

Kosmos IMAX Opening Gala 16th of December 2014

Event

Client event

The aim of the event

A well known cultural heritage site, Kosmos Cinema was fully revamped into the most modern IMAX digital cinema theater in the whole Nordic and Baltic region. An invite-only black tie 350 guest Gala Event was organised to celebrate the occasion. The aim of the event besides introducing IMAX technology was to gather the key personas in film industry, establish good relationships with partners and introduce the new owners to local scene. The client expected only top quality solutions for the gala for video production, technical solutions and art direction. Celebrity media was invited as the whole launch period was covered by PR activities and advertising campaign.

Description of the event

Event was specially designed and curated by production designer who provided the whole conceptual solution on the relevant theme – “space” (Kosmos in Estonian). The environment was designed in silver and blue by careful selection of fabric, lightning and preps such as Star Gate to IMAX hall or planets of our solar system that were specially produced for the special event only.

The technical implementation was complex featuring a number of tailor-made solutions. Tailor-made visuals were shown on all of the many LCD displays in the building. Space-themed blue visuals were projected on the awning over the entrance. A video mapping solution was produced marking the new beginning for the cinema and new IMAX technology, displayed on the entire 30m wall for 8 consequent nights.

The program was technically complex. Instead of the master of ceremony pre-recorded sound clips were played as in a spaceship. The speakers by were zoomed on the 300 sq m scene by live cameras. The speech of the new owner was written by a professional scriptwriter. The 7-minute performance was a combination of live camera feed and a pre-recorded clip of the owner showing the key spaces in the building. Live subtitles translated the Russian language performance into Estonian and English. The whole show was run by a professional team with live TV experience.

Result

Thanks to the professional team, the complex technically intricate event resulted in great success. The guest list included 350 key personas who gave excellent feedback for the whole organizational side due to the special tailor-made solutions, that are rarely used during similar events. The event was also thoroughly covered in celebrity media.

Full length video of the opening process

https://www.youtube.com/watch?v=dpXrw90S_M0

Photos: Jelena Vilt