

“Built by Hand”

A look back in time at the craftsmanship, ingenuity and hard work that shaped the American spirit

Overview

Made in America. In these three small words lies the heart and soul of America’s can-do spirit—shaped by centuries of hardworking people who roll up their sleeves to build impactful structures, create meaningful experiences and craft products designed to stand the test of time.

Through compelling multimedia content, WP BrandStudio will take readers on an interactive journey through the development of three icons: the Williamsburg Bridge (New York City), the Chicago World’s Fair and the Griffith Observatory (LA). We’ll organically interweave Shinola’s message of commitment to quality and craftsmanship, resulting in an emotionally engaging celebration of our country’s “built by hand” legacy—and future.

Execution

- A **journalistic narrative** tells the epic story of the American “built by hand” spirit
- The narrative provides thematic context for **three interactive images**, each showing a built-by-hand American icon
- The narrative is enhanced with **sourced images** and **Washington Post archival artifacts** such as photographs, illustrations and historic artifacts

Note: Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

Interactive Images

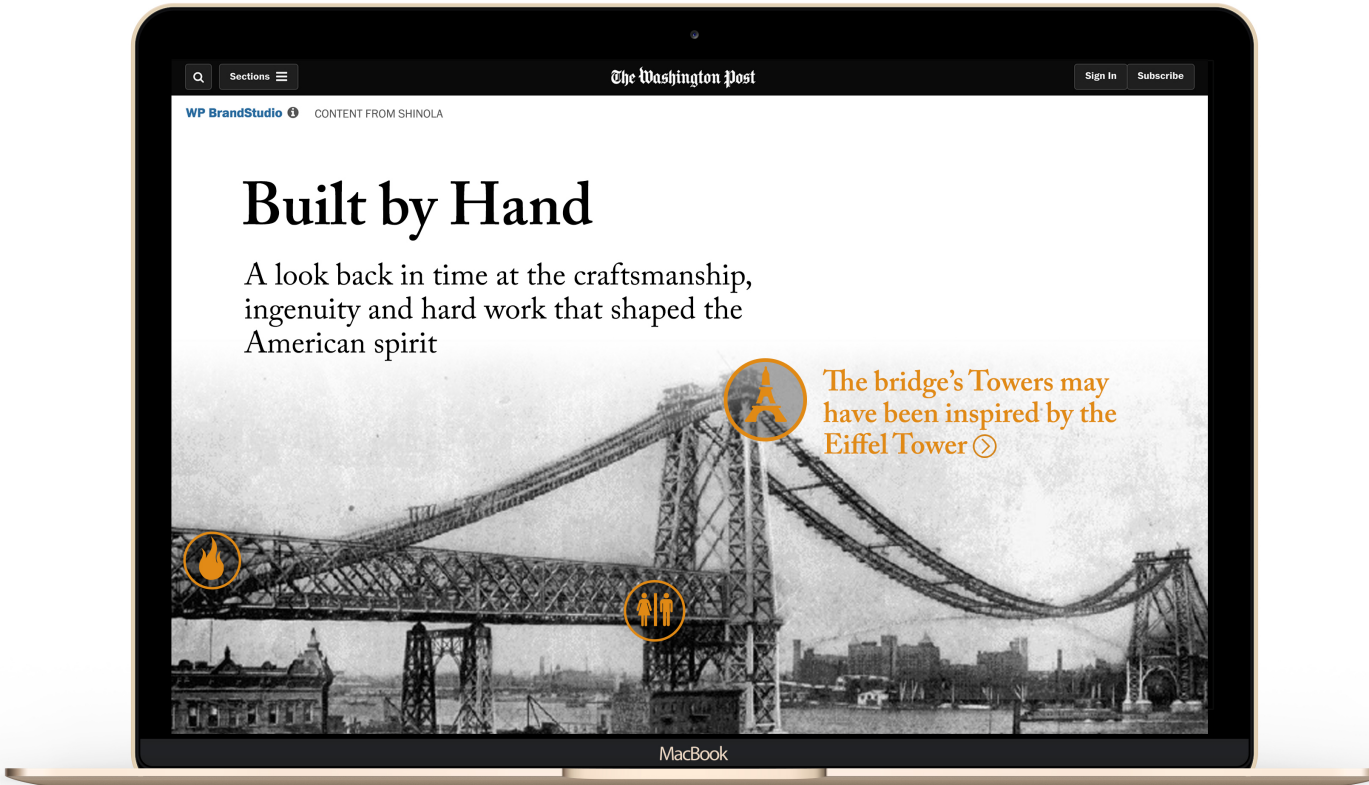
Readers can interact with an image of an icon from each of Shinola's key cities. To ensure that archival images could be available, each icon dates to after *The Washington Post* began publication.

On each image, clickable "hotspots" reveal text box overlays with insights that show how each project arose from a heroic vision, involved the overcoming of obstacles and was truly "built by hand." Sample hotspots include:

- **The Williamsburg Bridge, NYC (1896):** Took seven years to build; was the the longest suspension bridge span on Earth; opened up a flood of opportunity for hardworking immigrants; the first person to cross the bridge was Wally Owen who drove his 56-horsepower auto roundtrip from Brooklyn to Manhattan

World's Fair, Chicago (1893): Its scale far exceeded previous world fairs and was a symbol of American Exceptionalism; the exposition had a profound effect on architecture, the arts, the city's self image and American industrial optimism

Griffith Observatory, L.A. (1935): Hybrid observatory, planetarium and exhibition space built with funds from industrialist/philanthropist Griffith J. Griffith's will; given to L.A. in 1919 under the provision that it be operated for the public with no admission charge; was a Works Progress Administration project, built by American workers; used in the '40s to train war pilots and the '60s to train astronauts



Quisque non turpis a erat suscipit mattis. Vivamus efficitur auctor vestibulum. Etiam sit amet orci sit amet elit pretium aliquet. Aliquam in velit ut erat vehicula fringilla fringilla nec turpis. Sed vitae pellentesque quam. Nullam lacus Aliquam in velit ut erat vehicula fringilla

Washington Post Archival Artifacts

Washington Post
Advertisement in The Post. Because
it is the paper the people read.

The Washington Post.

Weather—Fair; partly
cloudy-to-micro; fresh north-
easterly winds.

NO. 9,071.

WASHINGTON, FRIDAY, APRIL 12, 1901—TWELVE PAGES.

THREE CENTS.

OPENS DOOR TO TREATY

Significance of Demonstration at Toulon.

PASSING OF RISMARCK AND CRISPIEN

Political Differences and Diplomatic Influence Are Urging France to the Forefront of Black and the Revolution of Commerce.

ROME, APRIL 11.—The Paris publisher

dispute over France giving an interview with M. Crispien, the French minister of foreign affairs, the Paris publisher reported.

PARIS, APRIL 11.—At the conclusion of the session at Toulon tonight, French and Italian ministers of foreign affairs

and Italian ministers of foreign affairs, the French and Italian ministers of foreign affairs, the French and Italian ministers of foreign affairs.

The treaty proposed by M. Loubet and the Duke of Genoa, and especially the exchange between M. Loubet

considerably over 400, but were obliged to make realisation. The same men were discovered on the night on the ship "Le" of 20,000 tons, but were not in the water. From the fact that the ship was not damaged, it is probable that the men were not on board.

NO HOMES FOR THE CHAIR.

Wishes for Peace of Assistance.

London, April 11.—(Special from St. Petersburg) Said April 11, says that the court of appeals has decided the life of the chair was found only for the American press through English, German, Austrian, and French channels.

common talk on the streets of St. Petersburg, however, that was published.

It is to be noted that the chair was not destroyed. It is to be noted that the chair was not destroyed. It is to be noted that the chair was not destroyed.

the chair was being taken out of the city, and was being taken out of the city.

After the meeting was held in all directions, the chair was taken out of the city.

After the meeting was held in all directions, the chair was taken out of the city.



ON THE OHIO POLITICAL GOLF LINKS.

HEIRS WITH A HISTORY

Queer Story of Hugh Haviland and Sister.

CLAIM ESTATE OF MAN-WOMAN

Woman of War for Warrington Invented a Disgraceful Act.

Stuttard, April 11.—(Special from St. Petersburg) says that the court of appeals has decided the life of the chair was found only for the American press through English, German, Austrian, and French channels.

CUBAN RADICALS WIN.

Another Step Toward the Rejection of the Platt Amendment.

Havana, April 11.—At the latest session of the Cuban constitutional convention today several important resolutions were adopted.

It is to be noted that the chair was not destroyed. It is to be noted that the chair was not destroyed.

WAR OFFICE WARNING

British Must Show Proper Gallantry in Action.

NO MORE COWARDLY SURRENDERS.

Report that France Negotiations Have Been Resumed Accepted as True, Though Official Source of Information Are Skeptical.

FEATURES OF TO-DAY'S PAPER.

- 1—France-Italian Relations.
- 2—John Jay Edson of S-Site Murder Trial.
- 3—Great Britain Declares Official Course.
- 4—Vimy Trench After News of Wounding.
- 5—Boots and Personalities in War of 1900.
- 6—Draker Chapman of U-Sentinel and Gen. 11—District Government.

VICE HUNTERS' REPORT

Gambling in New York City.

NEW BROOKLYN BRIDGE

It is Just Now in Its Most Spectacular Stage.

DIFFERENCE FROM THE OLD

Wagon Ways Arranged Along the Outside as Though on Shelves—One Double Track for Elevated and Two Double Tracks for Surface Cars—Two Bicycle Paths and Two Promenades.

From the Brooklyn Eagle.

Bridge building in its most spectacular aspects can be seen nowadays by passengers on the Broadway and Twenty-third street Ferry. Not that the building of the great Williamsburg Bridge has ever been lacking in spectacular features. But there are degrees of interest even in a great engineering spectacle, and regular patrons of the Broadway Ferry agree that the bridge is just now in its most attractive stage.