



FOR IMMEDIATE RELEASE
September, 30, 2011

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KINC AWARDED DESIGN OF CARDIAC CARE UNIT AT NEW LURIE CHILDREN'S HOSPITAL OF CHICAGO

Theatrical Environment Specialists Bring *Peter and the Wolf* To Life

CHICAGO – Kinc Creative Directors Katherine Ross and Karen Zissis proudly announced today Kinc's appointment to design a series of interactive environments for the 15th Floor Regenstein Cardiac Care Unit of the new Ann & Robert H. Lurie Children's Hospital of Chicago. After a competitive bidding process, Kinc's proposal was chosen by Lurie Children's Hospital 15th Floor Creative Partners Lookingglass Theatre Company, and the Chicago Symphony Orchestra (CSO).

Inspired by the *Peter and the Wolf*-based Lookingglass/CSO 2010 performance collaboration *Into the Big Green Meadow*, Kinc's design utilizes the theme "listen with your heart," and features designated areas inspired by Prokofiev's masterpiece - including a forest, a meadow, and a pond - with play and discovery elements suited to the demands of pediatric cardiac patients.

"Our goal is to give Lurie Children's Hospital's young patients an environment that inspires strength, hope, and perseverance - traits exemplified by the hero Peter, in *Peter and the Wolf*. Some of the children will spend months at a time in the Cardiac Care Unit. Kinc is going to make sure they're always in a space that engages and uplifts them and contributes to their overall recovery" states Ross.

Working closely with Lookingglass and CSO staffers, Kinc's installations will embody the visual style and artistic visions of the creative partners, and allow the Unit's young residents to engage their imaginations, develop their creativity, and utilize the lessons of Peter and his friends to help them cope with the challenges they may face during their time at the Hospital.

(more)

Kinc has previously worked with Children's Memorial Hospital on projects ranging from set designs for the Hospital's television studio, Skylight TV, to the recent creation of the "I Believe" nook for the 5th floor Janice and Kimberly Brown Family Life Center. Skylight TV Producer Rene Roy says "Katherine and Karen were chosen for this project because of the personal approach they bring to their work. They are hands-on artisans, with a strong artistic vision and the ability to deliver high quality results."

Design and construction of the Cardiac Care Unit installation is now underway in Kinc's studio located at 3927 N. Central Park Avenue. The new Ann & Robert H. Lurie Children's Hospital of Chicago is scheduled to open in June of 2012.

Founded in 1992 by Northwestern University Fine Art and Theatrical Design graduate students Ross and Zisis, Kinc merges theatricality with practicality to deliver unforgettable, imaginative designs with emotional impact. Kinc's award-winning works have been featured in public, private, and retail spaces nationwide. For more information visit www.kincinc.com.

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