



VISUAL EVENT MANAGEMENT

SPECIAL EVENT DESIGN, LOGISTICS, PRODUCTION

CASE STUDY – SPECIAL EVENT / FILM PREMIERE

Sydney Entertainment Centre, 22nd November 2013

BRIEF:

The Brief from 20th Century Fox was to design and produce a truly spectacular Film Premiere event for the new film from Ben Stiller, The Secret Life Of Walter Mitty.

The event needed to be aspirational and larger than life, as befitted the premise of the film as a life-changing and soul-searching experience.

The Premiere was to be for 1200 invited guests, to meet and greet principal actors Ben Stiller and Kristen Wiig.

● Walter Mitty Australian Film Premiere

Sydney's Entertainment Centre in Haymarket was chosen for the Premiere event for a number of reasons. It is a very large and imposing venue, in the middle of Sydney's entertainment precinct, it has played host to some of the biggest International names in entertainment, it had the space for the red-carpet event, the pre-screening cocktail party and the room to build a purpose-made screening cinema, with the latest and best quality in Projection and Audio.

The Red Carpet was designed to run from the corner of Little Pier and Harbour Streets, across the park adjacent the Entertainment Centre and into the Gate B entrance. In keeping with the large-scale aspirational nature of the event, massive 4m high image panels were designed to line the carpet. The images on these panels were taken from the film's inspiring moments and the carpet itself was 8m wide to allow for a true Hollywood style red-carpet experience.

Once inside the Foyer, the huge large-scale imagery continued, with animated images from the film projected onto floor to ceiling height projection panels. Leading guests into the cocktail party area was a tunnel lined with large 4 screen videowalls, again showing repeated imagery from elements of the footage.

The cocktail party continued the theme, being a completely black draped elegantly lit room, with 5 massive projection screens, each 16m (53') x 9m (30') playing the atmospheric and emotive moving scenes.

Our guests enjoyed the cocktail party prior to moving under the cinema projection screen into the projection space. We dressed the Entertainment Centre down into a "Super Intimate" mode, allowing seating space for 1200 guests and installed a 20m cinemascope screen, complete with masking and side draping and a surround 7.1 L-Acoustics Kudo sound system for the space. Picture and sound quality were exceptional, as was needed for a film of this standard.

After the film's screening, our two VVIP guests came back on stage with a host, to rapturous applause, for a 20 minute Q&A about the film and the various elements going into the making of it.

Our guests left via the red-carpet and the immensity of the surrounding images, which had been left in pace for the duration of the event.

