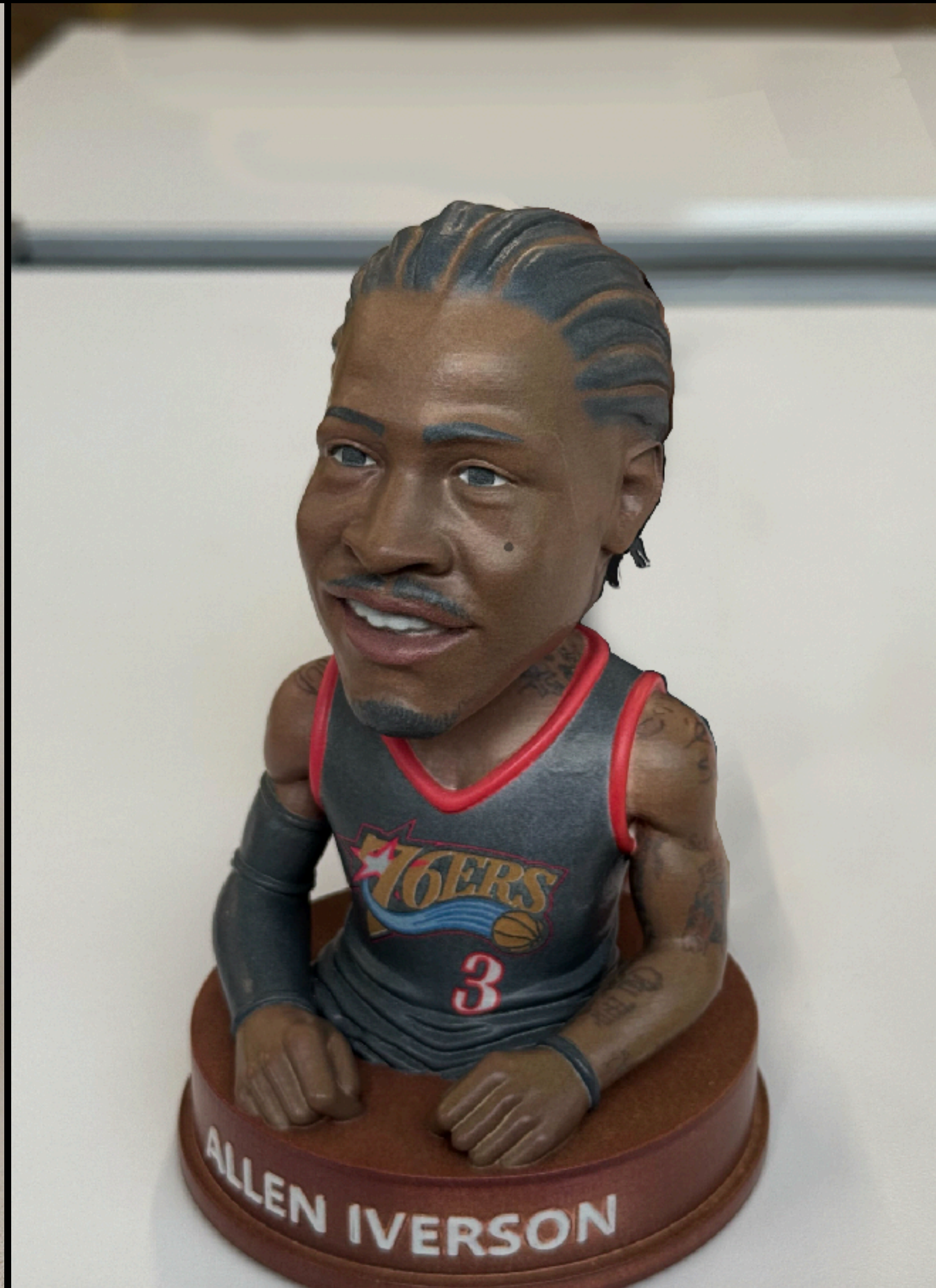
STORE reverse



STORE - SET DRESSING/PROPS



STORE - CUSTOM PROPS



IVERSON BUBBLE HEAD

NO MOTHER



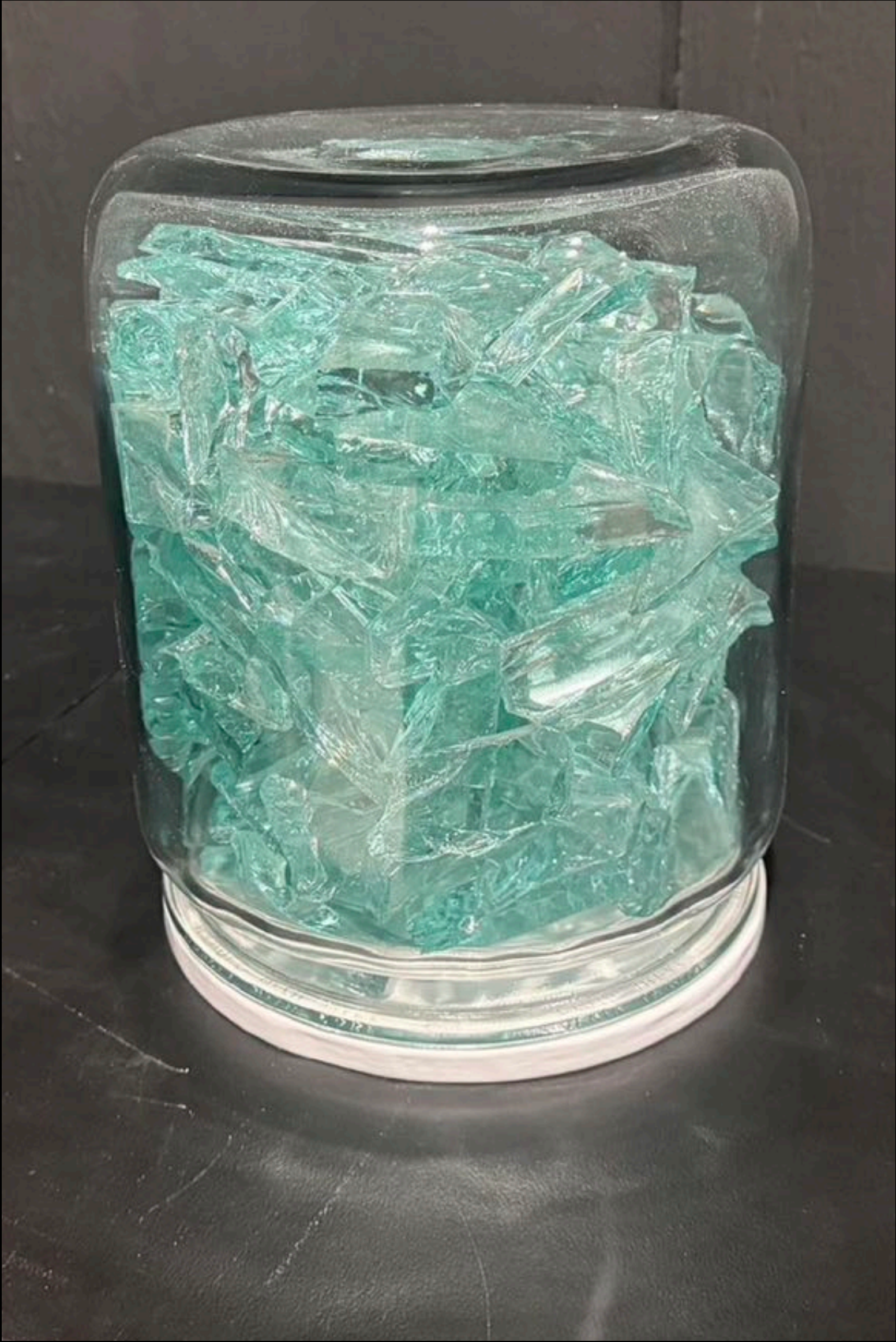
STORE - CUSTOM PROPS



SHAQ SHOE PHONE

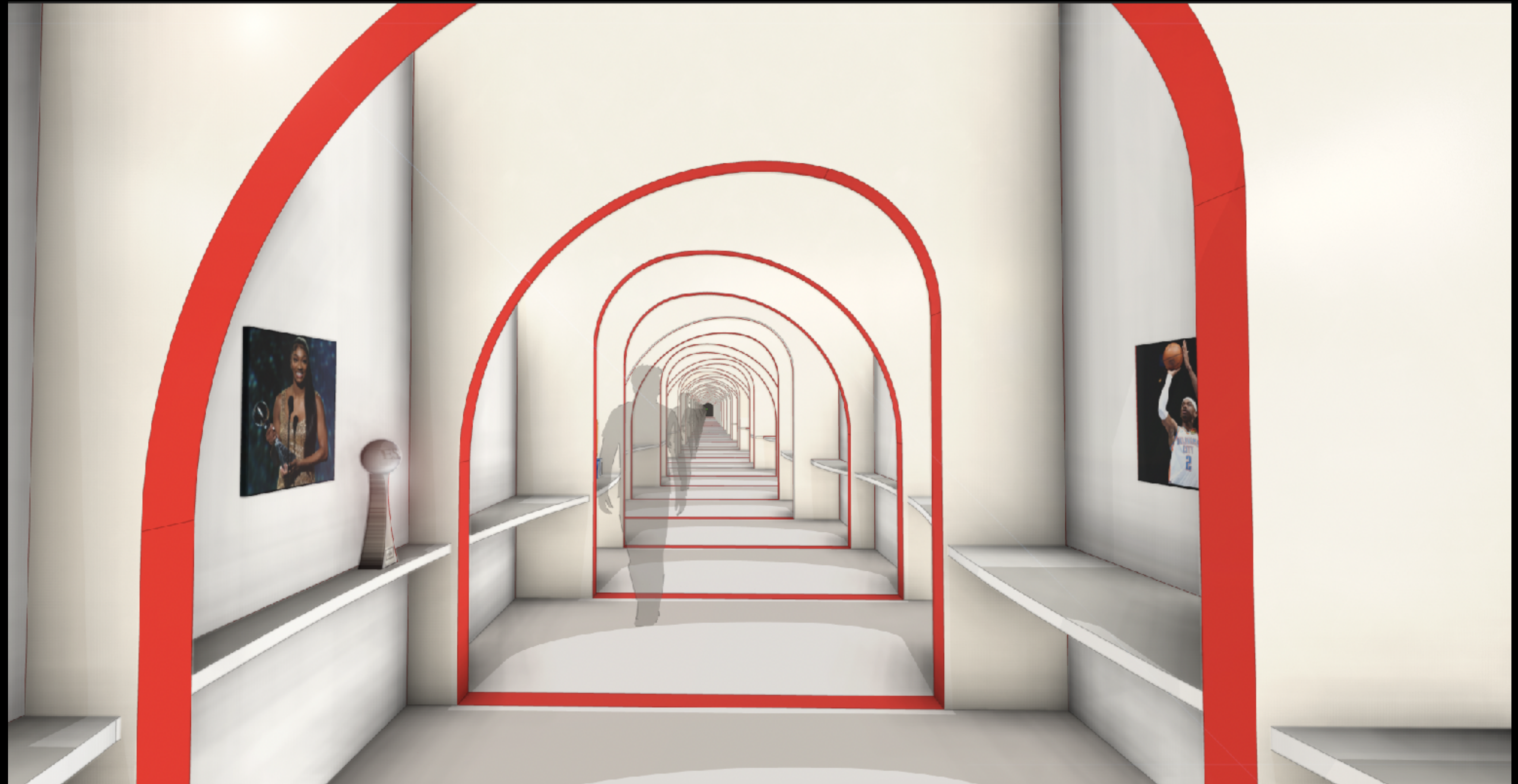


SNOW GLOBE "THE CITY" WIP



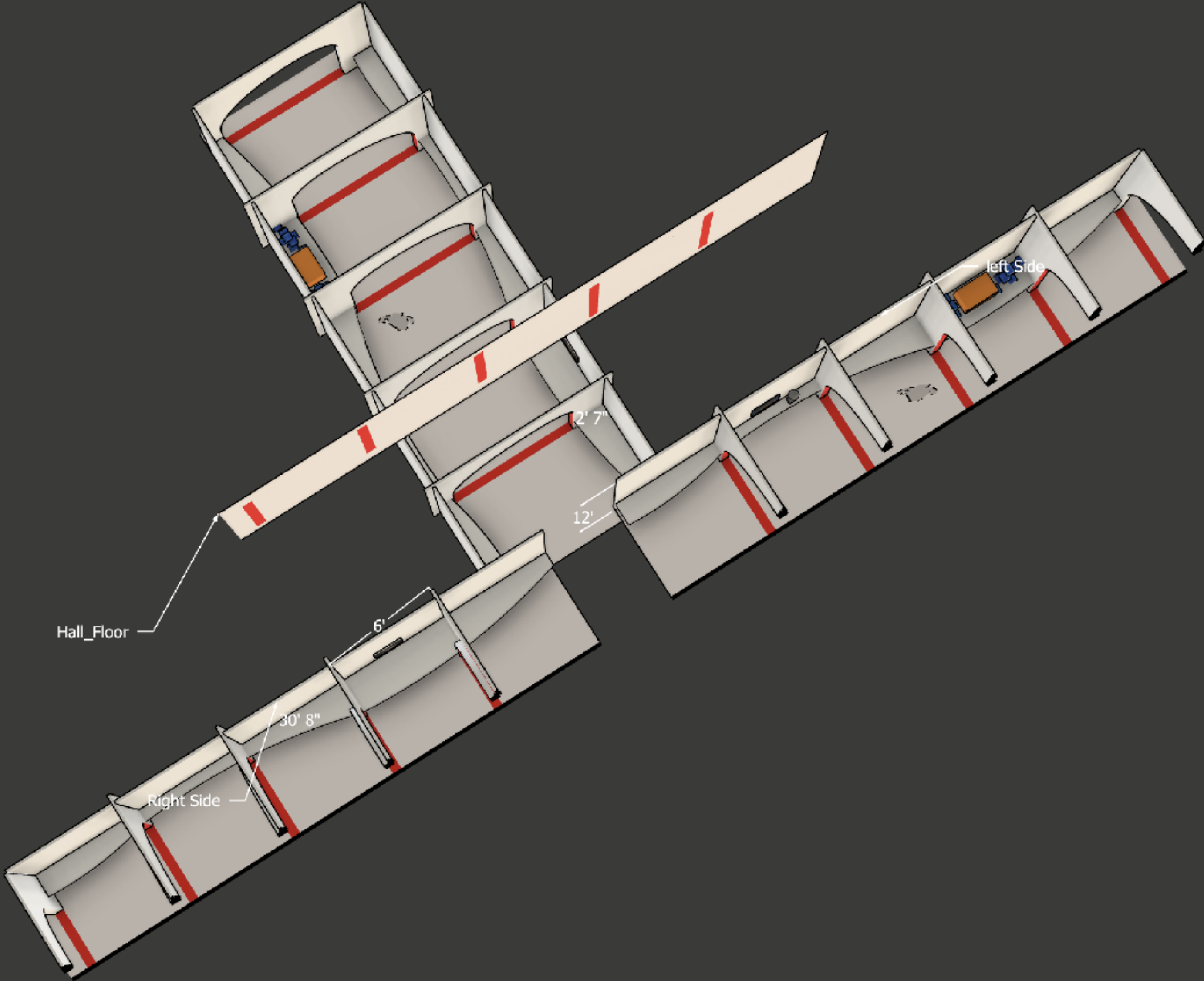
BROKEN BACK BOARD

HALLWAY & 3 COURTS

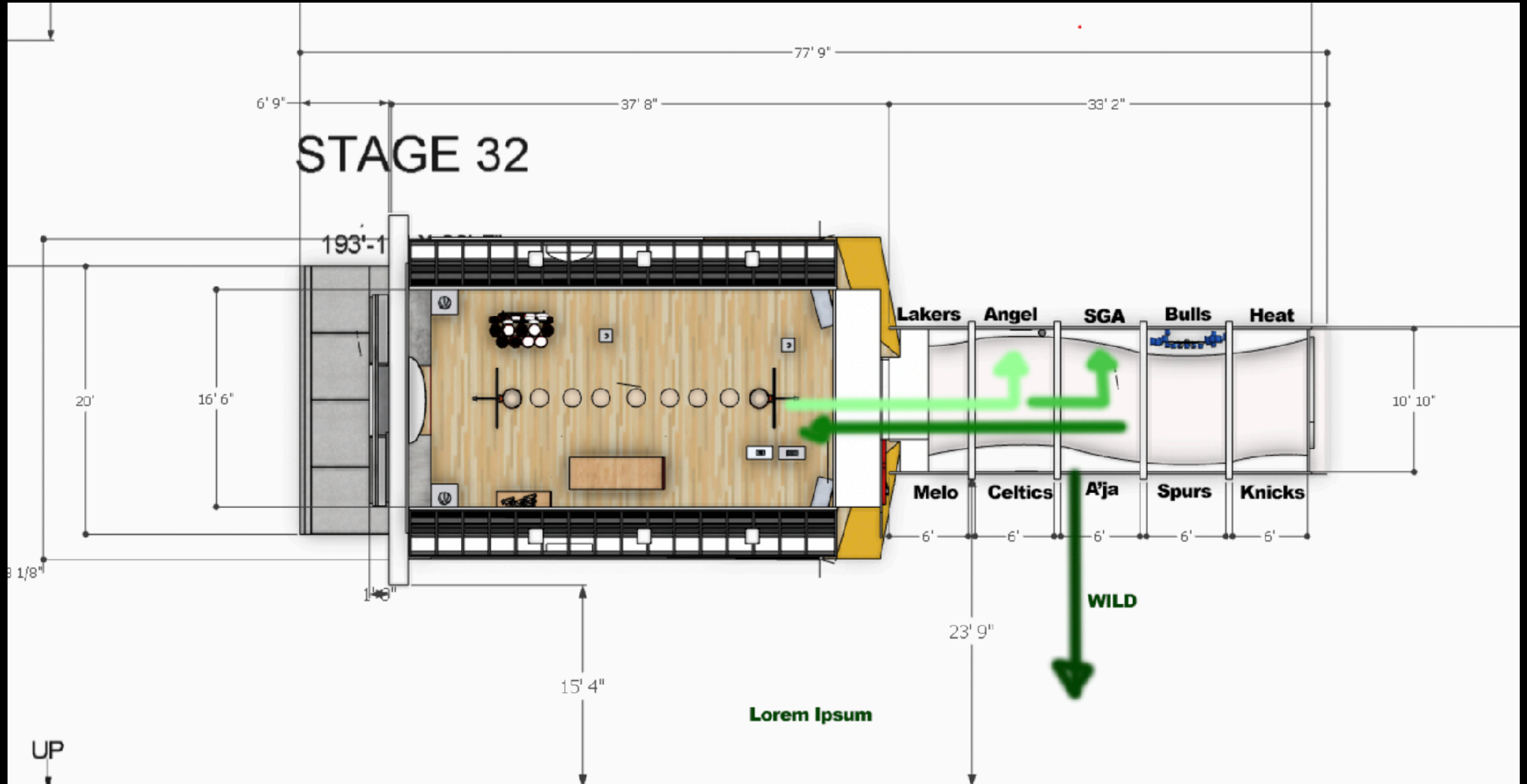


HALLWAY (will be populated with art, every section will be a “shrine” to a specific BB relation)

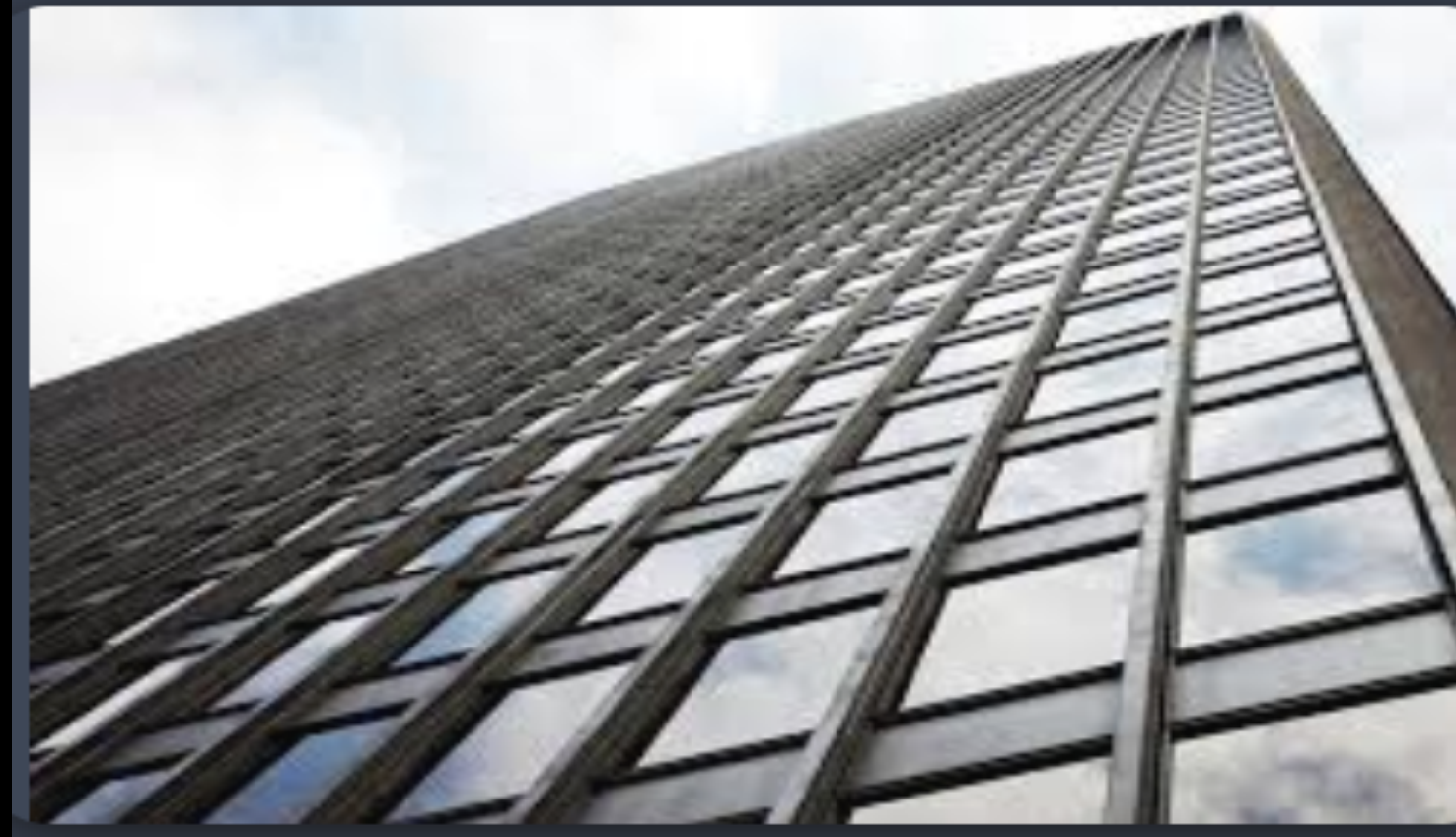
HALLWAY



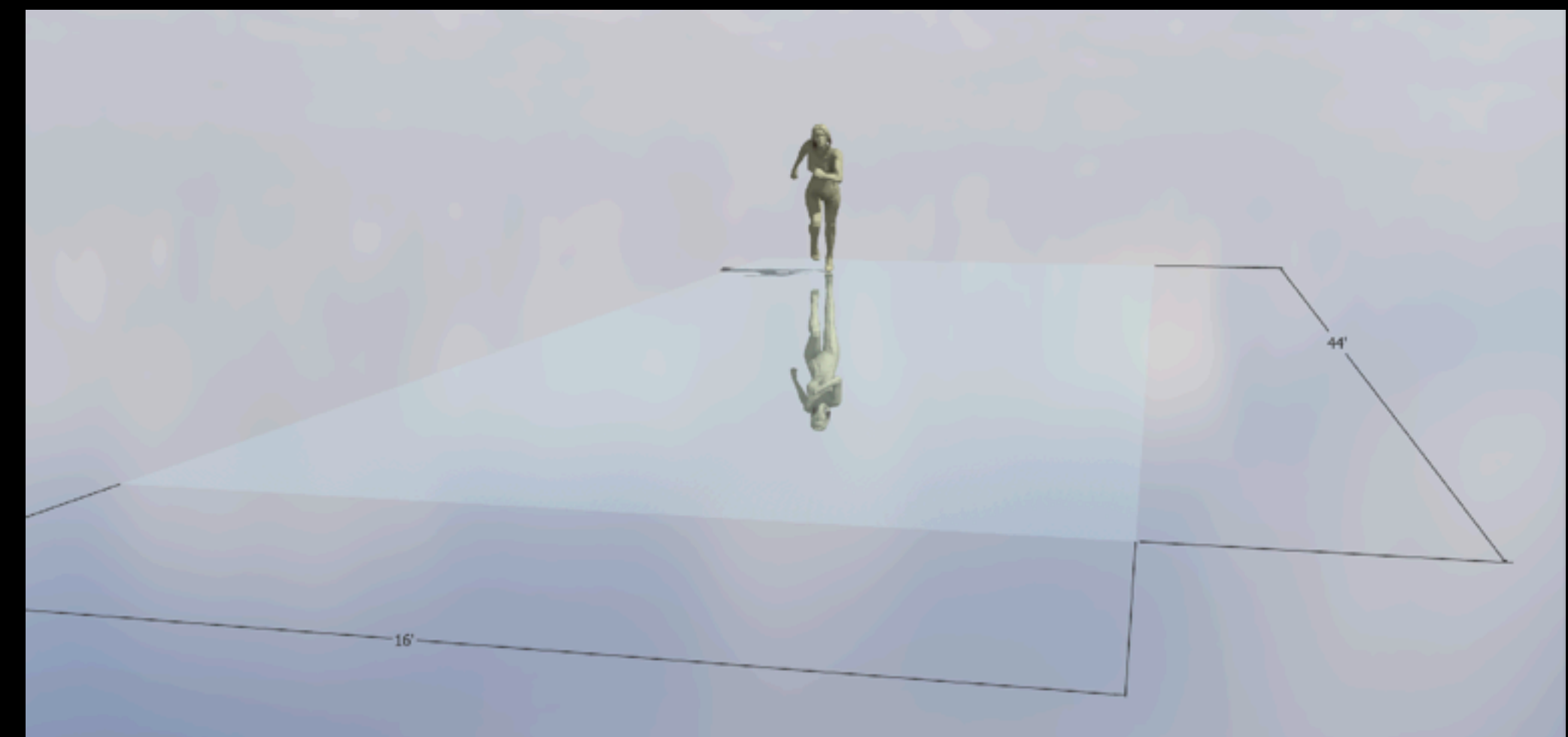
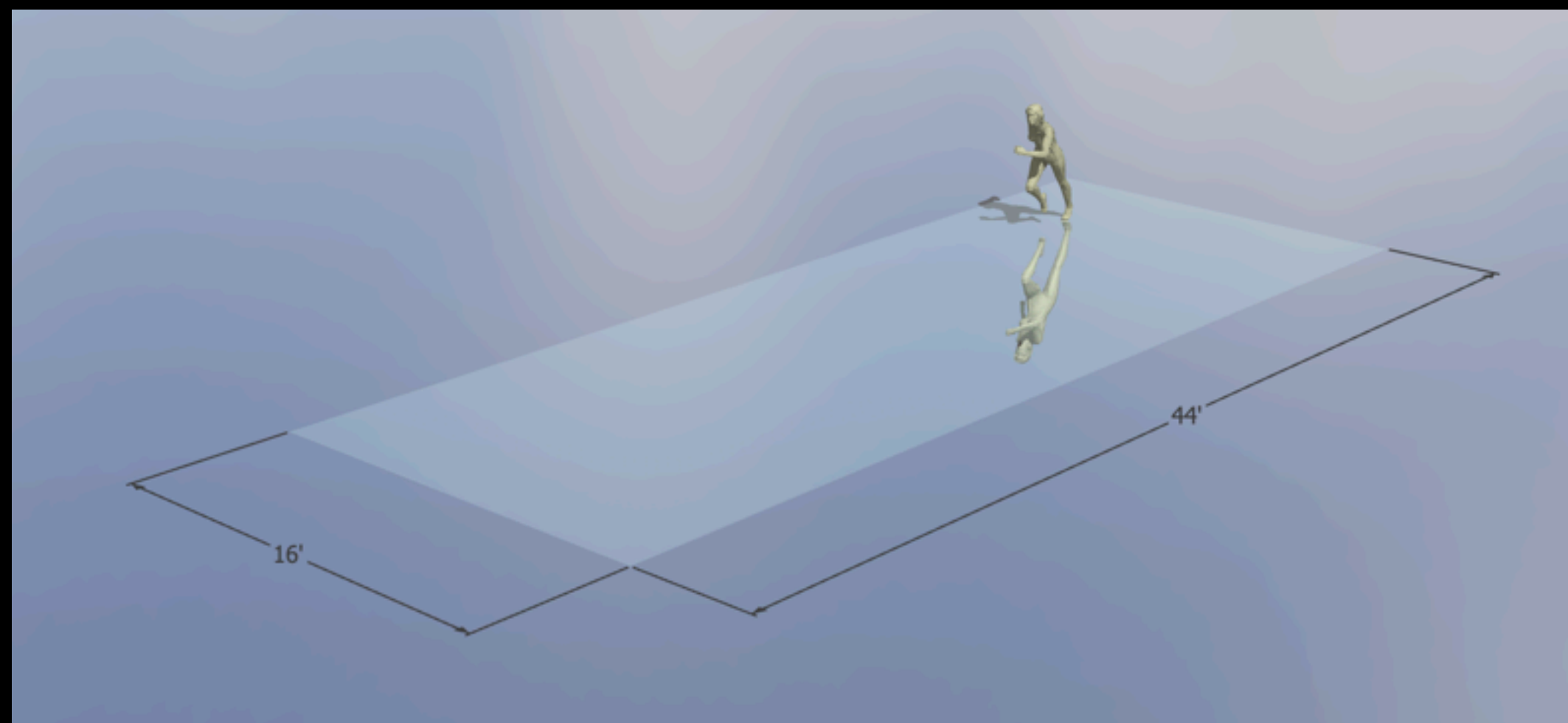
HALLWAY



ANGEL REESE COURT 1



ANGEL REESE COURT 1 - WIP will work post to finalize design



STREET BB COURT 2



Green screen

Art provides generic hoop,

STELLDECK RUNWAY WITH HIGH GLOSS PARQUET

2K COURT 3



VFX - in game



HOUSE PEACE