

BUILD HOLLYWOODTH FAMILY **DIABOLICAL JACK JACKARTS**

INSTALLATIONS SHOWCASE

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Our installation portfolio is a showcase for the wonderful world of publishing. From set recreations, self-writing typewriters, potions and bubbling cauldrons, to a vintage Hollywood box office complete with cinema ushers and popcorn... we’ve done it all.

Work with us to create a unique in-store customer experience and the perfect setting for author-led events and activities, book signings and those all-important photo opportunities. Anything is possible, scalable to any budget and using fully sustainable materials.

RATE CARD

All projects or packages are bespoke, costs vary dependent on detail, scale and complexity of build or design. Estimated tiered costs:

- Simple / smaller scale: £5k+
- More detailed: £12–15k+
- Highly detailed / large scale: £15–25k+



SMALLER SCALE

- [Taylor Jenkins Reid](#)
- [The Shadow Cabinet](#)
- [Lies We Sing to the Sea](#)
- [Throne of Glass](#)
- [The Family Remains](#)

MORE DETAILED

- [Yellowface](#)
- [The Making of Another Motion Picture Masterpiece](#)
- [The Marriage Portrait](#)
- [Piranesi](#)
- [Billy and the Giant Adventure](#)
- [Wish You Were Here](#)
- [Pinch of Nom](#)
- [The Storyteller](#)



LARGE SCALE

- [Matilda the Musical](#)
- [The Magic Faraway Tree](#)
- [Lessons in Chemistry](#)
- [Daughter of the Deep](#)
- [Bunny vs Monkey](#)
- [Spaceboy](#)
- [Bridge of Clay](#)

TAYLOR JENKINS REID



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We celebrated the world of Taylor Jenkins Reid and her magnificent heroines with Cornerstone. Creating chairs inspired by protagonists Daisy Jones, Nina Riva and Carrie Suto, we allowed customers to embody their favourite characters (also take a selfie or two) at Waterstones Piccadilly.

Each chair lived in its own mini set, designed to follow the specific era and atmosphere of each novel, and included significant props and details from the books themselves; Daisy’s dressing room complete with fur-trimmed coat, a beach scene with bespoke surfboard for Nina and an umpire’s chair for Carrie’s tennis court inspired set.





THE SHADOW CABINET: JUNO DAWSON

The bewitching tale of *The Shadow Cabinet* is the latest in Juno Dawson's *Her Majesty's Royal Coven* series, and the follow up to her Sunday Times bestselling debut.

Working with HarperCollins to create a bespoke witches altar in hot pink and teal to match the books' covers, our installation at Waterstones Piccadilly included spells, candles, potions and a smoking cauldron... which Juno herself loved.



LIES WE SING TO THE SEA: SARAH UNDERWOOD



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Sarah Underwood's debut novel *Lies We Sing to the Sea* is a sapphic fantasy for young adults, inspired by Greek mythology.

Tasked with creating a window display in Waterstones Liverpool, we showcased beautiful illustrations of the characters while recreating the book's final scene – including sourcing exact props; scrolls with handwritten prophecies, vials of magical potions and hundreds of daffodils.



THRONE OF GLASS: SARAH J. MAAS



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Sarah J. Maas's *New York Times* bestselling *Throne of Glass* series has taken the world by storm. Celebrating the series' success with brand-new jacket designs, we brought an illuminated re-creation of the titular throne to Liverpool Waterstones.

Allowing fans to sit on the Throne of Glass themselves, the throne toured bookshops across the UK, with stops including Manchester, Glasgow, Oxford and London.



THE FAMILY REMAINS: LISA JEWELL



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To celebrate the release of the nerve-shredding *The Family Remains* from Sunday Times bestselling author Lisa Jewell, we took the mansion from the jacket design and catapulted it into central London.

With lights shining through the ground floor windows, the crime novels chilling edge was on full display throughout the night, intriguing passers-by and launching the book in spooky style.



YELLOWFACE: REBECCA F. KUANG



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To celebrate the publication of Rebecca F. Kuang’s hugely anticipated *Yellowface*, we worked with Harper Collins on a mega-campaign across its release: teasing the story with eye-catching yellow street posters, we also created a lenticular creative billboard that followed passers-by, a Piccadilly Waterstones installation with a self-typing typewriter, a live-painted mural in Oxford Waterstones, and takeovers unveiling the book across the city.

[View the case study.](#)



THE MAKING OF ANOTHER MAJOR MOTION PICTURE MASTERPIECE



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We created a blockbuster launch for Tom Hanks’ debut novel *The Making of Another Major Motion Picture Masterpiece* at Waterstones Piccadilly with Penguin Random House.

Celebrating the wonder of classic cinema, a hand-painted vintage Box Office was placed at the store’s entrance, with two cinema ushers handing out popcorn to customers on their way in. The installation was paired with a creative billboard at Finsbury Park covered in gold foiled cinema tickets, for passers-by to tear off and exchange at the Box Office for a free copy of the book.



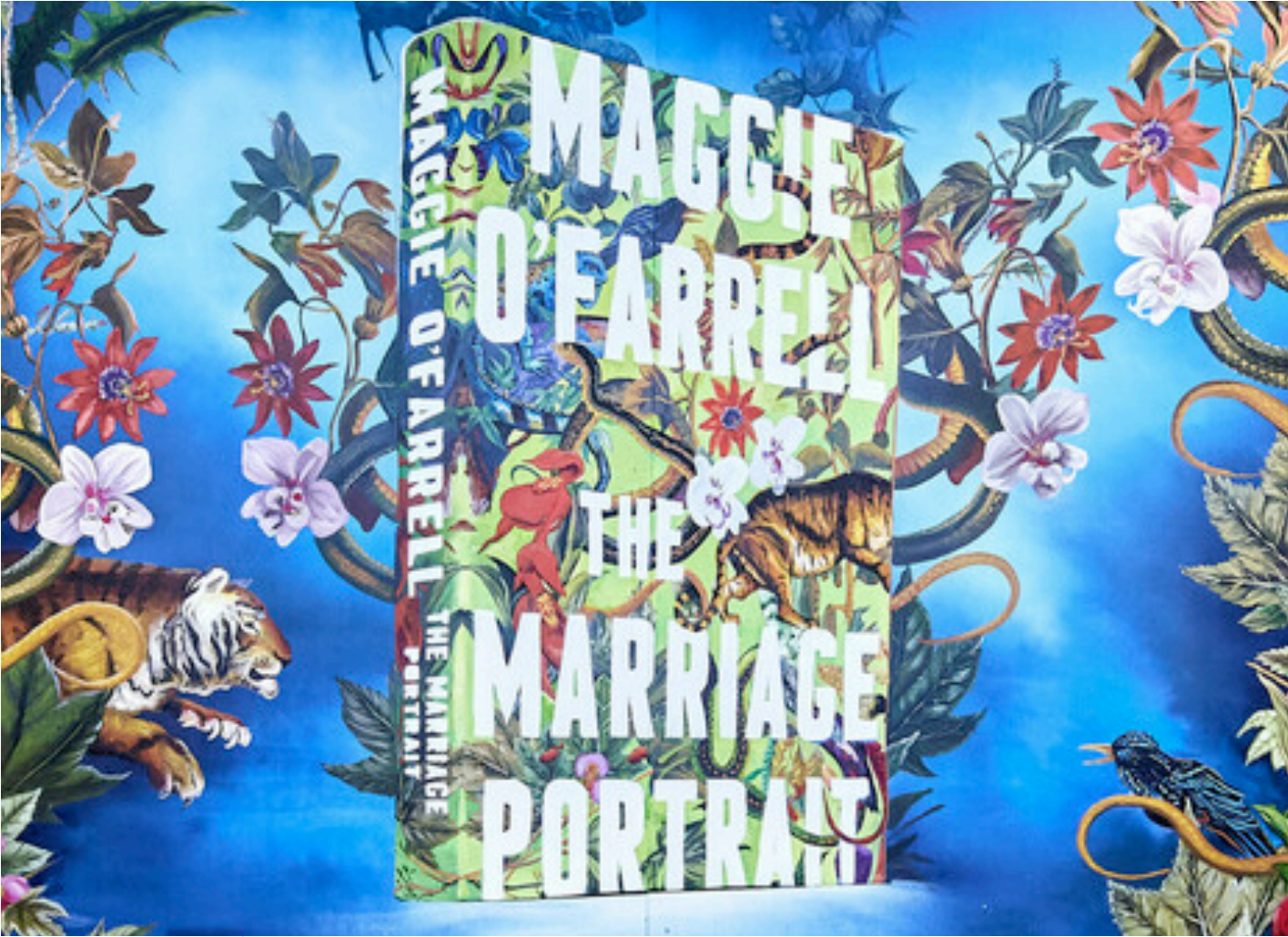
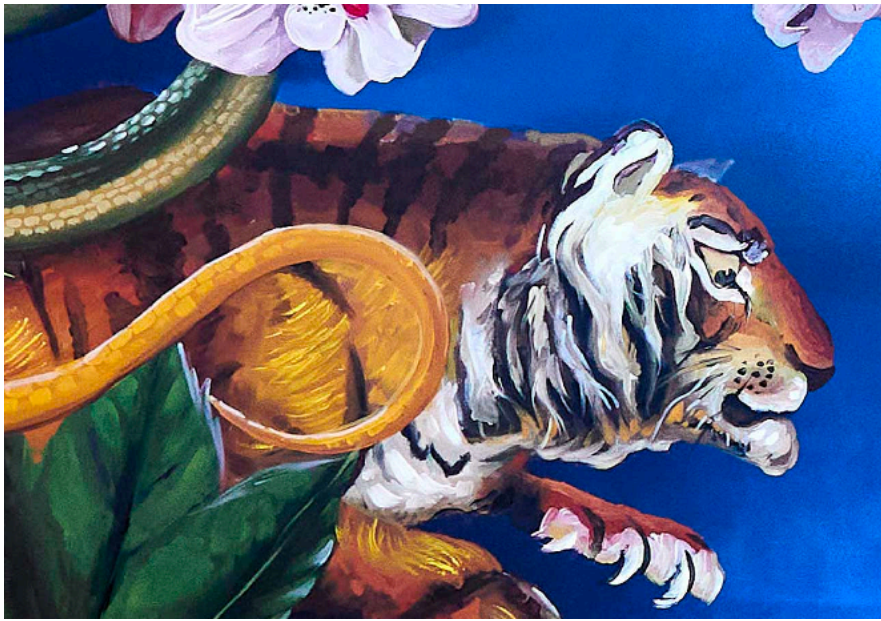
THE MARRIAGE PORTRAIT: MAGGIE O'FARRELL



THE MARRIAGE PORTRAIT: HARDBACK

Maggie O'Farrell's *The Marriage Portrait* is an unforgettable reimagining of the life of a young woman whose proximity to power places her in mortal danger.

We went all out for the launch at Waterstones Piccadilly by bringing the lush cover illustrations to life for an installation at the store's entrance, which was later used as a fitting backdrop for an in-conversation event with the author.



THE MARRIAGE PORTRAIT: PAPERBACK

To celebrate *The Marriage Portrait*'s paperback release, we set the stage for an experiential stunt that travelled all across London.

We worked with artist Jiatong Liu on a live painting inspired by the book's cover, taking it on a tour of the city – from Covent Garden and Carnaby Street to Piccadilly and Trafalgar Square, ending at the V&A, where it stood next to the author for a live talk at the gallery.



PIRANESI: SUSANNA CLARKE



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We brought the statues that live in *Piranesi*’s house to life in the entrance of Waterstones Piccadilly. Paying homage to the text and ensuring no two were the same, we enlisted their help to celebrate publication day by handing out copies of the darkly fantastical novel.



BILLY AND THE GIANT ADVENTURE: JAMIE OLIVER



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We with Penguin on a multi-layered campaign to launch Jamie Oliver’s first children’s book, *Billy and the Giant Adventure*, in London and Manchester.

The campaign included two bespoke billboards; one with seed paper leaf tearaways to encourage passers-by to ‘grow their own adventure’, and the other a spectacular floral special build with foliage trim. The complementary Waterstones installation included a two-layer sallyboard with cut-outs for photo opportunities as well as an activation day with ambassadors playing elves to encourage interaction, and culminating in an appearance by Jamie Oliver himself.

[View the case study.](#)



The image shows a large, light blue, mountain-shaped wall display for Jodi Picoult's book 'Wish You Were Here'. The display features the author's name 'Jodi Picoult' in red and the title 'wish you were here' in white. Numerous handwritten notes and cards are pinned to the display, expressing messages of support and sympathy. The display is set in a modern, brightly lit interior space with people walking in the background.

WISH YOU WERE HERE: JODI PICOULT

To bring *Wish You Were Here* to life in London, we teamed up with Hachette, taking word of the novel to bustling King's Cross with a stunt.

Using a giant model of the book, we engaged passers-by by getting them to write down the names of people that they wished were with them. Fastening these to the inside of the model of the novel, and handing out postcards for people to post directly to their loved ones, it sparked curiosity about the story through the heart of the city.



PINCH OF NOM



PINCH OF NOM

To celebrate the release of the latest *Pinch of Nom* cookbook, we went to Manchester and installed a huge, 3D model of the book to grab attention in a bustling Manchester Piccadilly station. We also had our brand ambassadors on hand for the day dishing out branded swag to commuters and city visitors.

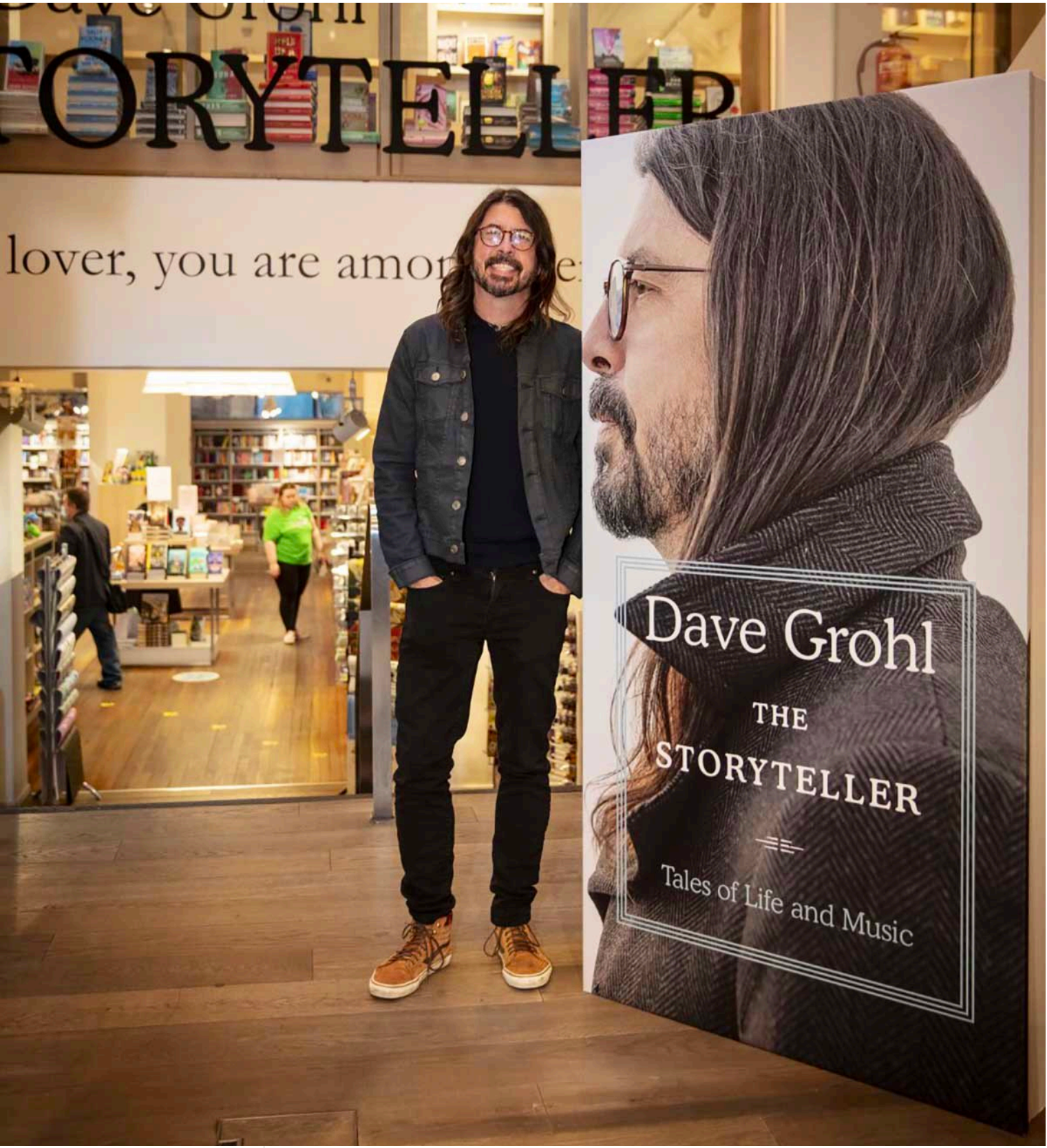


THE STORYTELLER: DAVE GROHL



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To celebrate the release of *The Storyteller*, we worked with the Simon & Schuster team on a giant window wrap for Foyles in Charing Cross, as well as a supersized version of Dave’s book to take up residence inside.



MATILDA THE MUSICAL

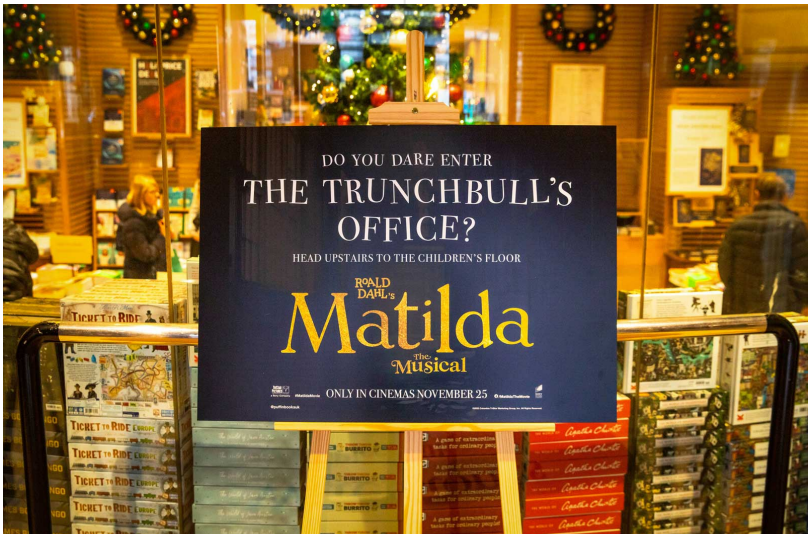
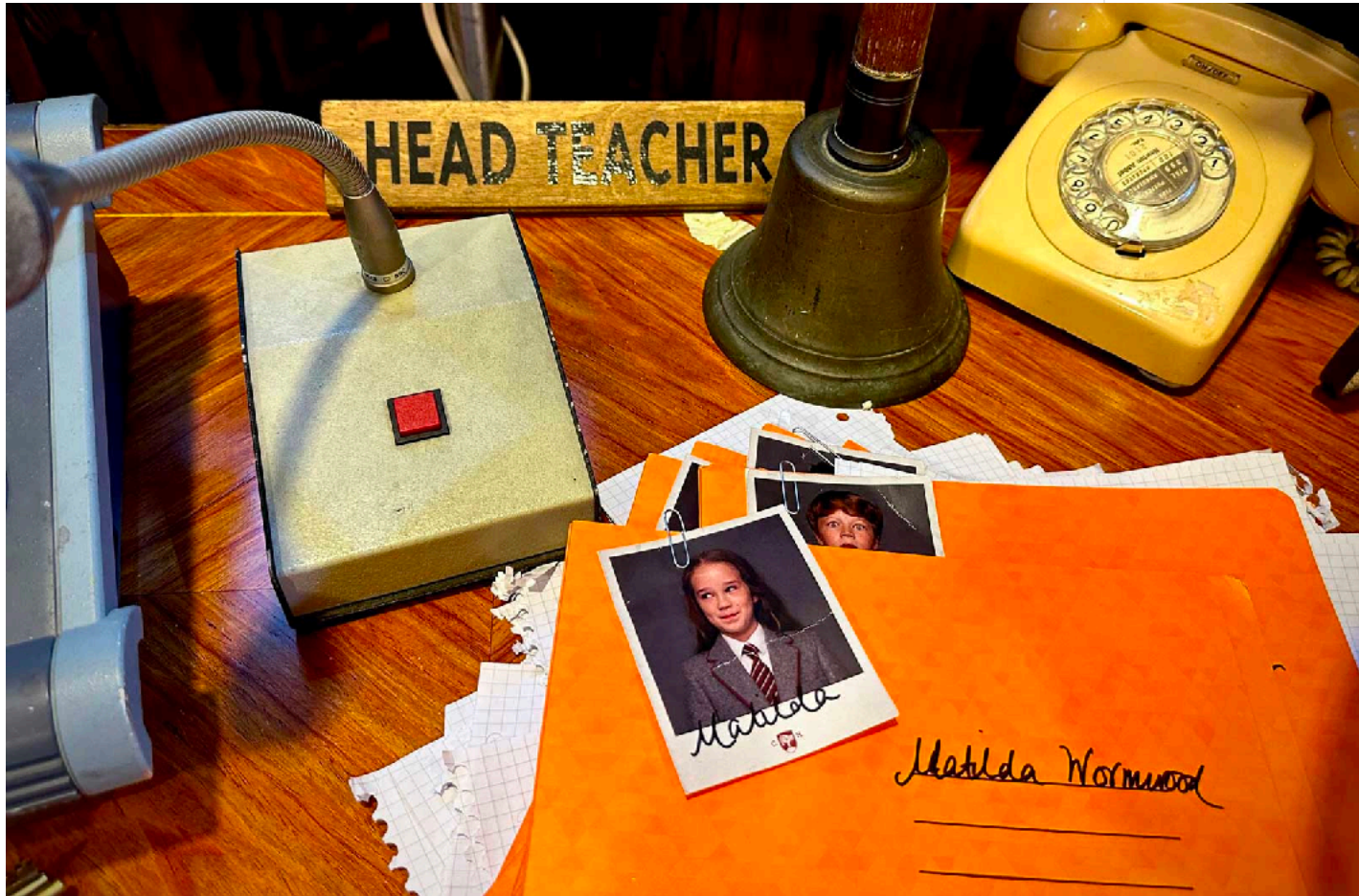


MATILDA THE MUSICAL

A story that’s been imagined and reimagined in multiple, much-loved forms, the latest iteration of Roald Dahl’s *Matilda* is a silver screen adaptation of the musical.

Celebrating the film’s release we brought Miss Trunchbull’s office to Waterstones Piccadilly with a site-specific experience that made an impact in-person and online.

[View the case study](#)



THE MAGIC FARAWAY TREE: JACQUELINE WILSON



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We brought Jacqueline Wilson’s modern take on Enid Blyton’s beloved tale to life by installing a *Magic Faraway Tree* in Waterstones Piccadilly.

In the heart of the store’s Children’s section, our installation celebrated a modern master breathing life into the work of a legend.



LESSONS IN CHEMISTRY: BONNIE GARMUS



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Smart, funny, joyous and powerful, Garmus' 60s set debut features unconventional female scientist Elizabeth Zott, who finds herself the reluctant star of America's most beloved cooking show *Supper at Six*.

Bringing the *Supper at Six* set to life in Waterstones Piccadilly, we created the 60s kitchen complete with the iconic clock, lab coats, a personalised clapperboard and Zott's director chair. Alongside the install, our vibrant street poster campaign featured tearaways which allowed passers-by to take a part of the story away with them.



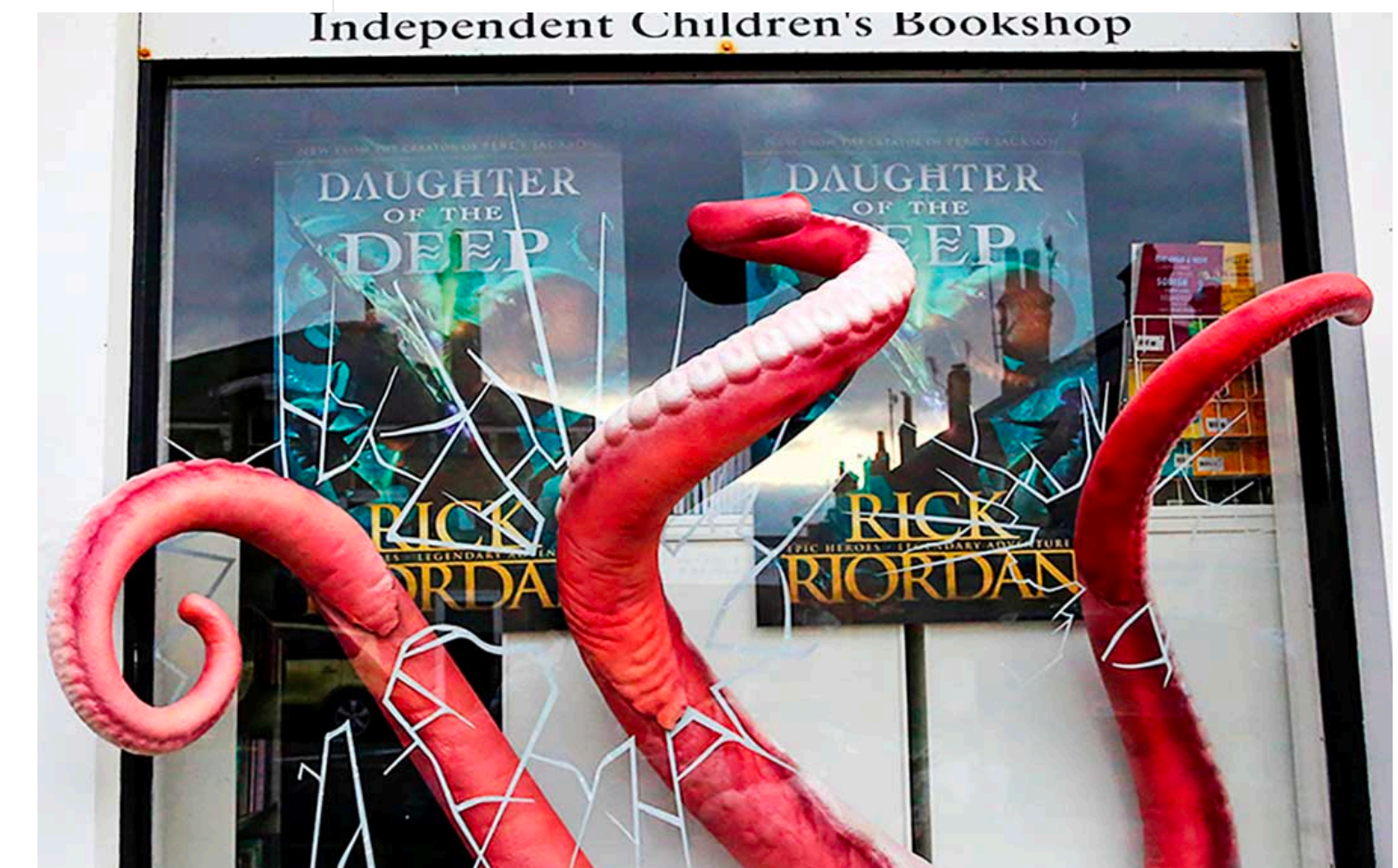
DAUGHTER OF THE DEEP: RICK RIORDAN



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From Rick Riordan, the best-selling author of the *Percy Jackson* series, comes *Daughter of the Deep*, a brand-new nautical tale for kids.

Inspired by the book's action and adventure, we worked with Penguin to bring the underwater epic to independent bookshop The Book Nook in Hove, in celebration of Bookshop Day. We crafted a 3D model of octopus tentacles, dramatically breaking through the glass of the bookshop's windows to the delight of passers-by.



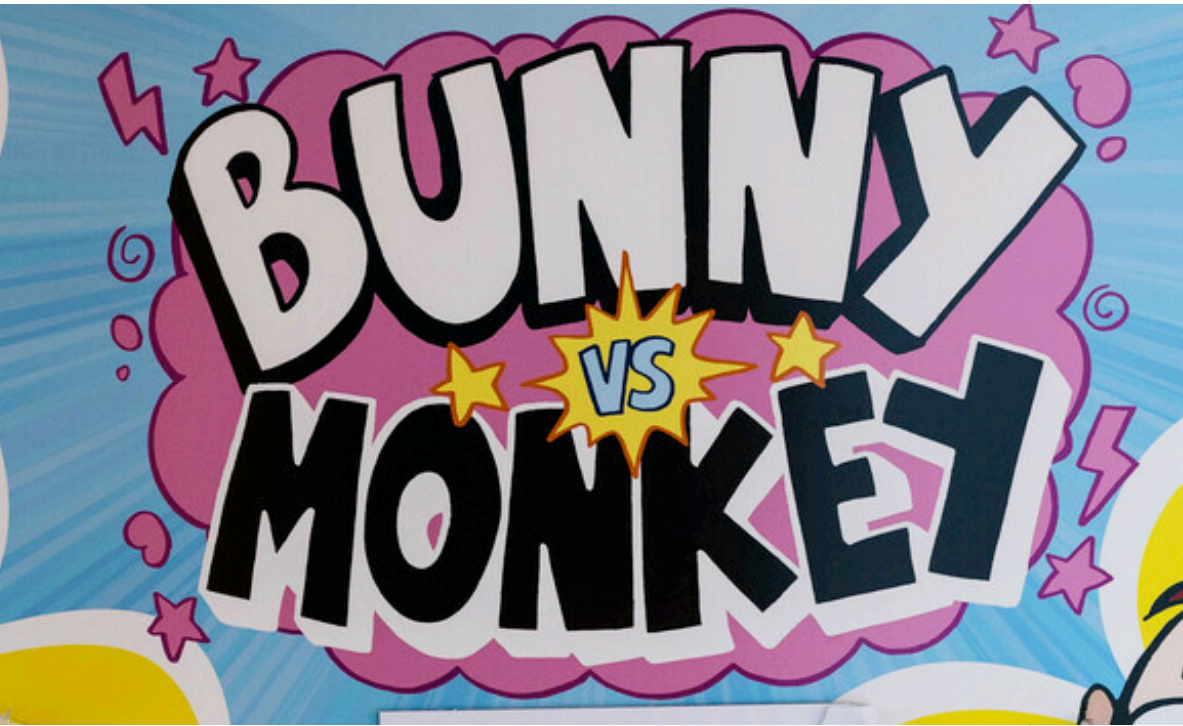
BUNNY VS MONKEY



BUNNY VS MONKEY

The next amazing book in the bestselling *Bunny vs Monkey* series landed in Waterstones Liverpool with an interactive install and a photo stand-in encouraging kids and their parents to become the beloved characters.

Featuring colouring sheets, stickers and interactive whiteboards - the install landed just in time to provide some much-needed half-term entertainment.



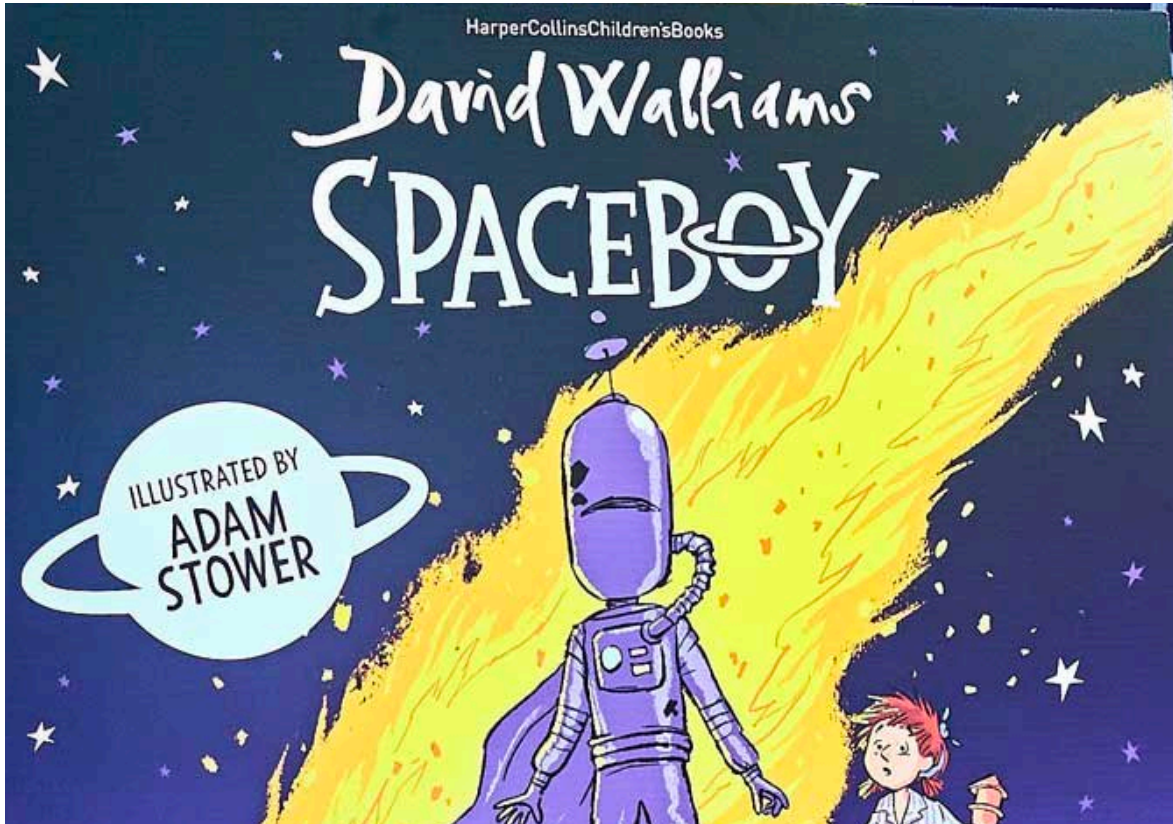
SPACEBOY: DAVID WALLIAMS



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SPACEBOY, the latest book from prolific children’s author David Walliams, follows the adventures of a girl in 1960s America as she witnesses a UFO crash, and discovers a mystery that could change everything.

To bring that vision to life, we teamed up with HarperCollins Children’s Books to install a planetarium and fun-filled science day on London’s South Bank, bringing joy and imagination to a ton of kids (and their grown-ups).



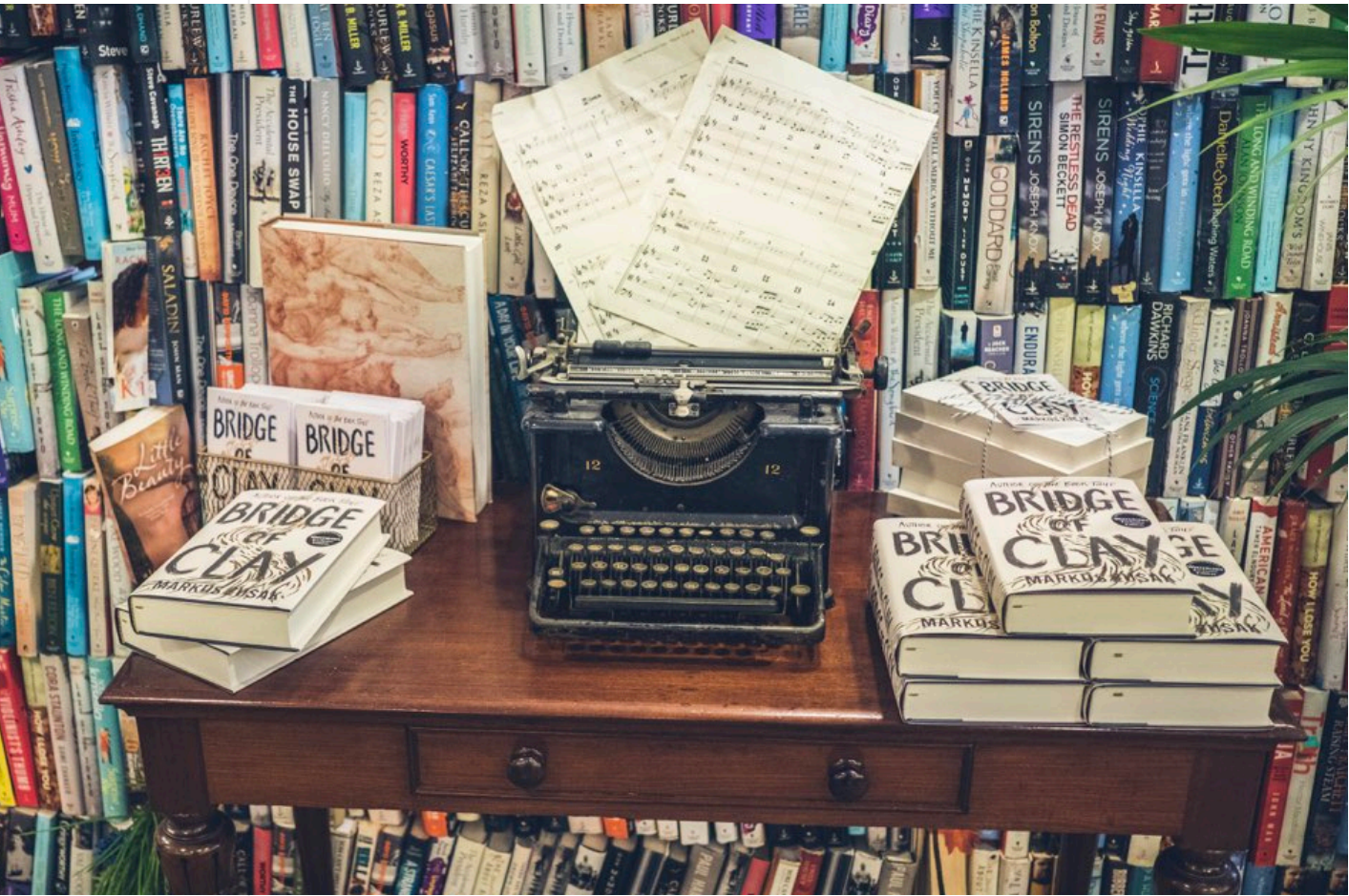
BRIDGE OF CLAY: MARKUS ZUSAK



BRIDGE OF CLAY: MARKUS ZUSAK

We were excited to work with Penguin to launch *Bridge of Clay* with a very special installation in Waterstones Piccadilly.

We built our own bridge for Clay, made entirely of books for people to sit underneath and enjoy some time away reading Markus Zusak’s latest novel. The book bridge was complete with special references to the animals in the book, including Telemachus the budgie.



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