



Photo Exhibition Makes Wishes Come True

What can we do to ensure that children in Big Brothers Big Sisters, the youth mentoring organization, have the clothing and supplies they need for the new school year?

Taubman Centers answered that question by developing a program to inspire donations. Plans for "Kids Helping Kids Go Back to School" envisioned giving children an introduction to photojournalism and then sharing their photos and wishes with the world.

"We were looking for a way to display photos that wasn't a standard cubicle wall," Cole says. "Skyline was able to make the photos appear to float free – an elegant way to focus on the photographs."

The program received widespread publicity, including an appearance on NBC's "Today" and a special section in the Miami Herald. And it garnered an outpouring of support in each community.

"The project caught on with our customers," Cole says. "The exhibits really made an impact, which is hard to do in a shopping-mall environment. People were attracted to them."

Name

Taubman Centers

Primary Business

Finance & Insurance

Exhibit Size

Kiosk
Event

Products / Services

Inliten®
Fabric graphics
Custom

Key Objectives

Design
Flexibility