

BET Networks and WP Narrative_ Let Fans Explore the Mind of Bobby Brown - Literally - Inside 30 Foot Tall Inflatable Replica of Singer's Head

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HARLEM WEEK Art Installation and Interactive Experience Celebrates the Premiere of "The Bobby Brown Story" Airing September 4-5 at 9 PM ET/PT on BET

NEW YORK--(BUSINESS WIRE)--Aug. 20, 2018-- BET Networks and WP Narrative_, a creative and technology brand studio, take fans into the complex and creative mind of Bobby Brown. In celebration of **THE BOBBY BROWN STORY**, WP Narrative_ has created an art installation that is a sensorial experience that will premier during NYC's HARLEM WEEK, Sunday, August 19. The 30-foot Bobby Brown head replica with his face and iconic fade haircut will allow people to enter the Bobby Brown "Theatre of the Mind" allowing fans to walk through the head of Bobby Brown and experience an imaginative interpretation of his music, relationships, highs and lows along with the creative process that made him a pop culture legacy.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180820005516/en/>



"BET Networks continues to elevate viewer engagement in new and creative ways as it expands the impact of the much-anticipated miniseries 'The Bobby Brown Story' to include an immersive fan experience during this NYC's HARLEM WEEK," said Jeanine Liburd, Chief Marketing and Communications Officer, BET Networks. "We are thrilled to partner with the innovative team at WP Narrative_ to amplify the buzz of the biopic and offer viewers a sneak peek into the mind of R&B legend Bobby Brown. This multilayered-storytelling installation is part of several activations lined up for the series and will definitely get fans excited for the series!"

"When BET approached us to create the promotional piece for the Bobby Brown biopic premiere, we knew the best way was through his head," said Tricia Clarke-Stone, CEO of WP Narrative_. "Given our close relationship to the entertainment industry and expertise in curating brand experiences through content and tech, it's been exciting to create a story that people

BET NETWORKS AND WP NARRATIVE_ LET FANS EXPLORE THE MIND OF BOBBY BROWN - LITERALLY - INSIDE 30 FOOT TALL INFLATABLE REPLICA OF SINGER'S HEAD AT HARLEM WEEK (Photo: Business Wire)

can walk around in, delivering a truly immersive experience.

Highlights from Bobby Brown "Theatre of the Mind" installation include:

The ultimate instagramable moment of the summer is the three-story tall Inflatable head of Bobby Brown in his prime (27 ft deep x 23 ft wide x 28 ft tall) created in collaboration with the art collective, CoolSh*T. As the public physically enters his mind, they experience 3-dimensional storytelling, passing through his ephemeral thoughts, capturing his highs and lows, surrounded by projection mapped brain synapses and floating 3D holograms of key imagery from his life.

In partnership with Holographic Entrance, the mind technology included a *FogScreen Projection* - video imagery on a wall of fog creating a 3D images that people can walk through and touch, *HyperVsn Holograms* - 3D holograms, and a *2D Projection Mapped Light* show of Bobby's brain science.

THE BOBBY BROWN STORY art installation will be free to the public starting on, Sunday, August 19 from Noon-8pm ET. Located on Lenox Terrace Place & 135th St, the portable sensorial experience will display ethereal dream-like images on experiential screens that will project fragments of Bobby Brown's life through existing footage, fog screen technology and hologram imagery.

About "THE BOBBY BROWN STORY":

"THE BOBBY BROWN STORY" will pick up where the New Edition miniseries left off. It will chronicle the artist hailed as the "King of R&B's" exit from the popular '80s boy band through his solo success, and tabloid-fodder marriage to pop icon Whitney Houston. Spanning 30 years of Brown's life, the new project follows his story from the hard streets of Roxbury before given a chance to prove himself as a solo artist.

Written by Abdul Williams, executive produced by Jesse Collins for JCE Films, a division of Jesse Collins Entertainment; and directed by Kiel Adrian Scott - The two-part event **"THE BOBBY BROWN STORY"** premieres **September 4-5, 2018 at 9 PM ET/PT on BET.**

About WP Narrative

WP Narrative is an award-winning agency built around a ground-breaking content innovation studio that creates experiences for all screens, platforms and IRL, including scripted and unscripted content, experiential, campaigns, and proprietary products. Through a blend of strategy, creative, innovation, and cultural intelligence, we tell authentic stories in ways audiences care about. By combining unprecedented Hollywood success, innovative storytelling, our deep understanding of today's New American Mainstream audience, and bleeding edge tech, we look to bring brands deeper into the worlds of their consumers. Our proprietary approach and tools fuel our ability to not only create effective content experiences, but to identify what's next, break new ground, and impact growth and brand innovation.

About BET Networks

BET Networks, a subsidiary of Viacom Inc. (NASDAQ:VIA)(NASDAQ:VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel is in nearly 85 million households and can be seen in the United States, Canada, the Caribbean, the United Kingdom, sub-Saharan Africa, France and South Korea. BET is the dominant African-American consumer brand with a diverse group of business extensions including BET.com, a leading Internet destination for Black entertainment, music, culture, and news; BET HER (formerly CENTRIC), a 24-hour entertainment network targeting the African-American woman; BET Music Networks - BET Jams, BET Soul and BET Gospel; BET Home Entertainment; BET Live, BET's growing festival business; BET Mobile, which provides ringtones, games and video content for wireless devices; and BET International, which operates BET Networks around the globe.

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Source: BET Networks

Media:

Harmonica / Will Packer Media

Victoria Del Rico or Rabeeah Patail

victoria@harmonica.co or rabeeah@harmonica.co

323-334-7239 or 818.601.2664

or

BET Networks

Luis Defrank

Luis.Defrank@bet.net

212-205-3156