



Corporate

Taylor Made Documentary Launch

Adlib won the competitive tender process to supply all of the audio visual and technical production requirements for the launch of a documentary by the golf brand Taylor Made held just outside Blackpool.

Following two site visits, Adlib designed stage sets, lighting, audio and projection systems that were used to transform two rooms into full HD cinemas. An additional, branded stage was designed and installed in the central entrance hall as a performance & presentation area with further branding being installed on the landing area.

It was from the stage in the central reception area that guests were welcomed and entertained with a live performance from a string quartet before moving through to the documentary screening "cinemas" before returning to the reception area for drinks and canapes. Adlib were responsible for the management of all technical aspects and supported our client from the beginning of the planning process through to delivery on site and delivery of the event itself. All of the audio visual equipment, branding and staging was supplied from our own stock and delivered by our own AV technicians. We even helped them to install flag poles all the way down the driveway in the rain when they were let down by another supplier!

Stage Sets & Branding

Following the site visits and discussions with the venue it became apparent early on that it would not be possible to attach anything to any walls within the venue. In fact, our equipment couldn't even touch a wall. With that in mind, we designed a total of 6 free-standing branded stage sets and step and repeat / press boards which were installed throughout the venue.

In each of the cinema rooms, Adlib supplied small stages along with full backdrops to create the effect of being in a branded cinema. To the right of the screens and backdrops were secondary branding panels in front of which press photos were taken following the screenings.

In the reception area, Adlib created a high gloss white stage with a laminate finish to the top and sides. Behind this was another branded stage set.

Stage Sets & Branding

Three discrete sound systems were required for the event. In the entrance area, Adlib supplied a PA system suitable for the live music performances, background music and speeches that were made in this area. Adlib supplied all microphones and IEMs for the performers.

In each of the "cinemas" that we created we supplied discrete sound systems that created high impact through the use of the subwoofers hidden behind the stage backdrops.

Lighting

Adlib provided all of the lighting requirements throughout the venue including:

- Outdoor gobo projection (projecting the Taylor Made logo onto the front of the building)
- Indoor stage lighting to highlight the presenters and performers, drawing attention to the stage
- Ambient lighting including wireless uplighter to create the atmosphere
- Stage lighting to light the branded backdrops

Projection

Each of the cinemas was fitted with a full HD projector and video playback system with backup computers providing redundancy. The projectors were positioned on top of neat plinths to avoid spoiling the appearance of the rooms with unnecessary stands and technical equipment.



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