

CASE STUDY – SPECIAL EVENT / FILM PREMIERE

Hoyts Entertainment Quarter, Moore Park, 24th November 2013

BRIEF:

The Brief from Paramount Pictures was to produce a truly special World Class Premiere event for the new Anchorman2 film.

The event was being attended by all the Main cast, Director and producers and befitting the cult status of the film, all 12 cinemas were to be used, allowing for 3000 invited guests.

A pre-screening cocktail party was to be held for 500 VIP invited guests.



VISUAL EVENT MANAGEMENT

SPECIAL EVENT DESIGN, LOGISTICS, PRODUCTION

● Anchorman 2 Australian Film Premiere

Sydney's Hoyts Cinema at The Entertainment Quarter was chosen to be the venue for this fun event due to the size of the forecourt allowing the building of a number of movie-inspired sets for the event and having room for the estimated 3200 guests. All 12 cinemas were used for the screening, with the VVIP talent (7 in all) introducing 3 cinemas live. The introduction in one cinema was beamed into the other 9.

The Heritage park area was chosen for the pre-screening party and the area was divided with the use of 4 themed marquees, each marquee dressed with images of one of the 4 main male leads.

The carpet was the largest seen at The Entertainment Quarter, with a full 8m width of Burgundy plush carpet running the length of the forecourt for the VVIP and guest arrivals. The media turnout, expected to be large, was huge, and the media and photographers were given access to all the talent and the VIP guests along the 40m carpet length.

Fans and ticketed guests had their own area to be up front and personal with the film's stars and were then given access to their own cinemas for the screening.

The carpet was designed to be a free access area, with only rope and bollard separating media from the guests; and talent and guests alike were free to be able to wander across to greet fans and then to talk with the media as they pleased. This gave the expansive carpet a very "Oscars" pre-party feel.

Inside the Main foyer of the cinema complex, another large run of burgundy carpet, edged with black allowed guests to have their own photo-opportunity moment on the way to the cinemas.

The technical complexity of the TV telecast was significant, requiring the use of all cinemas to be tuned for the event, a projector to be brought in to provide the IMAG telecast to the IMAX cinema and over 1 kilometer (3,300 feet) of HD-SDI cable to link all cinemas at 1080p quality and to switch the 3 camera red-carpet TV feed to all cinemas, then switch 9 of them to the Introductions in Cinema 1.

Will Ferrell, David Koechner, Paul Rudd and Steve Carell delighted fans by singing "Afternoon Delight" at the conclusion of the introductions.

