

## PROJECT PROFILE...



### Can you Spare a Nickel to Build a Business?

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Did you know that the first nickel appeared in 1866 and bore the mark of a shield? Later versions as it changed over the course of years included an image of lady liberty and an Indian with a buffalo on the back. It wasn't until 1938 that our third president, Thomas Jefferson, was placed on the coin and has remained there ever since.

Close to 70 years later, two brothers from Utah took the Jefferson nickel and created a business around it. They opened an arcade and party center called Nickelcade that brought back the nostalgic and classic arcade games of yester-year as well as current favorites. Their concept was simple, charge a small admission at the door and have all games inside take nickels as payment.



Well years later the brothers, Jim and Dan Muir, were at it again to open their second location since their first was a hit. This time they wanted to add additional attractions inside their site and they heard about the great cash flow that could be generated by adding laser tag. They researched the market and found you either do it right the first time or you don't do it at all. To that end, they turned to Creative Works to add a first-class laser tag experience to their new location. They traveled to the Theme

Factory here in Indiana to visit with our team to see first-hand what we could do for them. Time was spent talking and walking through the Theme Factory to give them a chance to see the quality of materials used, the process taken to bring a project from concept to completion, and the people behind the Creative Works brand of products.

"As part of their project, we ended up creating our Space Quest laser tag package with a custom Matrix Gateway for the briefing room entrance, and a Cybercore Tower prop for the focal centerpiece in the arena," commented Armando Lanuti, VP of client relations at Creative Works. "It is one of the most requested packages for arena playing fields under 3,000 square feet." To help tie everything together Creative Works sent one of their lead artists onsite to transform the perimeter black walls into a galactic star field filled with planets, stars, galaxies and more.

It was a pleasure working with the brothers and helping be part of their continued vision. So next time you're in Utah with a few spare nickels in your pocket, head over to this unique site where a nickel can buy you a great time.



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