



JOUJOU ARTISANS

JOUJOU BRAND IDENTITY, DESIGN, ENVIRONMENTAL GRAPHICS, INSTALLATION, MERCHANDISE & PACKAGING

Struck

struck.com

The newest addition to The Shops at The Grand, JouJou provides a curious and whimsical escape from the humdrum adult world. It is a realm where imagination takes flight—in the playful form of fire-breathing dragons, elusive fairies, robot warriors and peculiar monsters.

Led by executive creative director Brent Watts, Struck rebranded the hotel's toy store, as well as embraced the challenge of bringing the environment to life. This haven for childlike curiosity includes a stunning new interior, a full brand identity, promotions, merchandise and packaging—along with original toys and books. The finished location is a magical experience for guests young and old, mixing handcrafted installations with interactive digital canvases and delicious treats.

Struck is a digital-forward, creative agency with offices in Los Angeles, New York, Portland and Salt Lake City. The world-class brands and campaigns the agency creates are known internationally for their high-design, pioneering technology and break-through creativity. Clients include McDonald's, Gatorade, PepsiCo, Fox, Nickelodeon, DreamWorks, TCBY, Mrs. Fields and The Utah Office of Tourism.

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ARCHITECTURAL SERVICES

Watts Architects

wattsarchitects.com

Salt Lake City-based Watts Architects provided detailed architectural and construction management services for JouJou, working with the hotel's engineering, construction and painting team, as well as the many contractors who helped bring the store's space to life.

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WINGS OF FLIGHT FLYING MACHINES, SPINNING BALLS & CONES, LIGHTNING BOLTS, DRAGON & STOREFRONT SIGN

Plastik Banana Design Werkshop

plastikbanana.com

Plastik Banana Design Werkshop, a Salt Lake City-based digital fabrication firm, produced several of JouJou's signature creations, including the flying machines, candy-inspired spinning balls and cones, robot lightning bolts, dragon and storefront top sign.

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Interesting JouJou facts:

- Wings of Flight flying machines
 - There are 12 flying machines, each made by one of two imagined European companies.
 - Société française d'aéronautique (France)
 - Deutsches abenteuer luftschiff GmbH (Germany)
 - The flying machines were made using a three-dimensional printer, with individual parts constructed of 3D printer powder, cyanoacrylate (super glue) and printer ink.
 - The track has four motorcars and over 48 trolley cars consisting of more than 30 separate parts each.
 - The track's payload is over 90 lbs.
- Spinning balls & cones
 - Each shape has an independent motor system, which allows each shape to rotate in its own direction and speed.
 - The two-dimensional patterns were airbrushed onto each shape, a time-consuming process that required projecting a two-dimensional pattern onto a three-dimensional object.
 - The speeds of the shapes vary from two to 15 RPM.
- Lightning bolts
 - Each lightning bolt has unique faceted panels that were designed and made using digital fabrication.
 - All three bolts are set to different flash patterns, created a lightning storm effect that gives "power" to the robot.
- Dragon
 - The entire dragon is constructed of more than 50 4'x8' sheets of recycled cardboard.
 - All the pieces are oriented in a way that aligns the corrugation of each cardboard piece in a parallel fashion.
 - Although the dragon is more than 7' long from tip to tail, it weighs less than 30 lbs.
- Storefront sign
 - The top sign was made with cutting-edge manufacturing and sophisticated fourth-axis machining, then meticulously hand-painted by a local artist.
 - The sign is more than 3' tall.

ROBOT & PAPER WATERFALL

Christopher DeMuri
chrisdemuri.com

Feature film production designer, art director and set designer Chris DeMuri sculpted the super-size JouJou robot, as well as the flowing paper waterfall, out of his Salt Lake City studio.

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Interesting JouJou facts:

- Robot
 - The robot weighs 175 lbs. on Earth, 65 lbs. on Mars and 29 lbs. on the moon.
 - The robot has an all-steel frame, with a body made of several types of plastics, foams, fiberglass and epoxies.
 - The robot was made entirely in downtown Salt Lake City, using all locally found and bought materials, including some recycled items.
- Paper waterfall
 - The paper waterfall weighs 85 lbs.
 - The sculpture has a hidden steel frame, with 55 unique plastic pages
 - Each page was heated and formed by hand; no two pieces are alike.
 - The pages are made primarily of two types of plastic—PETG and Sintra PVC.

CANDY ORGAN & GAME LORE WALL

Craftsman Kitchens
thesecondartist.com

Craftsman Kitchens fabricated all of the JouJou millwork at its Salt Lake City shop, including two of the store's iconic elements, the musical candy organ and game lore wall.

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Interesting JouJou facts:

- Musical candy organ
 - The organ pipes hold 42,500 gumballs in 18 colors.
 - In order to fill the organ tubes without the gumballs shattering, a combination of bed sheets, paper funnels and some seriously strong people poured the candy in place.
 - The drawer knobs were individually handcrafted in the UK.
- Game lore wall
 - The wall displays over 55 vintage and reissued games, including childhood classics such as Monopoly, Operation and Yahtzee.

MONSTERPIECE THEATRE MONSTERS

Mister, welikesmall, Plenty

Based on Struck's art direction and design, Salt Lake City-based Mister collaborated with welikesmall and Plenty to create, animate and develop 10 unique monsters for JouJou.

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Interesting JouJou facts:

- It took over 72 hours to render Buzz's animation because of the more than 1 million hairs on the monster.
- More than 1,500 hours of design, modeling and animation went into the 10 monsters.
- Infrared sensors trigger the monsters' movement.
- There are 10 Apple Mac Minis working behind the wall to read the sensor information and control the video screens.

MONSTERPIECE THEATRE FRAMES

The Second Artist

thesecondartist.com

M. Scott Gardner, a Salt Lake City carver and gilder, created four of the unique monster frames (Pako, Seymour, Buzz and Architoothus), and consulted with Brushworks Gallery in Salt Lake City, on the remaining six.

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Interesting JouJou facts:

- Pako's frame is painted "Hicks style" with a white gold water gilt lip.
- Buzz's frame is a fully carved ebonized walnut spandrel with a water gilt lip.
- Seymour's frame is an original design using 22kt water gilt gold.
- Architoothus' frame is made with an antique patina repoussé copper (hammering the reverse side of the metal to create a relief design).

DRESSING ROOM ANIMALS

Chase Studio

andrewchase.com

Specializing in photography, sculpture and furniture, Andrew Chase, located in Salt Lake City, created the magnificent metal raccoon, owl and giraffe that live in the JouJou dressing room tree.

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Interesting JouJou facts:

- The giraffe, raccoon and owl are made from recycled transmission parts and recycled watermarked 20-gauge steel.
- The eyes are cat's eye marbles.

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EAST WINDOW DISPLAYS

Jonnie Hartman

jonnihartmanart.blogspot.com

Park City, Utah-based artist Jonnie Hartman created the four fantastical JouJou display windows depicting princesses, monsters, robots and fairies.

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Interesting JouJou facts:

- Star Primm, the artist who created the life-size Buzz monster sculpture, had to wear ski goggles and a mask to keep from getting fuzz in her nose.
- Buzz is almost entirely hand sewn.
- The princess was handmade by a mother and daughter duo, Libby and Jan Healy, who usually create Shakespeare costumes for the theatre.
- All the other elements were handcrafted in Jonnie Hartman's Park City garage/studio, where she had to wear a down coat, gloves, hat and snow boots due to the freezing temperatures.

KINETIC SCULPTURE (SOUTH WINDOW DISPLAY)

Créations Didier Legros

didierlegros.com

Kinetic artist Didier Legros, based in Sevrier, France, created the *Pathfinder* sculpture in the JouJou south display window.

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Interesting JouJou facts:

- The *Pathfinder* sculpture is a limited edition work of art, with only 150 being made.
- The sculpture is made primarily of metal and Plexiglas.
- Didier Legros is inspired by the works of renowned artists Alexander Calder, Jean Tinguely and George Rhoads.
- The sculpture is a demonstration of natural laws occurring in a playful and simple context.