



## band in a bubble: **THE BUBBLE**

Cartel will record their next album in a giant Bubble for almost a month this summer. Created by TPG Architecture, the Bubble will be the backdrop for an MTV music special and fans can gain special access to life inside at [www.drpepperbubble.com](http://www.drpepperbubble.com).



### **A 55,000 Pound Bubble!**

Set on Hudson River Park's Pier 54 overlooking the Hudson River, "The Bubble" is a massive 2,000-square-foot feat of architectural design built to withstand winds up to 100 miles per hour.

Made of 55,000 pounds of steel truss with quarter-inch thick fire-proof rigid fiber glass, the spherical structure will be framed by three semi-circular arch trusses that are lit up to give the Bubble a glowing appearance. A power generator and water tank located directly behind the structure will ensure the bubble is fully functional.

### **Inspired by a Fizzy Idea.**

When developing the concept of the Bubble, the lead designers at TPG Architecture – Alec Zaballero, principal and design director of the Retail Studio, and Armando Gallardo, director of architecture – were inspired by the way many small bubbles build up together in a freshly opened bottle of Dr Pepper.

### **The Bubble Moves to NYC.**

Created in Norwalk, Connecticut, by ShowMotion Inc. – the bedrock of set construction for Broadway and beyond – an average of 150 trained professionals worked daily to bring the Bubble to life. It was then transported to Hudson River Park's Pier 54 via 20 cargo flatbed trucks between the hours of midnight and 5 a.m. over a period of three weeks. This allowed traffic-conscious New Yorkers to rest easy!

### **Prime Real Estate with Amenities.**

Making a state-of-the-art recording studio a home for five guys is no small feat. While in the Bubble, Cartel will have access to modern amenities such as a kitchen, with a spacious dining area, a full bathroom and an informal lounge area. The Bubble is an ideal place for impromptu jam sessions, relaxing and interacting with fans.

### **Camping Out in Their Floating Abode.**

A giant pod, elevated nine feet off the ground and hung in place by airplane hangar cables, provides the band members a floating space for quiet moments. This mezzanine level or "Sleeping Bubble" will house the bunk beds where the members of Cartel will catch their Zs.

### **Connecting with Cartel.**

The band members won't be in total isolation while recording their next album, as the Bubble will feature an "airlock" to allow interaction with visitors and special guests. Located at the side of the Bubble, the "airlock" allows visitors to speak with Cartel while watching them through the 24-by-15 foot front window of the Bubble. Special deliveries and necessities will be delivered through a sliding bank teller box located within the front window. Surely, the band mates will take full advantage of the eager fans camped around the Bubble, sending them on errands for treats to pass through this handy slot – craving a Dr Pepper, anyone?