

Interactive Product Launch

180 The Strand



We were appointed by leading marketing agency HarrimanSteel, to provide full production management and content creation for an ambitious product launch. The immersive event was staged for over four hundred international VIP press. Working with choreographers IC Movement, the event was centered around a contemporary dance performance that explored the relationship between time and space.

New 'it' venue 180 The Strand, provided a blank canvas to create the completely bespoke experience. Working with production design firm, Rockart Design, a unique performance space was created with a faceted 'shard', which served as the projection surface for the custom visuals.

Collaborating with the creative team at HarrimanSteel, we designed unique animations using d3 and Notch technology that the dancers interacted with. The choreography included both classical and urban dance, the performers using movement to explore time and space - a reflection of the marriage of classical and contemporary design.

A high level of interactivity ran through all elements of the event. From the animated visuals that mirrored the

dancer's - and later the guest's movements, to the interactive tables that allowed guests to view product information while changing the images displayed on the surrounding projection walls, each area was carefully considered. 11 screens were scenically constructed into the walls like picture frames. The screens displayed product images that changed and moved as the guests walked by. Lighting designer Jvan Morandi of Placing Shadows, and DJ Slugabed of Ninja Tunes ensured the lighting and audio worked hand in hand with the immersive theme of the event.

Gaining access to Australia House, we used analogue technology to project the event hashtag onto the 100ft façade of 180 The Strand, an awe-inspiring sight for guests and passers by alike. The successful launch saw us work with Harriman Steel to turn their creative and interactive concepts into a reality. Guests enjoyed a completely unique experience. The event was filmed and broadcast on FB live reaching thousands of followers through Facebook, Instagram and twitter.

