

Barbie®

A CULTURAL ICON EXHIBITION

SIXTY YEARS OF FASHION AND INSPIRATION



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EXHIBITION PRODUCER & COLLABORATORS



ILLUSION PROJECTS INC.

Illusion Projects is a highly acclaimed design and fabrication company, skilled in creating custom props ranging from intricate devices to full-scale productions. From London's West End to Broadway to Las Vegas,

Illusion Projects has produced innovative solutions for clients in over 20 countries around the world. Their creations have been featured in museums, exhibits, theme parks, corporate events and stadium spectacles. Illusion Projects expertise has been sought out to solve unique production challenges for industry leaders in the corporate world including Audi, Intel, Red Bull, Feld Entertainment, and Cirque du Soleil.

KARAN FEDER, Curator

Karan Feder is a leading expert in the field of performance costume history, preservation, and exhibition. She is an experienced museum professional with expertise in developing and executing compelling costume and fashion exhibitions.

Feder is known for her instrumental contributions to developing the costume & textile collection at the Nevada State Museum, Las Vegas. The unique archive is recognized as one of the most significant museum collections of cabaret costumes in the world.

Feder has held curatorial posts at notable institutions and is a frequent lecturer and consultant in the fields of costume history and fashion history.

MATTEL INC.

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. Mattel engages consumers through their portfolio of iconic brands, including Barbie, Hot Wheels, Fisher-Price, American Girl, Thomas & Friends, UNO, Masters of the Universe, Monster High and MEGA, as well as other popular intellectual properties that they own or license in partnership with global entertainment companies. Their offerings include film and television content, gaming and digital experiences, music, and live events. Mattel operates in more than 35 locations and their products are sold in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Mattel's purpose is to empower the next generation to explore the wonder of childhood and reach their full potential. Mattel's mission is to create innovative products and experiences that inspire, entertain and develop children through play.

DAVID PORCELLO COLLECTION

Collector, David Porcello, has been passionate about fashion and history from a young age. Today, his interests are best expressed in his significant collections of vintage fashion, fashion accessories, and Mattel Barbie Dolls. David, a member of the Costume Society of America, contributes his expertise in these fields to public and private enterprises including the Nevada State Museum, Las Vegas and the traveling exhibition, **Barbie: A Cultural Icon Exhibition**.



Barbie
"ALWAYS
REPRESENTED
THE FACT THAT A
WOMAN
HAS CHOICES"
"

Ruth Handler
FOUNDER OF BARBIE

Barbie: A Cultural Icon Exhibition takes visitors from 1959 to the present day, showcasing an evolution of fashion and societal changes through Barbie, a children's toy doll created to empower and delight young girls. A true reflection of culture, notably through Barbie's fashion trends and career choices, there's no other object like Barbie that can serve as such an iconic time capsule from the past and a cheerleader for women everywhere today.

Covering six decades of the toy's history, visitors will explore a world of Barbie fashion history. The exhibition is created for everyone and has been enjoyed by multiple generations offering moments of nostalgia, delight, and inspiration to all ages.

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EXHIBITION SPECIFICATIONS

Turnkey exhibition includes:

- Objects and artifacts
- Display cases
- All interpretation, objects labels, and graphic panels (in English)
- A/V media and hardware
- Photo ops and interactives
- Shipping crates
- Set-up/tear-down technician lead
- Usage rights for the Barbie brand, limited
- Custom merchandise
- Pink Carpet and special event supplies

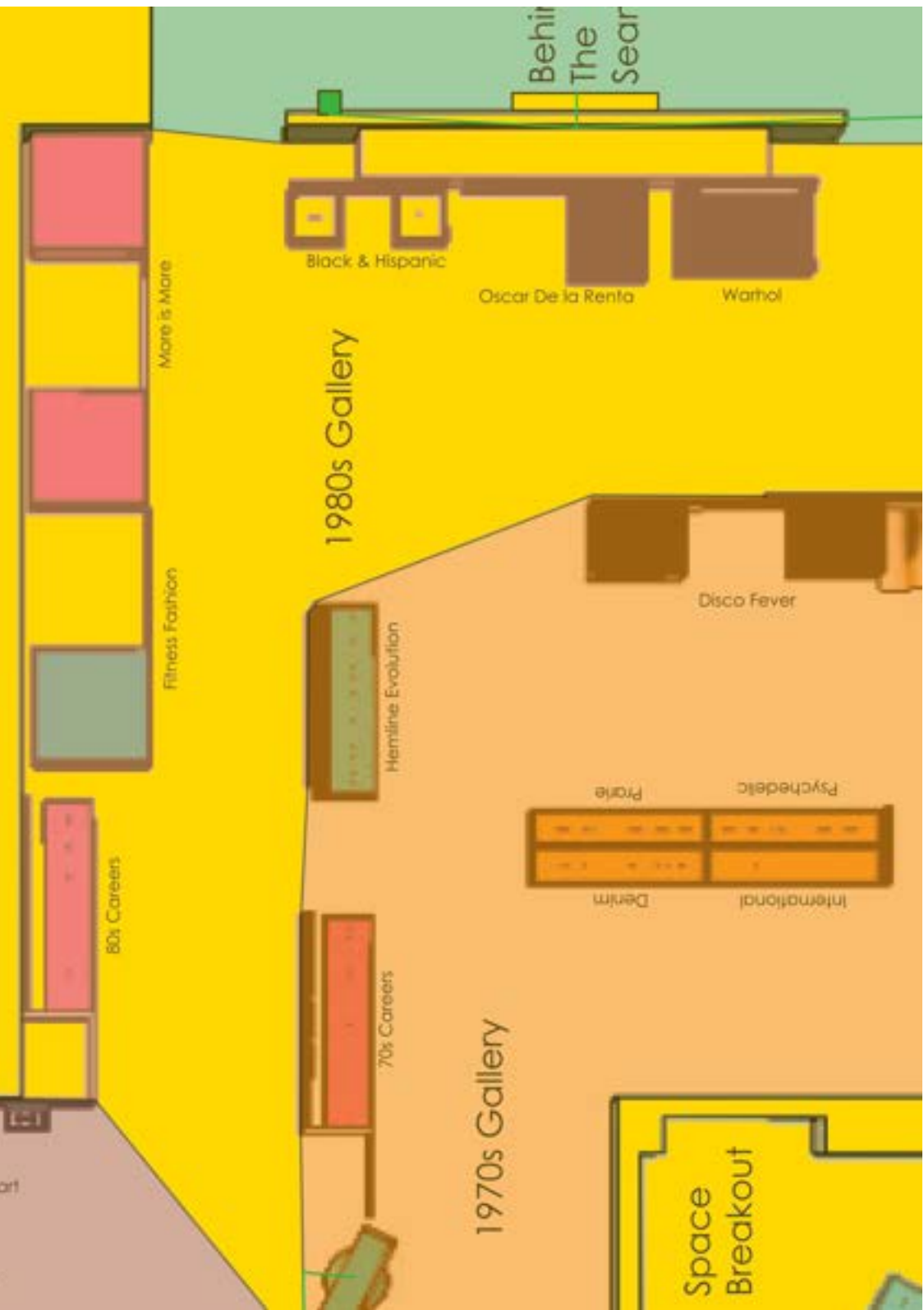
Venue Requirements

Secure gallery with 5,000 - 9,000 square feet

Logistical Considerations

Freight: 2 trailers by land (venue pays inbound)
Set-up: 7 days / Tear-down: 5 days

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Key Objects

60 years of Barbie with 250 dolls, outfits, and accessories

The original 1959 Barbie with her 12 original ensembles

The original Barbie Dreamhouse

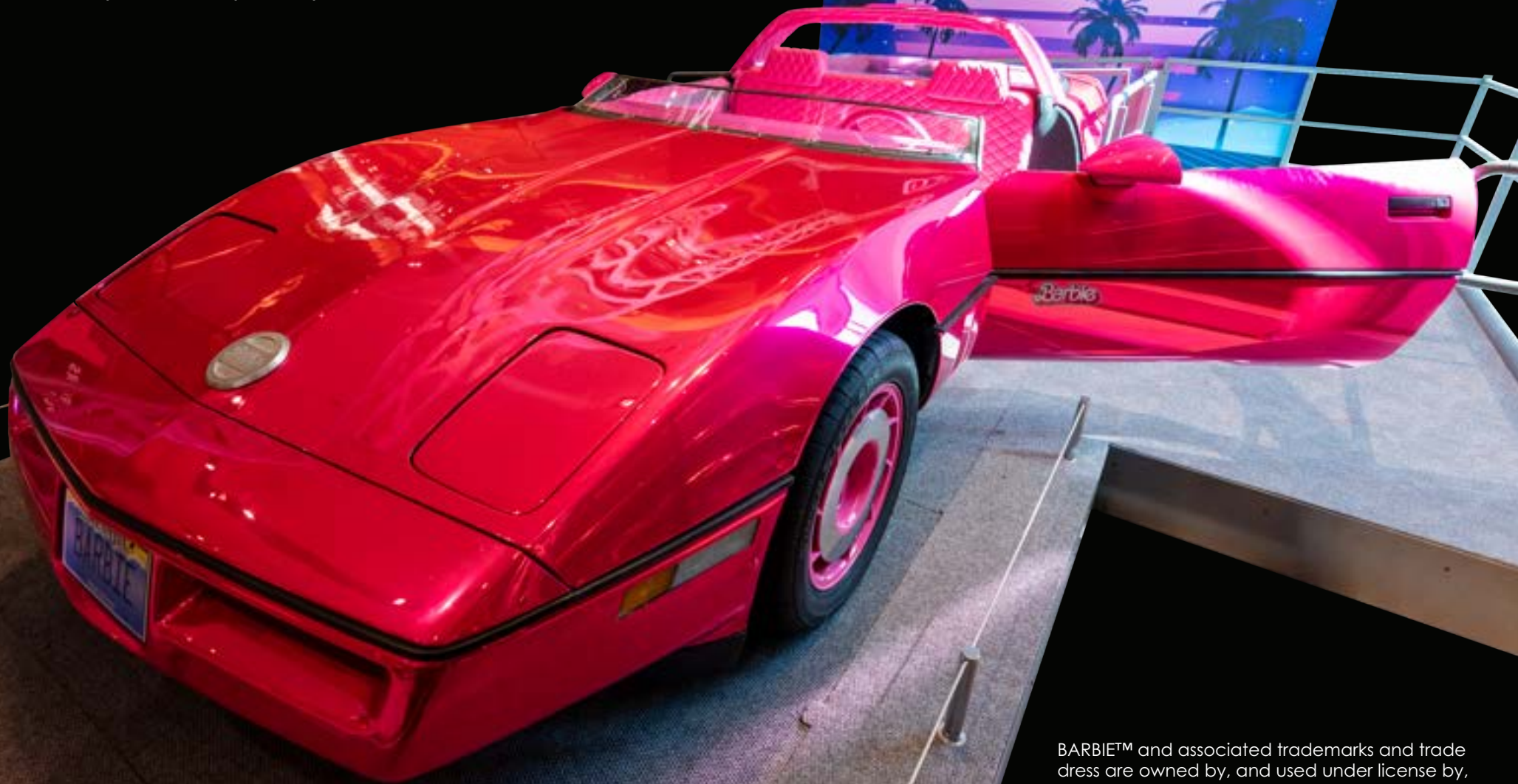
Full size 1984 Corvette in mirror pink

Andy Warhol's Barbie, Portrait of BillyBoy (facsimile)



Key Experiences & Interactives

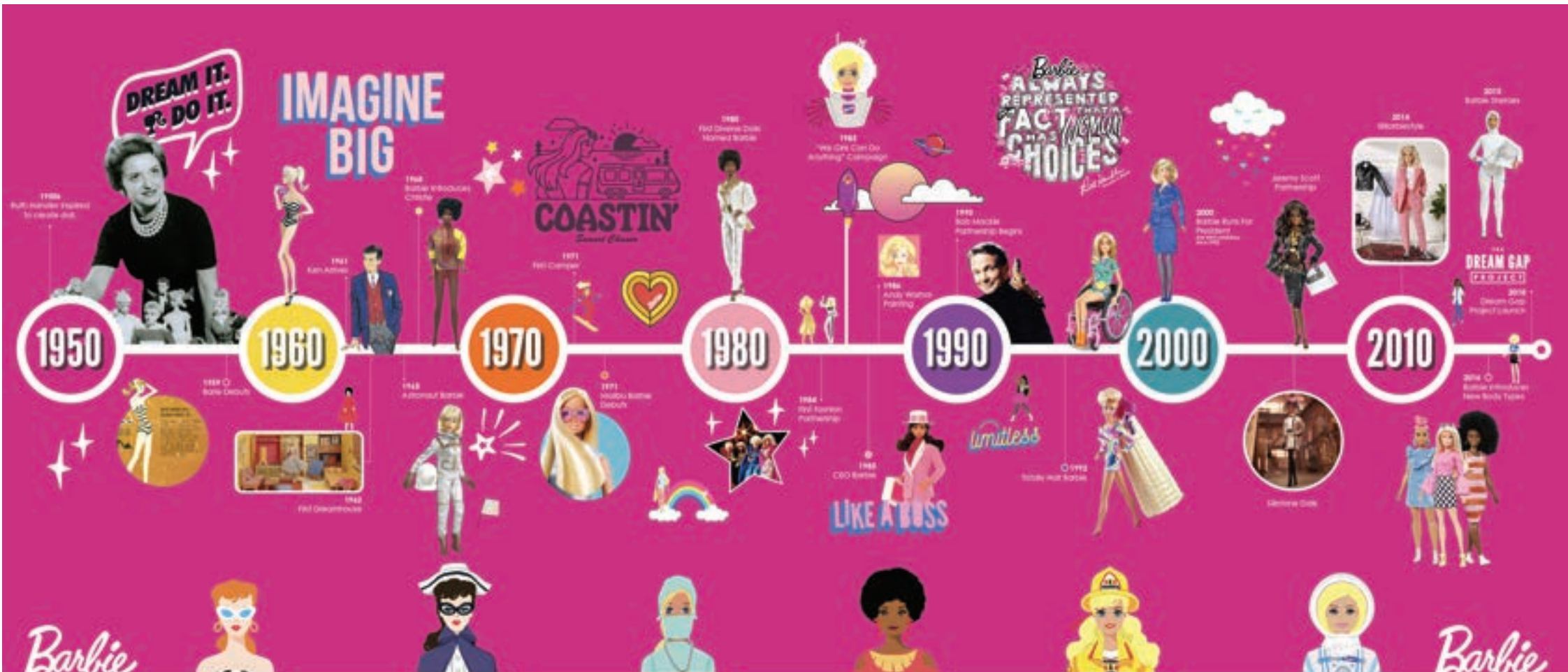
- Corvette photo op
- Barbie's Dreamhouse photo op
- "Behind the Seams" Barbie prototyping experience
- Video interviews and original video advertisements
- Barbie Box promotional photo op for Barbie and Ken



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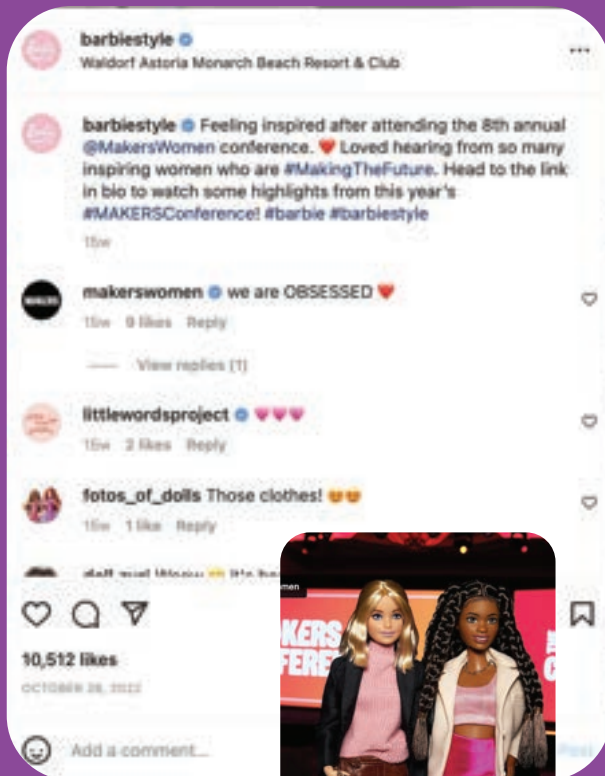
60 YEARS OF BARBIE

INSPIRING GIRLS SINCE
1959



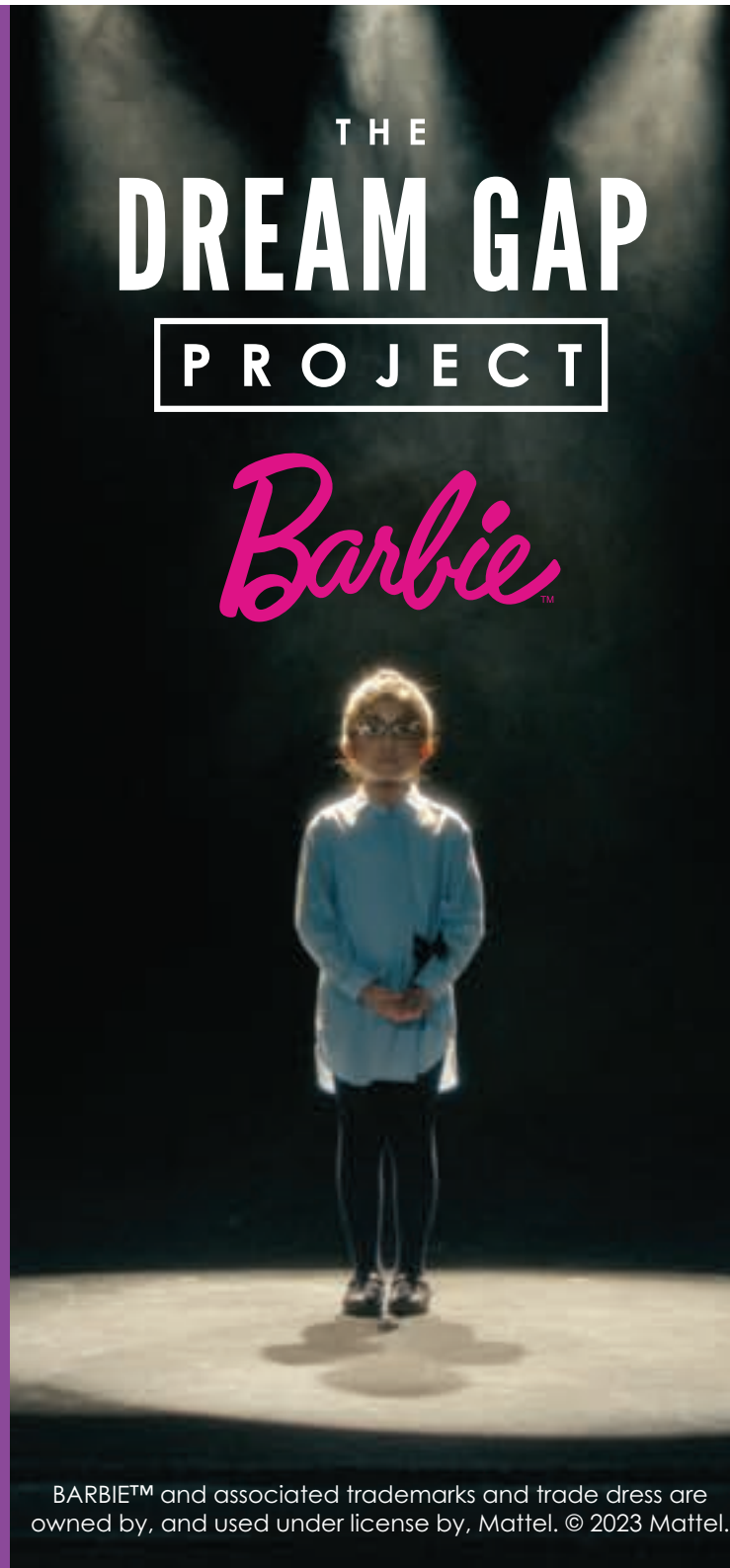
@BARBIESTYLE

With over 2 million followers, @barbiestyle shared snapshots of the world from Barbie's perspective - from fashion and beauty to championing social change. Whether she's in the front row at the awards shows, or promoting female founders and leaders, Barbie has solidified her role as a tastemaker and advocate.



THE DREAM GAP PROJECT

Barbie™



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THE MOST DIVERSE DOLL LINE

Barbie recognizes the importance of representation and is committed to continuing to better reflect the world kids see today. Children's early experiences shape what they imagine to be possible. It's important for them to see themselves reflected in product and content and to be exposed to different skin tones, hair types, and disabilities.

Today, Barbie is the most diverse and inclusive doll line in the world with 35+ Skin Tones, 94+ Hairstyles, and 9 Body Types.



BOOKING INFO

Contact Illusion Projects Inc.

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+1 702-803-2266

www.illusionprojects.com/barbie

The exhibition is curated and toured by Illusion Projects Inc. in partnership with Mattel Inc.

IP ILLUSION
PROJECTS



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