

CASE STUDY – SPECIAL EVENT / FILM PREMIERE

Event Cinemas, George Street, 17th April 2011

BRIEF:

The Brief from Paramount Pictures was to produce a truly special World Class Premiere event for the new Marvel Franchise, Thor. Following on from the hugely successful Iron Man, X-Men and Spider-Man franchises, this launch had to be earth-shattering.

With all the cast and Kenneth Branagh, Director, attending, the event had to be media worthy and capture the attention of the attending public.



VISUAL EVENT MANAGEMENT

SPECIAL EVENT DESIGN, LOGISTICS, PRODUCTION

● Thor, World Film Premiere



Sydney's Event Cinemas in George Street was to be the venue for the event and we were immediately concerned about how the footpath and local surrounds would manage to deal with the expected public turnout and the number and calibre of the talent.

We were able to convince the council and the RTA that we needed more room for the event and they allowed us to use the near Bus-lane for our red-carpet, allowing us to accommodate the massive media turnout.

The carpet along the road and into the cinema foyer was designed to accommodate the 4 main talent and to allow them to do media interviews concurrently or together, as required and culminated in a number of media photo opportunities to facilitate the paparazzi in getting the shots they needed for syndication.

The carpet layout and extent was one of the longest ever to be done at Event Cinemas, a 4 camera shoot was beamed into the 4 cinemas for attending guests and the introductions in VMax 2 were also beamed into the two overflow cinemas.

Visual Event Management conceptualized, designed and produced the entire event, including all the complex technical requirements of the lighting, audio, video shoot and telecast, the media pen logistics and facilities and then built the entire event over a two day period.

For a closer look at a video of the event, go here - <http://www.youtube.com/watch?v=u3ztCL-UnGs>

