

ICE SCULPTURE DESIGNS

From the Simple to the Spectacular... we do it all!



WWW.ICESCULPTUREDESIGNS.COM

ICE SCULPTURE DESIGNS

About Us

Ice Sculpture Designs was founded by Scott Rella who has attended three World Championships and has represented the United States at the Olympics in both Lillehammer, Norway and Salt Lake City, Utah.

Since 1991, Ice Sculpture Designs continues to be New York's most prestigious ice sculpting company. Serving the Tri-State Area we are the #1 sculpting resource to enhance parties, weddings, PR events, media happenings, advertising, film integration and more with visually stunning ice creations. From the simple to the spectacular, our expert team of carvers and designers can create sculptures ranging from simple centerpieces to the most spectacular custom displays and exhibitions. We offer thousands of cutting-edge options ranging in scope and size and work within a wide range of budgets.

An industry leader in competitive pricing, dependability, quality, and customer service, Ice Sculpture Designs professionalism and commitment to excellence has allowed us exclusive access to some of New York's hottest and most fashionable venues. Our clients include the county's largest public relations and advertising companies, hotels, catering facilities, temples, country clubs and more.

At Ice Sculpture Designs the only thing that limits you is your imagination. Delivery details including placement of ice and coordination with event planners are always carefully executed.

For unparalleled quality, price and service, Ice Sculpture Designs is *the* superior choice.

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ICE SCULPTURE DESIGNS

Partial Client List

- Academy of Motion Picture Arts & Science
- Absolut
- Stolichnaya Vodka
- Grey Goose Vodka
- Patron Vodka
- Anheuser-Busch
- Tony Awards
- Heisman Trophy
- Planet Hollywood
- The Democratic Party
- The Republican Party
- Long Island Barrel Tasting
- Lincoln Center
- Metropolitan Museum of Art
- Waldorf Astoria
- Madison Square Garden
- ARAMARK
- Television and Film Industry Celebration at Gracie Mansion
- TV Guide
- Jacob Javits Center
- Sheraton Hotels
- PepsiCo
- Playboy
- National Basketball Association
- BMW
- Grand openings of numerous art galleries
- American Express
- WABC
- WCBS
- WNBC
- FOX
- Giants Stadium
- Madison Square Garden
- Shea Stadium
- Yankee Stadium
- Nassau Coliseum
- Metropolitan Club
- NY Marriott

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Partial Event List

- **1981** **Rockefeller Center, New York** **Sponsored by the Waldorf Astoria**
- **March 1983** **N.Y.C. Parks & Recreation** **Ice Expo**
- **March 1989** **New Haven, Connecticut** **Ice Festival**
 Silver Medalist
- **March 1989** **Lake Tahoe, California** **Snow Fest**
 First Place
- **February 1990** **Pennsylvania** **Dementis Ice Carving Competition**
 Bronze Medal
- **March 1990** **New Haven, Connecticut** **New Haven Ice Competition**
 Silver Medalist
- **April 1990** **Jacob Javits Center, New York** **NYC Art Expo**
- **September 1990** **Boston, Massachusetts** **Ice Competition**
 First Place
 Scott Rella & Peter Slavin
- **January 1991** **Detroit, Michigan** **Ice Festival**
 Bronze Medallist
- **January 1991** **White Haven, Pennsylvania** **Ice Competition**
 First Place
- **January 1991** **Detroit, Michigan** **US Team Championships**
 First Place
 Scott Rella, Kevin Roscoe & Peter Slavin
- **January 1992** **St. Paul, Minnesota** **Annual Winter Carnival**
 First Place
 Scott Rella & Peter Slavin
- **February 1992** **Asahikawa, Japan** **World Championships**
 Winner International Prize
 Scott Rella & Peter Slavin

ICE SCULPTURE DESIGNS

Partial Event List (continued)

- | | | | |
|---|----------------|--|--|
| ▪ | March 1993 | Fairbanks, Alaska
Second Place
Scott Rella, Kevin Roscoe &
Steve Dean | International Ice Carving
Competition |
| ▪ | February 1994 | Lillehammer, Norway
Grand Prize | Olympic Snow and Ice
Sculpting Event |
| ▪ | September 1995 | Barbra Streisand
“The Mirror Has Two Faces” | Movie Shoot NYC |
| ▪ | February 1997 | Fairbanks, Alaska | Olympic Trials |
| ▪ | March 1998 | Fairbanks, Alaska | World Championship |
| ▪ | March 1998 | ESPN Magazine Launch
ESPN Magazine Launch | Chicago
NYC |
| ▪ | August 1999 | Bryant Park, NYC | Baileys Irish Cream
Exhibition |
| ▪ | December 2000 | Maxim Magazine Launch | NYC |
| ▪ | June 2001 | Foster Grant, New York | Ice Expo NYC |
| ▪ | March 2002 | Ice Age Movie Premier | 20th Century FOX |
| ▪ | September 2004 | 9/11 Memorial Service | Town of Hempstead |
| ▪ | November 2006 | Joseph Abboud, NYC | Grand Opening |
| ▪ | August 2007 | New York | Slava’s Snowshow
100 Blocks |
| ▪ | November 2007 | Pirates of the Caribbean
DVD Launch | Southstreet Seaport, NYC |

ICE SCULPTURE DESIGNS

Annual Events

- | | | |
|---------------------------------|---|--------------------------------|
| ▪ December
1989-2007 | Central Park, New York
NYC Parks & Recreation | Ice Expo |
| ▪ February
1994-2004 | Miracle Mile
Manhasset, New York | Ice Expo |
| ▪ December
1997-2007 | Belmont Park, New York | Ice Demonstration |
| ▪ March
1998-2005 | Academy of Motion Picture
Arts and Sciences,
New York | Academy Awards Party |
| ▪ February
1999-2003 | Cardinal of Canada | NYC Fashion Week |
| ▪ February
1999-2008 | Grand Hyatt | National Dog Show |
| ▪ June
1999-2007 | Belmont Park, New York | Belmont Stakes |
| ▪ December 2000
January 2001 | Central Park, New York | Ice Expo |
| ▪ February
2000-2006 | Hudson River Park,
New York | Ice Expo |
| ▪ December
2004-2007 | Chabad of Midtown | Ice Demonstration |
| ▪ December
2005-2007 | Bronx Zoo, New York | Parade of Lights
100 Blocks |
| ▪ December
2005-2007 | Time Warner, New York | Ice Demonstration |

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Print Publicity

▪ New York Times	Rockefeller Center Demo	March 1983
▪ Lake Tahoe	World Ice Competition	March 1990
▪ Philadelphia Inquirer	Art Selection	January 1991
▪ New York Times	LI Section	November 1991
▪ Long Island Newsday	Cover/Part II	January 1992
▪ Washington Post	Cover	March 1992
▪ Long Island Newsday	Part II	October 1992
▪ North Shore Magazine	Holiday Special	December 1992
▪ Calgary Sun	Cover	January 1993
▪ Fairbanks Alaska	Cover	February 1993
▪ Orange County Register	Cover	February 1994
▪ New York Times	Long Island Journal	February 1994
▪ Long Island Newsday	Feature Article	July 1995
▪ Distinction Magazine	Feature Article	February 1997
▪ New York Times	Feature Article	December 1997
▪ New York Post	Around Town	August 1999
▪ East Pole Explorer	Cover	January 2000
▪ Newsday	Feature Article	December 2000
▪ Daily News	Feature Article	August 2001
▪ Newsday	Front Page	August 2002
▪ Cooking Light	Feature Article	January 2003
▪ New York Times	Weekly Section	February 2004
▪ Daily News	Photo Feature	September 2004
▪ Dan's Papers	Feature Article	December 2004
▪ Newsday	Feature Article	January 2005
▪ NY Times	Cover Sunday Style	December 2005

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Print Publicity (continued)

▪ Dan's Papers	Feature Article	February 2005
▪ NY Post	Photo Feature	July 2006
▪ NY Times	Feature Article Bronx Zoo	December 2006
▪ Daily News	Photo Feature	December 2006
▪ Newsday	Feature Article	July 2007
▪ National Wild Turkey Association	Cover Article	November 2007
▪ Rachel Ray Magazine	Feature Story	December 2007
▪ Daily News	Feature Story	December 2007
▪ Newsday	Photo Feature	February 2008
▪ People Magazine	Photo Feature	February 2008
▪ Neighborhood Journal	Feature Story	July 2008

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Television Publicity

▪ Channel 12	Greg Cergol	December 1991
▪ Channel 12	Alan Olin	October 1992
▪ Channel 7	New York View	December 1992
▪ Channel 2	Morry Story	February 1992
▪ Cablevision	Meet Your Neighbor	May 1992
▪ CBS	Sunday Morning Around The World with Charles Kuralt, Special Edition SUNDAY	May 1992
▪ Cinemax	Holiday Commercial	December 1992
▪ Cablevision	Long Island Arts	August 1992
▪ Good Day New York	Larry Hoff	January 1993
▪ Channel 12	Nicole Nogid	January 1993
▪ CNN NBC CBS ABC	Olympic Coverage	February 1994 February 1998 February 2002 February 2006
▪ Channel 12	Olympic Coverage	February 1994
▪ Nick @ Nite	Kids News	February 1995
▪ ABC	Morning Weather	July 1996
▪ NBC	Sunday Evening News	January 1997
▪ ABC	Regis & Kathie Lee	July 1998
▪ Cablevision	Club Jam	August 1998
▪ CBS	Ordinary / Extraordinary	August 1998
▪ ABC	World Championship Figure Skating	March 1999
▪ News 55	Jamie Colby	February 1999
▪ CBS NBC ABC CNN	Performance Exhibition at Bryant Park, New York City	August 1999
▪ Channel 12	Chauncey Howell	August 1999
▪ ABC	Morning Weather	August 1999

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Television Publicity (continued)

▪ ABC	Regis & Kathie Lee	February 2000
▪ FOX	Good Day New York	February 2000
▪ NBC	Today Show w/ Ricky Martin	October 2000
▪ Conan O'Brien	Holiday Segment	December 2000
▪ News 12 / News 55	Holiday Segment	December 2000
▪ NBC	Today Show Debut of New York Quarter	February 2001
▪ ABC	Regis & Kelly	February 2003
▪ NBC	Weekend Today	March 2003
▪ ABC	World Championship Figure Skating	February 2004
▪ NBC	Weekend Today	February 2004
▪ Channel 12	Feature Story	February 2004
▪ CBS	Entertainment Tonight Polar Express Opening	November 2004
▪ ABC	The Tony Danza Show	February 2005
▪ WE	Bridezilla	March 2005
▪ ABC	Good Morning America Morning Weather	August 2005
▪ ABC	Good Morning America Bryant Bark Ice Skating Rink Opening	October 2005
▪ Nickelodeon	Full House Syndication Launch Event	February 2006
▪ ABC	Regis & Kelly	February 2006
▪ NBC	The Today Show	February 2007
▪ ABC / CBS / NBC / FOX Access Hollywood / Entertainment Tonight	Harry Potter Book Launch	February 2007

ICE SCULPTURE DESIGNS

Television Publicity (continued)

- | | | |
|--------------------------|--|----------------|
| ▪ ABC / NBC | Nightly News
Christmas Demonstration
Time Warner | February 2007 |
| ▪ Sirius Satellite Radio | Martha Stewart Live
Feature Segment | August 2007 |
| ▪ ABC | The Rachel Ray Show
Feature Segment | December 2007 |
| ▪ FOX | FOX Business Network | December 2007 |
| ▪ ABC | Rachel Ray on Ice | February 2008 |
| ▪ ABC | Regis & Kelly | February 2008 |
| ▪ ABC | Good Morning America | March 2008 |
| ▪ NBC | Late Night with
Conan O'Brien | June 2008 |
| ▪ CBS | Without A Trace
Episode | 2008/09 Season |

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Print Media Ads & Photo Shoots

▪ Town & Country	Photo Shoot	October 1991
▪ Dunkin' Donuts Calendar	Photo Feature	January 1999
▪ House & Garden	Photo Feature	May 1999
▪ Quest Magazine	Photo Feature	October 1999
▪ Evian	National Ad Campaign	March 2000
▪ Wet Seal	Ad Campaign	September 2000
▪ BMI Entertainment	Ad Campaign	April 2001
▪ Ice Age	Movie Premier	March 2002
▪ MTV	Video "Mr. Cheeks"	February 2003
▪ Brother Bear	Movie Premier	September 2003
▪ Banana Republic	Christmas Catalog Billboard	December 2005
▪ NY Times	Front Page Style Section	December 2005
▪ Swavorski Crystal	Ad Campaign	February 2006
▪ LAG Magazine	Fashion Feature Manish Arora Dress Casadei Shoes Photographed by: Timothy Wood	June 2008

ICE SCULPTURE DESIGNS

FAQs

How long does and ice sculpture last?

There are many variables when it comes to the longevity of an ice sculpture. For example, temperature, direct sunlight, size of the sculpture, ventilation, indoor/outdoor event, all play a very important role. On the average, the life expectancy of an indoor sculpture is approximately 6-8 hours depending on design.

Will you do any custom freezing?

Yes! Ice Sculpture Designs can freeze objects into the ice such as flowers, invitations, pictures, bottles and more.

What do I need to furnish the sculpture?

Typically all you will need is space for a 3ft round or square table for the sculpture. Flowers and arrangements work great to hide the pan and add a gorgeous decorative touch

What will be the dimensions and weight of my Ice Sculpture?

Ice sculptures vary in size. An average ice lock weighs in at 300 pounds, and the dimensions are 40 x 20 x 10 inches. The weight of an average finished one-block sculpture will range between 150-200 pounds. This weight can be supported by most banquet tables. Other larger sculptures can weigh from 500 to 5000 pounds. You can discuss accommodations when you place your order.

How far in advance do I have to order my Ice Sculpture?

We would appreciate at least one full week's notice; however, we can sometimes accommodate 24 hour emergency deliveries.

Do you use molds?

No, all of our sculpture are hand carved .

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Contact

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is your imagination.*

PHOTO SUMMARY

WWW.ICESCULPTUREDESIGNS.COM



Enhancing Your Event with Custom Carved Logos



Enhancing Your Event with Custom Carved Logos



Special Events
Rachel Ray with Scott Rella
Rachel Ray on Ice 2008 at Bryant Park



Special Events

Ice Age Movie Premier at Radio City Music Hall

Cedric the Entertainer, Denis Leary, Ray Romano, Director Chris Wedge, John Leguizamo



Special Events
Dan Bergin Master Carver, Bronx Zoo Annual Event



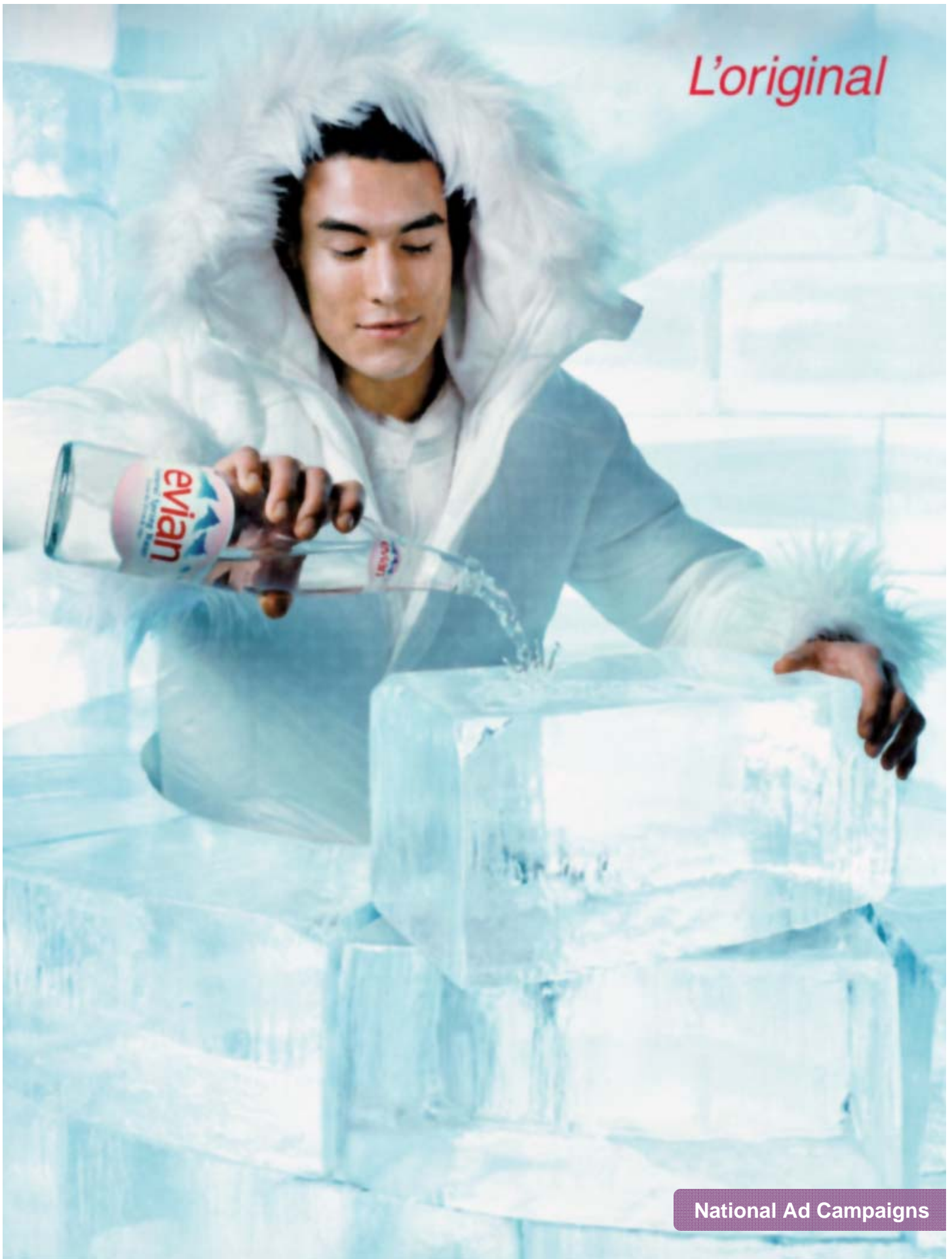
Be A Champion At Your Next Gala
Michael Strahan , New York Giants





Live Demonstrations Available
Scott Rella performs for Mercedes Benz

L'original



National Ad Campaigns



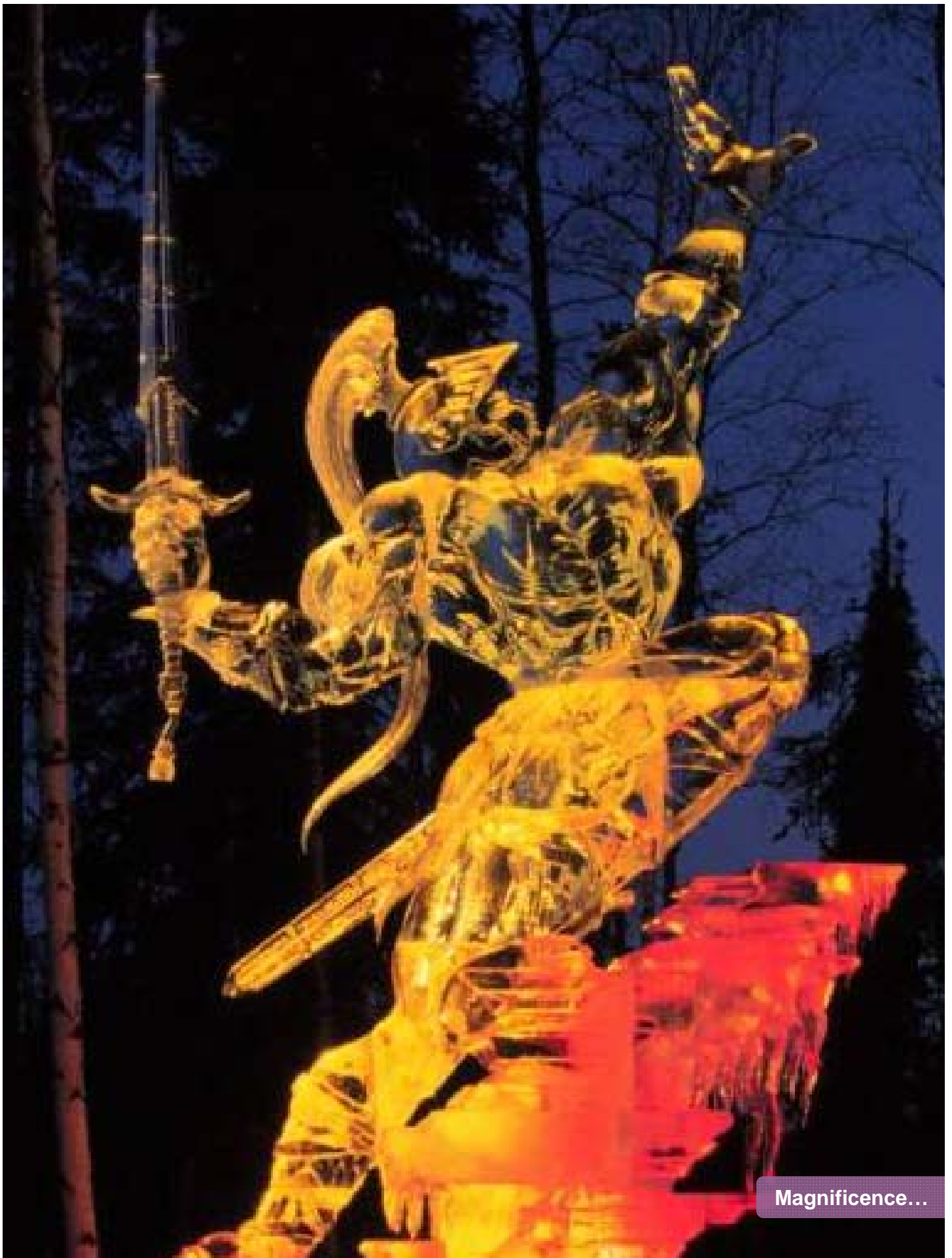
Magazine Photo Shoots
Photo Credit: Timothy Wood



Engage With Ice With A Functional Ice Bar



Custom Centerpieces



Magnificence...