

CASE №1
SMALL EVENT FOR INTERNATIONAL
MARKETING FIRM
2007

The proposal drawing that sold the event and helped guide the lighting design.



All designs start out as rough 3D CAD models. This quickly identifies size and sightline issues and also helps with execution when the project is approved because engineering is already roughed in. From the model we can create an animation that gives everyone a clear idea of the entire set from all angles.



The client, a large international marketing firm, wanted to upgrade a bare-bones internal meeting, without spending much more money than they had the year before.

A rental package seemed like an excellent solution, but none of our standard offerings precisely fit the client's needs and venue. We created a custom arrangement using the elements from package #3 with a couple of add-ons. From this we created a rendering that showed the client what they were getting and sold the event.

Because all the fabric panels are recovered for each project, it was no problem getting everything just the right size to make the most of a small venue. This was our first time using this particular rental system and found it set almost as easily as pipe and drape.

Dayworks also coordinated and sourced all the AV equipment for this event, which made the client's out of town producer's job much easier. It's not our usual area of responsibility but we were glad to help.



The finished set went up very quickly and didn't interfere with the AV crew's work.



DAYWORKS INC.
Environments for Events

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