

Ken Grobe
Method Labs
Robot Invasion
Press release
4/20/01

- AIIIEEEE! BEWARE METHOD LABS ROBOT INVASION MAY 4TH!!

[E-MAIL BODY HEADLINE]

WEEK-LENGTH ROBOT INVASION INITIATES WITH MASSIVELY PLEASANT
OPENING EVENT MAY 4TH OF SATURDAY!

[E-MAIL BODY COPY]

Megathrusters are go! Conflict is ablaze! Gaze in massive wonder as Method Lab
TRANSFORMS into one week action techno palace, containing many forms of robots
and perhaps beer!

For an only week, enjoy formidable robot-inspired arts, music, and design to give dazed
pleasures to all! Beware the extensive power of GUNDUM, SOUL OF CHOGOKIN,
MAZINGER Z, FIST OF THE NORTHSTAR, TRANSFORMERS, and perhaps we
mention beer! Gawk in hypnotized astonishments as Mass Destruction Technologies
provide enormous Video projection of Anime revelry! Also many resin cast, plastic and
kit built toys and figures convey continuous geek pleasure!

Invasion commences MAY 4, 8 PM with a most powerful opening event of much
revelry! Attend masterfully for maximum participation!

Invasion exposes MAY 4-MAY 11, with gallery hours Mon-Fri 12-7PM or by
appointment, all persisting at:

METHOD LAB
55 Nassau Ave.
Brooklyn, NY 11222
www.method-labs.com
www.methodlaboratories.com

[METHOD LAB DESCRIPTION]

METHOD LAB is A Brooklyn-based design collaborative specializing in developing visual solutions for clients in the fashion, entertainment and lifestyle industries. Utilizing the widest available spectra of media--from letterpress to digital--we create the ad campaigns, CD packages, magazine layouts, logos and promotional items that provoke and entice like none other.

Method Lab also provides physical and virtual space for like-minded creative talent to gather, communicate, promote, and exhibit. Our experienced core team and community alike share a single, galvanizing idea: The Method, invariably, drives the message.

variety

support

A collective of visual artists, musicians, sound sculptors, filmmakers-artists of any and all mediums: music, visual art, performance, multimedia, print, interactive

Working with many different forms of media, from digital to traditional.

and showroom

Working with many different forms of media, from digital to traditional.

Our in-depth knowledge of materials and processes enables us to produce bold, original visuals, such

We work in all aspects of design: graphic, industrial, interior

Our team has also designed websites, interactive kiosks and CD_ROMs. We've produced live internet events and developed programming for internet radio.

The Method is as important as the message.

We bring a Method to the message