



● **SHIPPING CONTAINER PLAY EXHIBIT**

In a similar (but more permanent) variation on the pop-up park, Las Vegas's Downtown Container Park appears to be a pop-up neighborhood. The Zappos CEO Tony Hsieh came up with the idea to revitalize Sin City's downtown area with restaurants, shops, and art galleries—and an “interactive play exhibit,” by Cre8Play. And all of it, the play exhibit, the shops, everything, is made from shipping containers.

Cre8play used four containers to create its exhibit, which has more features than I can mention here. Among them: Kids can climb to the top of a 40-foot-tall container and take a spiral slide back down, accompanied by sound and visuals that make it feel as if they're in space or undersea. Interactive play panels lead kids on scavenger hunts. Metallic spinners move with the wind, and the Wonky Bridge looks wavy but it's just an optical illusion. ●

FOR MORE INFORMATION, VISIT WWW.CRE8PLAY.COM.



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