

HM Review

Drew Heitiner

Motorhead Miniatures Accessories

Authenticate a model display by adding the human element.

If you have a customer who is a collector of models, the greatest pleasure he derives from his collection is presenting his prized models to the envious eyes of visitors. The centerpiece of his entertainment area, after that mega TV on the wall, is the model display, dramatically showcasing all of the stars of his collection. Still, as he sits in quiet times and appreciates the beauty of his collection, he can't help but think there is something missing. Some element of drama, scale, or motion is needed that would raise his display to another level.

When women prepare for an evening with friends, they always pay close attention to their appearance. Time is spent not only on choosing the attire but also the accessories. As many ladies oftentimes say, "Without a string of pearls, it's just a black dress."

By applying this analogy to model displays, you can begin to understand the importance of adding depth to pique interest and draw the eye. Without question, accessories make the display. Advise your customer to think of his models as nothing but black dresses. Of course, you don't literally add a string of pearls or the perfect handbag, but you do need the hobby equivalent. Luckily, in today's model collecting market, there are a myriad of choices that can make models appear to jump off the shelf and bring life



to the casual observer.

Many collectible vehicles come on bases and platforms that add an air of authenticity to the model. Simply placing a prized model on a wooden base will serve to separate it from the rest and draw attention.

For backgrounds there are several ways to go. You can tie an entire shelf of Formula One models together by adding a photo backdrop of a racetrack grandstand. If the display is aviation-oriented, a photo of an airfield

and control tower works well. The key is to tie the display together without making the background the focal point of the collection.

A more effective way to entice the eye and engage the imagination is to surround the model with objects likely to be found near the full-scale product. Placing the model next to something familiar helps to define the scale and adds to the sense of realism.

Automotive models have a likely partner in this accessorizing idea with the tools, service apparatus and figurines offered by Motorhead Miniatures. Offer a suggestion to your customer that he mount his latest project on a mechanics lift or floor jack of the same scale. Recommend that he elevate the car, open the hood and spread some tools around. Now the car that's on the same shelf as 10 oth-



Nothing says speed and tells the world you've messed up faster than a police officer issuing a traffic citation.



Features

- Available in a number of scales from 1/43 to 1/18.
- Each package contains a wide assortment of material.
- Designed to add interest to any static model display.
- Endless possible combinations of tools and figurines.

ers is the real star. All eyes will be drawn to the dramatic reality of the presentation.

In the same way, tools and apparatus can be applied to such a display and other, less auto-centric, items can be employed in the same manner. Things like trees and other inanimate objects like pallets and oil drums placed next to a model create a mood and add fun. Railroad modelers have been doing this for years. It's called the human element.

Nothing brings life inanimate objects to life faster than life itself. Motorhead Miniatures has lots of figurines to choose from, and each serves to personalize your customer's displays. Suggest figures that match the customer's personality. They can be realistic or cartoonish. Either way, viewers will immediately be drawn in and will be able to relate to the display.

By far the most popular type of figurines on or beside all automotive models are female. Female figurines can easily be matched to the era of the model. Long gloves and seamed stockings recall the age of classics; mini skirts



Items such as a toolbox and drive-up ramps add immense interest and eye appeal to a diorama.

and midriff shirts for muscle cars; and hot pants and halter tops for the modern age. Fast cars and fast women have gone together since the invention of the horseless carriage and nothing will make a guy's eyes light up faster than a sexy lady on or near a model.

Don't leave the boys out entirely. For racecars, it's easy. Pit crews, mechanics and drivers fit perfectly with any

model racecar. Servicemen are a natural in military displays. Gangsters (and their molls) go with a getaway car. Police officers are always an eye-catcher; just put a cop writing a ticket next to any model car and you'll probably get some comments.

Dioramas are a way for your customers to have fun presenting their private collections while also showing that their passion is more than just passing. Recommend that they accessorize their models with the many available products and figurines, such as those offered by Motorhead Miniatures, that are manufactured for just that purpose. **HM**

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History in 1:43

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