



Atlanta's Own ID3 Group Fabricates HAMILTON: THE EXHIBITION

The revolutionary 360-degree immersive exhibition lets visitors explore Alexander Hamilton's world

ATLANTA - April 29, 2019 – Fans of the Broadway musical HAMILTON will have the opportunity to dig deeper into the life and times of Alexander Hamilton thanks to a new exhibition that was fabricated by Atlanta's own ID3 Group, a full-service fabrication company, and part of Exploring, Inc. The EXHIBITION debuted on April 27 in a freestanding temporary building on Northerly Island in Chicago with approximately 25,000 square feet of exhibit space.

ID3 Group was awarded the project after submitting an extensive proposal that was in competition with other top 10 exhibition fabricators from across the country. ID3 Group's team of 100 specialized talent spent a total of 50,000 hours creating the 18-room HAMILTON: THE EXHIBITION, which filled almost 33 percent of their 150,000 sq. ft. facility located on Atlanta's west side. ID3 Group is a prime example of Georgia's talent in entertainment and exhibition production.

"There are few things as popular as HAMILTON right now, and for ID3 Group to be part of this historic exhibition is a tremendous opportunity," says David Walens, president of ID3 Group. "We've worked to develop a truly unique array of custom fabrication capabilities right here in Atlanta, and our key differentiator is our expert craftsmanship. Our team's extensive expertise was employed across every facet of this fabrication project, from our proprietary 3Dimensioneering® process to intricate carpentry, metalworking, paint, scenic, three-dimensional elements and much more," he added.

HAMILTON: THE EXHIBITION is a collaboration between HAMILTON creator Lin-Manuel Miranda, director Thomas Kail, creative director and set designer David Korins, producer Jeffrey Seller, orchestrator Alex Lacamoire, and Yale University historian Joanne Freeman. Harvard Law Professor and historian Annette Gordon-Reed is also providing historical consultation. IMG is the project manager for the exhibition.

Inspired by the Broadway HAMILTON: THE EXHIBITION will take visitors deeper into the life and times of Alexander Hamilton, while at the same time chronicling the American Revolution and the creation of the United States of America. From the post in St. Croix where teenager Alexander became an indispensable trader, to the hilltop in Weehawken, New Jersey where Burr fatally shot Hamilton in their infamous duel, HAMILTON: THE EXHIBITION seeks to explain the powerful experience of building the country and shaping its Democracy.

With Lin-Manuel Miranda as the audio guide, visitors will learn that America's Democracy was not inevitable, but the result of the hard work of many men and women who took enormous risks to build the country through thought, action and collaboration.

"Ideas are often a dime a dozen, but how you execute them is often a massive challenge. To have the opportunity to create a 360-degree fully immersive world and make it come to life so completely, and in such a highly detailed manner is rare," said creative director David Korins. "For this challenge, I am honored to collaborate with the technicians, craftspeople, designers, sculptors, managers and artists at ID3. Their talents and expertise truly helped bring this exhibition to life."

HAMILTON: THE EXHIBITION tickets can be purchased on its [website](#) and visitors can enjoy the experience until September 7, 2019.

ID3 Group has provided fabrication services for a wide range of projects nationwide. Its most recent work includes fabrication for three Great Wolf Lodges located in LaGrange, Georgia; Gurnee, Illinois and Minneapolis, Minnesota Super Bowl Live Experience, Ron Clark Academy and the Atlanta Hawks Sales Center at Philips Arena.

About ID3 Group

ID3 Group, an [Exploring, Inc.](#) company founded in 2008, is a full-service fabrication company offering turnkey custom fabrication services to create memorable experiences, environments and entertainment. As the dream builders, ID3 Group works directly with exhibit companies, event and experiential companies, and marketing and PR agencies to bring their creativity and designs to life. With a 150,000-square-foot carpentry, metal and paint facility staffed by a team of skilled craftspeople on Atlanta's growing west side, ID3 Group works behind the scenes to make its clients superstars, providing a unique slate of expert capabilities to bring even the most complex concepts to fruition.

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