

We Are

Unrivaled.

Who We Are



UNRIVALED IS A DIGITAL + DIMENSIONAL AGENCY DRIVEN TO CREATE INSPIRING BRAND EXPERIENCES.



And when we throw out words like *driven* and *inspiring*, we're not just spitting hyperbole; our family of creatives + craftsmen celebrate a shared and profound hatred of mediocrity. It's not only what motivates us – it's what defines us.

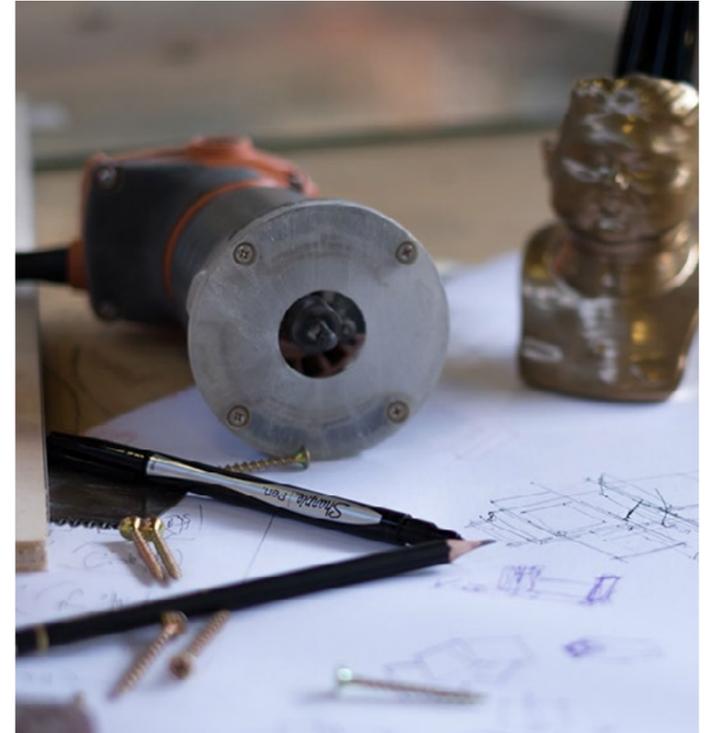
The name Unrivaled isn't one of ego, but of vision. Our name declares our mission and leaves no room for the weak. Unrivaled is our values. Unrivaled is our measure.

But we are more than just fire and ambition. We are innovators and inventors at our core. Our passion for creation bleeds into our lives and hobbies. Actually, it is our lives and hobbies. It's who we are. Designing, creating, and building is what we have always done—doing it as Unrivaled is icing.

together@weareunrivaled.com

Our Team

UNRIVALED IS A FAMILY OF CREATIVES + CRAFTSMEN WITH AN INSATIABLE DESIRE TO OUTDO OURSELVES. WE'RE LIKE THE BRADY BUNCH, FUELED BY SIBLING RIVALRY AND THE NOOTROPIC POWERS OF BLOOD, SWEAT, AND TEARS.



Joel Hall



President

Joel is known as the Chief Instigator. With a degree in Industrial Design, he continues to be the driving force behind our design-first approach. A 30-year veteran of three-dimensional marketing, he understands what great creative work is because he has designed, produced, and delivered it to clients world-wide. Joel relied on his experience working for three of the top dimensional marketing agencies in the world to create Unrivaled and its unique and defining methods.

Kyle Johnson



VP of Operations

With 25 years of practical experience in the environmental branding industry, Kyle has become a master at supporting client advocates, production, and most importantly, our clients. He is the Unrivaled favorite child. He outshines, outlasts, and outplays everybody when it comes to making sure our client's needs are met (as long as it doesn't require athletic ability, that is.)

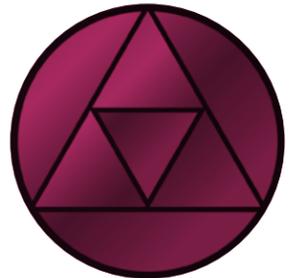
Coty Creighton



Creative Director

Coty oversees all things creative at Unrivaled. He likes to think of himself as a benevolent dictator, but when it comes to design discipline, he rules with an iron fist. We put up with it because there's no denying that his artful balance of form + function is second-to-none. He's spent the last 15 years designing and creating experiences and has had his hand in everything from graphic design, to programming, to engineering, to outting the elusive goat-man.

Your Team



CA, AM, PM

These acronyms may not mean much to you now, but you will soon learn that they represent the power at your beck and call. Once your project comes on-board you will be assigned a team to work alongside you. This team will consist of a Client Advocate (essentially an Account Executive, minus the sociopathy) who will help you with all of your needs, an Account Manager that will be there to direct your project from start to finish, and a Project Manager who will ensure that everything goes according to plan.

What

We Do

WE LIVE IN THE SPACE BETWEEN STRATEGIC PLANNING, DIGITAL MARKETING, AND DIMENSIONAL EXPERIENCES.

Unfortunately, we sleep in the space between our desks and the PS4... but we do it because this is what we love. And we do it in a way nobody else can. We design and deliver brand experiences on levels only dreamt of—and we do it all in-house—from design, to digital development, to fabrication, to install. *We're the one-stop-shop you never knew existed.*

User Experience

Digital Content

Mobile Apps

Environments

Brand Activations

Experiences

Museum

Interactive



Our

Process

UNRIVALED HAS HONED OUR PROCESS OVER THE YEARS TO ENSURE THAT WE REMAIN AGILE WHILE SUPPORTING OUR CLIENT'S NEEDS. OUR ABILITY TO FULFILL PROJECTS COMPLETELY IN-HOUSE MEANS THAT WE MAY HAVE A LOT OF COOKS IN THE KITCHEN AT TIMES, BUT REST ASSURED, YOUR CLIENT ADVOCATE, ACCOUNT MANAGER, AND PROJECT MANAGER OWN YOUR PROJECT FROM START TO FINISH, GIVING YOU THE PEACE OF MIND THAT YOU KNOW THE THREE PEOPLE THAT WILL ULTIMATELY SEE YOUR PROJECT THROUGH TO SUCCESS.

Client

Feedback

Spring Taylor
Myriad Genetics

"I have done business with many agencies and exhibit houses all across the country. All roads have always brought me back to Unrivaled. They are consistent, straightforward and an extraordinary partner. Several things that I have found missing in other agencies."

Brook Dearth
Compax

"Wow, our exhibit is breathtaking. You guys killed it and the execution was a breeze! How lucky we are to have found you as our tradeshow partner."

Connie Nelson
Alf Engen Ski Museum

"The staff and management of Unrivaled always go above and beyond to help us with our projects. The benefit of such a creative team is that we can just give them the project information knowing they'll come back with amazing ideas and interactive displays that deliver the content in a fun and educational way."



People have asked me, *"If you had to do it over again would you use Unrivaled?"* Without hesitation, the answer to the question is a definite yes."

DUFF TITTLE
ASSOCIATE ATHLETIC DIRECTOR
BRIGHAM YOUNG UNIVERSITY



Art & Machine



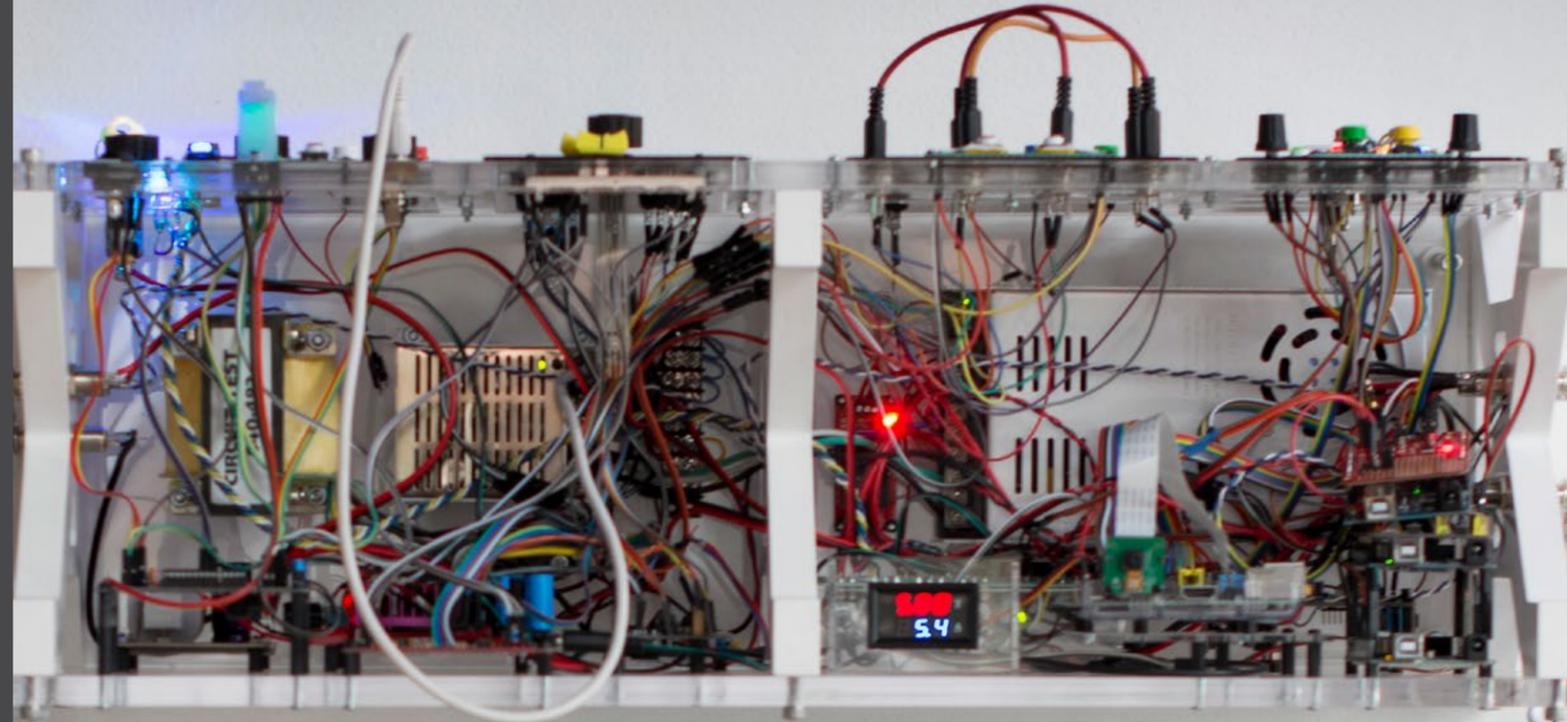
SNEEZEGWAR V3.0 IS AN ART INSTALLATION FEATURED IN THE ENTRANCE OF THE UNRIVALED OFFICE.

THIS BEAST WAS DESIGNED AND BUILT FOR TWO REASONS: TO TELL THE STORY OF WHY WE DO WHAT WE DO AND TO BUILD SOMETHING FOR OURSELVES THAT WE COULD PUT OUR HEARTS INTO. IT ALSO HAPPENS TO BE THE SUBJECT OF THE BEHIND-THE-SCENES VIDEO FEATURED ON OUR HOMEPAGE, WHICH DOCUMENTED ITS DESIGN AND BUILD.

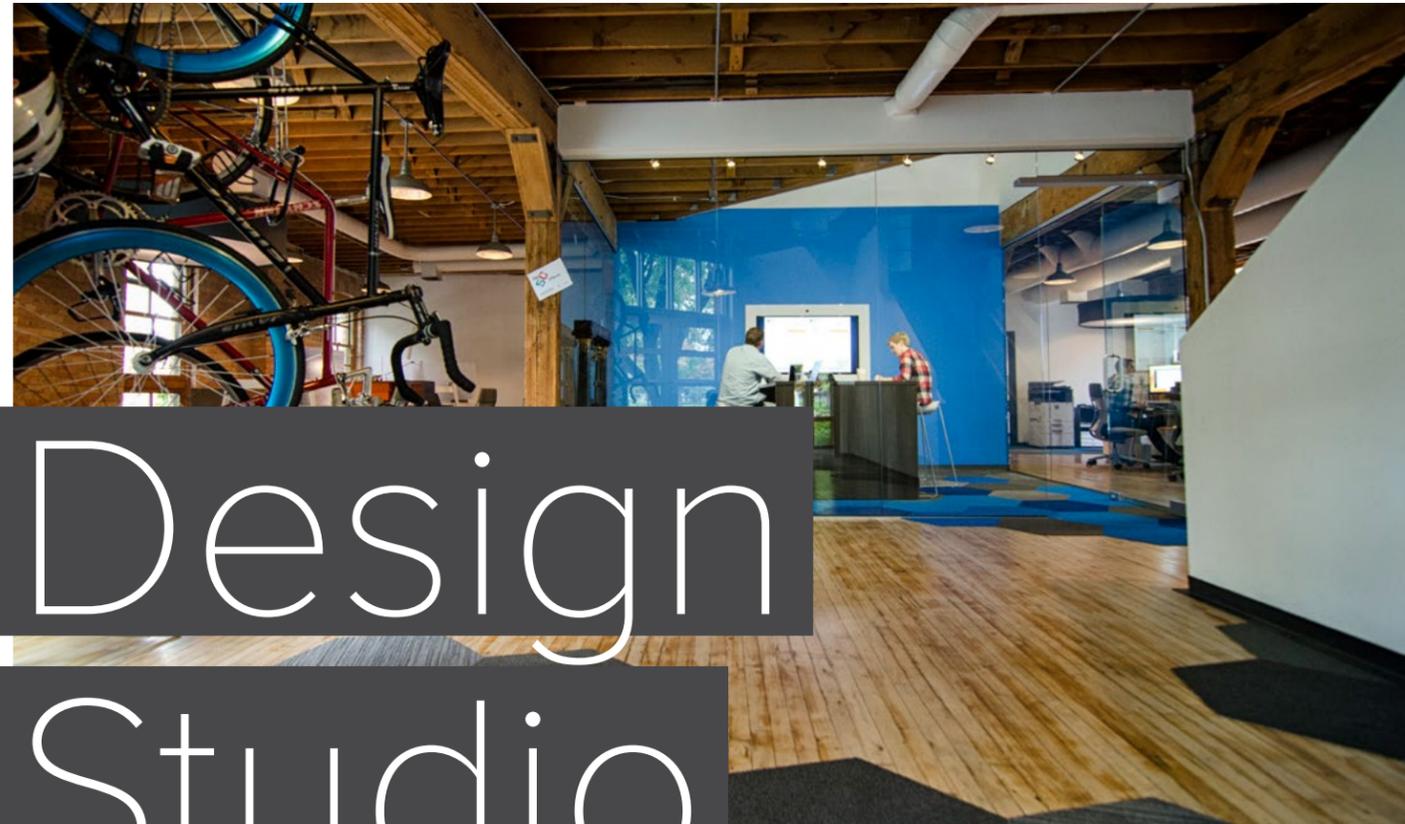
The installation consists of two parts – a self-built synthesizer and a large dimensional sign that lights up in response to the noises created from the synthesizer. We used our office wall as the canvas and everything from sign foam, custom electronics, lights, and sound as the medium; creating an explorative and multi-sensory experience.

The aesthetic we embraced was that of contrast – stark white structures against a white wall which would then contrast against the bright, saturated colors of the 2,500 synchronized RGB LEDs. We also used the minimalistic and clean forms and typography against the chaos and colors of the tangled wires and exposed electronics.

Visitors to our office can't walk past the installation without exploring every button, switch, and slide and experiencing how each affects the sound and lights. The end result is an art piece that is both mesmerizing and irresistible.



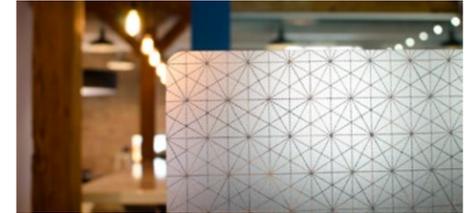
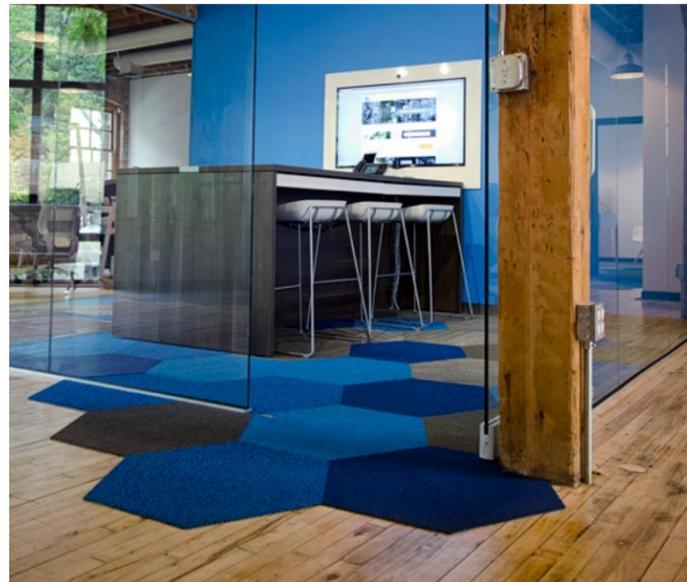
[VIEW VIDEO](#)



Design Studio

Featured in the Design Arts Utah Exhibition
Fall, 2015

UNRIVALED CALLS OGDEN CITY ITS HOME; WHERE WE HAVE SETUP SHOP IN AN OLD DEPARTMENT OF DEFENSE BUILDING. OVER TIME OUR CREATIVE TEAM OUTGREW THE STUDIO SPACE ALONGSIDE THE PRODUCTION AND SHOP CREW AND FOUND THE NEED TO HEAD OUT ON THEIR OWN. THE OBVIOUS CHOICE WAS TO MAKE THE MOVE TO SALT LAKE CITY WHERE THEY COULD MORE EASILY COLLABORATE AND WORK ALONGSIDE OUR CLIENTS.



The search for the perfect space concluded with the procurement of an early 1900s building in the heart of Salt Lake City. Relishing the opportunity to preserve the original charm and history of the structure while cooperating with modern concepts, we got to work. Even the executive team was on their hands and knees restoring the original floors and helping to return the building to its bare form. From there we balanced the building's historic function with elements of modern form.

With the new found distance between our teams it was more important than ever to find ways to communicate and work as one. We utilized video conference and FaceTime setups throughout the office. Internally, we needed to talk with ease amongst teams and keep visual sight lines open for nonverbal gestures, professional and profane alike. As such, an open floor plan was a must. We also determined that the conference room was central to our

collaborative relationship with our clients and should be the focal point when entering the space. To meet both needs required a meeting space with glass on three of the four sides, floor-to-ceiling.

To encourage ideation between designers and developers of varying disciplines we created gathering areas for impromptu meetings. A large lunch bar doubles as a whiteboard sketchpad, circular end caps at the workstations provide additional drawing and meeting areas, and an inline lounge with an 80" display provides for more casual discussions and video game sessions. Finishes and materials were selected carefully to balance the old vs. new aesthetic.

Brand colors were used for emphasis against the raw woods, exposed brick, and white walls. When all was said and done the space was unmistakably Unrivaled.

Unrivaled Story



TO US INNOVATION MEANS THAT WE ARE CONSTANTLY WORKING ON NEW APPLICATIONS AND METHODS TO MEET THE NEEDS OF OUR CLIENTS – ESPECIALLY OUR MOST DEMANDING ONE (WHO HAS COMPLETELY UNREALISTIC EXPECTATIONS AND TENDS TO BE A JERK ABOUT IT BUT AT LEAST THEY MAKE UP FOR IT WITH FLATTERY) – OURSELVES.

This project was based on need for a new wall to divide our graphics production equipment from our preview bay.

Rather than a blank wall, we opted to create an artistic mural that bore the historical record of our company. We meticulously planned and created the artwork to span across panels built of wood and acrylic. We used our flatbed printer to print direct-to-substrate on plywood where we utilized the white ink capability to make key artwork elements contrast against the darker woodgrain.

These panels were then assembled to create our wall. We pushed the limits of the printer to cover nearly every inch of the 150' x 20' wall with epic battle scenes. Windows were treated with

second-surface prints – allowing visual pass-thru while keeping the art intact. We then printed directly to stainless steel panels to create the captions that convey the story as it unfolds throughout the artwork.





Built to be a modern garden of Zen nestled amongst the chaos of a bustling metropolis, this park was imagined to become Salt Lake City's prime destination for relaxation and peace. A place where people could retreat from their everyday lives, sit down, rest, and take in the restorative silence of nature. Unfortunately nature wasn't silent for long. Some jerk gave these interactive flowers a cell phone, a Twitter account, and a voice... and they haven't shut-up since.

The interactive aspect was achieved by bringing four distinct personalities into the park. These personalities become apparent as the flowers began to talk and interact with the public, and often bickering and quarreling amongst themselves. Visitors quickly saw the ingenuity programmed throughout the installation as their movements and proximity triggered different responses from the plants.

The mini park has various environmental sensors built-in that, once triggered, provoke a series of dialogue or reactions from the flowers. Proximity sensors detect individuals passing by and the flowers

respond, moving and beckoning them over. Visitors can also trigger light sensors by casting their shadow over them, though they quickly learn not to interfere with the flower's sunlight as the flora begin to berate them.

Lastly, these flowers don't like the buzz of bees as much as they prefer the tweets from Twitter. Visitors that find the hidden hashtags throughout the park can discover more ways to interact with this digital-age park.

All-in-all the Floral Quarrel Park is a unique and interactive garden designed to invite people to spend a few minutes bantering and playing before sending them on their way.



Featured in the Design Arts Utah Exhibition Fall, 2014

THE FLORAL QUARREL PARK WAS DESIGNED AND BUILT AS PART OF THE DOWNTOWN SLC ALLIANCE AND SALT LAKE CITY'S GARDEN STROLL EVENT. WHEN THE OPPORTUNITY TO CREATE A PUBLIC ART INSTALLATION PRESENTED ITSELF WE ASSEMBLED A SMALL TEAM OF ARTISTS AND DESIGNERS AND BEGAN PLANNING OUR APPROACH. OUR OBJECTIVE WAS THE CREATION OF A MINI-PARK GARDEN THAT INCORPORATED ART, PLAYFULNESS, AND FUN.



Munchkin



EXHIBITOR Magazine's 32nd Annual Exhibit Design Awards
Gold Award in the International Exhibit category

Experience Design & Technology Awards
Bronze Award for Best Trade Show Exhibit

MUNCHKIN CAME TO US SEEKING TO CREATE AN ALL-ENCOMPASSING BRAND EXPERIENCE WHICH CREATED WITHIN THEIR BUYERS AN UNDERSTANDING AND FEELING OF THEIR BRAND. FOR MUNCHKIN, THIS MEANT EMPHASIZING THEIR LOVE OF DESIGN, ART, AND PHILANTHROPIC PURSUITS.



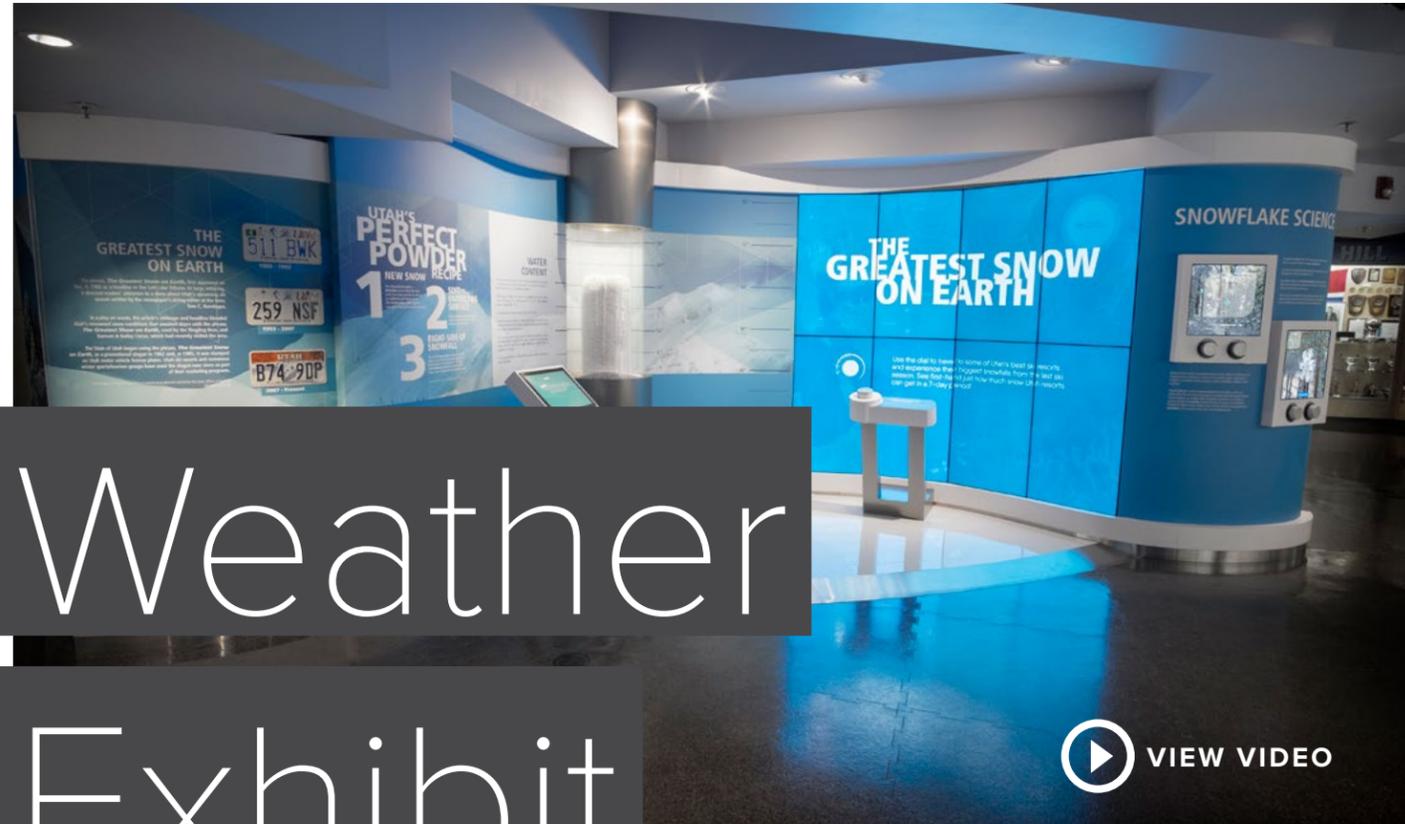
Our approach was to use the entire structure as a blank canvas and then to fill that canvas with bold and colorful compositions using Munchkin products as our medium. Exterior walls were filled with newly announced products exploding in an array of color.

The raised floor at the exhibit's entrance was built with a glass top and featured more of Munchkin's products to create a one-of-a-kind floor. Rather than carpeting the exhibit space we once again utilized product and finished the interior of the exhibit with children's playmat tiles.

A major component of this exhibit was the Orca Lounge. Munchkin wanted to share their philanthropic pursuits—specifically their Orca Project

initiative—and the lounge was pivotal in sharing this message. To reinforce their "Orcas Live In Oceans" campaign we built the entire lounge to feel like it was under the ocean using thousands of Munchkin plates.





Weather Exhibit

THE OBJECTIVE OF THIS PROJECT WAS TO CREATE AN EDUCATIONAL AND TECHNOLOGY DRIVEN EXPERIENCE WHERE VISITORS LEARN ABOUT UTAH'S CLIMATE AND THE UNIQUE WEATHER CONDITIONS THAT LEAD TO ITS WORLD-RENOWNED SNOW. A KEY REQUIREMENT FOR THE EXHIBIT WAS FOR IT TO BE ADAPTABLE AND ABLE TO ACCOMMODATE ANNUAL UPDATES TO KEEP ITS CONTENT CURRENT AND RELEVANT.



Unrivaled set out to not only educate visitors on Utah's climate and weather, but to cover the entire life cycle of snow, teaching visitors about all aspects of Utah snow and why it is unique. This was accomplished through several exhibits which build off of each other and carry on an overall narrative that reinforces and builds upon what visitors learn in neighboring exhibits. At the same time, we were careful to ensure that each element could be enjoyed by itself and remain effective as a stand-alone experience.

Interactives and visuals reinforce the messaging and stories that were integrated within the exhibit. We used both digital (as seen within the displays) as well as kinetic installations (like the column of snow that shrinks and grows according to the visitor's selections) to reinforce what guests are learning.



The first aspect of the exhibit visitors see is the floor-to-ceiling video wall featuring life-size environments and snowfalls. This element is particularly striking because of the reflections in the high-gloss raised flooring leading to the video wall console. The video content shows time-lapse animations of snowfalls from the last season and lets visitors see how much the snow accumulates during some of Utah's biggest storms. This interactive is updated with new measurements and storm data each year ensuring that it stays relevant. We teamed up with meteorology professors from the University of Utah and The National Science Foundation to fact check and supply data for the content.

As a museum with over 500,000 visitors a year, Alf Engen needs exhibits that not only appeal to all ages of visitors, but hold up to their abuse as well. As such we designed

the controls to each interactive exhibit to be intuitive and robust. We accomplished this by using touchscreen interfaces where appropriate and oversized dials everywhere else. The dials were custom milled from solid aluminum billets to create a durable and tactile interface. They were then mated to industrial grade components and rotary encoders, ensuring that the user interfaces could take a beating for years to come. Through these spinning dials kids and adults alike navigate through the interactive content and intuitively discover how to manipulate the experience. Even the video wall installation, which allows people to navigate a state-wide map of Utah and select from over 14 different ski resorts, is intuitively navigated with just a single spinning dial.

Compax



Experience Design & Technology Awards
Gold Award for Best Trade Show Exhibit

THE COMPAX BRAND EXPERIENCE WAS DESIGNED AND BUILT TO HELP COMPAX CREATE AN ENVIRONMENT WHERE THEIR UNIQUE BRAND AND PRODUCT SOLUTIONS COULD BE CONVEYED TO POTENTIAL CLIENTS. OUR OBJECTIVE WAS TO CREATE AN ENVIRONMENT THAT FELT LIKE A NATURAL EXTENSION OF THE COMPAX BRAND AND SPOKE TO THEIR ROOTS IN FASHION AND DESIGN.



To do this we created a gallery experience, providing clean architecture and a minimal color palate in order to let the product become the hero. High-gloss finishes and lighting provided the high-fashion look the client wanted to portray. This was then anchored by more natural finishes such as dark wood flooring and leather seating.

Lighting was then utilized to emphasize the brand logo and messaging. A variety of lighting treatments reinforced the brand through dimensional letters, pierce cut backlit lettering, and backlit fabric graphics. Multiple levels of flooring defined spaces where casual meetings, product launches, and more formal meetings take place.

Floor-to-ceiling panels with large graphics provide the backdrop

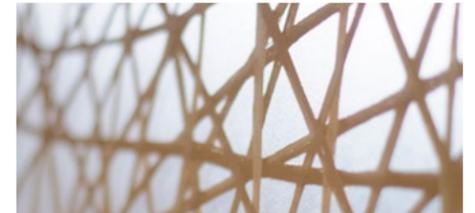
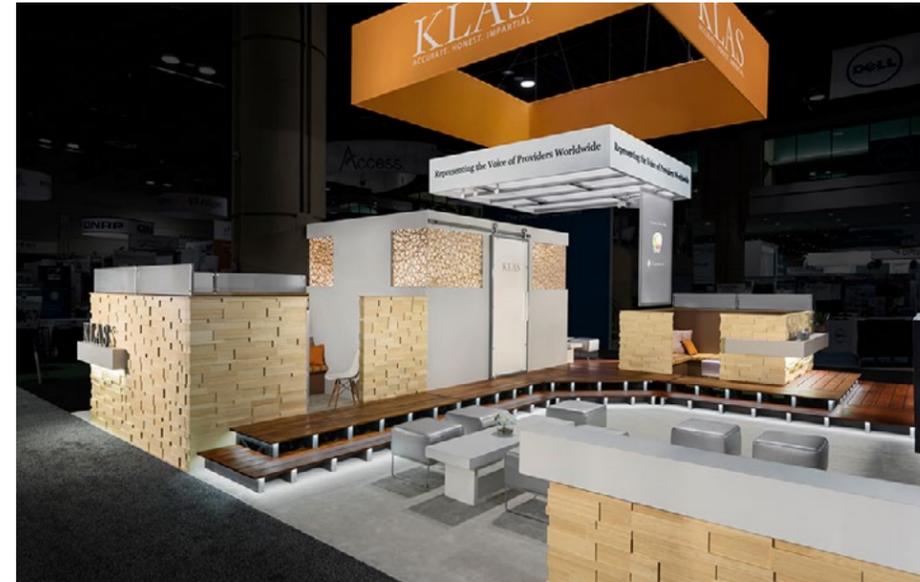
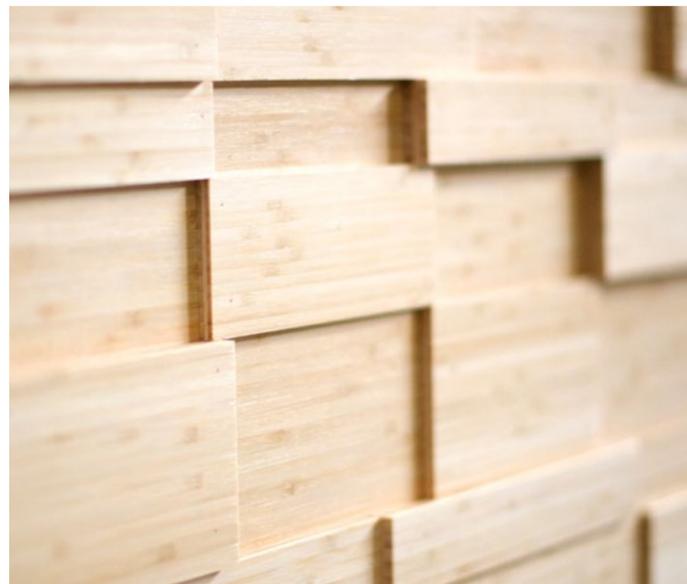
to pedestals featuring new and upcoming product. The company's catalogue of product fills the floating white cubes on either side of the exhibit, providing opportunity to show a large quantity of product while preserving the lightness of the environment and visual pass-through of the space.





Klas Research

OUR DESIGN OBJECTIVE FOR THE KLAS RESEARCH EXHIBIT WAS TO CREATE A UNIQUE SPACE THAT RADIATED THE INTEGRITY AND REPUTATION THAT COMES WITH THE KLAS NAME.



We accomplished this not only through a distinctive approach to meeting spaces, but through the refined high-end finishes you see in the final build.

To achieve the design team's vision required nothing less than consummate craftsmen to pull it off.

Varying thicknesses of bamboo strips were hand laid to create a dimensional finish on the divider walls. These same strips were offset to hide the joints where panels came together providing a seamless appearance that wrapped the entirety of the exhibit.

The walls were capped with bamboo plywood with a beautiful exposed core.

The raised flooring that flows through the exhibit was built using alluring tiger wood plank, which was stained, oiled, and then hand polished to a pristine finish.

This decking leads visitors into the space where they can then step back down into semi-private meeting rooms.

The craftsmanship and attention to detail carried into the seating with our custom benches, upholstery, and accent pillows.

The final touch of artistry came from the application of the custom metal-work and the raw elegance of machined door hardware with exposed bearings.

Dolly Varden



 EXHIBITOR Magazine's 29th Annual Exhibit Design Awards Silver Award in the Green Exhibit category

DOLLY VARDEN APPROACHED US TO DESIGN THEIR ENTRY INTO THE EXHIBIT WORLD WHEN THEY FIRST LAUNCHED THEIR BRAND. WE USED INSPIRATION FROM THEIR BRAND ETHIC AND PRODUCTS WHEN DESIGNING THIS PROJECT—UTILIZING RECLAIMED AND SUSTAINABLE MATERIALS AND THEN PUTTING GREAT ATTENTION INTO THE DETAILS AND TACTILE FINISHES OF THE MATERIALS WE USED.

Reclaimed lumber was the foundation of the exhibit and integral to the overall design—not only structurally but as design accents for the workstations and counter. We contrasted this natural finish against cold-rolled steel tubing used for the retail displays. Overhead we pierce-cut reclaimed lumber with the Dolly Varden logo to reveal the steel plate lying underneath.

Leather elements were introduced to soften the design and bring in more natural materials. We laser etched logos into the leather of the product displays and used the natural leather to wrap the counter top. The exhibit looked and smelled like a lumberjack's Sunday best. Natural flaws in the leather were embraced to reveal the reclaimed lumber underneath,

adding another layer of depth and texture to the work surface.

Duck canvas was stretched over steel frames to create the side-walls and ceiling. This approach provided a natural and tactile finish to the larger brand elements. The canvas was tensioned using natural fiber ropes and hand-punched grommets which accentuated the hand-crafted aesthetic this exhibit is known for.





Olympic Ski Museum

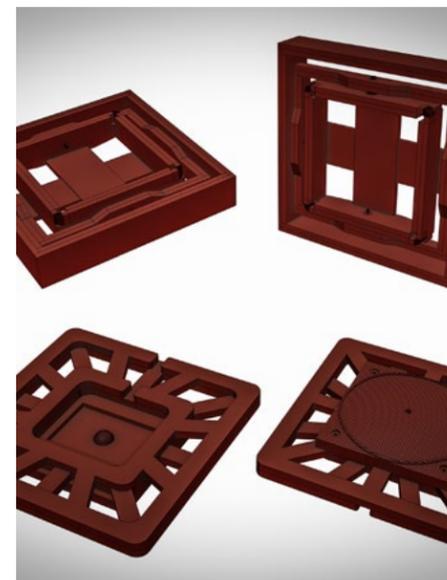
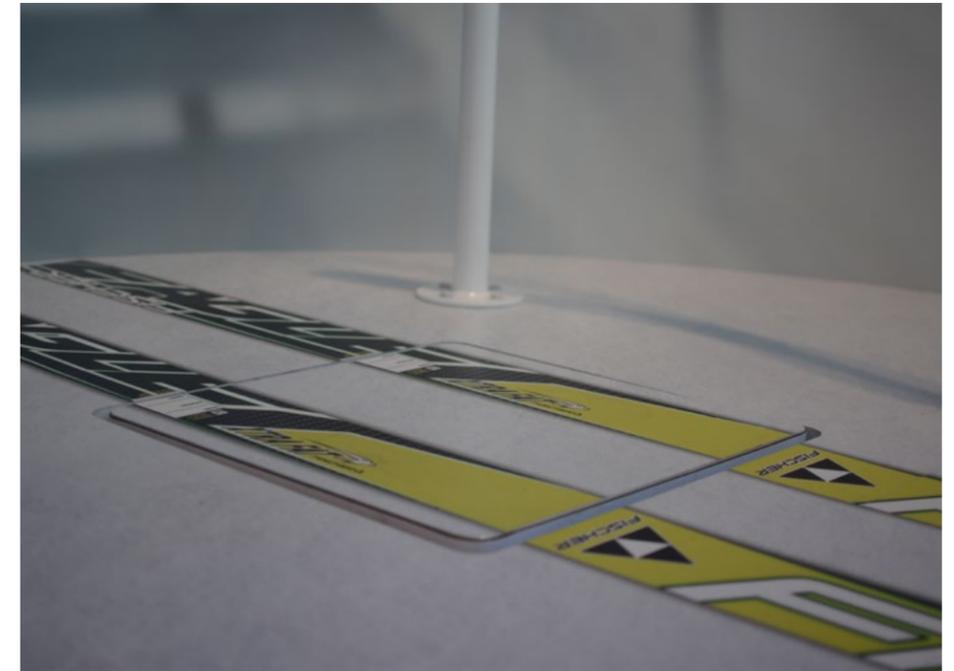
Event Design Awards
Gold Award for Best Museum Environment

THE HARDEST PART ABOUT DESIGNING INCREDIBLE EXPERIENCES IS MAKING THEM A REALITY. SOMETIMES WE DREAM A LITTLE TOO BIG, AND WHEN IT COMES TIME TO PRODUCE OUR DESIGNS, WE FIND THAT THE TECHNOLOGY OR THE PARTS TO MAKE IT HAPPEN DON'T ACTUALLY EXIST. THAT'S WHY INNOVATION IS SUCH A BIG PART OF OUR CULTURE—IT ENABLES US TO NOT ONLY PROVIDE SOLUTIONS, BUT DELIVER ON OUR OWN CONCEPTIONS—NOT TO MENTION HELP LEGITIMIZE OUR CAREER CHOICES TO OUR MOTHERS.



When it came time for us to deliver on our design for the Alf Engen's Take Flight! interactive we found the available technologies lacking. The idea was to build a virtual ski jump game that brought the player into the sport, where the game play relied on their balance and reaction times. We considered a few options available to us, like using load-cells as utilized in the Wii Balance Board, or implementing computer vision as found in the Xbox Kinect technology. Neither could satisfy our needs and we had concerns about existing products holding up to the abuse of over 500,000 visitors a year.

So we set out to create our own device that would challenge the balance of the player, track their center-of-gravity, provide haptic feedback, all the while holding up under the pressure of American's robust waistlines.



Our team got to work conceptualizing and prototyping a myriad of solutions. Quick iterations were key to finding a solution within our time frame. Initial prototypes were built from storage rack parts and duct tape. Then we moved onto a proof-of-concept where we built the equivalent design using MDF layers shaped by our CNC machine. The most creative involved taking golf balls to our tablesaw and blocks of cast nylon.

Most of these prototypes didn't give us the full range of movement we were hoping for, and the ones that were able to, didn't have the resistance we needed to restrict the movements of the player. The ideal platform would dampen quick movements and provide resistance yet yield under

their weight when the player leaned further out from their center of gravity.

Our most promising prototype came around on attempt four or five. This involved parts from an old swamp cooler and the valve-springs pulled from our Production Director's 1969 Corvair to create a 2-axis gimbal platform. Once it was thoroughly tested, we built the final model based on what we learned from the prototype. For the final build we used more permanent fabrication techniques and industrial grade components to ensure it would survive millions of plays.

This 2-axis gimbal platform, paired with the electronics to sense and track the player's movements, was vital to the gaming experience we delivered.

MC Annex



THE LOBBY OF BYU'S NEW MARRIOTT CENTER ANNEX BASKETBALL PRACTICE FACILITY WAS DESIGNED TO GIVE VISITORS A MUSEUM EXPERIENCE THAT NOT ONLY SPOKE TO THE SCHOOL'S RICH HISTORY IN BASKETBALL BUT ALSO DISPLAYED THEIR INVESTMENT AND DEDICATION TO THE SPORT.

The environment and the interactive experiences contained within are leveraged as a recruiting tool for the school. As such, we aimed for a high-end aesthetic and developed interactive content that focused on the school's awards and recognition within the sport of basketball.

Lighting played an integral role in the development of the design and was relied upon to create contrast against the dark slate. To better carry the light through the displays, 3Form Chroma was used throughout the cases and backlit graphic frames. Maple strips were used for the Nike Displays, reception counter, and ceiling as homage to the basketball court.

Interactive experiences were designed to showcase the

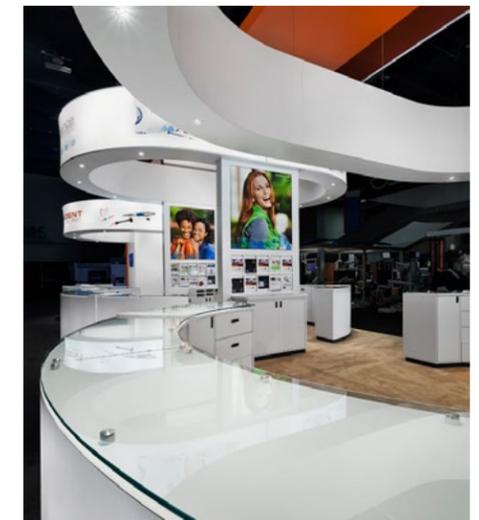
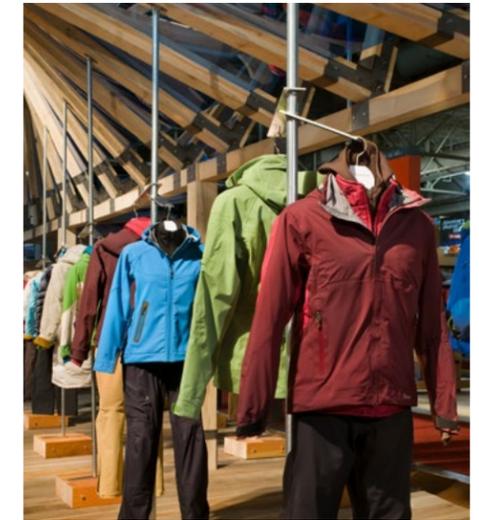
current team roster which pulls real-time stats for each player from the school's online database. Player and team photos are shown in personalized galleries. An interactive timeline of the school's program lets visitors learn about key milestones and achievements.

A large video wall was installed above the trophy cases which allows the school to playback videos and award tributes using our custom built iPad app.





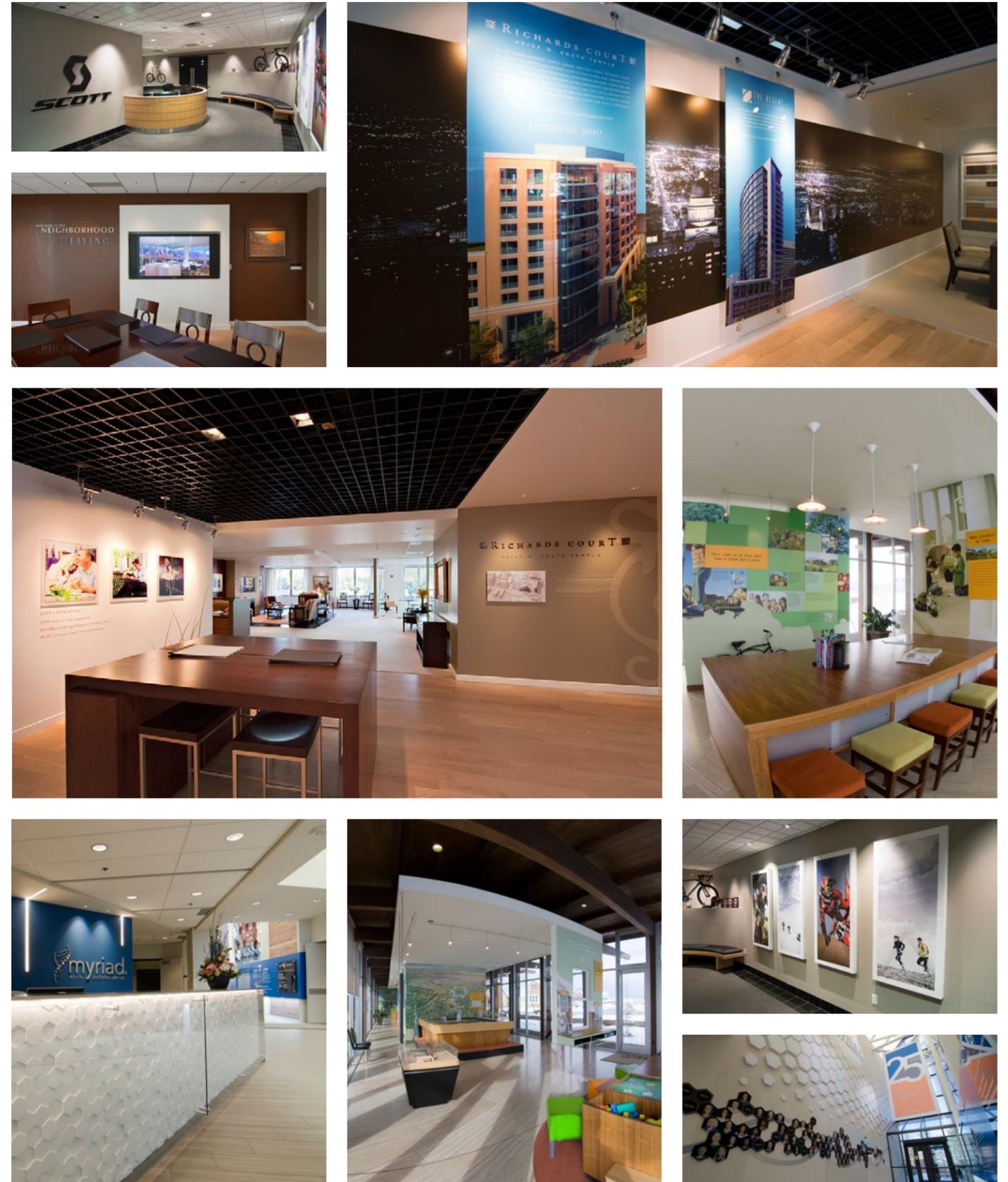
Exhibits



Museum Environments



Corporate Environments





Events





Now let's
do this.

181 S 600 W #3A

Ogden, UT 84404

801-436-1113

together@weareunrivaled.com

unrivaled.