



**PRIMETIMEAMUSEMENTS.com**



MASTERPLANNING



CONCEPTUAL DESIGN



INTERIOR DESIGN



FURNITURE EQUIPMENT SPECIFICATION



BRANDING AND MARKETING

**OUR SERVICES**

**PRIMETIME AMUSEMENTS**

The Client:  
**ANDY B'S**

The job:  
External Building Image  
30' x 21'

What we did:  
Concept, Image Research and  
file for printing



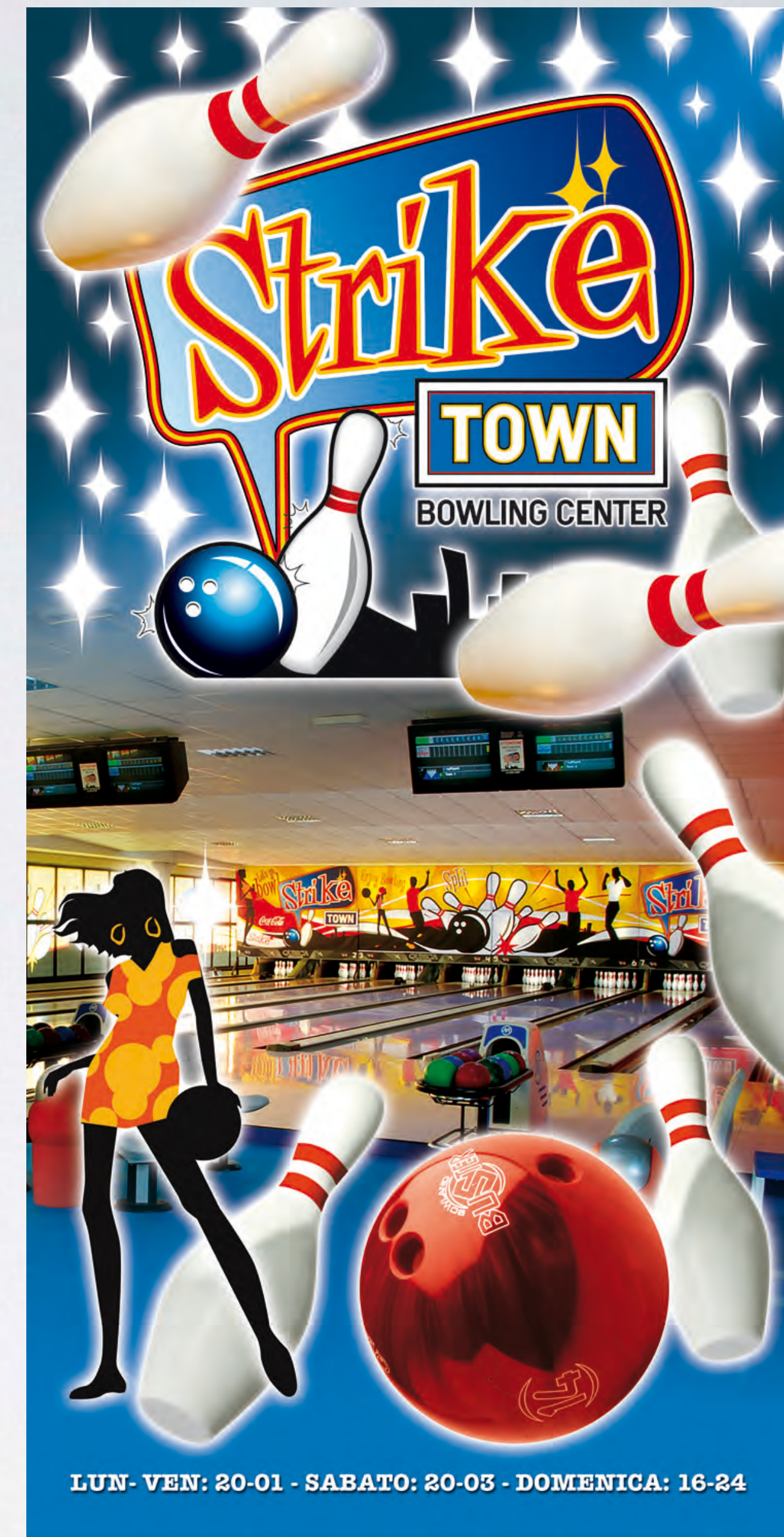
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The Client:  
**STRIKE TOWN**

The job:  
Re-Brand existing Bowling Alley

What we did:  
Branding, Marketing Material,  
Advertising, Masking Unit and Walls Design



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# **HOW WE OPERATE:**

## **CASE HISTORY**

**CLIENT:**  
**GO'N'BANANAS**

Brand development



**LOGO DESIGN**

**PRIMETIME AMUSEMENTS**

*Where the Fun Never Ends*

**GO 'N BANANAS**  
FAMILY FUN CENTER

FAMILY FUN    BIRTHDAY PARTY    LASER TAG ARENA

BOWLING    FANCY DINNER    DRINK & DANCE

[WWW.GO-N-BANANAS.COM](http://WWW.GO-N-BANANAS.COM)





**UNIFORM DESIGN**

**PRIMETIME AMUSEMENTS**





# HOW WE OPERATE: CASE HISTORY

## CLIENT: STRIKE CITY

Conceptual design

Bowling center interior design

Furniture and equipment specifications

Bowling center foodservice and restaurant design

Brand development

# BEFORE



STRIKE CITY





# STRIKE

CITY

**LOGO DESIGN**

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# STRIKE CITY



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**MAIN ENTRANCE**

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5  
steve smith photography



# RESTAURANT CONCEPT PRIMETIME AMUSEMENTS



**ARCADE ENTRANCE**

**PRIMETIME AMUSEMENTS**





# CONCOURSE CONCEPT



# HOW WE OPERATE: CASE HISTORY

## CLIENT: XTREME ACTION PARK

Conceptual design

Bowling center interior design

Furniture and equipment specifications

Bowling center foodservice and restaurant design

Brand development



**EXISTING LOGO**

The logo for XTREME ACTION PARK features the word "XTREME" in a large, bold, metallic silver font with a 3D effect. The letter "X" is stylized with a blue and red arrow pointing right. Below "XTREME" is a horizontal bar with a blue top half and a red bottom half. Underneath the bar, the words "ACTION PARK" are written in a smaller, white, bold, sans-serif font.

**XTREME**  
**ACTION PARK**

**RE-BRANDING**



# MASTERPLANNING



**ELEVATION**



appearances this season

Multiple television screens displaying various content, including a baseball game and a news anchor.

Gas pumps with illuminated globes. The yellow pump has a globe with "FORD" and "ANG" visible. The black pump has a "POLLY" logo and a sign that says "FOR USE AS A MOTOR FUEL ONLY".

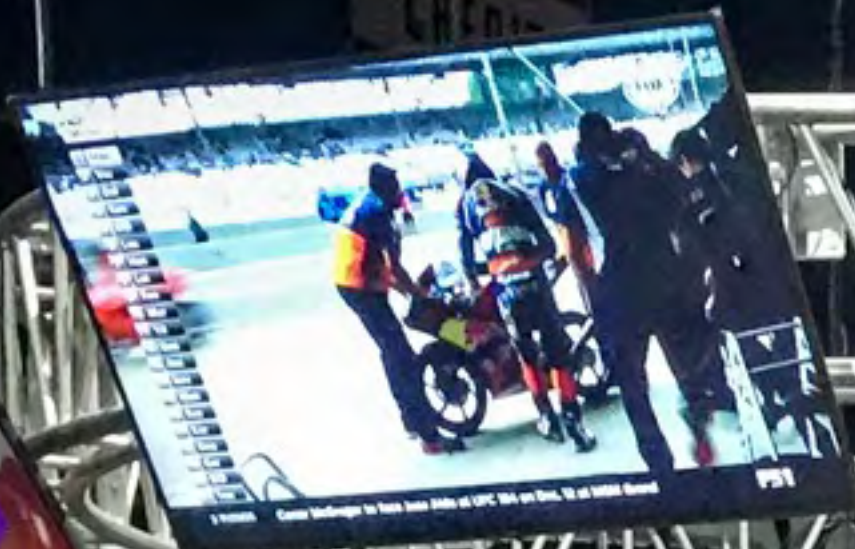
A wall covered in a dense pattern of small, black and white comic book panels.

Several white bar tables with metal stools arranged in a row.



**ELEVATION**





	Heat	Places left	Starts in
9:48 AM	Heat 11	2	Now
10:00 AM	Heat 12	10	Now
10:12 AM	Heat 13	10	Now
10:24 AM	Heat 14	10	7m
10:36 AM	Heat 15	10	19m
10:48 AM	Heat 16	10	31m
11:00 AM	Heat 17	10	43m



	Heat	Places left	Starts in
9:48 AM	Heat 11	2	Now
10:00 AM	Heat 12	10	Now
10:12 AM	Heat 13	10	Now
10:24 AM	Heat 14	10	7m
10:36 AM	Heat 15	10	19m
10:48 AM	Heat 16	10	31m
11:00 AM	Heat 17	10	43m



REST ROOM



**ELEVATION**



EXIT

Private and  
Guests Only

DISNEY

DREAM  
CREATORS



**MONSTER FACTORY**



**SWIPE CARD**  
0/1

30 50 80 100 500







**EXISTING EXTERIOR**

The image shows the exterior of a large, modern building with a facade of vertical panels. The building is divided into a dark grey section on the left and a light grey section on the right. The entrance is centrally located, featuring a set of concrete stairs leading up to a glass-fronted door. To the right of the entrance, there is a ramp with black metal railings. A tall, thin light pole stands near the ramp. In the foreground, there is a paved parking area with several marked spaces, including one with a wheelchair symbol. A single orange traffic cone is placed on the left side of the parking area. The sky is clear and blue.

# XTREME

## ACTION PARK

**EXTERIOR CONCEPT** WORK IN PROGRESS

# XTREME ACTION PARK





# Whipple's

FUN  
CENTER



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# Whipples

FUN  
CENTER

ARCADE

LASER TAG

CAFE

TRAMPOLINES

BUMPER CARS

Whipples  
FUN  
CENTER

LASER TAG

TRAMPOLINES

BUMPER CARS



Whipples  
FUN  
CENTER

WELCOME

ARCADE »

TRAMPOLINS »

BUMPER CARS »

BAR & BISTRO



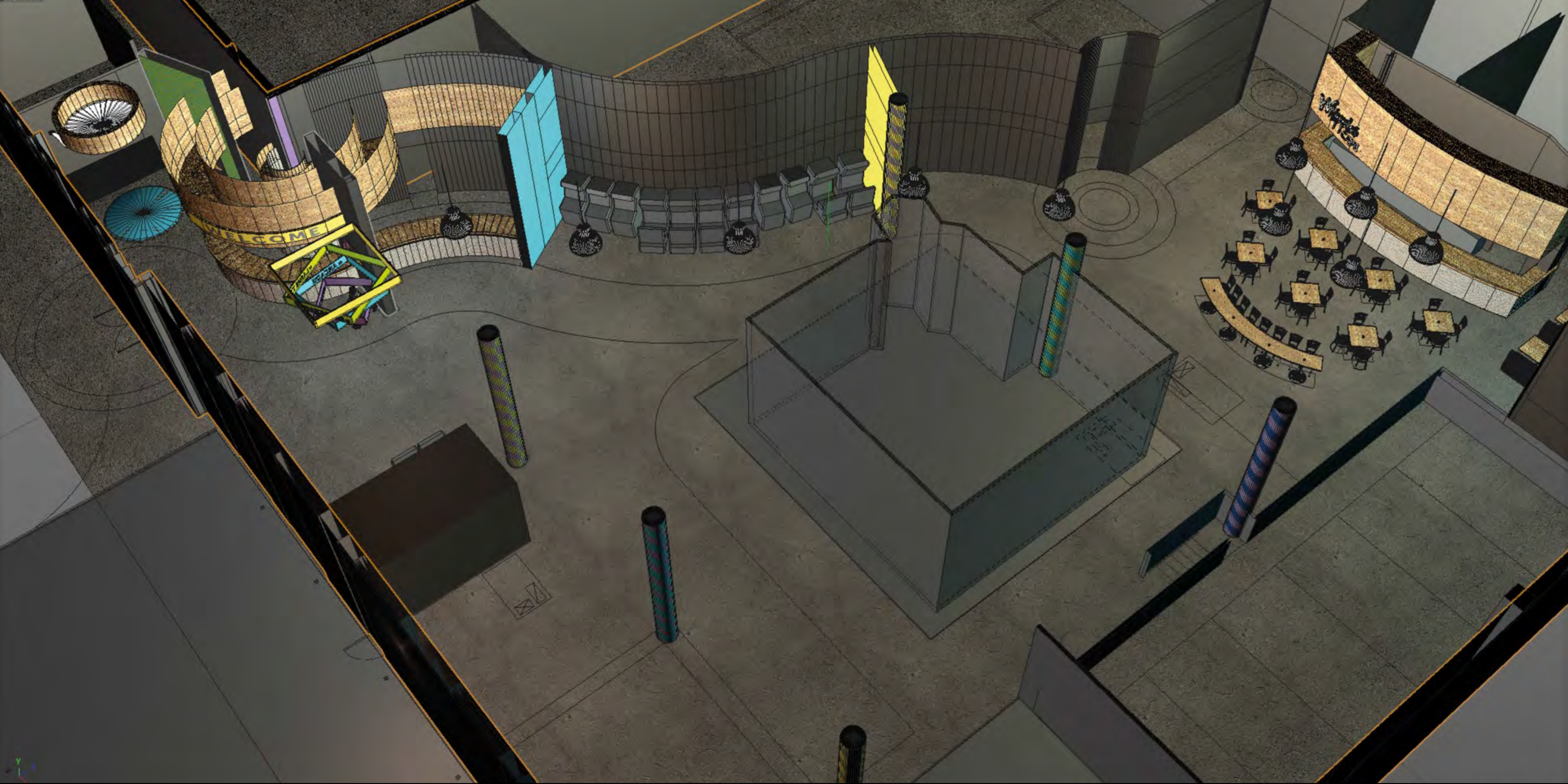
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# Whipples CAFE



ROOM 02







**WE CREATE INNOVATIVE  
BOWLING ENVIRONMENTS**



Odyssey

Bowling Furniture

Bowling Furniture

Bowling Furniture

Player	1	2	3	4	5	6	7	8	9	10	Total
Kim	10	10	10	10	10	10	10	10	10	10	100
Sarah	10	10	10	10	10	10	10	10	10	10	90
Gary	10	10	10	10	10	10	10	10	10	10	90
Cheryl	10	10	10	10	10	10	10	10	10	10	90
Henry	10	10	10	10	10	10	10	10	10	10	90
Michelle	10	10	10	10	10	10	10	10	10	10	90

CAUTION! HD

Bowling Furniture



04

02







04

02

Scoreboard 1

Player 1	100
Player 2	150
Player 3	200
Player 4	250

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Scoreboard 2

Player 1	120
Player 2	180
Player 3	220
Player 4	280

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Scoreboard 3

Player 1	110
Player 2	160
Player 3	210
Player 4	260

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Coral Bowl

