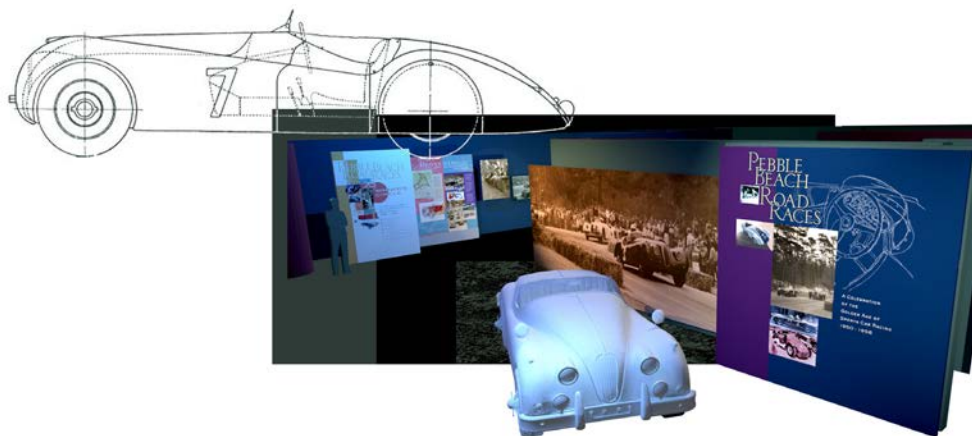
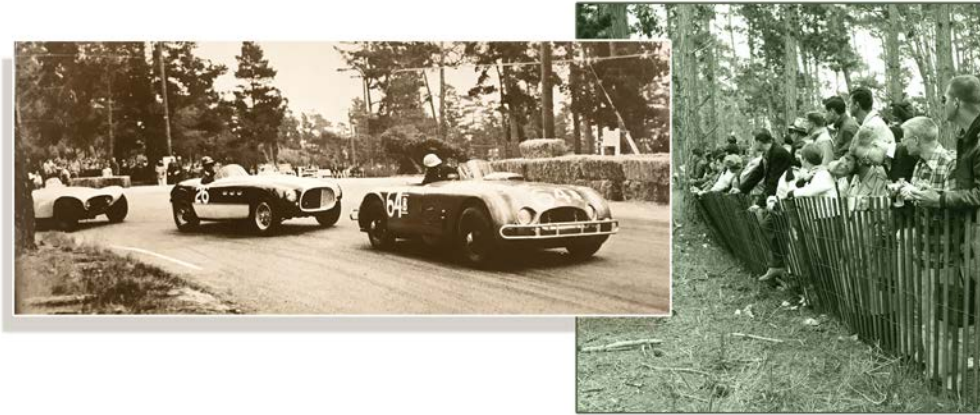


PEBBLE BEACH ROAD RACES MUSEUM EXHIBIT

A CELEBRATION OF THE
GOLDEN AGE OF
SPORTS CAR RACING

PRODUCTION PLAN: STAGE I





A GREAT STORY

Pebble Beach on the Monterey peninsula is the center of world class events, primary among them is the Concours d'Elegance. Lesser known is the origin of that legacy, the sports car races that ran through the forests from 1950 to 1956. The anniversary of that landmark competition was honored recently when the winning cars were gathered and featured throughout Monterey Car Week.



For the celebration of the 70th Anniversary of those original races, the winning cars were invited to attend the Concours d'Elegance. Graphic backdrops were created through the combined efforts of The Del Monte Trophy Race Group, GentryDesign, Total Expo, and Pebble Beach to showcase those cars. The display drew on archival photos and original artwork to tell the history of that era.

THE PROPOSAL

The strategy of this proposal is to utilize the display panels as the core of a traveling museum exhibit honoring the sports cars and drivers of the postwar era and Pebble Beach's place in memorializing their legacy.

This submission will give a brief overview of our plan. We have created a concept, both entertaining and informative, that we believe will generate interest and excitement within the automotive community.



MUSEUM EXHIBIT

The existing graphic panels will form the basis of an exhibit travelling to key automotive museums throughout the United States. The expanded layout will use the original panels as information graphics. Each one tells a part of the history of this era. Background murals will expand the space, adding color and atmosphere, providing a fully enveloping environment.





EXHIBIT LAYOUT

Using the information panels as the keystone for each theme, the exhibit will be enhanced with photos and original art to enrich the experience. The intention is to build these elements as freestanding structures so that they have little impact on the host museum. Cars that raced in that era will be displayed as the primary focus.

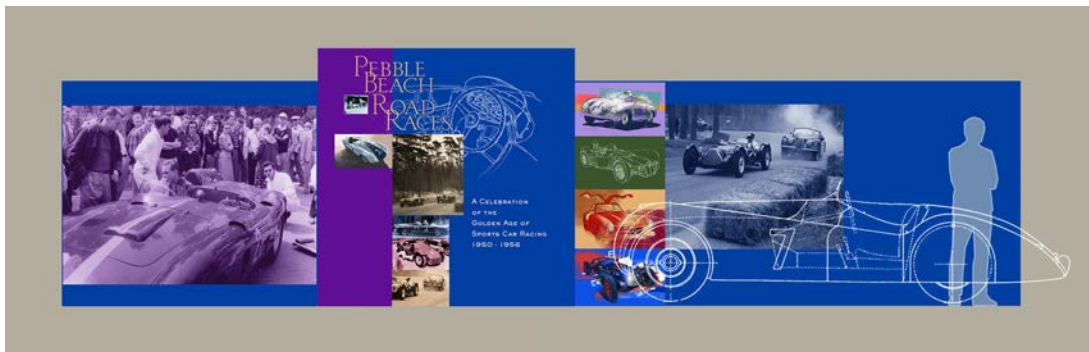


EXHIBIT STRATEGY

The scope of the show will be determined by the scale of the public display areas in the major automotive museums. Research will be necessary and contact made to collect the dimensions and specs of the various museums. The design approach is to make the components as flexible as possible in order to accommodate the requirements of each venue.

SCALED MODULAR DISPLAY

We are creating this exhibit to be adapted to a wide range of locations and environments. The exhibit will be designed for maximum size. The components will then be modified as necessary to fit smaller spaces.

FEATURED CARS



Sports cars that raced at Pebble Beach in the 50's or those of that era will be pulled from the host museum's collection. They can be supplemented with cars from the network of owners around the country.



THEMES

TITLE PANEL

Introductory graphic for the Museum Exhibit

WINNER'S CIRCLE

Backdrop panel from the 70th Anniversary Celebration

IN THE BEGINNING

History of the Pebble Beach Road Races

A NEW GAME

The story of Sports Car Racing in postwar U.S.A.

THE ARISTOCRATS

European influence on Sports Car Racing in America

THE SPECIALS

The Hot Rod culture's contribution to the sport

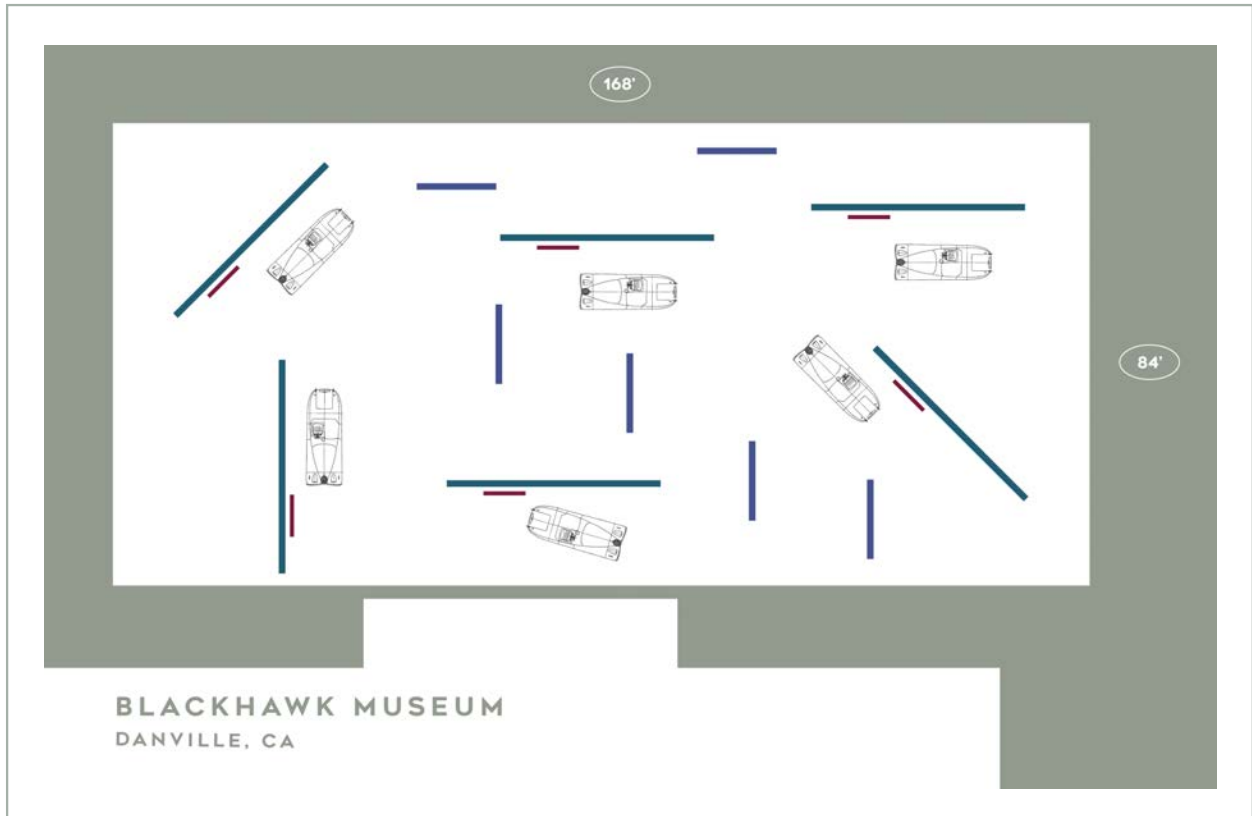
THE LEGACY

The continuing Influence by the Drivers and Manufacturers of the era



PROPOSED FLOORPLAN

Each museum will have different parameters and dimensions. In order to initiate a comprehensive plan and flesh it out in detail, we are planning to use a specific museum as home base.



HOME MUSEUM

We have identified the Blackhawk Museum in Danville. The advantage is that it is located in the Bay Area and represents the quality and scale of venue that we envision. We will consider it the sample environment and model the design of the exhibit towards it. We can modify the plan as necessary but it gives us a starting point. We will determine schedules and budgets from the information that we determine from our research there.



SPECIFICATIONS

Based on an initial survey of the display space at Blackhawk museum, accommodating the elements at hand, and mapping out a space to display six cars in a comprehensive environment, the following elements were determined as appropriate.

DIMENSIONS

An exhibit space of 168' X 84' allocated from the total museum area of 240' X 150'

CARS

Six cars that were driven at the Pebble Beach Road Races or representative of the era.

EXISTING ASSETS

One Panel showcasing the 70th Anniversary winners of the Pebble Beach Road Races.

10'H X 6.5'W

Five information panels telling the history

8'H X 6'W

ELEMENTS TO GENERATE

6 Mural panels as backdrops for cars

Ranging from 7'H X 20'W to 7'H X 30'W

6-8 Additional information panels

8'H X 6'W

6-10 Display cases

Lighting Package

Video Package

EXHIBIT SCALE

For initial planning we are breaking down the exhibit into three main sizes.

- **LARGE MUSEUM PRODUCTION**

The maximum size for a major automotive venue. (Blackhawk Museum)

- **MEDIUM GALLERY SHOW**

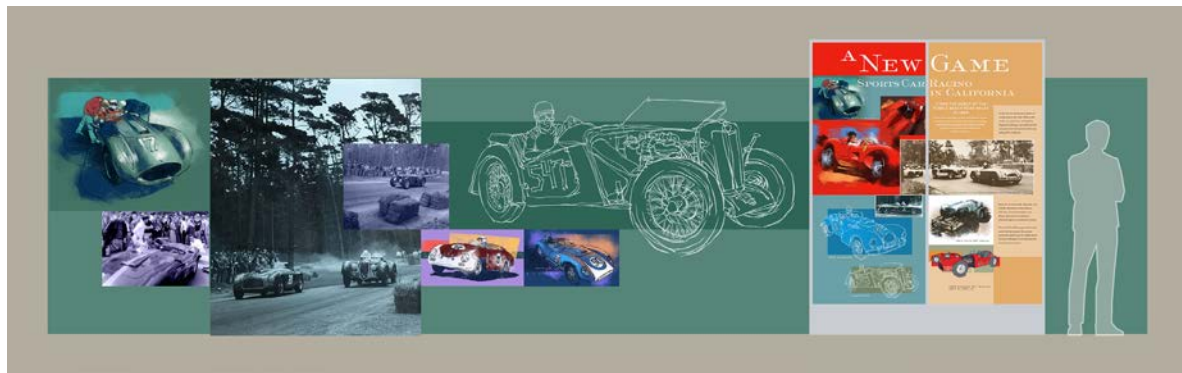
A mid size museum or gallery. (Monterey Museum)

- **EVENT DISPLAY**

A scaled down version for installation at an automotive event or social gathering.

INDEPENDENT DISPLAYS

We may consider duplicating elements in order to display at two or more locations simultaneously.



LIGHTING AND VIDEO

The lighting will be self contained. We will work with the overhead lighting system of the venues to cover the exhibit, but we would be able to function independently with just a local power source. We are able to project patterns and textures and will be exploring other lighting effects as well.

We will include video replay units in order to run any historical footage we have available. The lighting effects and media will serve to enhance the environment and bring visual energy to the display.

DISPLAY OPTIONS

POSTERS AND MEMORABILIA

Historic items may be collected and shown. For that purpose display cases will be incorporated. Other items that can't be shown in real life could be digitized and integrated into the graphic display.

3D MOCK UP

A **3D CAD** program will be used in the design, planning, and review stages of the project. It will be invaluable in keeping all parties apprised of the status. The specifications will be used in the planning of the display spaces and fabrication.

LOGISTICS

The exhibit is designed to be shipped to and assembled at designated museums.

A management system will be created to monitor the ongoing status of the assets.

A storage location between shows will be established.

A working plan will be implemented to manage all aspects.

PEBBLE BEACH COMMITMENT

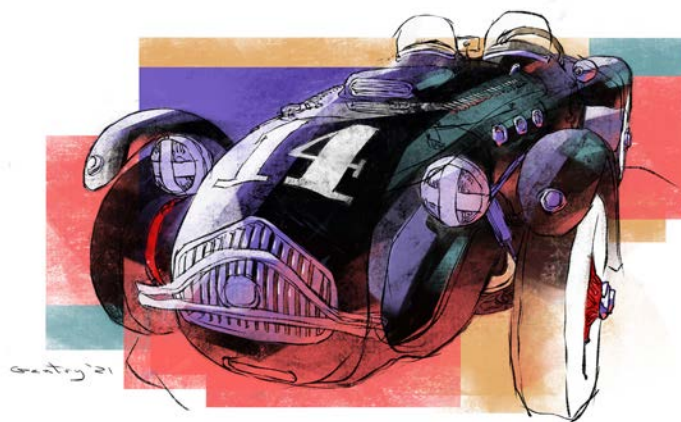
- The Pebble Beach organization works with all of the significant automotive museums in the country. It will be the lead sponsor and offer the exhibit to the chosen museums.
- This dovetails with the launch of the 70 YEARS OF PEBBLE BEACH Book and what could be a continuing celebration of the enormous impact that the Pebble Beach Concours d'Elegance and the Road Races have had on motoring history over the past seven decades.

MUSEUM COMMITMENT

- This exhibit would be very attractive for any significant automotive museum.
- We would give them a ready-to-roll turnkey production which requires no commitment on their part for design or planning.
- It provides them an opportunity to attract visitors and promote their brand.

SPONSORSHIP

- A high profile entity in the automotive industry such as Hagerty could sponsor the program (promotion, structure, shipping crates, and insurance costs).
- A budget and presentation package will be generated to present to potential sponsors and to line up museum collaboration.
- The sponsor or sponsors would have its name allied with this colorful and dynamic display staged in some of the most prestigious automotive museums in the country. It would give the sponsor opportunities to organize events around the exhibit, to invite guests and associates to openings and parties, hosted at the museums.

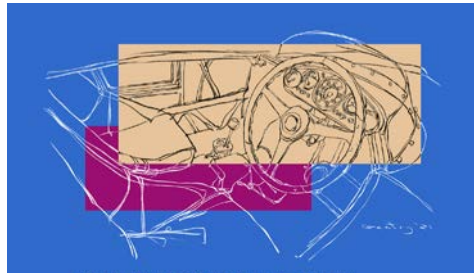


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PRIORITIES

The proposal presented here is the first phase of project development. We will need additional information to advance the plan. It will require input from the various parties involved.

We can provide a framework that will identify the components and then begin to shape a schedule and assign dollar amounts.



DESIGN

In order to provide additional information to determine costs and timelines, the design concept needs to be fleshed out. The specific content is not as important now as are the broad strokes and concepts and how they translate into tangible assets. The 3D model will be useful at this point to test ideas that can be reviewed

BUDGET

The budget will be determined by a variety of factors. As we indicated we can provide a framework and then gather the information. The first phase would be to identify line items and identify a range of costs. We can narrow them as we get more specific.

SCHEDULE

The design schedule broken down to phases

- Concept and development
- Design and asset production
- Fabrication and assembly

Exhibit coordination with museums

- Discuss with key venues their interest and involvement
- Get feedback on their interest and requirements
- Identify open dates on their schedule
- Establish tour dates

Sponsorship: Identify and coordinate a plan and budget

NEXT STEPS-FRAMEWORK

Establish Pebble Beach involvement

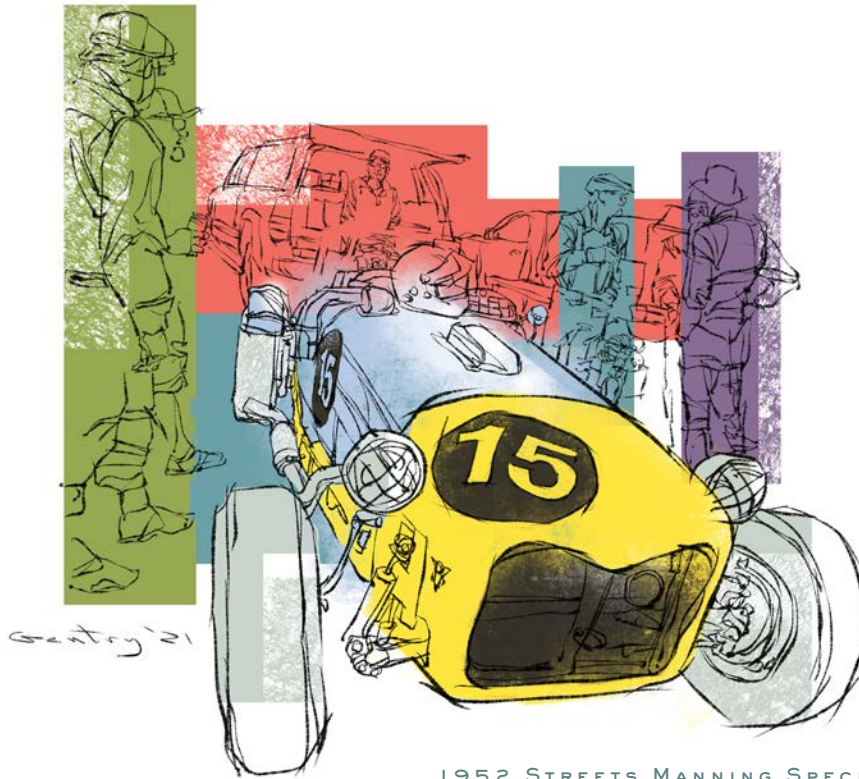
Input from Pebble Beach on content and logistics

Identify potential sponsor and generate a strategy for involvement

Create a framework for content creation and asset generation

Plug in figures and timelines

Generate Production Plan: Stage 2



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DEL MONTE TROPHY RACE GROUP

ROB MANSON

MARCUS BICKNELL

WWW.DMTRG.COM

831-601-0645

TOTALEXPO

JON LECARNER

GENTRYDESIGN

DAVID GENTRY

WWW.MACHINEMADNESS.BIZ

GENTRYDESIGN.COM

DAVID@GENTRYDESIGN.COM

415-640-0917