

Teaching



On this day

CONCEPT:

Entire screen fills with events that have (or will) occur on the current day. Imagery drawn from the events can be incorporated into the tapestry. Customers can add their birthday with photo.

LOCATION:

Entire video wall.

KEY BENEFIT:

Information and fun facts engage consumers to wall after they are in-store.

APPEALS TO:

Spouses, history nerds.




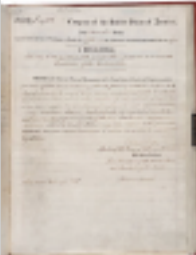





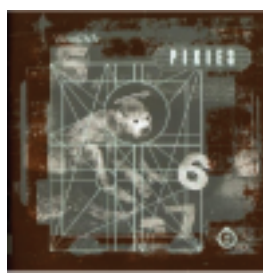



COMPLEXITY OF IMPLEMENTATION:

Medium. Mechanism to add yourself with birthday and photo may take some development time.

OBSTACLES:

There would have to be a layout made for every day which is a LOT of design time.



<h1>December 6</h1>		 <p>1060 Béla the first crowned King of Hungary</p>	 <p>BORN William II King of the Netherlands</p> 	
 <p>1865 13th Amendment Ratified Slavery in the US is banned</p>		 <p>1917 FINNISH INDEPENDANCE DAY</p>	 <p>1949 DIED</p>  <p>Leadbelly Folk Singer and Musician b. 1888</p> 	
 <p>BORN David Lovering Drummer, The Pixies</p>	<p>1961</p>	 <p>1967 BORN Judd Apatow Film Producer, Director, Screenwriter</p>	 <p>1988 DIED Roy Orbison Singer, Guitarist, Songwriter b. 1936</p>	 <p>1989 Granted Self-Government</p>