

IGNIS[®]

| a project profile



DESIGN / CLIENT

JACK MORTON WORLDWIDE

PROJECT

STAGE 1: NFL NETWORK

SOLUTION

IGNIS[®] EB3600 FIREPLACE INSERT

the TEAM

Senior Designer

Larry Hartman, Jack Morton Worldwide

Project Manager

Roger Coleman, Jack Morton Princeton

Ignis® Project Leads

Vladimir Brodsky, Patrick Murray

Ignis® Engineering & Development

Vasyl Hrydovyy

Photography

Raeford Dwyer, Larry Hartman, Roger Coleman, NFL Films

Design/Client: Jack Morton Worldwide

1

An award-winning global brand experience agency, Jack Morton has crafted customer experiences for globally-renowned companies over the last 80 years. Winning 247 creative awards in 2018, this agency is a go-to for design.

Project: Stage 1 - The NFL Network

2

The National Football League's proprietary television station, the NFL Network has become as famed as the sport itself. This project was specific to the network's Good Morning Football Broadcast, a show serving millions of fans.

Solution: Ignis®

3

Adapting a standard ethanol fireplace insert to its environment and objective was simple. Ignis® doesn't see problems. They create solutions. A leader in alternative fireplaces, this project was a slam dunk ... errr touchdown!

1 the CLIENT

Broadcast Design By: Jack Morton Worldwide

A history



Jack Morton Worldwide, as it is known today, was named after its founder, Irvin Leonidas "Jack" Morton who was born in 1910 on a tobacco and cotton farm in Newport, North Carolina. Morton eventually earned his high school diploma at the age of 22 and moved to Washington D.C. and enrolled in The George Washington University while supported himself by working at Western Electric dispatching sound engineers to movie theaters.

While attending George Washington, Morton joined a fraternity, became a member of the interfraternity council, and soon began booking bands for

fraternity dances. The bands then asked Morton to represent them in other venues in Washington. Morton printed up business cards for Jack Morton Orchestras, using the fraternity house payphone and his Western Electric office for messages.

After a short stint as a refrigerator salesman, Morton started booking bands to fraternities and sororities in Washington under the name of Jack Morton Enterprises (later changed to Jack Morton Productions). He later began booking orchestras in hotels, resorts, and night clubs in the Washington area.

1940s

After World War II the business expanded beyond the Washington area with the opening of additional offices in New York and Chicago. Large corporations were now looking to redesign their conventions to attract and entertain customers and employees, not just to do business. The new hotels now had banquet and meeting facilities with sound systems that were ideally suited to host the conventions that trade and professional associations. During this time, the modern business convention was emerging, and large corporations began to see conventions as a good place to do business. American businesses would expand the scope and scale of the events they organized for their customers and employees with world class entertainment from radio and Hollywood. Jack Morton Productions produced events and trade shows for corporations like Johnson & Johnson, General Motors and industry associations like American Trucking Association using entertainers such as Lawrence Welk, Bob Hope, George Burns, Jack Benny, and Red Skelton.

1950s

Starting in the 1950s, Jack Morton Productions expanded to produce entire conventions and promotional events in

major cities around the United States. The American Trucking Association was his first big convention client and the trade group stuck with Morton for 35 years;

1960sIn the early 1960s, William I. "Bill" Morton, the son of Jack Morton, joined the company and helped to expand the company into the area of audio-visual productions and changed the name of the company to Jack Morton Productions (JMP). It was during this time when JMP became a full-service corporate communications agency, producing entertainment programs, training programs, audio-visuals, and video conferences for a variety of corporations and trade associations.

1970s

By 1977 Bill Morton had become Chairman and CEO, with offices opened in San Francisco (1972) and Atlanta (1976). During this time, the company grew to include capabilities including planning, exhibits and environments, themed attractions and multimedia.

Continued...

the CLIENT

Jack Morton Worldwide: a history



1980s

Offices opened in Detroit (1987), Los Angeles (1987), Boston (1990) and Minneapolis (1990) and the company began to shift its focus from an entertainment production company to a full-service creative agency.

1990s

In April 1998, the holding company, Interpublic Group, bought Jack Morton Company for a stock transaction that according to the Wall Street Journal was likely worth more than \$50 million.

2000s

In 2000 Jack Morton acquired about 40 percent of rival Caribiner International

Inc. assets, paying \$90 million for its events and communications division, which included the staging of sales meetings, events, and exhibits.

Later in 2000, Jack Morton Company renamed itself as Jack Morton Worldwide rather than take on the Caribiner name.

Bill Morton retired in 2003 after more than a quarter-century of leading the company his father founded.

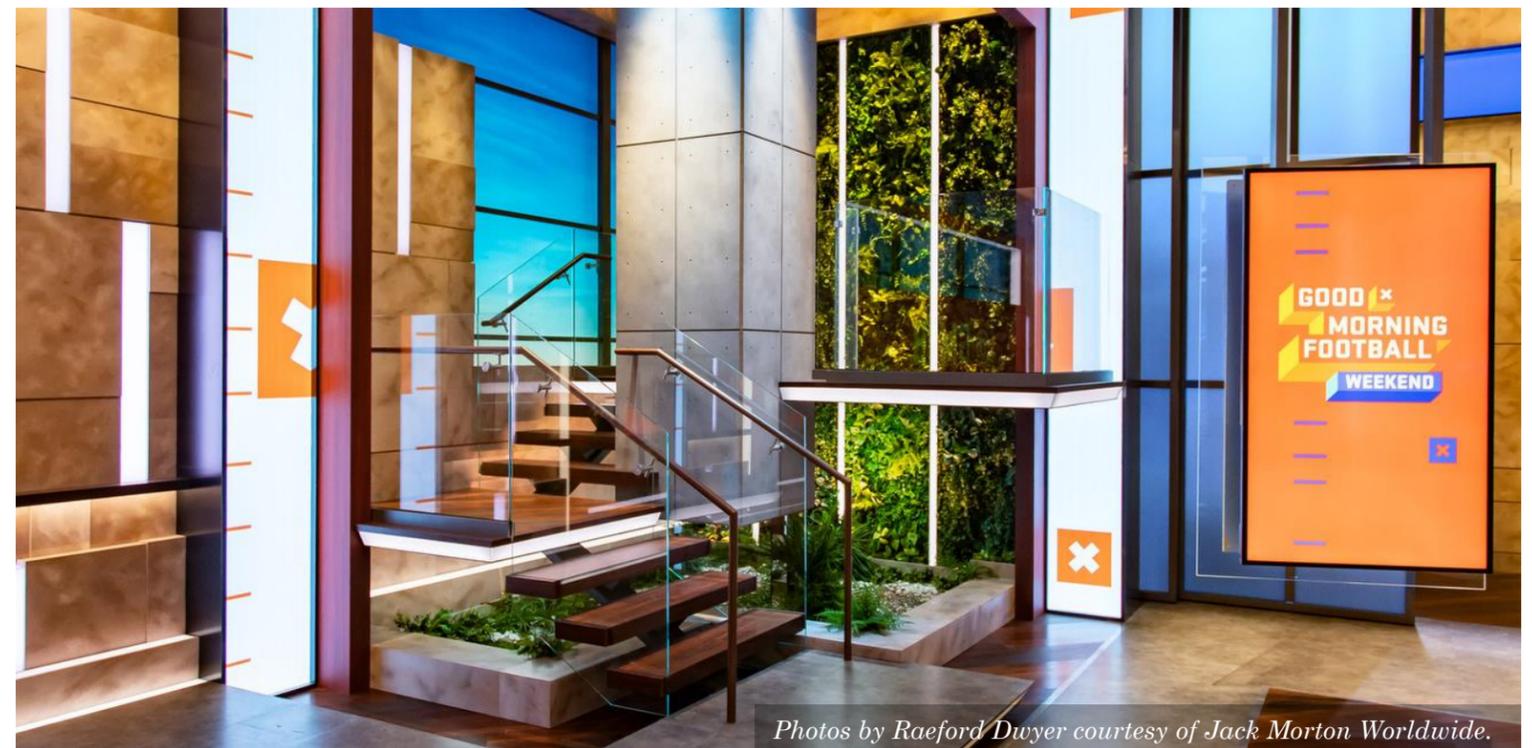
In recent years Jack Morton Worldwide has added capabilities in areas such as: print, television, digital, public events (Special Olympics, 2004 Summer Olympic Opening and Closing Ceremonies); exhibits; digital media; content marketing; broadcast design (The Colbert Report, ESPN Sports Center);

and more focused markets like Latinos.

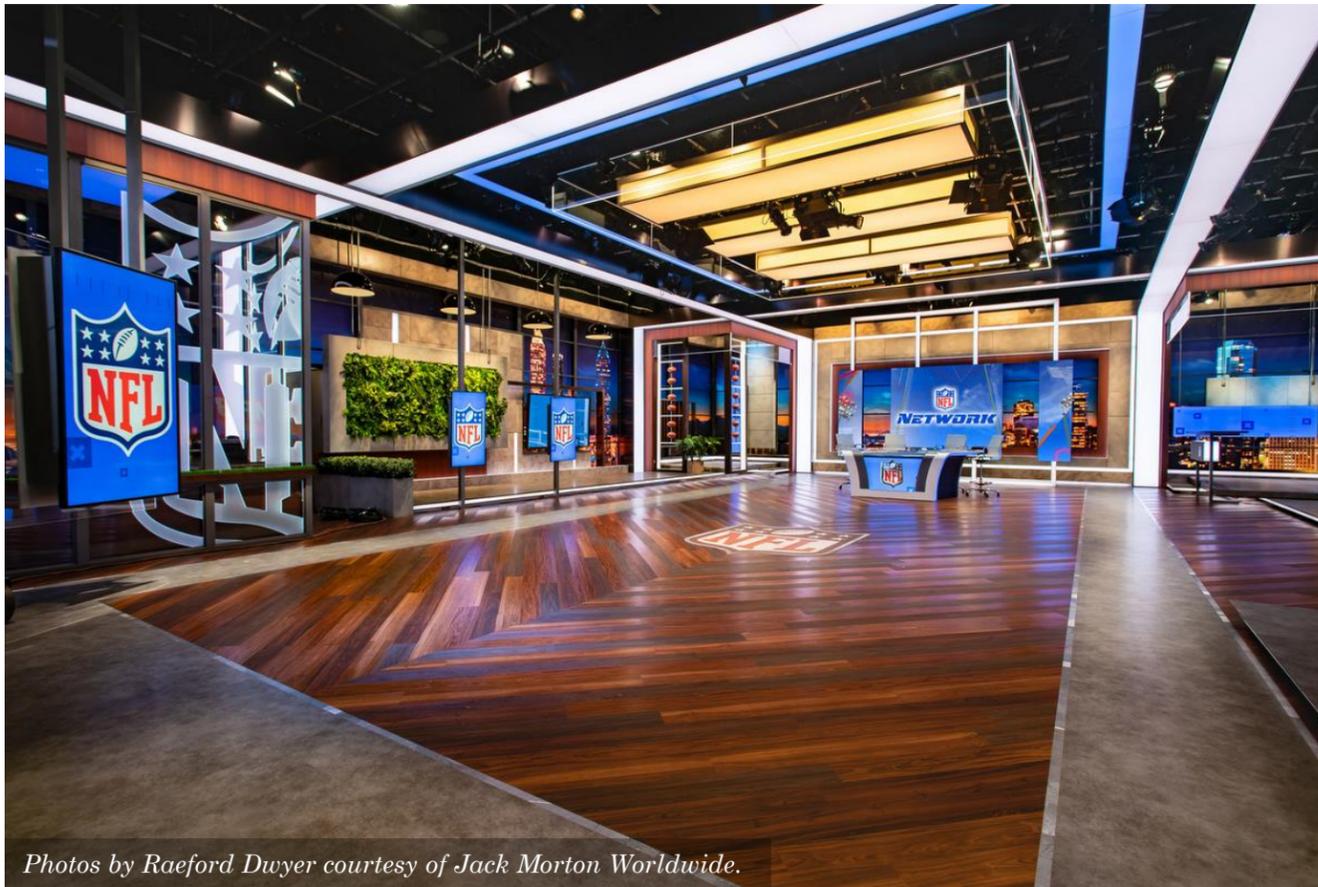
Jack by the Numbers:

- Since 2002, 3.5 billion people have experienced Jack Morton live events.
- Every weekday, 35 million people see their work on broadcast TV.
- They won 247 creative awards in 2018, **including Best Sports Set Design by the Broadcast Production Awards for this very project powered by Ignis®!**

Sources: wikipedia.com, jackmorton.com



Photos by Raeford Dwyer courtesy of Jack Morton Worldwide.



Photos by Raeford Dwyer courtesy of Jack Morton Worldwide.

2 | the PROJECT

Stage 1: The NFL Network (NFL Films)

and ESPN2. It was simulcast in a co-production with Fox Sports for the 2018 edition, though this was only a one-year agreement as exclusive over-the-air broadcast rights will go to ABC for the 2019 edition, which will see ESPN produce a different broadcast for 'casual' fans.

In 2021, the network will move with the rest of NFL Media to a 200,000 square foot space on the campus of Los Angeles Stadium at Hollywood Park in Inglewood, California. In addition to office and studio space, the new facility also will feature NFL Media's first outdoor studio and space to host studio audiences.

Source: wikipedia.com

NFL Network was launched on November 4, 2003, only eight months after the owners of the league's 32 teams voted unanimously to approve its formation. The league invested \$100 million to fund the network's operations. NFL Films, which produces commercials, television programs and feature films for the NFL, is a key supplier of NFL Network's programming, with more than 4,000 hours of footage available in its library. As a result, much of the network's highlights and recaps feature NFL Films' trademark style of slow-motion game action, sounds of the game, and sideline conversations between players and/or team staff.

Beginning with the 2006 season, the network began to broadcast eight regular season NFL games during Thursday prime time, branded as *Thursday Night Football*. In addition to live games, the network has provided coverage of the NFL Draft since 2006; its coverage competes with that provided by ESPN



the PROJECT

Good Morning Football on Stage 1

The NFL's Stage 1, a 4,500 square foot television studio was the platform on which Jack Morton Worldwide worked and incorporated Ignis[®] ventless fireplace technology. The famed JMW design team completely renovated the space with modern architectural forms that pay homage to the sport.

Creating the warm, weathered wooden planks, concrete slabs and greenery was accented by the natural element of fire. The Ignis[®] fireplace is a lively backdrop in front of which the *Good Morning Football* Cast performs their headline-making interviews with NFL players and other league-related discussions. Home away from home, the fireplace is proudly displayed behind lush furnishings.

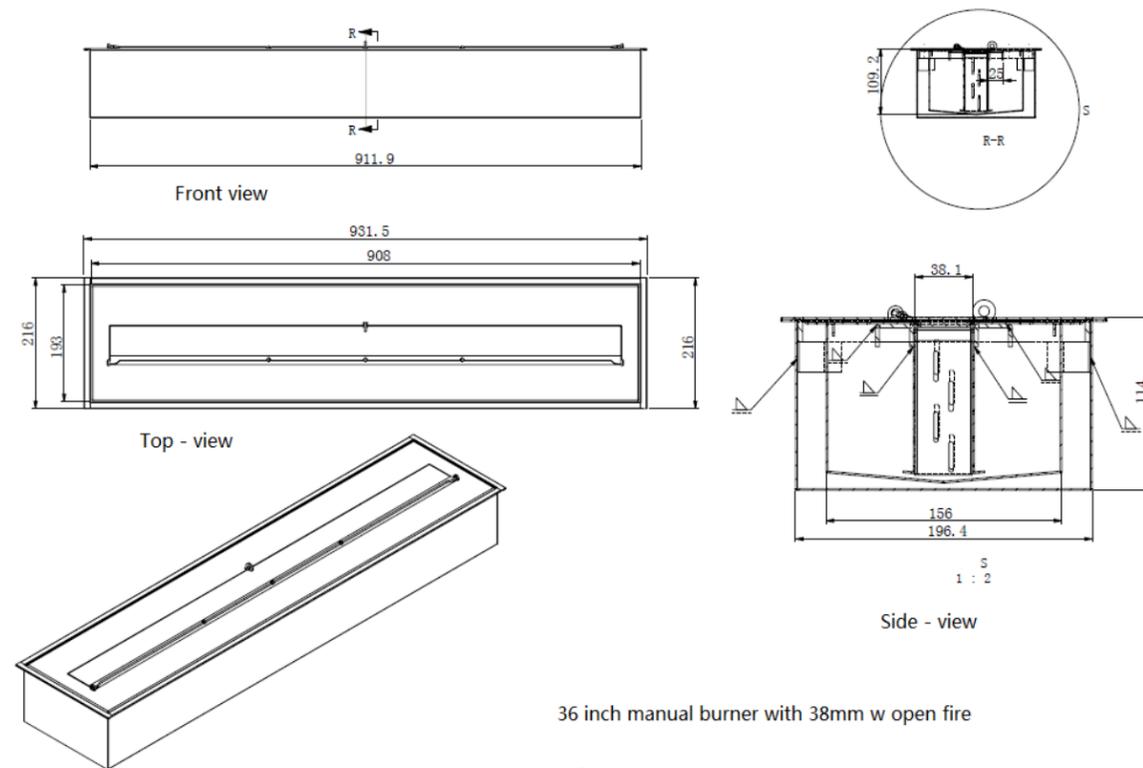


- In coordination with the design team at Jack Morton Worldwide, the NFL has brought forth an expansive 360-degree set that elevates all dimensions of production and features a custom IGNIS[®] fireplace insert.



3 the IGNIS SOLUTION

A customized EB3600 Ethanol Fireplace Insert



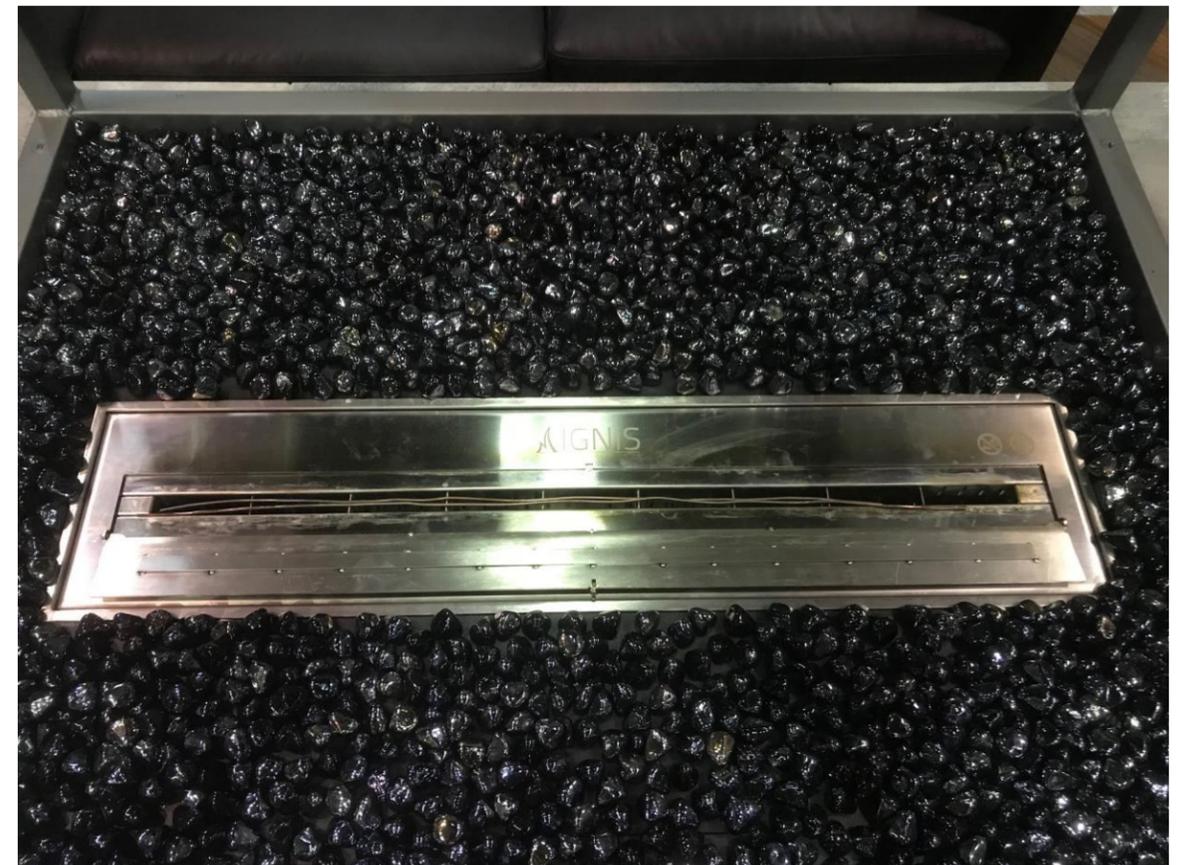
36 inch manual burner with 38mm w open fire

When the likes of Larry Hartman, VP and Senior Designer of Jack Morton Worldwide came calling about a project for the NFL, Ignis® Patrick Murray's ears perked up. Larry was calling about an odor issue that they were experiencing on set with the IGNIS® fuel. Knowing that Ignis® produces the cleanest fuel on the market, Patrick knew there was something awry. Ignis® fuel is a clean burning, carbon-neutral biofuel that doesn't smoke and certainly doesn't smell. After some trial and error, the decision was made for the company's lead engineer, developer and co-founder Vasyl Hrydovyy to perform a site visit. After clearing the necessary security, Vasyl quickly discovered the odor's source – wiring had been placed into the burner and caused the smell.

Relieved that it wasn't major, Vasyl continued to discuss the design language of the set's fireplace with project manager Roger Coleman of Jack Morton Princeton. The fireplace's original design incorporated a vertical panel of

stainless steel on one side of the flame opening to magnify the flame for a better appearance on television. It was odd looking and neither really cared for it. The creator of 19 patented Ignis® designs and utilities, Vasyl's mind started to race. He was in his element. The true problem solver, he suggested widening the flame opening to create a more dense show of fire that would better translate on television sets worldwide. This was a departure from the typical Ignis® mindset of fuel consumption, as the wider opening would make the fireplace insert less efficient. However, the objective of this project wasn't efficiency – it was purely show biz!

Continued ...





the IGNIS SOLUTION

A customized EB3600 Ethanol Fireplace Insert

Back at the office, Vasyl, moving the computer mouse with fluency, created the technical drawing and immediately forwarded the specs to JMW for approval. Faced with obstacles of time (both manufacturing and the beginning of television production), the approved drawing was sent to the Ignis[®] factory overseas marked as “HOT RUSH”.

In the nick of time, some weeks later, the custom piece was completed and found home in the (now award winning) set design. **It was the perfect trifecta: An NFL production created by the Godfather of Brand Experience and powered by fireplace experience makers: IGNIS. Win. Place. Show.**

The standard Ignis[®] EB3600 Ethanol Fireplace Insert is not only popular with broadcasting designers. It is one of the most sought-after burners offered by Ignis[®].





Rethink Fire.

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