

Event task - set expectations and goals (related to marketing and communication objectives)

Demands for the visual representation of the year- end- gala were exclusively high. The objective was to forward the concept of “Seasons” together with a slogan “G4S in any weather” on multiple levels:

- to support the aim of the event- to honour the best employees of the year
- to support the visual identity, sound and technical solutions of the program
- to create an interactive design environment according to the concept of the event- the changing of seasons

This high demanding design solution was constructed in Pärnu Spordihall, which is a conventional sports hall with three basketball courts.

Description of event execution (innovative and distinctive solutions)

To achieve the high standard, an innovative and integral 3D design concept was developed.

The three main components were sound, visual designs and decorations- the effect was created by their close interaction.

The hall was turned into a blackbox with 4000 m² of fabrics and floor cover materials. The room had a special loudspeakers' system, creating the desired surround effect and imitating the sounds of seasons.

Strips of fabrics hanging under the ceiling created the impression of clouds and were painted in the different colours of seasons by using lights. Walls had huge white screens with several meters high trees placed in front of them, that came alive when elements of seasons were projected on them (colourful leaves, rainfall, snowflakes, etc).

The multiple levels of stage were connected with LED screens and portrayed the themes of seasons according to the program, giving the impression as if the ground under the performers was moving. In the back wall of the stage there was a round screen, symbolizing the Moon and the Sun. An 8 m long LED rainbow arched over the Sun, giving the stage a special glow. To support the program, a part of the stage was made of artificial ice.

The result

The success was achieved by the coherence of the different design components (sound, visual design, decorations and various technical solutions), that helped to blend the emotions of summer, autumn, winter and spring to the audience. The innovative solution of using the 3D design elements, together with spectacular performances and themed catering, contributed to achieving the primary objective - to create a multifunctional and unique environment and by bringing the Seasons of G4S to life.