

Knox Heritage

Tribute Video: Packaging

Knox Heritage is a nonprofit organization dedicated to preserving structures and places with historic cultural significance in Knoxville, Tennessee.

Challenge

Developer Kristopher Kendrick distinctly impacted the history and direction of Knoxville. He not only introduced many Knoxville residents to the idea of urban living, but also inspired a new generation of preservationists to experience the challenges and rewards of restoration. Downtown developer, David Dewhirst, said Kendrick was “the father of preservation in Knoxville, and certainly the guy who made it cool and interesting to be urban again.” Knox Heritage commissioned DoubleJay Creative to produce an historical documentary paying tribute to Kendrick’s life and life’s work: restoring the city’s neglected and forgotten buildings to their functional splendor.

Solution

Conceptions, Visions, Dreams: The Kristopher Kendrick Story showcases Kendrick’s pioneering efforts to preserve and revitalize important buildings in Knoxville. It honors the city’s rich architectural heritage, and creates a visible and permanent link between past, present, and future generations. In order to best illustrate Kendrick’s amazing career, DoubleJay Creative interviewed 18 of his professional and personal contacts and traveled on site to shoot 15 of his favorite restoration projects, including The Orangery, Patrick Sullivan’s Saloon, The Nicholas, and Kendrick Place. The documentary also included over 100 photographs captured throughout Kendrick’s life to illustrate his professional evolution and accomplishments. *Conceptions, Visions, Dreams: The Kristopher Kendrick Story* premiered on June 6, 2008, at the historic Bijou Theatre and was later rebroadcast by local NBC affiliate, WBIR TV 10.

DoubleJay Creative also developed custom DVD packaging reflecting the restoration theme of the premiere event. Featuring letterpress on bronze-colored metallic paper reminiscent of a historical plaque and closed with a wax seal, the package evoked a historical connotation foretelling the story inside.

