

Angry Birds X Spikeball

SPIKEBIRDS

A Spikeball and Angry Birds Collaboration

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ANGRY BIRDS

What is Angry Birds?

Angry Birds" is a popular mobile game developed by Rovio Entertainment, first released in 2009. The game features colorful birds, each with unique abilities, that players launch from a slingshot to destroy structures inhabited by green pigs. The objective is to retrieve stolen eggs while navigating various levels filled with obstacles and challenges. Its simple yet addictive game play, along with charming graphics and humor, quickly

Why I Chose Angry Birds

I chose to do Angry Birds for this collaboration, because of how much I loved playing the game when I was a kid. I wanted to see how this game and another game could come together to make something real special. With the fun characters, and abstract, simple designs. I though would make a fun collaboration.





Spikeball®



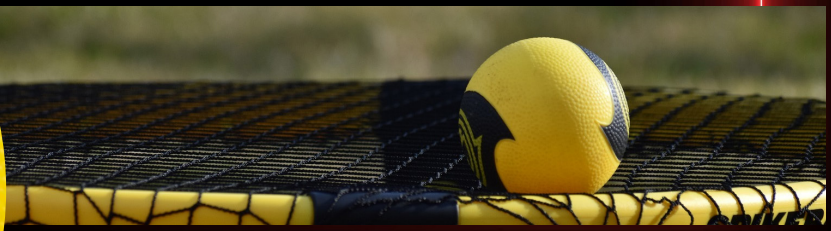
What is Spikeball?

Spikeball is an exciting outdoor game that combines elements of volleyball and four square. Played with a round net placed at ankle height, teams of two take turns hitting a small ball onto the net, aiming to make it bounce off in a way that the opposing team cannot return it. The game emphasizes teamwork, quick reflexes, and strategy, making it both fun and competitive. Easy to learn but challenging to master, Spikeball has gained popularity at beaches, parks, and recreational events, often played in informal tournaments. Its engaging game play encourages players to stay active while enjoying the outdoors.

Why I Chose Spikeball

I Chose Spikeball, because I love playing this game. IT gets me out of the house and getting active. I thought taking an active and non active game and combining them could really bring two different audiences together for something thats more than just a game.

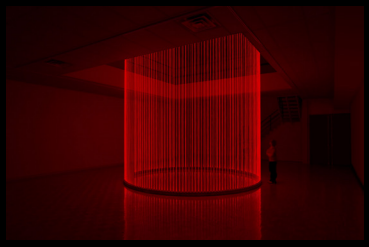




The Vision

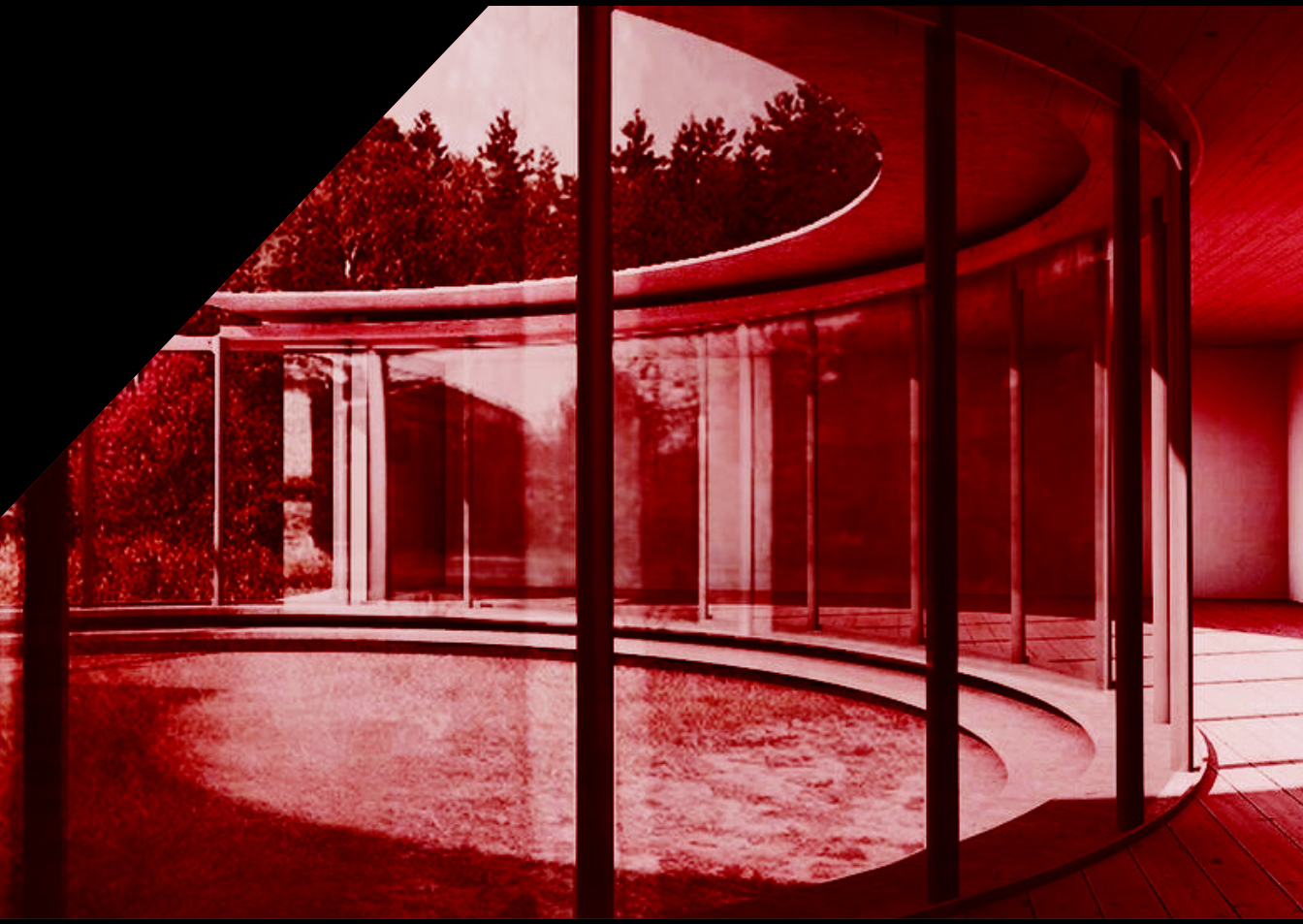
The vision behind the Spikebirds collaboration was to create an engaging and dynamic experience that blends a sense of playfulness with a serious artistic approach. By incorporating sporty elements alongside artistic expression,





Inspiration

Circular structures would be used to relate to both the roundness of the Spikeball and the AngryBird characters



Spikebirds typeface
and word mark

SPIKEBIRDS



Spikebirds
Logo

Angry Birds

The Angry Bird characters are used as the branding and faces of each of the products in the Spikebirds collaboration.

Red

Red is the main character of the Angry birds franchise, and is characterized as the hot-headed and determined leader of the Angry Birds. Known for his short fuse and strong sense of justice, he's always ready to take on the pigs with his powerful attitude and sharp beak.



Chuck

Chuck is the fast and energetic member of the Angry Birds team. Known for his lightning speed and sharp wit, he often uses his quick reflexes to take down the pigs with precision, making him one of the most agile birds in the group.



Hal

Hal is the clever and resourceful boomerang bird. Known for his unique ability to return to the target after being launched, he uses his curved flight path to hit pigs in hard-to-reach places, making him a key asset in taking down obstacles and enemies.





Matilda

Matilda is the calm but formidable white bird known for her ability to lay explosive eggs. With a gentle nature, she can precisely target and destroy structures, making her a skilled strategist in the fight against the pigs. Her egg bombs are perfect for taking out tough, high-up



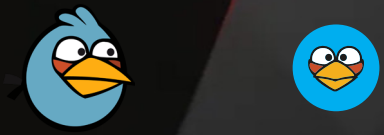
Bomb

Bomb is the explosive and slightly unpredictable member of the Angry Birds. Known for his ability to detonate on command, he packs a powerful punch and is always ready to make a big impact when it comes to taking down the pigs.



The Blues

The Blues are a trio of small, fast, and playful birds known for their ability to split into three separate birds mid-flight. Their unique skill allows them to hit multiple targets at once, making them especially effective against weak or fragile structures.





Colors

Red used as the main color for the collaboration for its relation to the main character of Angry

Black used as the secondary color for its contrast to red and intense sporty feel.

White used as a complimentary, or supplementary color for

Grey also used as a supplementary color, but mainly as a

Logos

Logo colors vary depending on its usage and contrast

SPIKEBIRDS

SPIKEBIRDS

SPIKEBIRDS

Materials

Metal used for the structure and beams of the exhibit

Stone used for the foundation and platform of the exhibit

Wood used for the walls of the exhibit and then painted. Giving the black, white, and red colors.





Mission Statement

Our mission is to create an engaging and thought-provoking experience that blends creativity with a sense of playfulness. We aim to challenge traditional boundaries of art and expression, inviting visitors of all ages to immerse themselves in a world where serious artistic exploration meets lighthearted fun. Through this exhibit, we hope to inspire curiosity, foster connection, and spark new ways of thinking, all while celebrating the joy of creativity and the power of imagination.



Merchandise

The merchandise for this collaboration consists of a Spikebirds designed outer box containing a carrying bag, net, three spikebird balls, and a instruction manual for assembly.

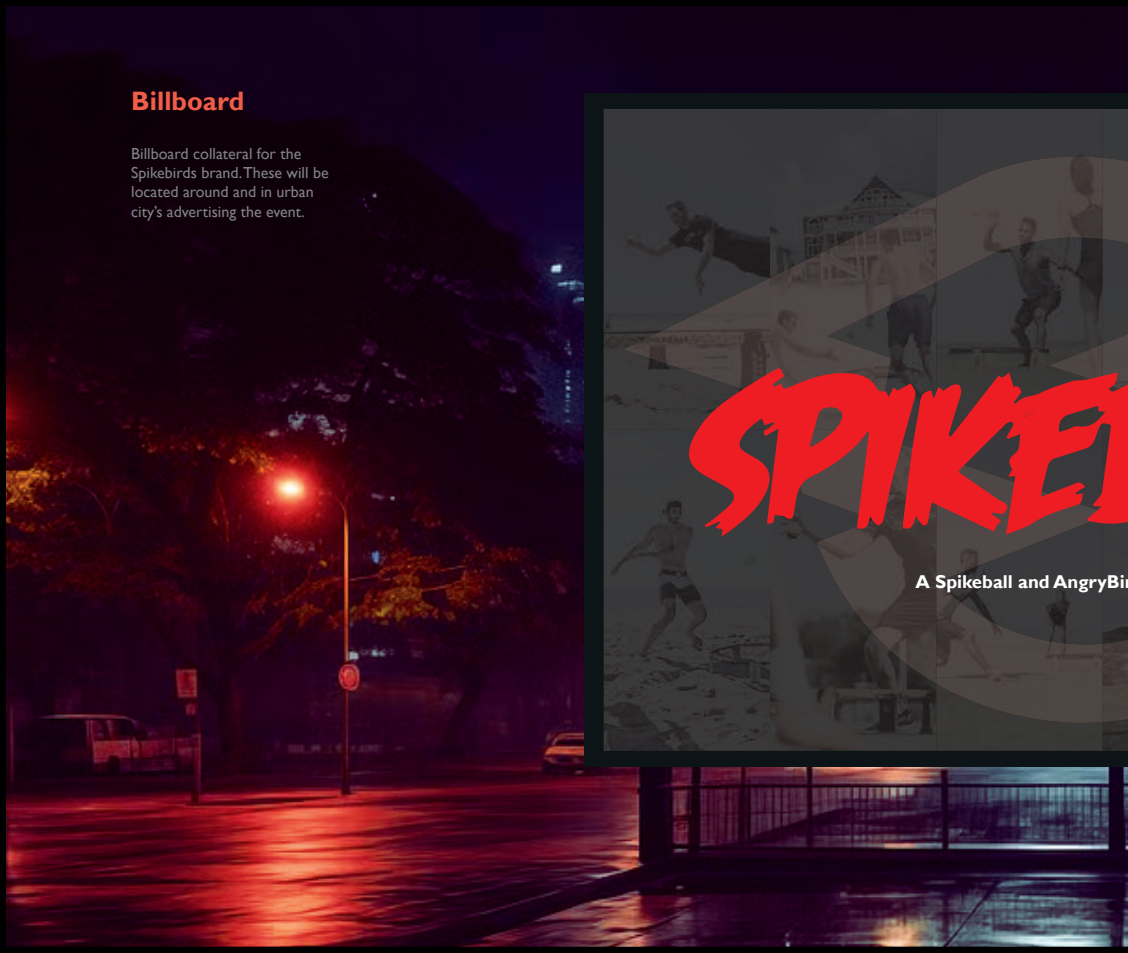




Bag, Net, Spikebirds, and Instructions

Billboard

Billboard collateral for the Spikebirds brand. These will be located around and in urban city's advertising the event.




BIRDS
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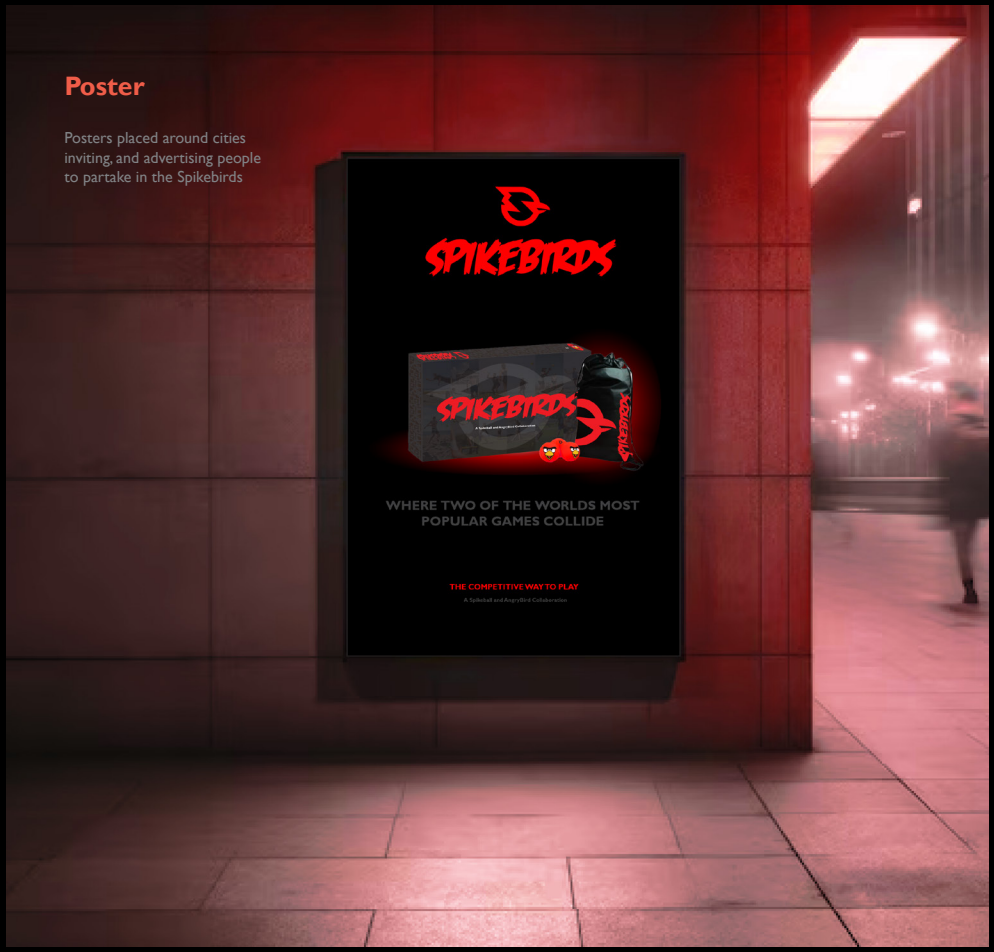
Invitation

Emailed invitation, inviting individuals to participate in the event, and RSVP.

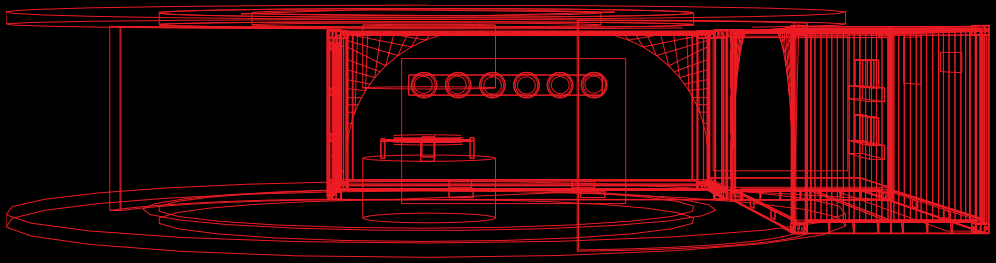


Poster

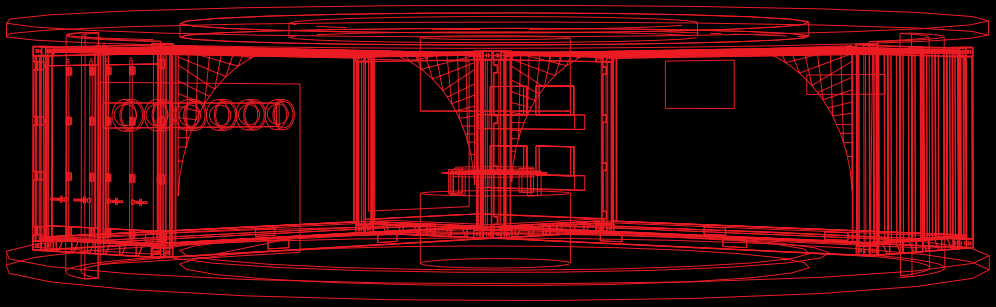
Posters placed around cities inviting, and advertising people to partake in the Spikebirds

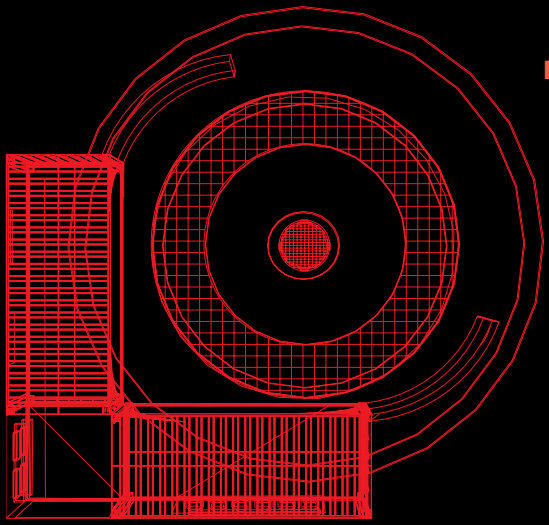


Side view



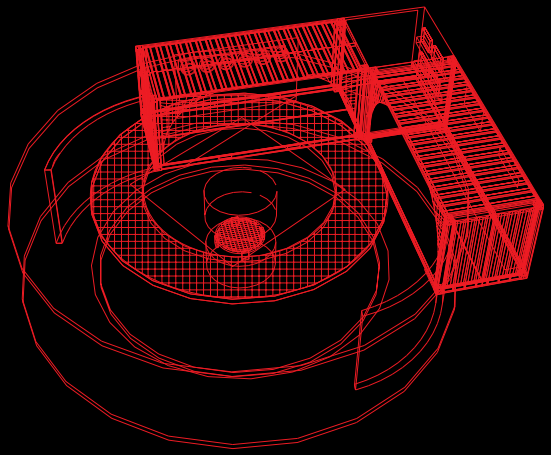
Elevation View





Plan view

Two 8' x 20' shipping containers



Isometric View

Side view

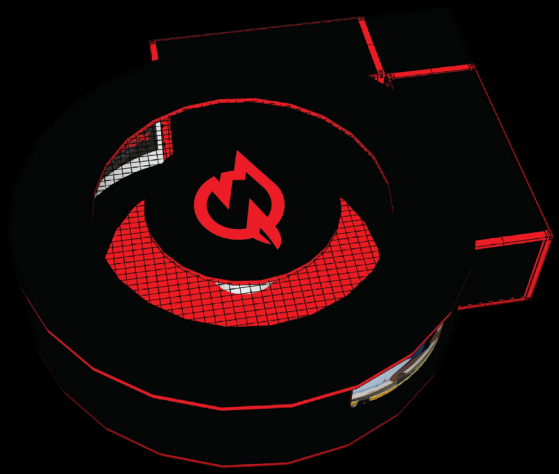


Elevation View



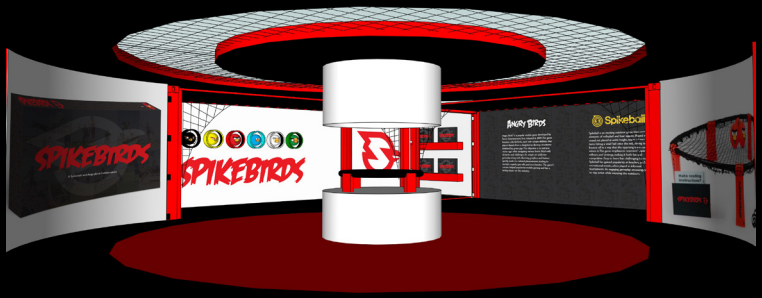
Plan view

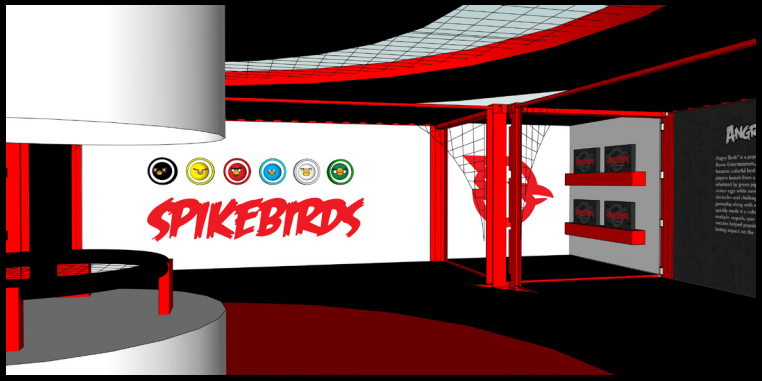




Isometric View

Interior






SPIKEBYTEX
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Spikeball
Spikeball is an exciting outdoor game that combines



Venice Beach

The first exhibit will be located at Venice Beach California right off the boardwalk



Central Park

The second exhibit will be located in Central Park New York City.

Trenton
2024
Exhibit Design
Pop Up
Herberger Institute for the Arts
Arizona State University

Colophon

