



LUNAR NEW YEAR BMW AUSTRALIA i8 ACTIVATION

For the second year in a row, the NEXTGEN team headed by Guy McGregor was appointed by BMW Melbourne to build an activation in front of Crown Towers for the 2017 Lunar New Year celebrations.

An opportunity to design and deliver a display showcasing an exciting BMW i8 utilising a 360 degree location. It was to withstand wind, rain, probing patrons over two weeks, functioning 24 hours a day, 7 days a week. The core message was to feature an innovative car as the centrepiece of the stand. We began the process by researching shapes, colours and design elements of Chinese culture with a mindset of retaining standard rigging elements for the structure. From there, NEXTGEN designed and manufactured some custom elements to enable the unique curves and shape.

During the 3D design process, we considered all viewing angles, aesthetics and ensuring all unsightly elements of cabling and fixtures could be hidden with fabric over and under the structure.

NEXTGEN
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ELEVATING THE BMW BRAND: Innovative Event Mastery At Work!

Crafting Memorable Experiences for Lunar New Year Celebrations

What We provided:

The foundation of this display was a custom round stage dressed with red fabric swagging and red lycra wrapping, custom draping, highlighted with floods, wrapped LED screen and decorative lighting. Lighting was controlled by a Grand MA, our ultra bright LED panels were fed by our Coolux media server, performing flawlessly over the two week period. With over 15,000 channels of DMX, we quickly determined the transmission of lighting control would be best served over Art-Net. Close coordination with Crown was imperative, as we arranged a 13 Tonne crane, tow trucks onto the site, requiring risk and safety management along with onsite public safety management. The striking design was installed with precision timings to a high standard over two day build.

Engagement of the general public with the BMW brand was increased resulting in more enquiries at the dealers. This feature display at the main city facing entry point to Crown, was highly visible to patrons travelling from Southgate, Southbank and CBD. As a showcase of NEXTGEN methods and talent, the execution of this project was a triumph.

NEXTGEN are passionate about delivering excellence and creating unforgettable moments. Our team of experts is eager to collaborate with you to elevate your event. Let's join forces to bring your vision to life and make your ideas a reality.

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