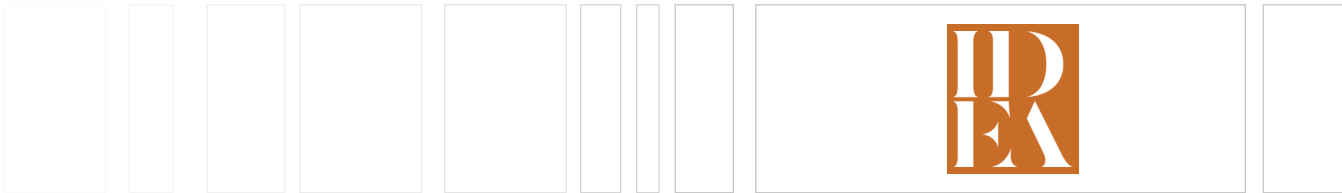


Case Study



IDEA

**INTERIOR DESIGNS EXCELLENCE
AWARDS SHOW**



CLIENT: IIDA - International Interior Design Association

AUDIENCE: 150 Attendees

- ▶ Commercial Interior Designers
- ▶ Architects
- ▶ Media

LOCATION: St. Louis, MO



SITUATION:

The Gateway Chapter of IIDA (the International Interior Design Association) had held their first annual design competition for commercial design. This included architecture, custom furniture design, and decorating of commercial spaces such as office buildings, hotels, and hospitals. Design firms entered the competition, and IIDA chose winners in eight categories: Corporate Large, Corporate Small, Education & Research, Renovation & Preservation, Healthcare, Senior Living, Hospitality, and LEED Certified.

In order to present these awards, IIDA wanted a stylish, visually stimulating awards ceremony. They chose the urban loft-style setting of NEO on Locust and asked REEL IMPACT to design a set, create a sound and light show, and crew the event live including technicians on audio, lights, video, and special effects.

OBJECTIVES:

The Gateway Chapter of IIDA held their first annual design competition. In order to be successful, the event had to achieve the following objectives:

- ▶ Be timed exactly to show off IIDA in the best possible light
- ▶ Give an upscale feel that to impress members and stakeholders of IIDA



REEL IMPACT created motion graphics that match the color and font of IIDA's printed signs.



NEO on Locust provided spectacular views of the St. Louis skyline.



REEL IMPACT staging - with moving lights and video - kept the audience's attention.

- ▶ Keep the winners secret until they are announced during the show
- ▶ Brand the staging and all video with IIDA's colors and style

APPROACH:

Reel Impact provided set design, video, and multimedia services at the award show, including:

- ▶ Custom-built metal and wood set to match the urban loft interior
- ▶ Animated rear projection boxes and lectern
- ▶ A photo slideshow to play before and after the show
- ▶ A technical crew to control audio, lighting, and three video inputs
- ▶ Lighting, sound, and projection equipment
- ▶ Technical rehearsals with the presenters

SERVICES PROVIDED:

Preproduction

- ▶ Creative brainstorming
- ▶ Set design and fabrication
- ▶ Graphic design
- ▶ Video slideshow

Even Production

- ▶ Set construction
- ▶ Sound design
- ▶ Lighting design
- ▶ Animation design
- ▶ Special video effects



REEL IMPACT built rear projection boxes for each animated letter



The REEL IMPACT crew after a successful show



In addition to the letter boxes and screens, REEL IMPACT provided a plasma screen podium with animated logos

CHALLENGES:

A Set to Match the Location

The setting chosen by IIDA was a factory converted into an event space. It had a sparse, urban loft feel that REEL IMPACT complemented with corrugated metal pillars. To add a touch of technology to the set, REEL IMPACT created four rear projection boxes to display the letters "I", "D", "E", and "A". The metal pillars bounced the lights from the remote-control LED lighting rig and added a flash of color that could change throughout the show.



An IIDA member accepts an award for her team

RESULTS:

The IIDA officers, members, and guests were impressed with the entire show. By doing technical rehearsals early, we were able to prevent the winners from seeing their designs in the video until the show, and every cue went off perfectly.



The Gateway Chapter of IIDA

"Wow! Don't you love it when a plan comes together? This is amazing...This awesome stage! I thought it would just be a stage and a podium, but it's everything. It's cool!"

— **Larry Richie**
President Gateway Chapter
IIDA