



GAME OF THRONES
THE COMPLETE COLLECTOR'S SET

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We are excited to submit our initial round of concepts for *The Game of Thrones: The Complete Collector's Set*.

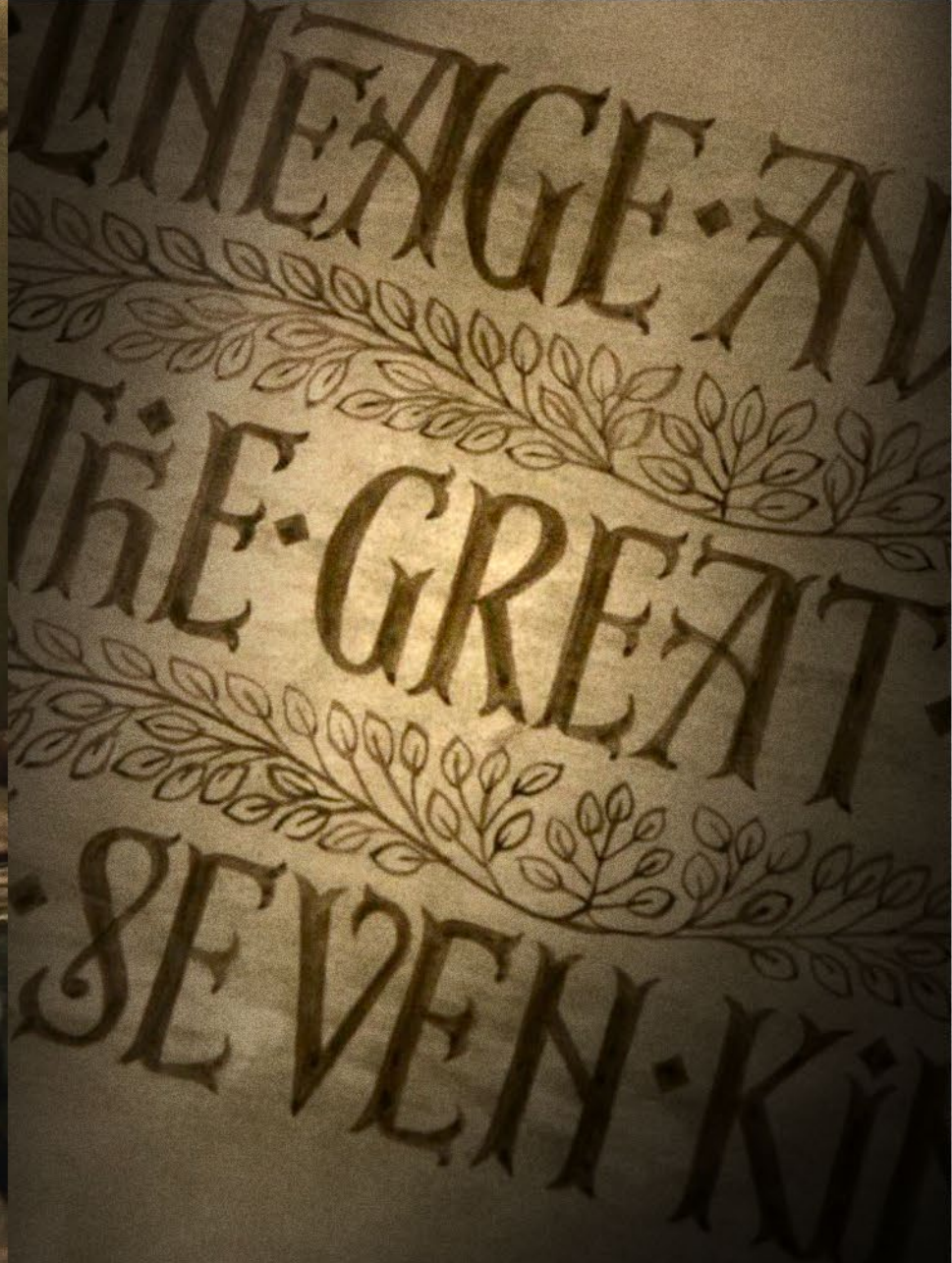
We've developed ideas that are comprised of overarching themes throughout the series, and identified them as ***FAMILY & HOUSE, POWER, HISTORY, LEGENDS, LAY OF THE LAND, WAR*** and ***THE WORLD***.

Various materials such as wood, metal, glass, fabric and leather are called out. Intricate details inspired by the sets, costuming and armor are laser die cut, embossed and foil stamped and featured throughout. We've included collectible premiums with all the concepts, though our goal is to present packaging ideas, that for each concept would be a premium in itself.

All the materials and finishes can be scaled up or down, in terms of cost, to fit within your desired budget.

Also, a deluxe or premium version of any of these concepts, using more high-end materials and finishes, could be developed to be used for special give aways, fan-driven sweepstakes, auctions, or to be featured in social media and blogs to generate PR for the release of the set.

We hope you will enjoy our presentation.



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CONCEPT I BOOK OF LINEAGES

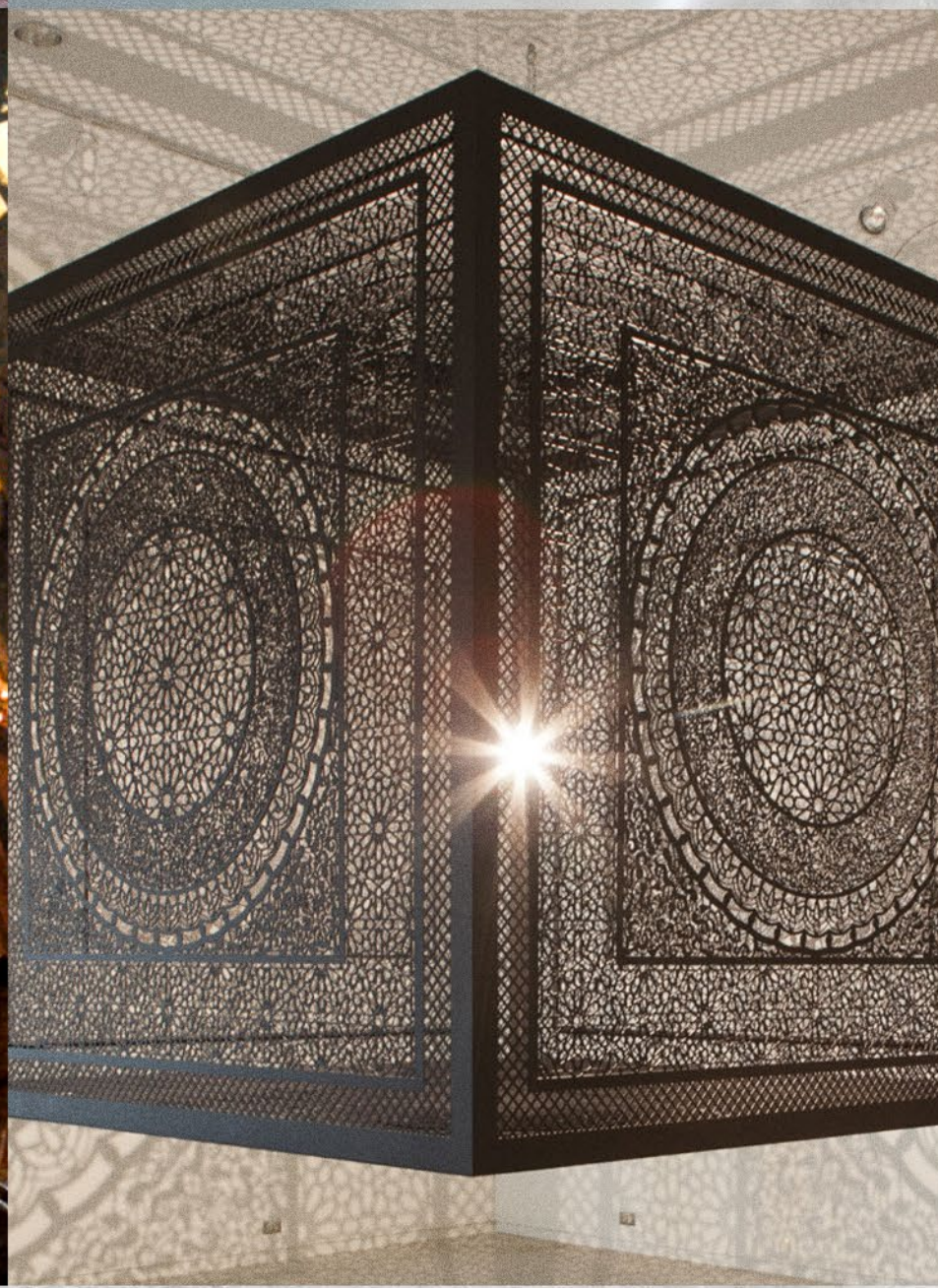
Inspired by the book *The Lineages and Histories of the Great Houses of the Seven Kingdoms*, the main theme for this collection is **FAMILY & HOUSE**. Every season has its own dedicated spread in the lay-flat book, that also includes pockets for the episodic BD discs. Each spread highlights a specific Great House, and includes a short introduction of the house, a family tree, and illustrations of the house's sigil and banner. Additional noble houses of significance could be featured more briefly on a final spread, that could also include pockets for bonus discs.

The leather-bound embossed and embellished book is protected by a velvet cloth pouch with a decorative metal closure pin – the pin being in the design of the mark for the “Hand of the King.” It is housed in a wooden (simulated or real) box decorated with metal crests representing the original Seven Kingdoms and Dorne. The lid of the box is domed and could hold scrolls with maps or family trees.



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CONCEPT I
BOOK OF LINEAGES



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CONCEPT II THE QUEST FOR POWER

Kept in the walls of an octagon-shaped box, the individual BD books for each of the eight seasons literally create the structure of this set. Taking architectural and decorative cues from the throne room at King's Landing and the shape of the Great Sept, each laser-etched panel features sigils and design elements from the primary eight houses. This concept includes a sculpted premium – Daenerys' dragons "dancing" around the Iron Throne – which represents the fight for **POWER**, the theme for this set. As the storylines of the final seasons are made known, this premium could end up being something different altogether. The lid of the box features a dimensional version of the Seven-Pointed Star.



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CONCEPT II
THE QUEST FOR POWER



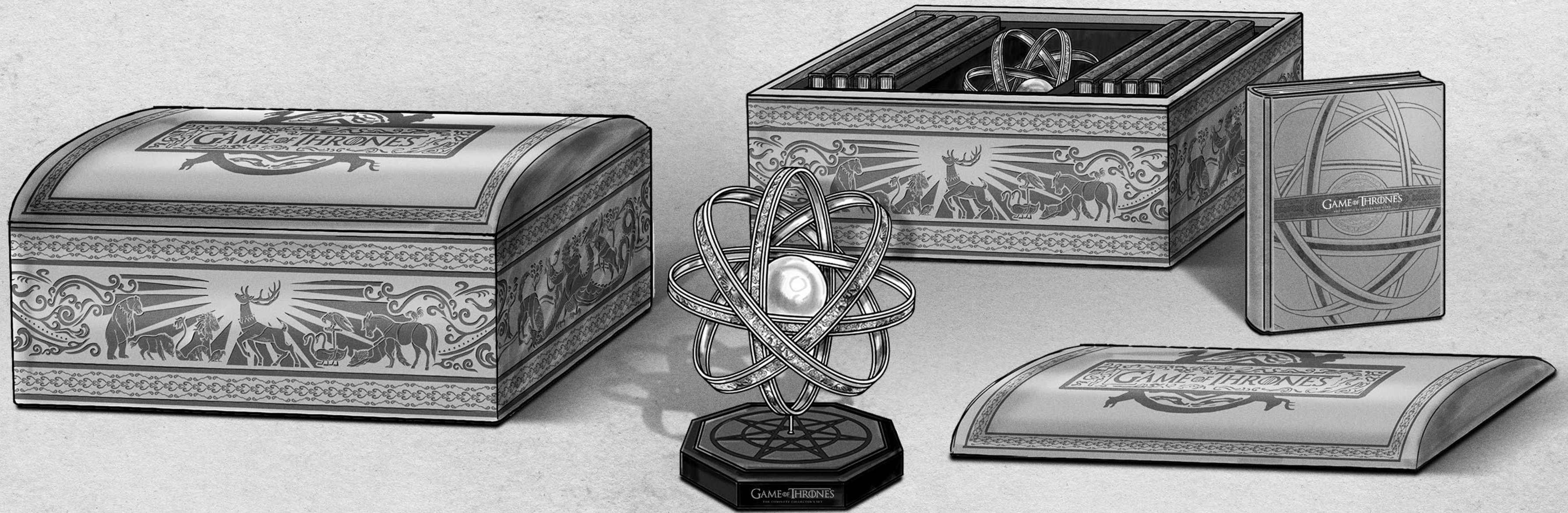
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CONCEPT III HERALDIC CHEST

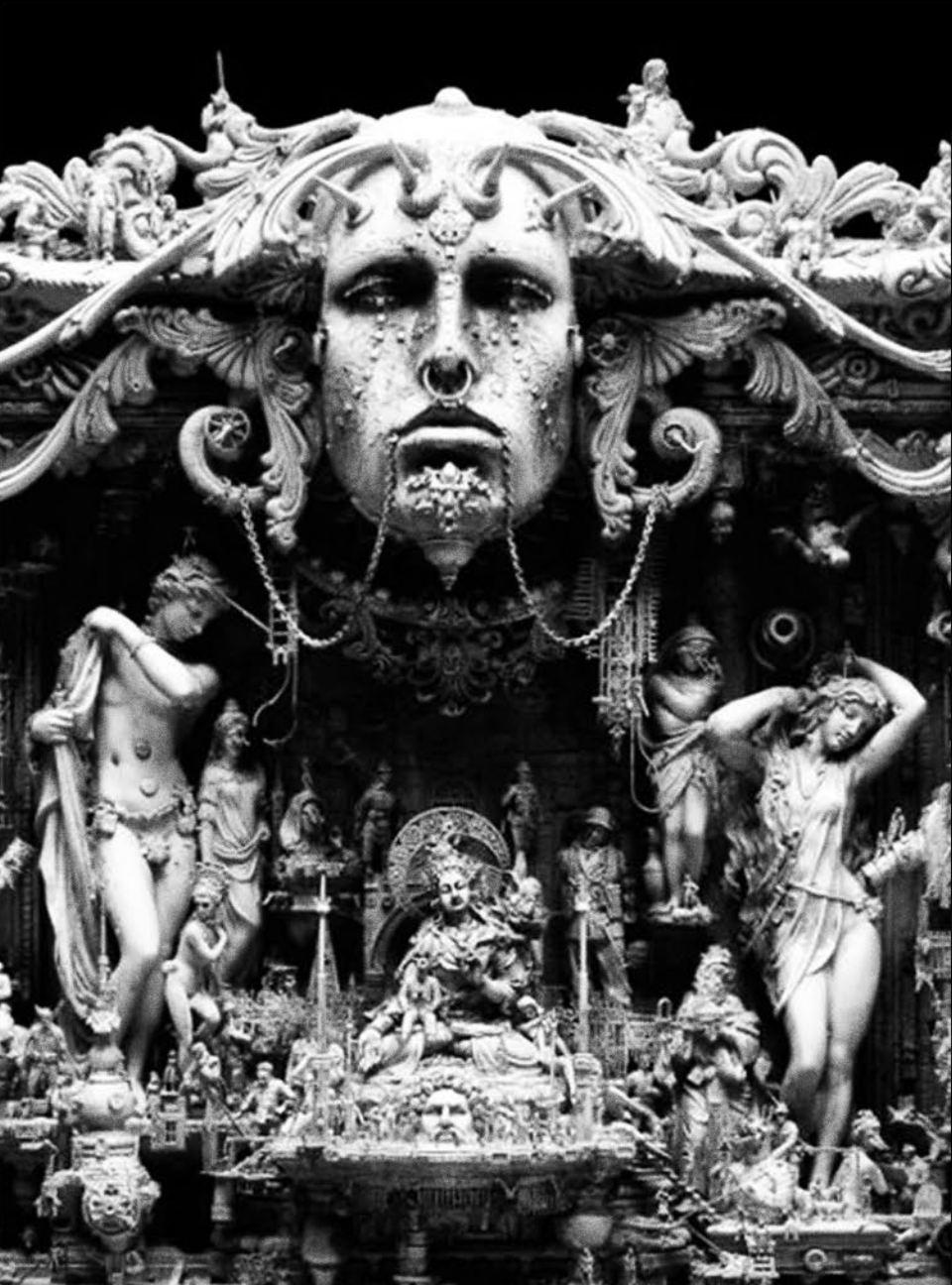
A chest made from wood or resin features a detailed relief depicting the history of Westeros, as seen in the opening credits. It houses a limited-edition, collectible astrolabe, and eight individual BD books. The *HISTORY* of Westeros is the theme for this concept. The astrolabe, a gilded metal piece presented on a wooden or resin base, is the centerpiece of the collection. This premium would be exclusive to this set, and differentiate itself from other products of similar design with the inclusion of a motion-activated LED light in the center, and by its unique scale and finish. The design of both the astrolabe and box is a reference to the Doom of Valyria. The Stark direwolf, Lannister lion and Baratheon stag all engaging the Targaryen dragon in combat, is a reference to Robert's Rebellion against the Mad King Aerys. The lid of the box features the show logo with the heads of a dragon, wolf, lion, and stag emerging from its sides.

Alternative premium ideas could be a sculpture of the Red Keep, or a figurine depicting a scene from the Battle of Trident – both in keeping with the history of Westeros.



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CONCEPT III
HERALDIC CHEST



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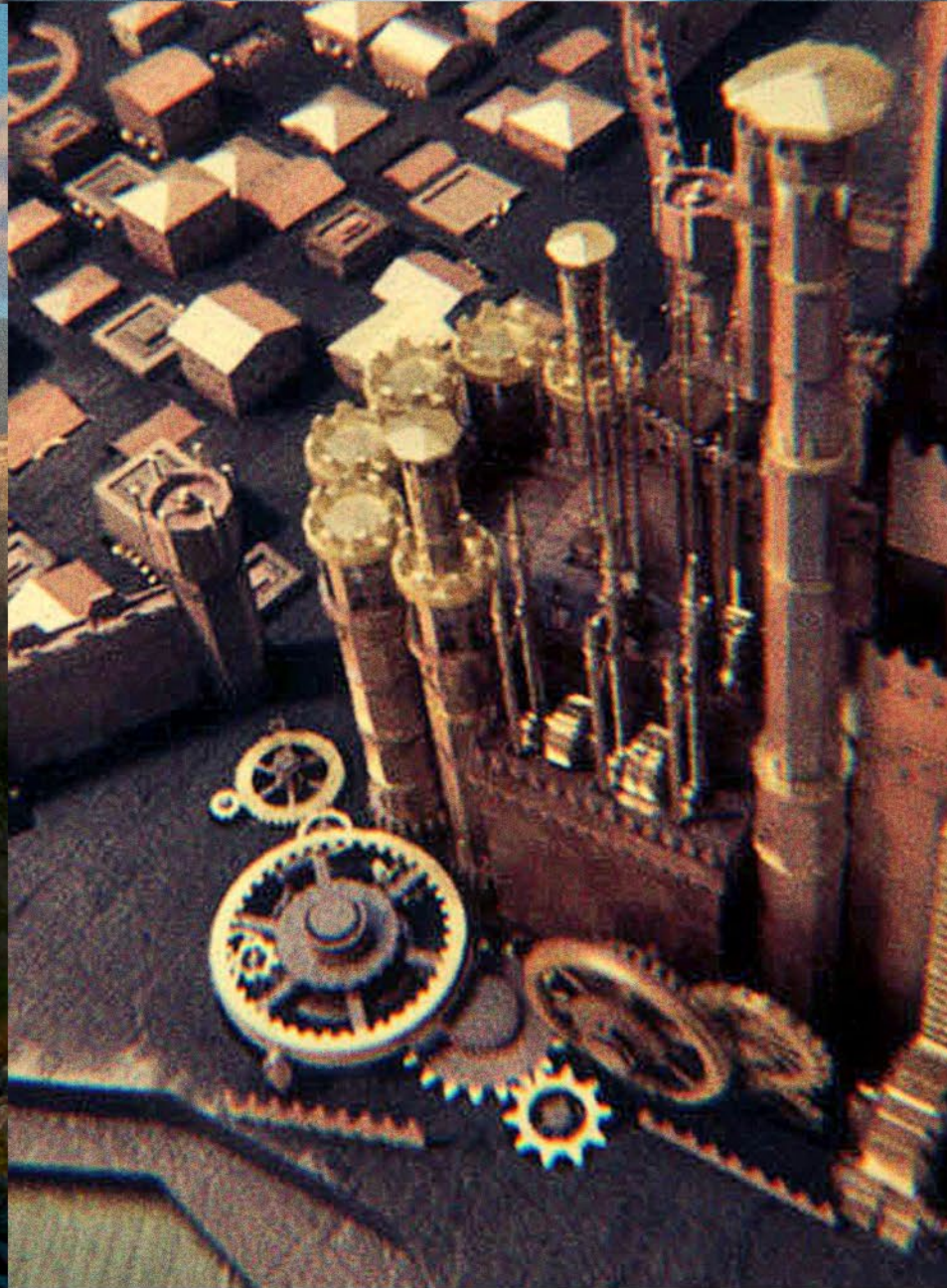
CONCEPT IV FABLES AND LEGENDS

Inspired by (or commissioned by) world-renowned artist Kris Kuksi, concept IV features a highly-detailed hangable wall plaque highlighting key events and characters from all eight seasons. The intertwined stories or *LEGENDS* of Westeros and its people make up the theme for this collection. This art piece is displayed in a black wooden box with a clear acrylic lid. The base of the box holds the individual BD volumes. Each BD book features an image of a similar sculpted piece, featuring pivotal events and characters to that specific season. The eight original pieces of art, as well as the original full-sized version of the wall plaque, could be part of a publicity event, featured in a GoT exhibit or installation designed to generate buzz and interest around the release of this master collection.



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CONCEPT IV
FABLES AND LEGENDS



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CONCEPT V

THE MAPS OF WESTEROS AND ESSOS

Using the same structure as Concept IV, this alternate design features a Westeros Map, and is inspired by the dimensional map from the opening credits. Each BD book could feature one of the sigils of the eight main houses of Westeros, and more detailed versions of the specific regions. Additionally, a map of Essos is included on the back of the plaque. The *LAY OF THE LAND (MAPS)* of Westeros and Essos represents the theme for this concept.



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CONCEPT V
THE MAPS OF WESTEROS AND ESSOS

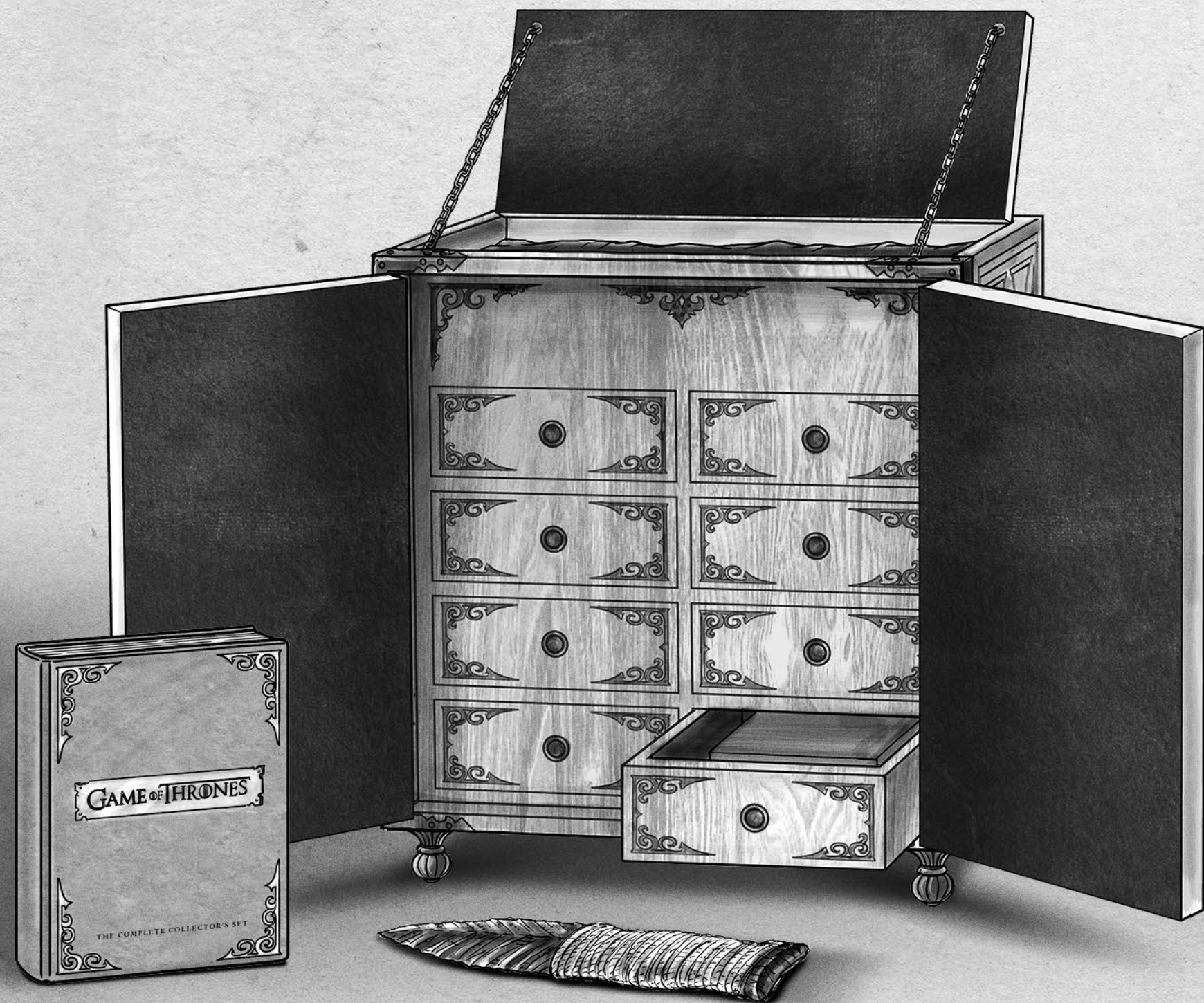


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CONCEPT VI ICE AND FIRE ORNAMENTAL CASE

A *Song of Ice and Fire* serves as the inspiration for this frescoed case that holds the individual BD books. The doors, sides and back of the bone-colored piece feature depictions of the presumable final battle between the dead and the living. The design includes the White Walkers and their Army of the Dead (Wights) standing in front of the the south-facing side of The Wall; Daenerys' dragons; and more. The intricately-carved piece features a compartment under the lid which holds a dagger made out of dragon glass (obsidian) – the ultimate weapon in the war for dominance in Westeros and Essos. The final battle, or the final *WAR* is the theme of this concept.



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CONCEPT VI
ICE AND FIRE ORNAMENTAL CASE



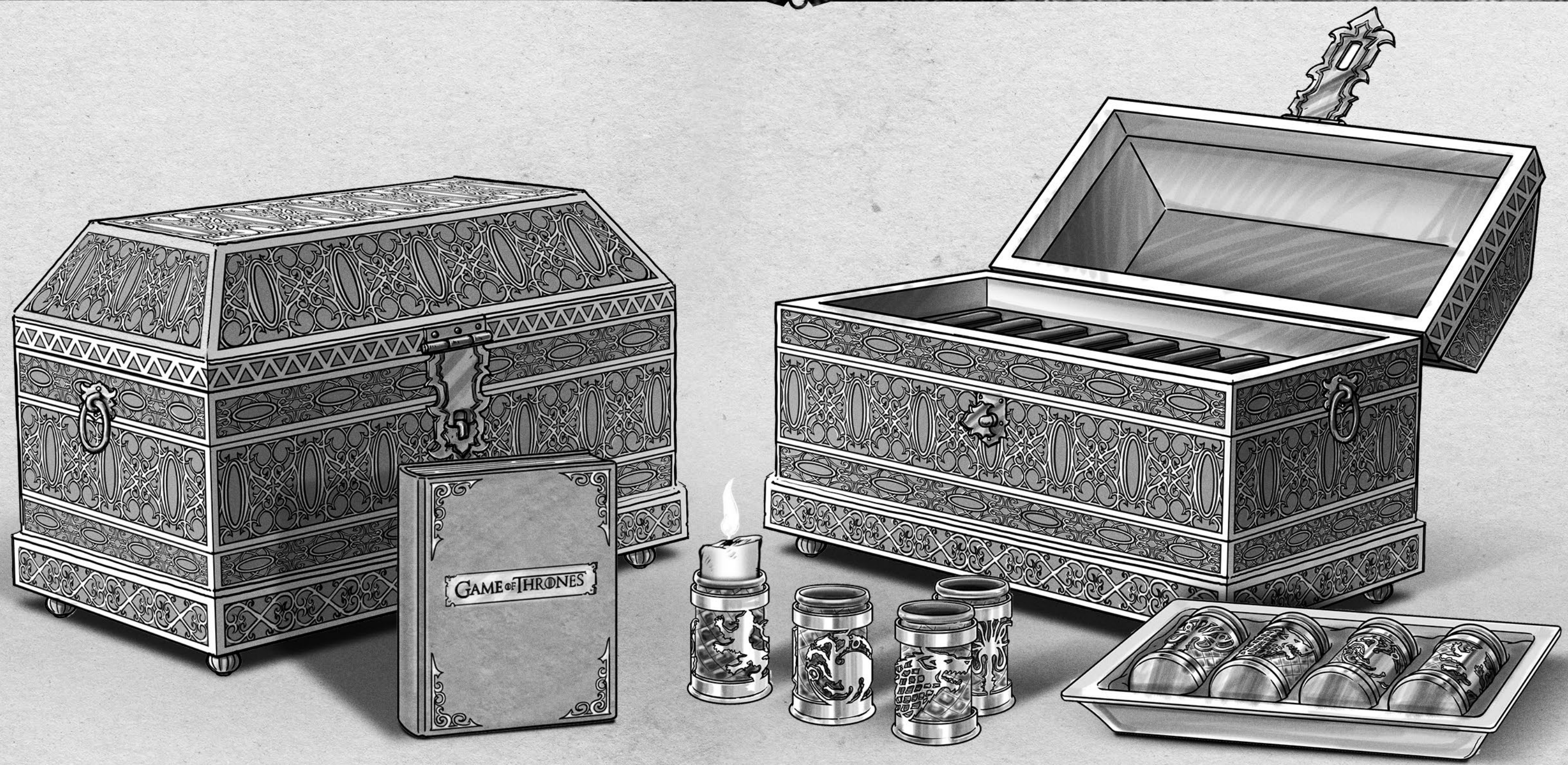
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CONCEPT VII

VALYRIAN STEEL TREASURY

A keepsake box made from Valyrian steel features four collectible, metal and glass votive candle holders with designs inspired by four different regions and four different houses. These hold scented candles, offering a sensory experience that transports the collector to each featured region in *THE WORLD* of Westeros and Essos. When lit, the Winterfell/Stark candle would give off a scent of Cedarwood, Pine and Sage; the royal scent of King's Landing/Lannister would be a blend of Bergamot, Frankincense and Sandalwood; the Essos/Targaryen candle features a combination of Cloves, Musk and Cinnamon; and the one for Pyke/Greyjoy carries the scents of Sea Moss, Citrus and Thyme. These votive holders could also double as drinking glasses. The set features eight individual BD books.



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CONCEPT VII
VALYRIAN STEEL TREASURY



THANK YOU